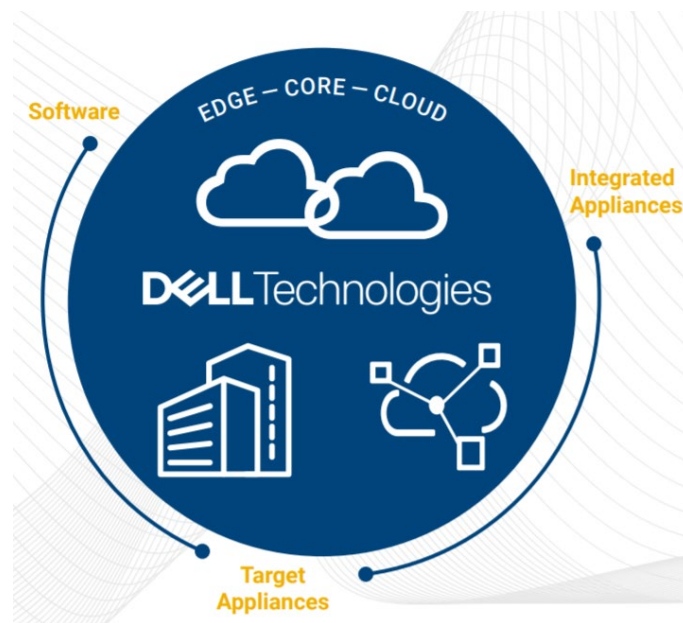# "It's a Multi-Cloud World After All"... and Dell's No Stranger to It

By Andrew Glinka | November 2021

Approximately 10 years ago, "the cloud", "cloud storage" and "cloud data management" were entering into our mainstream IT vocabulary. Led initially by Amazon Web Services (AWS) the "public cloud" forever transformed computing and the IT industry, and many thought the public cloud spelled the end for hardware platform vendors and traditional physical datacenters.

Back in those early days, however, thought leaders at Dell already were talking about co-existence with AWS and other large cloud service providers. They foresaw private and hybrid clouds coexisting with traditional IT storage and data protection platforms along with major public clouds and other cloud service providers.

The visionaries further predicted that these business and digital transformations would span across physical and virtual datacenters seamlessly providing data anywhere and any place.   Data storage and protection workflows could (and eventually would) be deployed across private, hybrid and/or public cloud environments with a mere click of the mouse.

Today, Dell Technologies' "everything, all in one place" advantage extends across multiple physical *and* virtual cloud platforms, with a broad portfolio of solutions and consumption options.   And there is now universal agreement that the multi-cloud is here to stay. By 2025, IDC predicts (read here) that 55% of organizations will have migrated their data protection systems to a cloud-centric model to centrally manage core, edge and cloud data protection from the cloud.   [IDC FUTURESCAPE: WORLDWIDE 2022 CLOUD PREDICTIONS (DOC #US47241821 / OCT 28, 2021)]

A deliberate, balanced multi-cloud data protection strategy gives companies the freedom to choose the right cloud platform for their workload because different cloud platforms have distinct features and advantages.

Specifically, a multi-cloud data management and protection model provides:

- Ability to leverage cost or security differences with each cloud provider

- Avoidance of single cloud lock-in – and any availability concerns

- Freedom to move workloads to another cloud provider(s) or private/hybrid cloud to achieve better cloud services or cost optimization

Furthermore, organizations and businesses require solutions that protect their data regardless of cloud provider or platform chosen, or the combinations of on-prem, hybrid or cloud models. Storing or copying data in the cloud does *not* mean it's automagically protected. You need a purpose-built on-prem and multi-cloud data protection solution strategy in place. Cloud data "resilience" is not enough protection.

While our competitors talk about their cloud capabilities, Dell has been delivering on the promise of the multi-cloud…for years. Did you know that Dell Technologies' customers have protected over 7 Exabytes[1] (and growing) in the multi-cloud? Dell certainly knows a thing or two about the multi-cloud, cloud data management and protection. Dell is an industry leader in providing data protection solutions – no matter where your data is stored.

Unlike some other IT vendors, Dell Technologies is a single source IT infrastructure *and* solution portfolio vendor. We offer flexible consumption and "as a service" models, lower data management TCO, and a worldwide professional services team that provides complete on-prem and cloud solution coverage and support.

So, whether your organization or business enterprise is looking to…

- Off-load data to "the cloud" from primary storage and protection hardware platforms
- Archive cold or frozen data for long term retention and record keeping
- Implement a Disaster Recovery solution for private, hybrid, and/or public cloud backup
- Create secondary or primary virtual datacenters for expanded seasonal or on-demand IT operations
- Create an in-cloud native Cyber Recovery solution to augment an existing on-prem one
- Or simply use the private, hybrid, and public clouds for physical and virtual backup and restore…

…Dell Technologies has the right product, licensing, storage, data protection and platform as-a-service cloud solution for you.

The graphic below illustrates Dell's wide range and depth of multi-cloud platform coverage.

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[1] Based on Dell Technologies analysis, June 2021

Quite simply, Dell has one of the broadest ranges of cloud strategies and options needed to manage your ever-changing data protection and data management workloads. Also, moving to the cloud is all about economics. Dell Technologies provides better cloud data management economics with lower cloud data costs for archive and workloads running in the cloud than the competition[2] .

Other user benefits include:

- Simplified and streamlined day-to-day operations featuring easy-to-use interfaces on-prem or in the cloud
- A full range of easy-to-use tools to seamlessly transition and migrate your workloads
- Extensive experience in helping your IT department, business or organization accelerate your digital transformation

This blog is the first in a series that will cover Dell's modern on-prem and cloud data protection capabilities and corresponding solutions. Each month, we'll discuss how our solutions and services reliably protect (and quickly recover) your data. Here's a preview of the topics we'll cover in this series:

- How Dell's PowerProtect data protection solutions can lower your in-cloud costs to protect monthly bills across major Scalars/Public Cloud platforms
- Ways you can leverage Dell's virtual on-prem and Cloud data protection solutions that are optimized for VMware environments and seamless integration
- How Dell's air gap vault based Cyber Resilience and Recovery for on-prem platforms and native cloud environments can protect against ransomware
- How PowerProtect Backup Service is designed for 'aaS' consumption and will help streamline your datacenter resources
- Ways our proven on-prem & hybrid cloud backup solutions are ideal for supporting both physical and virtual data and applications

I hope you'll find the above blogs informative…and further reasons why Dell has been a leader in providing both on-prem and cloud data protection solutions – "everything all in one place". And why those Dell thought leaders over 10 years ago were so visionary…and right...in predicting balanced on-prem *and* multi-cloud co-existence for our industry's digital transformation.

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[2] Based on Dell analysis comparing PowerProtect DP series, September. 2021.