

Dell Data Protection

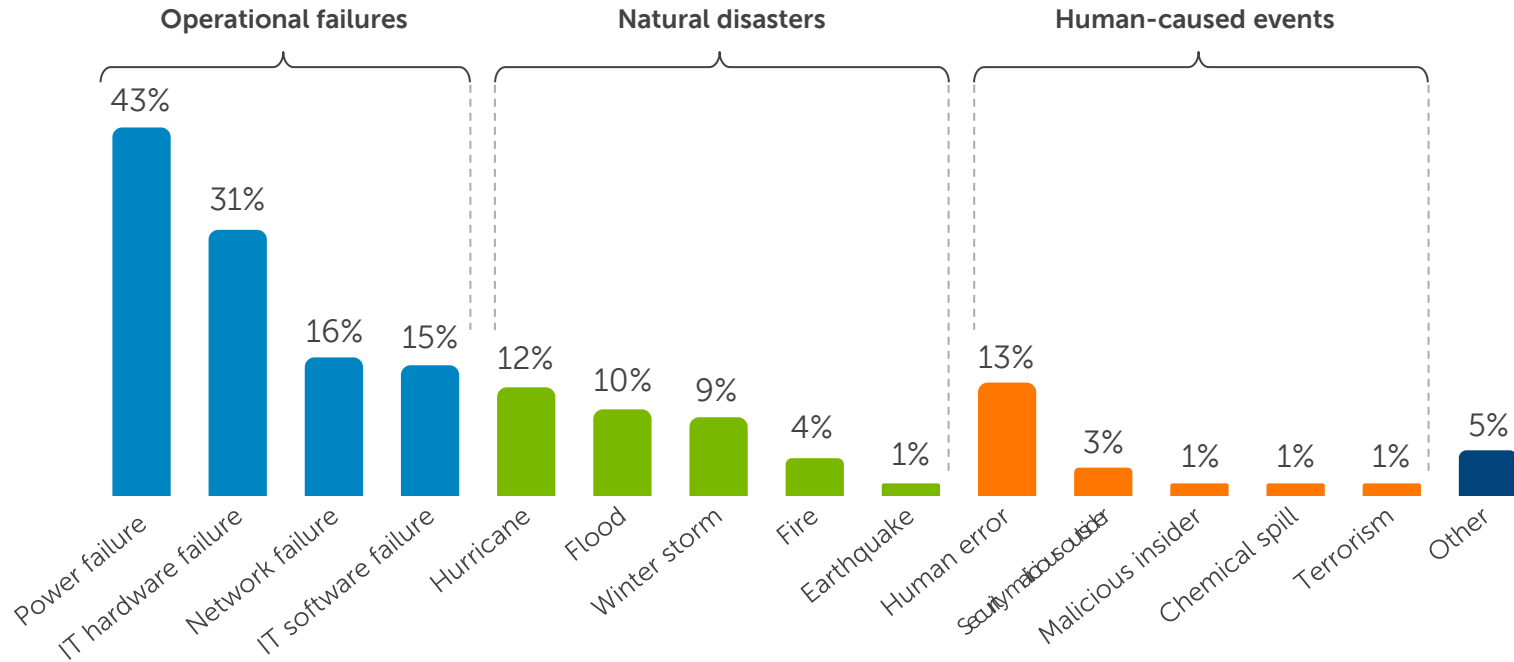
Matching backup to business

August 2014



Your disaster is in your data center

Did you know? 1 in 3 companies has declared a disaster during the past 5 years!



The evolving landscape

Two overlapping trends are rapidly reshaping data protection

1 Changing Expectations – External

The Age of the Customer meets the Era of Now changing the game for IT shops globally



Always On



Connected



Protected



Fast

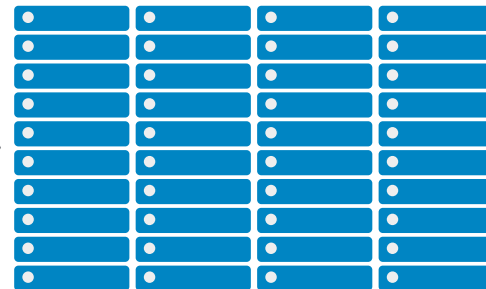
2 Massive Data Growth – Internal

40X

increase
in data



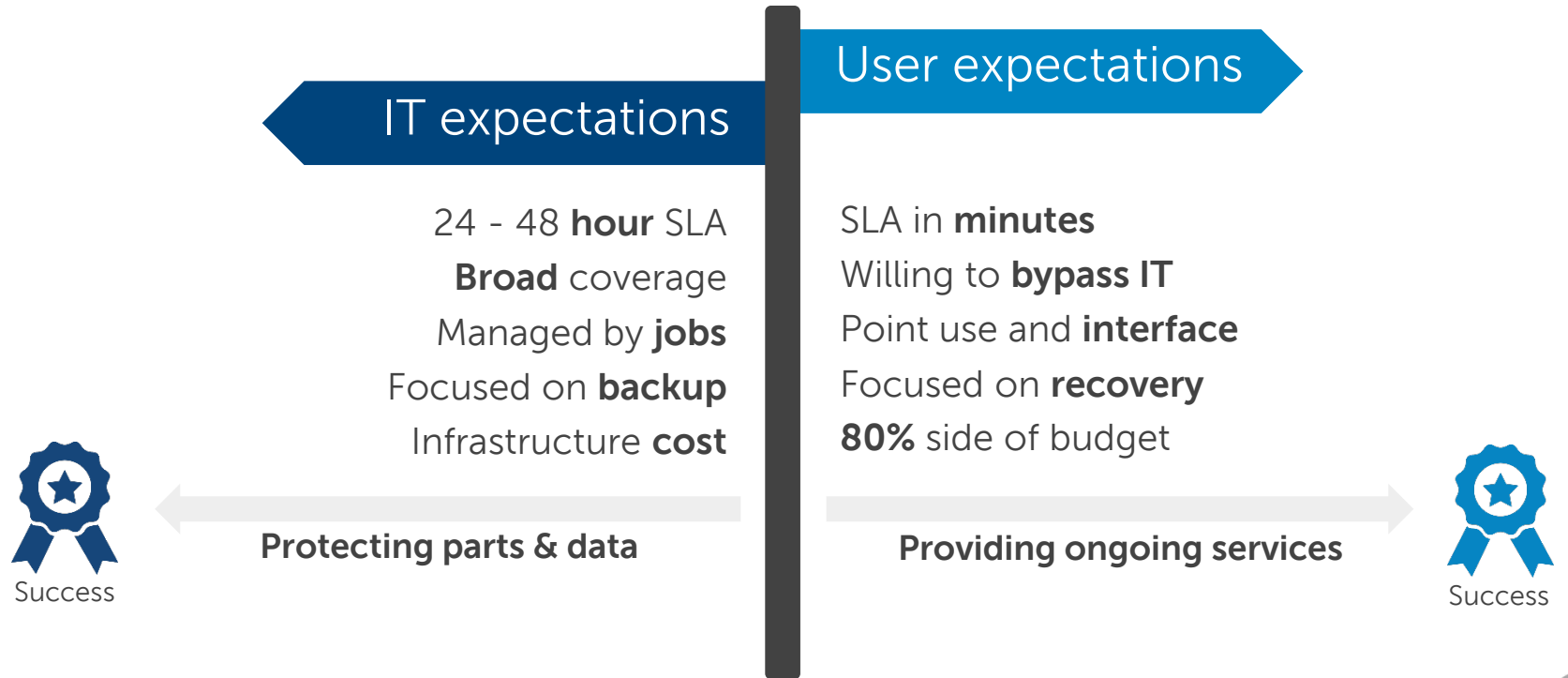
2009
0.8 ZB



2020
35 ZB

The gap between IT and users

Opposing expectations of protecting parts versus providing services



4 causes of business misalignment

1 Lack of business-defined recovery SLAs



Tiered recovery is essential and can be defined with a business impact analyses

2 Different understandings of SLA commitments



The **business expects full services back** and running while IT often goaled on just getting data back

3 Lack of tailored recovery strategies



Develop a Services Catalogue to **categorize applications** based upon their recovery needs

4 Lack of testing of IT continuity plans



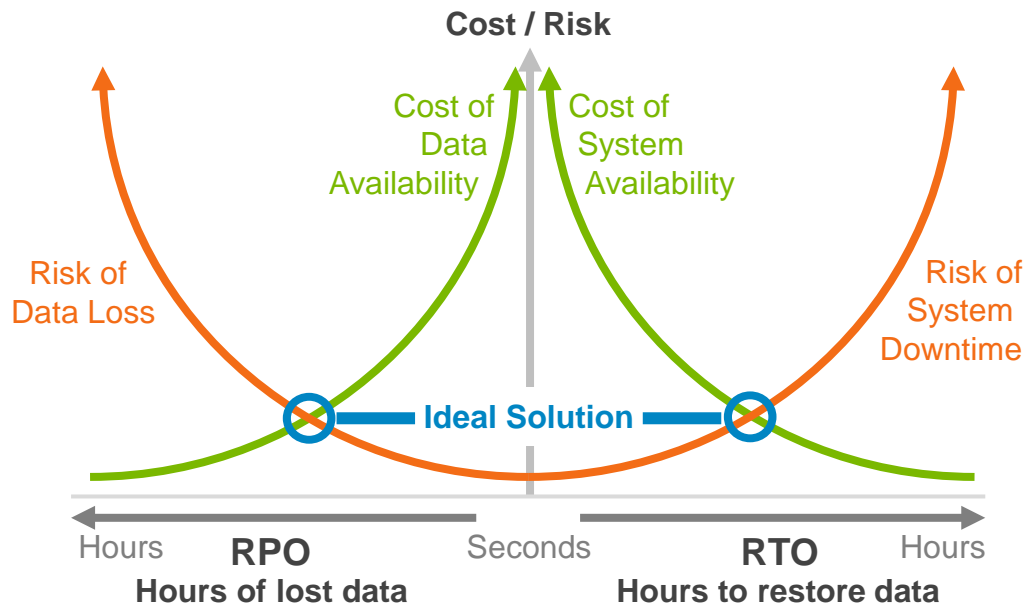
Take advantage of **multiple test types** to ensure you meet business needs – walk-through table top, components, full DR exercise

Get our new eBook for more on addressing these issues



The risk versus cost conundrum

Balancing asset value against availability costs



The lower the RPO/RTO requirements, the **greater the cost** of meeting them



The higher the RPO/RTO requirements, the **greater the risk** of data loss & system downtime



The **ideal solution** meets or exceeds RPO/RTO requirements for a cost that does not exceed the value of the assets, the cost of downtime

What if you could match backup to your business?

- Drive out the cost of complexity
- Eliminate the need to compromise
- Abolish complacency



Dell is matching backup to business

Protection for the entire organization, in-step with SLAs and budgets



Match your backup to your business

Get the protection you need across physical, virtual, and cloud and nearly any OS



Scale to protect thousands of VMs via agentless technology, active block mapping, compression, and dedupe.



Protect an enterprise with scalable, unparalleled ease of use.



Provide high availability through 288 snapshots/day, Virtual Standby, and Live Recovery.



Reduce your data storage footprint by up to 93% with NetVault SmartDisk for NetVault and vRanger.



Ensure that critical workloads are restored in minutes not hours.



Offer potential cost savings of up to 55% in large environments >250TB.

Dell is stronger in data protection than you might think ...



83,000

Customers globally from small business to Fortune 500



60% now spend 2hr or less monitoring backup



Trusted by

30

of the worlds top 40 banks

Overall **Quality Award**

STORAGE
MAGAZINE

winner in 2013



3,300

new customers added each quarter

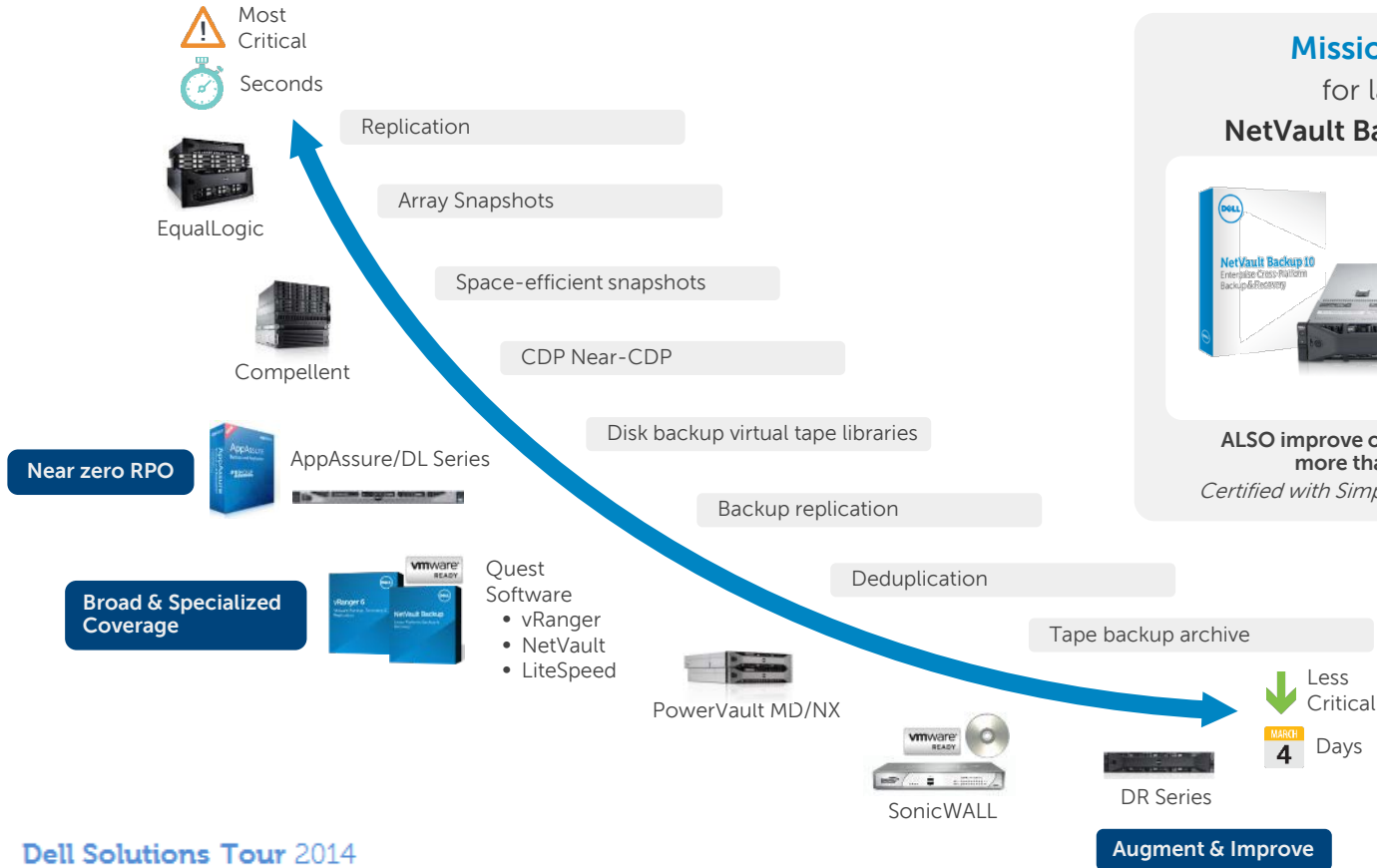


400PB

Data protected by one of the Top 3 internet search providers




Combined for a portfolio of solutions



Mission critical solutions
for larger deployments

NetVault Backup 10 + DR Appliances



Backup throughput up to...
22TB/Hr

Dedupe ratios greater than...
15:1

ALSO improve other backup software performance more than 100% with DR appliances
Certified with Simpana, Networker, & TSM in DR OS v3.0¹



Full portfolio refresh in 2014

GA
April



AppAssure 5.4

Backup in minutes ,
restore in seconds with
protection for physical,
virtual or cloud

- + Major MSP features
- + Significant usability
- + ease of use changes
including auto update

GA
May



NetVault 10

Enterprise protection for
everyone with unparalleled
ease of use

- + New web based GUI
- + Significant ease of use
enhancements
- + Additional performance
- + Additional scale

GA
May

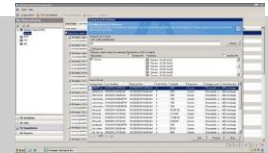


DR 6000

Smarter backup and
recovery that augments
existing environments for
massive improvements

- + New enterprise
platform
- + Increased
performance
- + Capacity for
enterprise

GA
April



vRanger 7

Smarter backup and recovery
that augments existing
environments for massive
improvements

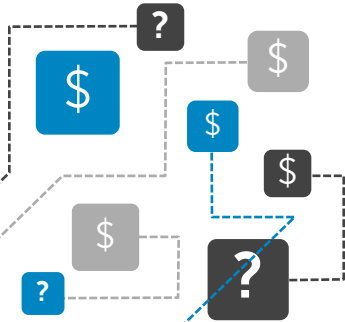
- + VMware vSphere / ESXi 5.5
support
- + Microsoft Hyper-V Server
2012/2012 R2 agentless
backup support
- + Increased performance

Dell Backup & Disaster Recovery Suite

Goal: Stop over paying and under protecting

Their Solution

- Multiple products
- Partial Protection
- Complex licensing

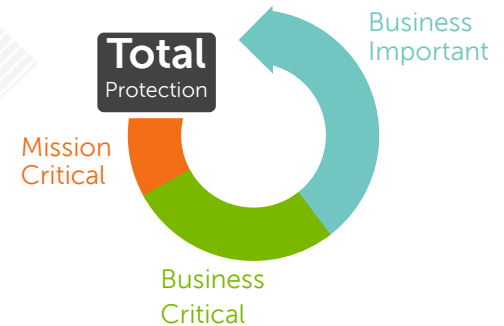


Our approach: Package mission-critical, business-critical and business-important data protection in one very affordable suite

1. One suite, three types of protection
2. Works across physical, virtual or cloud environments with nearly any OS
3. Straight-forward front-end terabyte pricing

Dell's Solution

- Single suite
- Full Protection
- Better Price



Result: Flexibility to mix and match Suite products to meet your RPO/RTO requirements.

Business resiliency without compromise

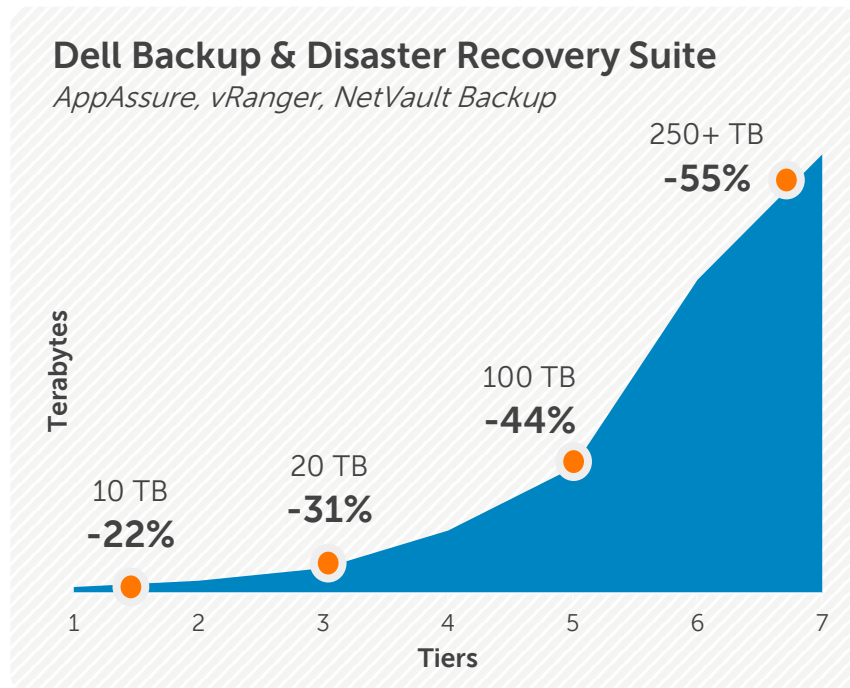
Access to AppAssure, NetVault Backup, vRanger in one all-inclusive Suite

Get resiliency without having to compromise

- The more you buy the less you pay per incremental TB.
- Purchase the capacity you need today, then grow that capacity as your business grows.
- Start in the tier for the total amount of front end data (TB) needed.

Define recovery requirements and tier your data based on how vital it is to your business.

- Mix and match Suite products to meet your RPO/RTO requirements.
- Protect vital data every 5 minutes.
- Protect virtual data agentlessly.
- Back up that data to disk or tape.



What's included in the Backup & Disaster Recovery Suite

One suite, with access to three types of data protection—you don't have to compromise

AppAssure

- AppAssure Core
- AppAssure Agent (which includes Window, Linux, MS Exchange and SQL support)
- AppAssure Central Management Console
- MailRetriever for MS DPM
- MailRetriever for MS Exchange
- DocRetriever for MS SharePoint

vRanger

- All components and features

Getting Started Guide

- Best Practices

Remote Implementation Services

- Optional

NetVault Backup Enterprise Edition

- Windows, Linux, Mac OS X, Solaris, AIX, HP-UX
- VMware and Hyper-V
- Exchange, SharePoint
- SQL Server, MySQL, Oracle, PostgreSQL
- SAP, DB2, Oracle RAC, Domino, Sybase
- Support for tape, VTL, and disk-based backups
- BMR for Windows and Linux
- Encryption
- Protection for NAS device with NDMP support
- Cluster Support for 3rd-Party DB's
- Netware & Lotus Domino
- Support for DR Rapid Data Access (RDA)
- Support for EMC DD Boost
- Data Deduplication with NetVault SmartDisk



VMware and Hyper-V and site-wide enterprise protection.

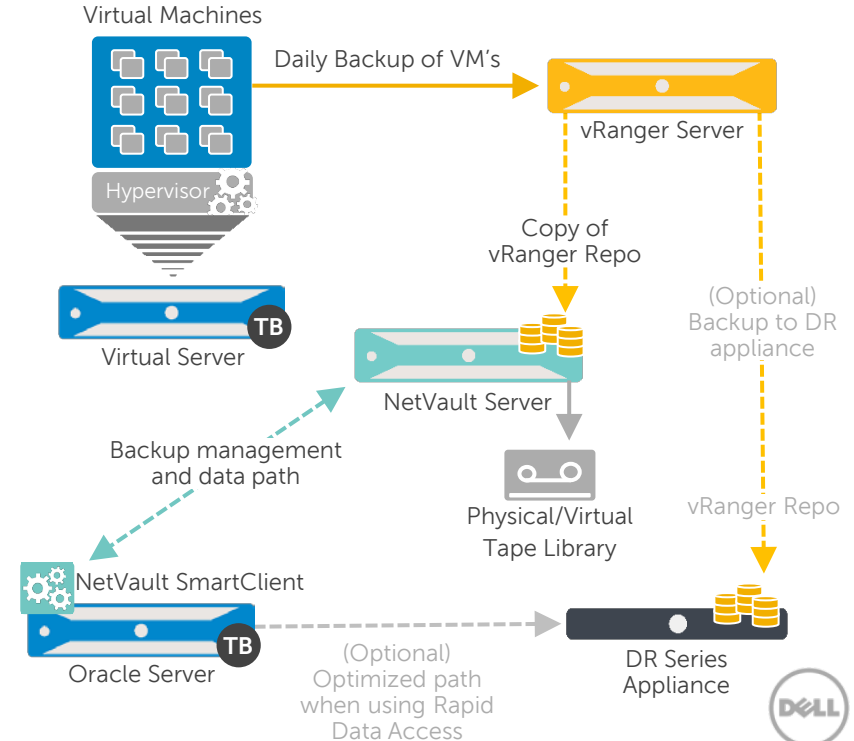
vRanger & NetVault Backup

vRanger

- Scalable and easy to use for protecting large amounts of virtual machines
- Automatic detection and protection for virtual machines
- ABM and CBT improve backup times and reduce required backup space

NetVault

- For most enterprise applications such as Exchange, Oracle, Sybase, Infromix, etc.
- For a broad range of OS such as Windows, Linux, and UNIX
- Protect physical machines
- Used for BMR and recovery to dissimilar hardware
- Ideal for complex tape and NAS support



Enterprise application support and unparalleled system availability

AppAssure and NetVault Backup

AppAssure

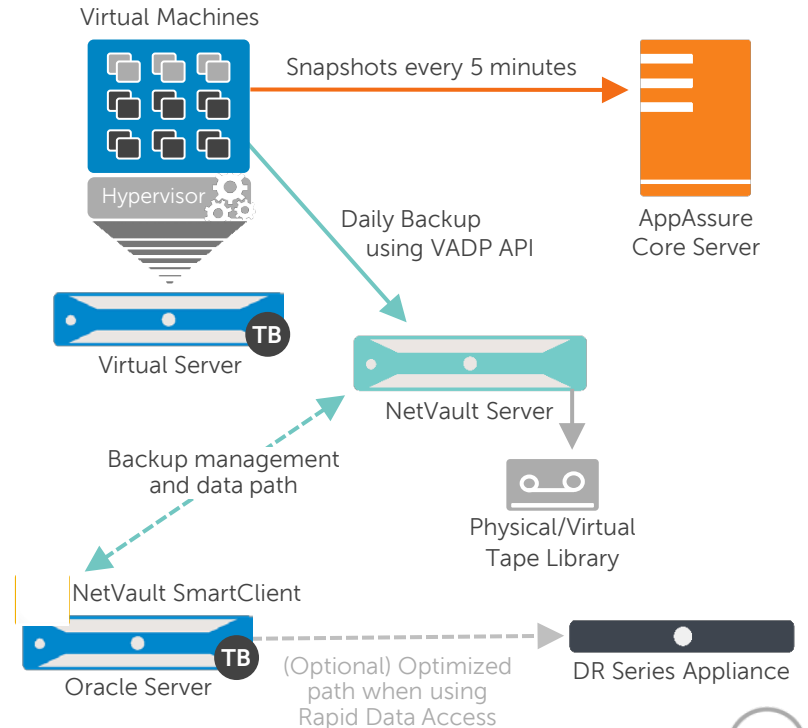
- Protect critical workloads with up to 288 snapshots per day
- Fast recovery times with Live Recovery and Virtual Standby
- Validate backups every night

NetVault Backup

- Support for a larger variety of operating systems
- Protect Enterprise applications such as Oracle, Informix, PostgreSQL, Sybase and more
- Write AppAssure archives to tape
- Agentless backup for non-critical virtual workloads

DR Series Appliance (optional)

- Protect massive amounts of data at backups speeds up to 22TB/hr



Scale in a mixed physical/virtual environment

AppAssure and vRanger

AppAssure

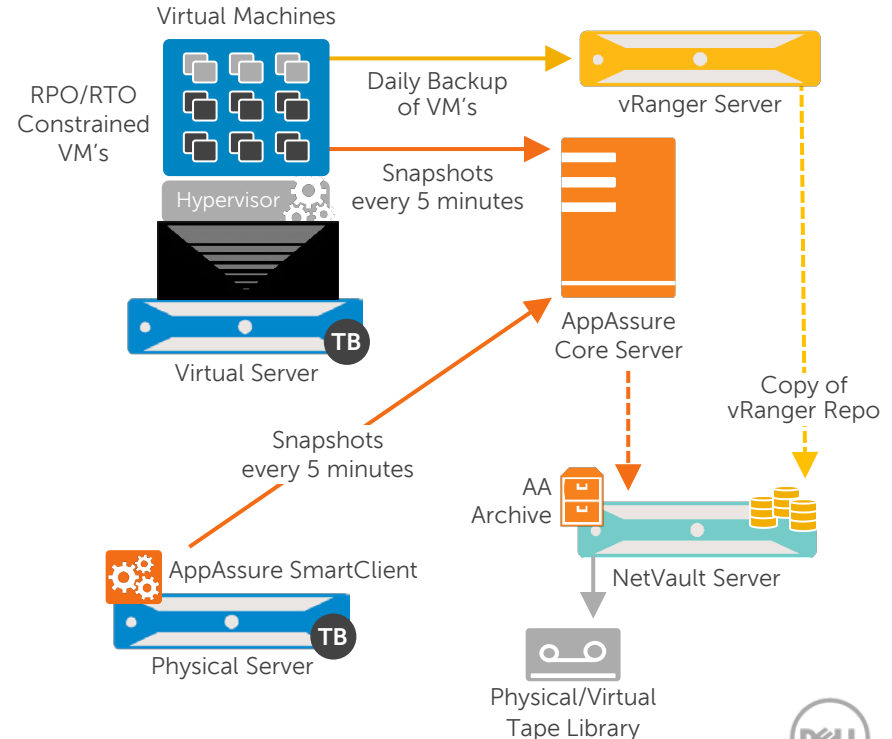
- Protect critical workloads with up to 288 snapshots per day
- Replication easily allows critical machines to be sent off site
- Fast recovery times with Live Recovery and Virtual Standby

vRanger

- Easily scale to protect thousands of VM's
- Automatically protect newly added virtual machines
- Quick file level recovery for virtual machines using catalog search
- Software deduplication with NetVault SmartDisk

NetVault

- Write vRanger and AppAssure backups to tape



Flexibility, scalability, and high availability

AppAssure, vRanger, NetVault Backup

AppAssure

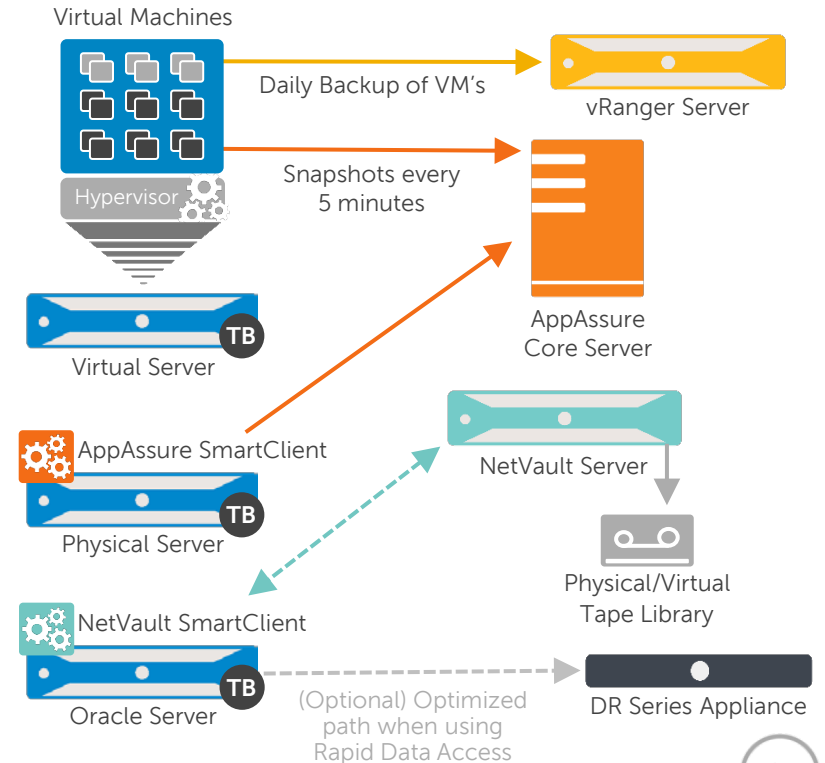
- Protect critical workloads with up to 288 snapshots per day
- Replication easily allows critical machines to be sent off site
- Fast recovery times with Live Recovery and Virtual Standby
- Validate backups every night
- P2V and P2P recovery of physical machines

vRanger

- Scale to protect thousands of VM's
- Automatically protect newly added virtual machines
- Quick file level recovery for virtual machines using catalog search
- Software deduplication with NetVault SmartDisk
- Speed backups using ABM and change block tracking

NetVault

- Add to write vRanger and AppAssure backups to tape
- Support for a larger variety of operating systems
- Protect Enterprise applications such as Oracle, Informix, PostgreSQL, Sybase and more
- Ideal for complex tape and NAS support



Let's get started

Today you can meet with Dell backup and recovery experts in the expo and see a demo

Schedule demonstrations of NetVault 10, AppAssure, and DR Family

Schedule a post-event Whiteboard Session to match your backup with your business. Contact your account team for details.

Learn more by attending future events and workshops. Search www.dell.com/events for upcoming events in your area.

Never overpay or under
protect again

