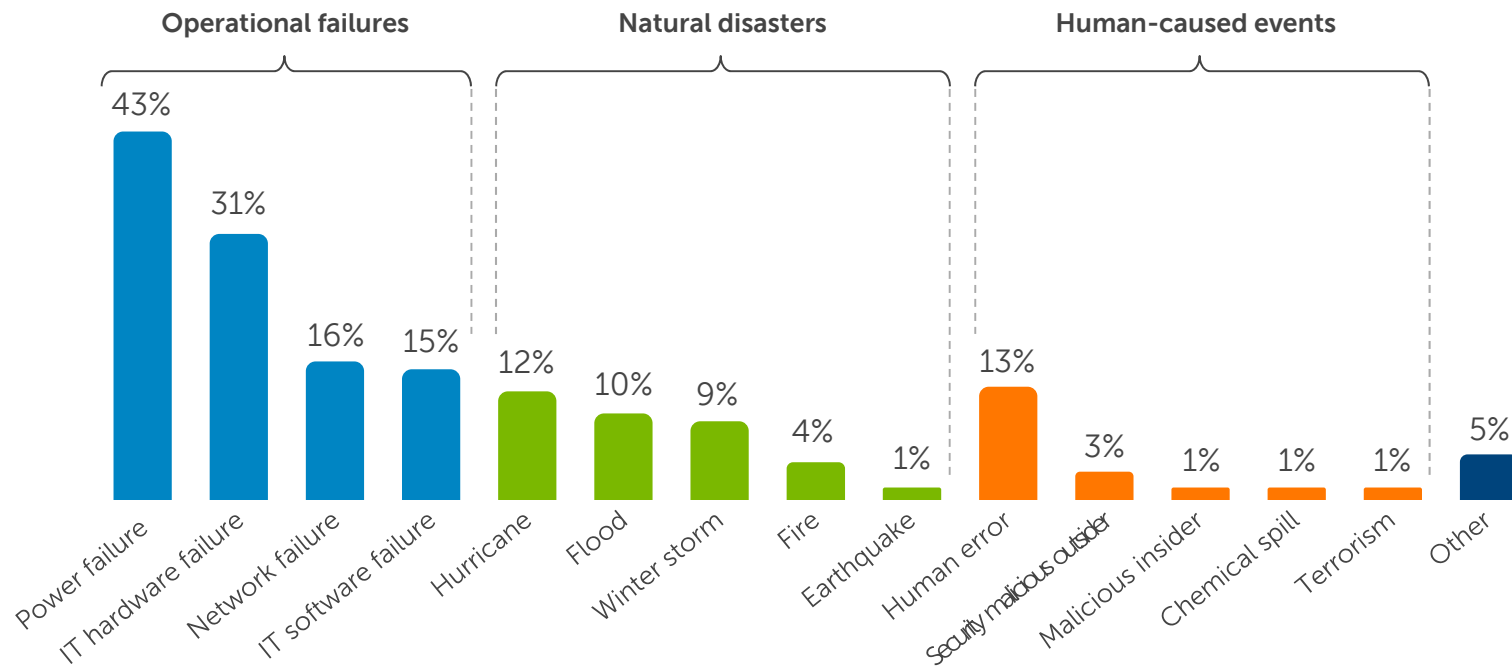# Dell Data Protection
Matching backup to business

Mathias Rönnbäck

Storage Solutions Specialist

Your **disaster** is in your **data center**

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

Operational failures   Natural disasters   Human-caused events

- Power failure: 43%
- IT hardware failure: 31%
- Network failure: 16%
- IT software failure: 15%
- Hurricane: 12%
- Flood: 10%
- Winter storm: 9%
- Fire: 4%
- Earthquake: 1%
- Human error: 13%
- Security malicious outsider: 3%
- Malicious insider: 1%
- Chemical spill: 1%
- Terrorism: 1%
- Other: 5%

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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
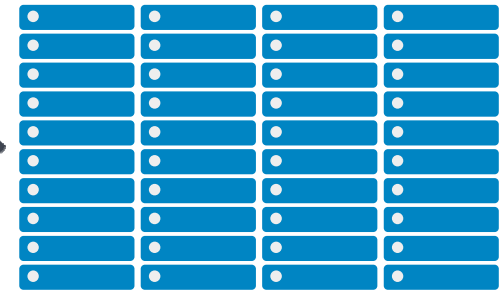
24ʰ Always On

Connected
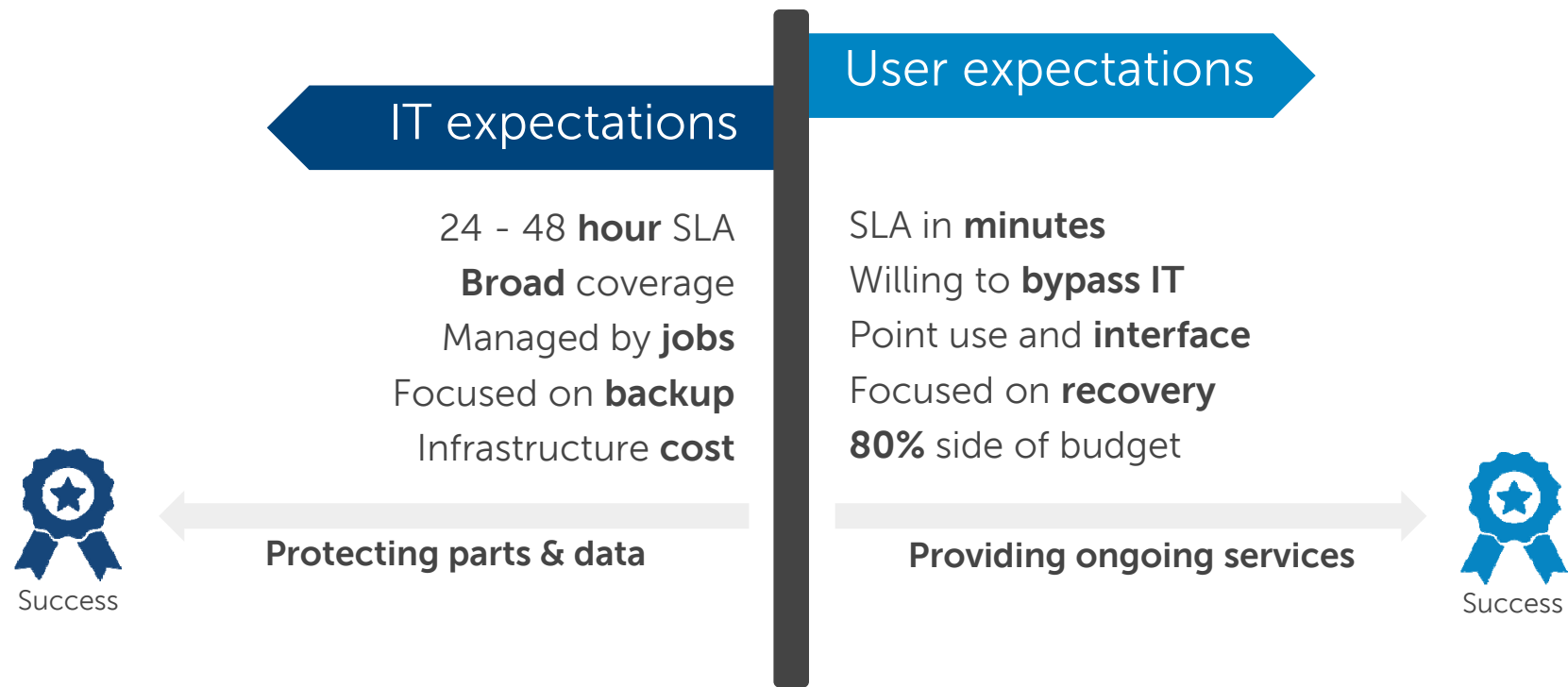
Protected

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

IT expectations

24 - 48 **hour** SLA
Broad coverage
Managed by **jobs**
Focused on **backup**
Infrastructure **cost**

Protecting parts & data

Success

User expectations

SLA in **minutes**
Willing to **bypass IT**
Point use and **interface**
Focused on **recovery**
80% side of budget

Providing ongoing services

Success

DELL

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

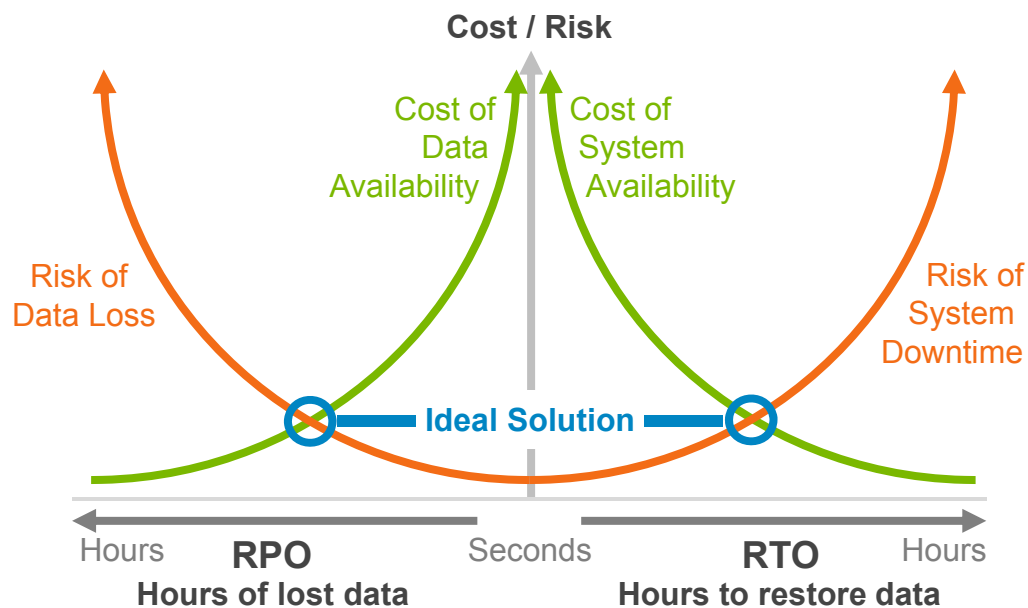**4** **Lack of testing of IT continuity plans**

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

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DELL

The risk versus cost

Balancing asset value against availability costs

Cost / Risk

Cost of Data Availability

Cost of System Availability

Risk of Data Loss

Risk of System Downtime

Ideal Solution

Hours — **RPO** — Seconds — **RTO** — Hours

RPO
Hours of lost data

RTO
Hours to restore data

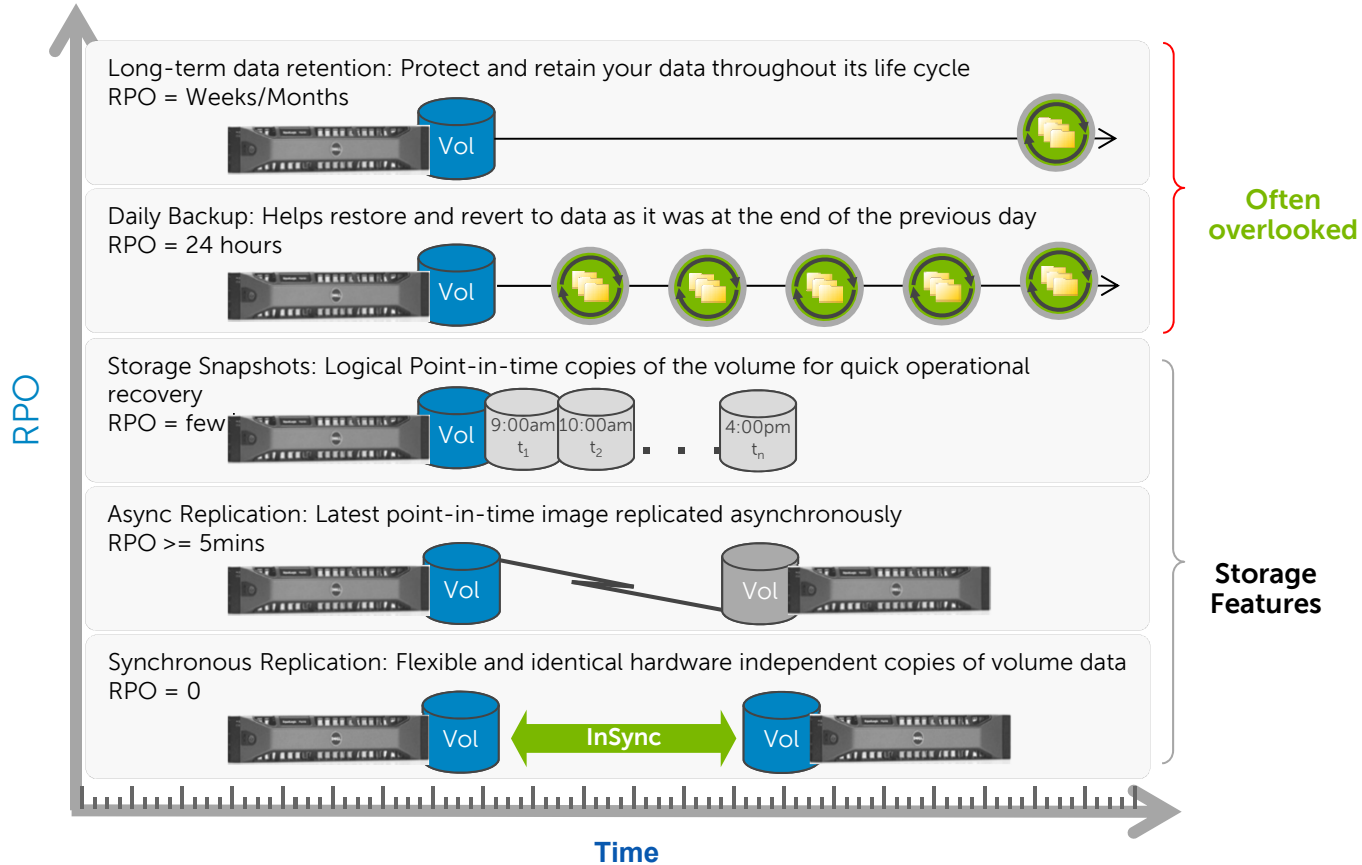$ The lower the RPO/RTO requirements, the **greater the cost** of meeting them

⚠ 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

Data protection and backup options

Long-term data retention: Protect and retain your data throughout its life cycle
RPO = Weeks/Months
Vol

Daily Backup: Helps restore and revert to data as it was at the end of the previous day
RPO = 24 hours
Vol

Often overlooked

Storage Snapshots: Logical Point-in-time copies of the volume for quick operational recovery
RPO = few
Vol | 9:00am t_1 | 10:00am t_2 | ... | 4:00pm t_n

Async Replication: Latest point-in-time image replicated asynchronously
RPO >= 5mins
Vol | Vol

Storage Features

Synchronous Replication: Flexible and identical hardware independent copies of volume data
RPO = 0
Vol | **InSync** | Vol

RPO

Time

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What if you could match backup to your business?

- Drive out the cost of complexity

- Eliminate the need to compromise

Dell is matching backup to business

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

NetVault
Business Critical
Broad Coverage Protection

AppAssure/DL Series
Mission Critical
Near CDP

DR Series Appliances
Purpose built backup
appliances with optimized
deduplication

vRanger
Agentless
VMWare or Hyper-V

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

Trusted by **30** of the worlds top 40 banks

×3,300 new customers added each quarter

2h **60%** now spend 2hr or less monitoring backup

Overall **Quality Award**
STOR**AGE** MAGAZINE winner in 2013

400PB Data protected by one of the Top 3 internet search providers

DELL

Combined for a portfolio of solutions

Most Critical

Seconds

Replication

EqualLogic

Array Snapshots

Space-efficient snapshots

Compellent

CDP Near-CDP

Disk backup virtual tape libraries

Near zero RPO

AppAssure/DL Series

Backup replication

Quest Software
- vRanger
- NetVault
- LiteSpeed

Broad & Specialized Coverage

Deduplication

Tape backup archive

PowerVault MD/NX

Less Critical

MARCH 4 Days

SonicWALL

DR Series

Augment & Improve

Mission critical solutions
for larger deployments
NetVault Backup 10 + DR Appliances

NetVault Backup 10
Enterprise Cross-Platform
Backup & Recovery

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 v3.0[1]

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Dell i höst om lagring, nätverk och servrar

Oktober

2/10   **Nyheter för datacentret, heldagsevenemang på Radisson Blu Royal Park Hotel i Frösundavik, Solna**

21/10   **Server Management, heldagsevenemang på Dells kontor i Solna.**

November

Nästa generations datacenter, roadtour i Stockholm, Malmö och Göteborg. Datum och plats kommer upp på dell.se så fort de är klara

December

48 timmars teknisk djupdykning, 2 dagars evenemang på Dells kontor i Solna.

Dells alla aktiviteter hittar du på www.dell.se under Evenemang

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(intel)   DELL

Thank you