

Internal Use - Confidential

Data Protection Everywhere for the Modern Data Center

Bogdan Stefanescu, Dell EMC DPS Sales Specialist



Tale of two worlds

Traditional apps

IT centric

On-premise

You need both for



Trust

&



Agility

Next-gen apps

Developer centric

Live in the cloud

© Copyright 2016 Dell Inc.

Pillars of the modern data center

Protection and trust

Security/Governance | Encryption | Data Protection | Services/Support



Flash

Reduce costs (# of drives, power, floor space, etc.)

Consistent and predictable performance



Cloud-enabled

Policy driven service delivery

On/off premises data and/or application mobility



Scale-out

Lower entry costs and scale as you grow

Manage massive capacity with fewer resources



Software-defined

Automated provisioning and business agility

Flexible and programmable data services

Need to Protect Data Wherever It Lives

Internal Use - Confidential

DELL EMC

4

© Copyright 2016 Dell Inc.

Enabling simplicity - data protection everywhere

Where you need it

Consumption Models

On-Prem

Virtualized

Converged Infrastructure

Born in the Cloud SaaS

Public / Private

RTO & RPO

Protection SLO

Continuous Availability

Replication

Snaps

Backup

Archive

LTR / Archive

IRS “Air Gap”

How you want it

BEST OF BREED

APP

CONVERGED

EMC Converged Platforms

VCE

SOFTWARE DEFINED

AS-A-SERVICE

© Copyright 2016 Dell Inc.

DELL EMC

Dell EMC Data Protection – by the numbers

World's Largest Data Protection Company

#1 Market share position



Market Share Leader in Purpose Built Backup Appliances

Leaders in Open & Mainframe Systems

3x share our closest competitor

70k+

Systems Shipped and Installed

4k+

Data Protection Solution Employees!

And…Ask Us About Gartner

© Copyright 2016 Dell Inc.


Protection storage

Why Dell EMC protection storage

Powered by Intel® Xeon® Processors



EFFICIENT

Protect more data faster with industry leading speed and scale

Reduce storage required by 10–30x

RELIABLE

End-to-end data verification, fault detection, and self healing

FLEXIBLE

Integrates with leading backup, archiving, enterprise applications and big data applications or directly with primary storage

Deploy protection storage however you want it

CLOUD-ENABLED

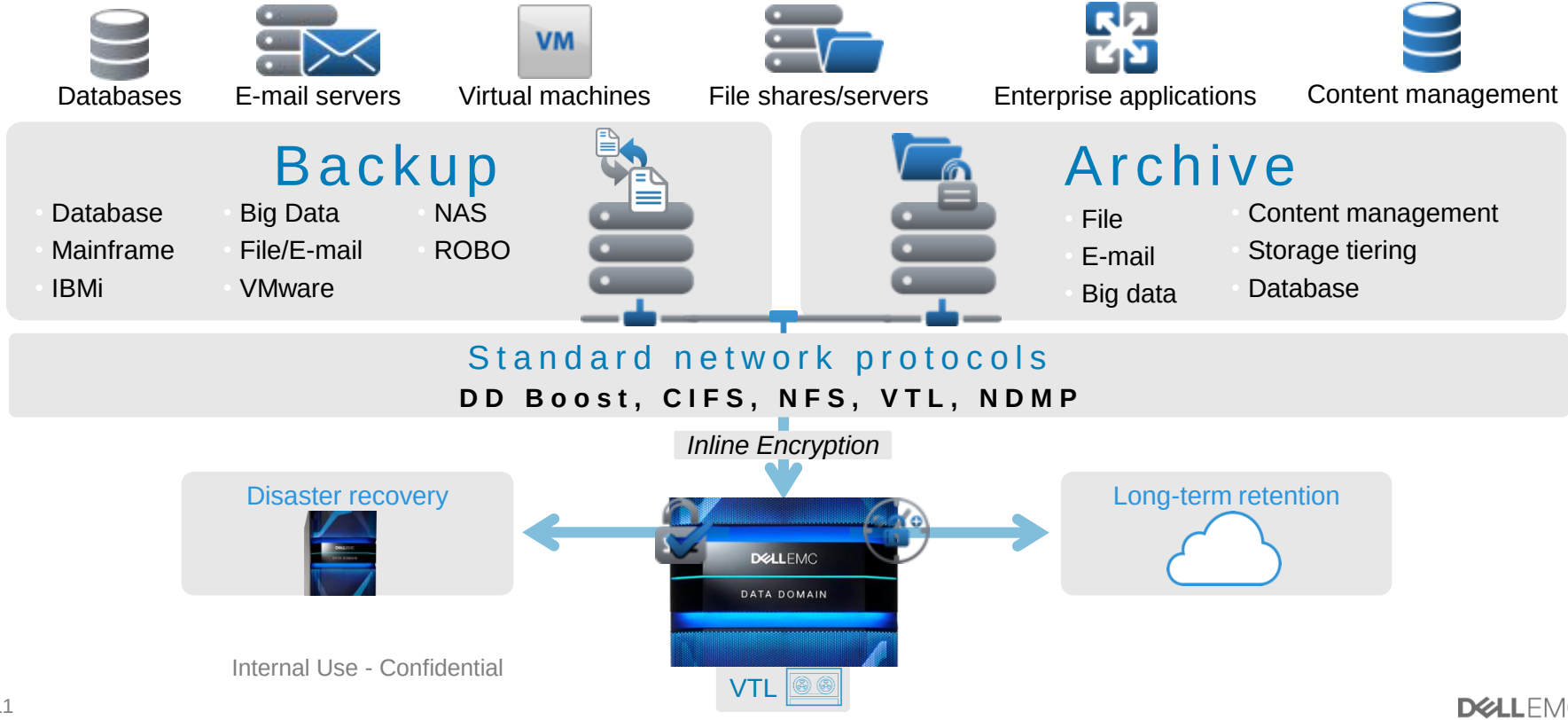
Natively tier deduplicated data to the cloud for modern long-term retention

Deliver data protection as a service with logical data isolation

© Copyright 2016 Dell Inc.

The Ultimate Protection Storage

- Protect everything on a single platform



Internal Use - Confidential

Empowering Application Owners

- DD Boost for Enterprise Applications



- **Native** app integration
- **Efficient** backup & replication
- **Controlled** by app team

Internal Use - Confidential

Storage integrated protection

ProtectPoint



20x

Faster backup

10x

Faster recovery



- **Faster** backup & recovery
- **Eliminate** impact on application
- **Reduce** cost and complexity

Microsoft SQL Server · ORACLE · SAP · IBM DB2 · Microsoft Exchange · Epic

Internal Use - Confidential

Protection storage - how you want it

Powered by Intel® Xeon® Processors







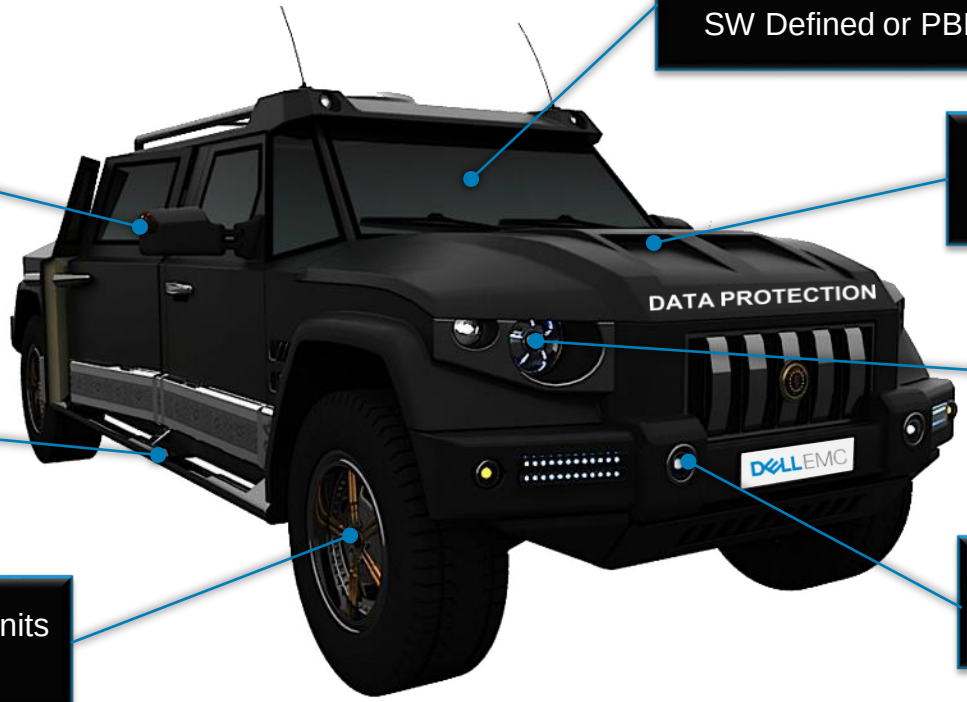


How You Want It

BEST OF BREED	CONVERGED	SOFTWARE DEFINED	AS-A-SERVICE
APP	EMC Converged Platforms VCE		

© Copyright 2016 Dell Inc.

Key Technology Differentiation



Choice and Flexibility
SW Defined or PBBA

Native Application
Integration

61.4% PBBA Share

Architecture Matters

10:1 Average
DeDupe Rate

73K+ Data Domain Units
on Support

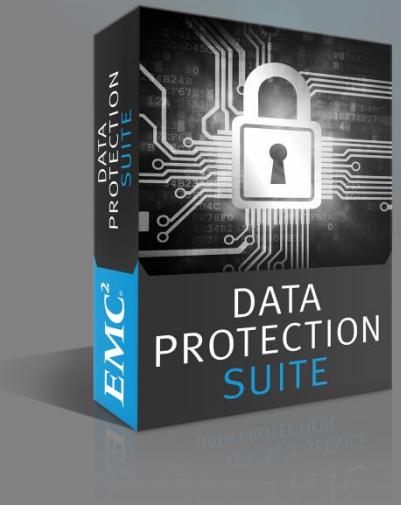
21K+ Unique Data
Protection SW
Customers

Internal Use - Confidential


Protection software

Why Dell EMC protection software

Powered by Intel® Xeon® Processors



COMPREHENSIVE PROTECTION

Delivers protection across the data protection continuum

Spans on-premise, virtualized, hybrid and public cloud environments

Provides complete protection for cloud- based data and applications

FLEXIBLE

Includes 5 purpose-built offerings, for the most widely adopted use cases

Supports a wide range of protection technologies to meet any service level

Delivers application owner visibility and control

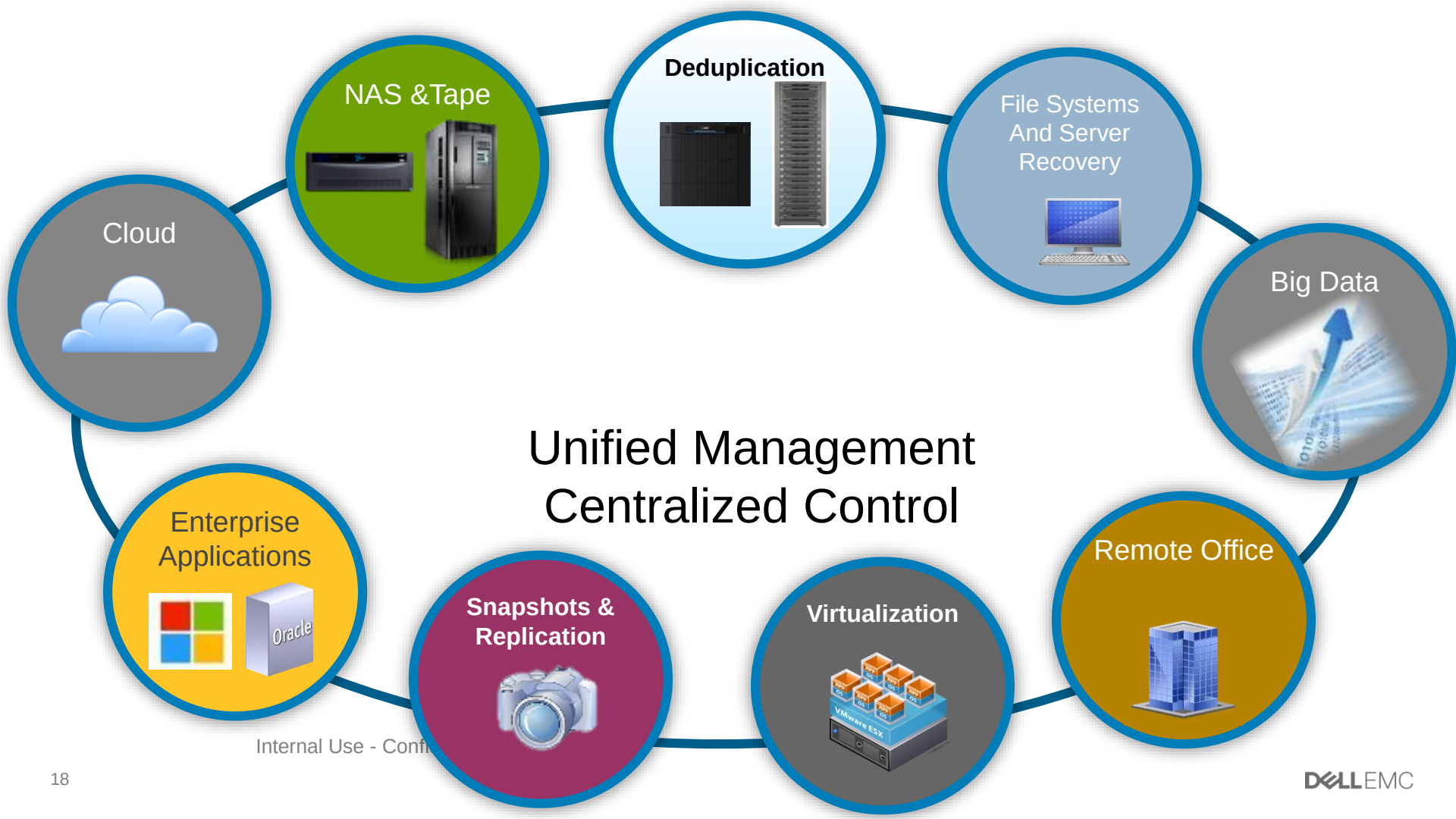
HIGH PERFORMANCE

Industry's tightest integration with Data Domain, yielding deduplication rates nearly 4x that of our competitors

- Reduces backup storage by up to 38x
- Reduces network traffic by up to 99%
- Reduces backup times by up to 50%

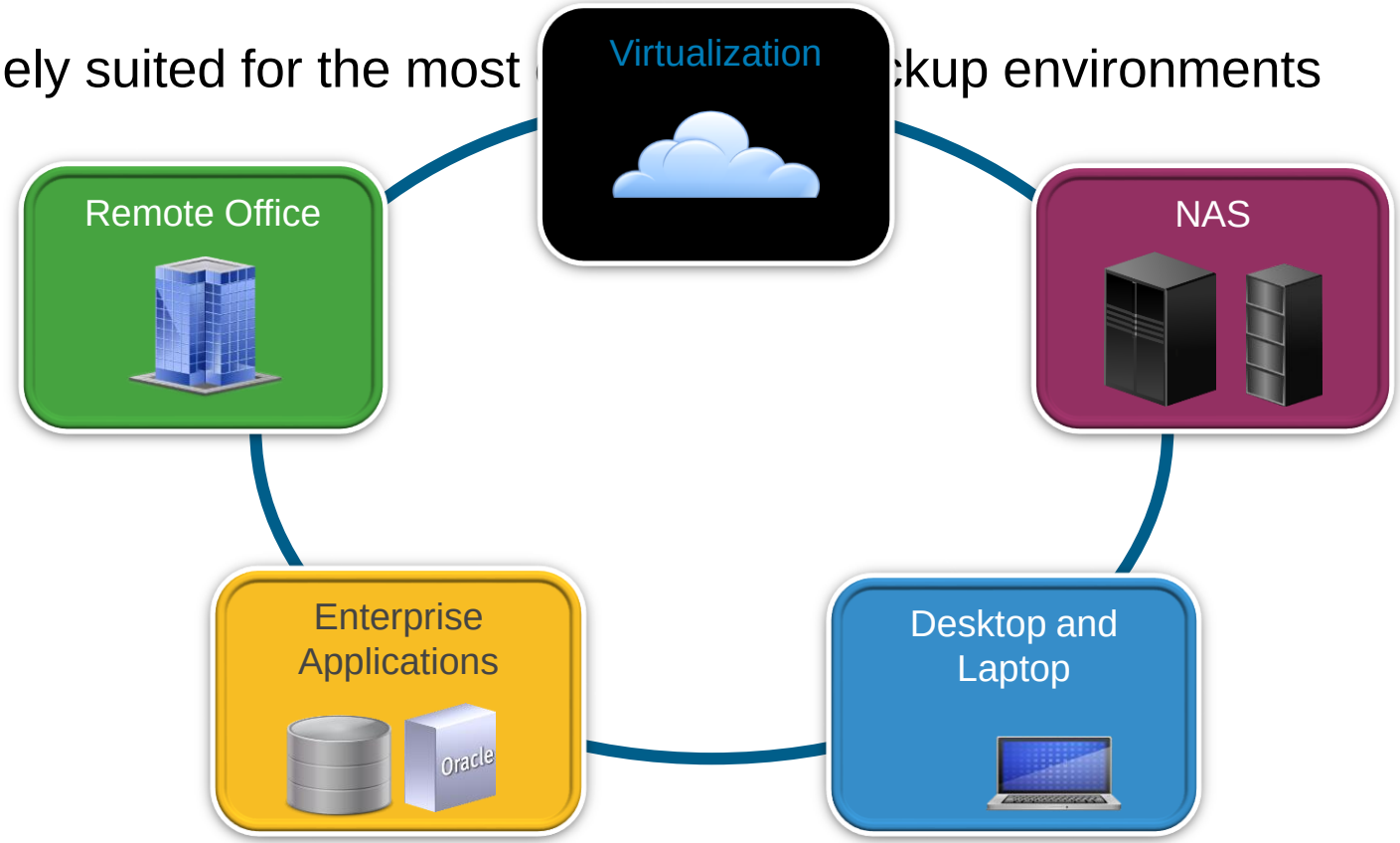
Internal Use - Confidential

© Copyright 2016 Dell Inc.



Internal Use - Confi

Uniquely suited for the most [illegible]ckup environments



Internal Use - Confidential



EMC SourceOne Email Management

Provides core email and Instant Messaging archiving capabilities for operational efficiencies and corporate compliance

EMC SourceOne for File Systems

Flexible, policy-driven file content archiving with access and search of archived file system data

EMC SourceOne for Microsoft SharePoint

Provides better operational control and governance of SharePoint content, including RBS externalization, management and archiving

EMC SourceOne Email Supervisor

Monitors e-mail & Instant Messaging content to promote compliance with internal policies and information governance

EMC SourceOne Discovery Manager

Ensures timely response to the requests for eDiscovery and legal holds of SourceOne email, files and SharePoint archived content

Internal Use - Confidential

Dell EMC protection software – how you want it

Comprehensive data protection for the modern data center



Enterprise Edition



Backup



Applications



VMware



Archive

Data Protection Suite

Internal Use - Confidential

Dell EMC protection software – how you want it

Data Protection Suite **Enterprise Edition**



Enterprise Edition

Data Protection Suite **For Backup**



Backup

Data Protection Suite **For Applications**



Applications

Data Protection Suite **For VMware**



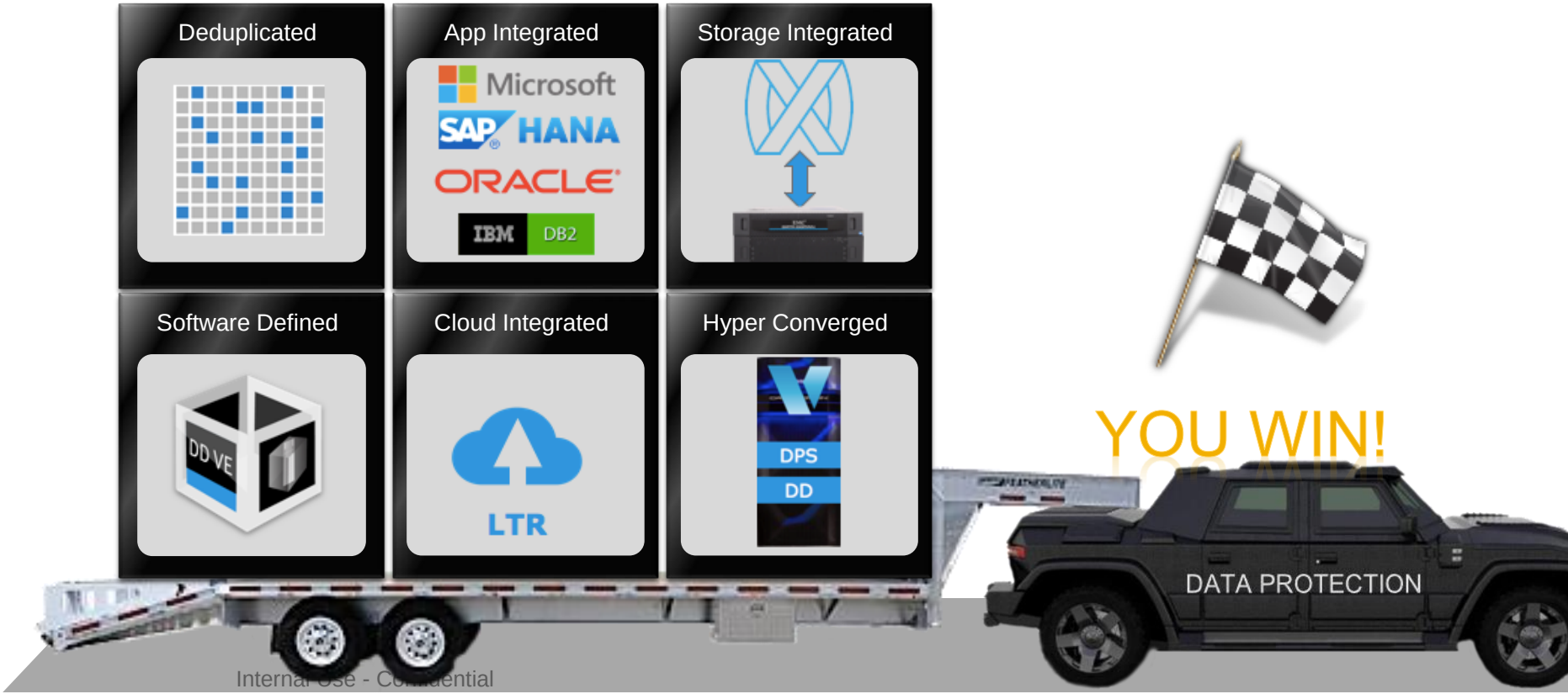
VMware

Data Protection Suite **For Archive**



Archive

How Are You Going to Back that Up?



Internal Use - Confidential

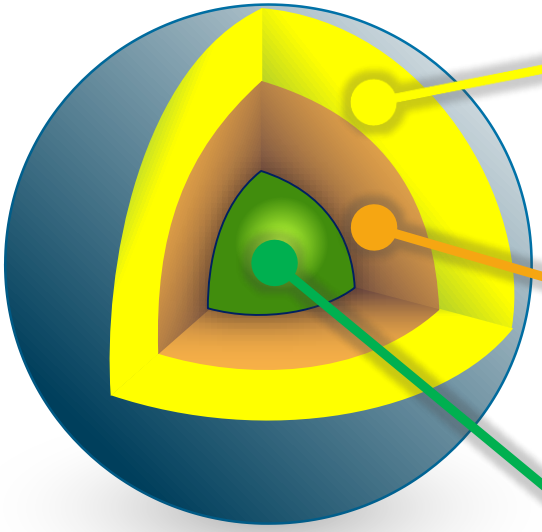

Isolated recovery
solutions



BECAUSE YOU NEED TO THINK LIKE A HACKER!!!

http://www.emc.com/microsites/isolated-recovery-solution/index.htm

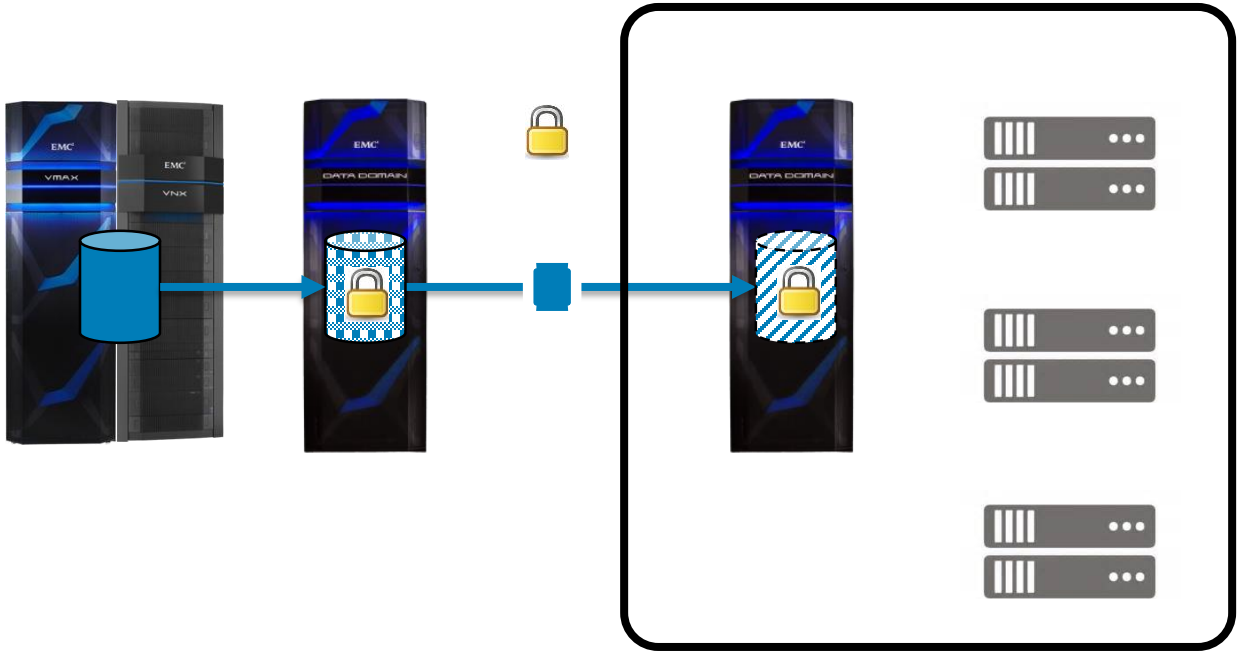
Internal Use - Confidential



RISK

Good Better Best

Internal Use - Confidential



- Create Backup of Data
- Enable Link and Replicate to Isolated System
- Complete Replication and Disable Link
- Air Gapped Solution
- Enable Link and Initiate Restore

DELL EMC

EMC isolated recovery solutions

Solutions and services to safeguard your data

Educate & assess

Assess

- Business application protection requirements
- Compliance policies requirements
- Application readiness & requirements
- Application dependencies

Plan

- IRS architecture & high-level design
- Technology recommendations
- Implementation plan & timeline
- IRS validation test design

Workshop format

Advisory service

Design & build

Implement

- Program managed implementation
- Technology deployment & hardening
- IRS processes & procedures
- IRS run books

Validate

- Compliance ready test reports
- Facilitated IRS table top exercises
- IRS process training
- Proctored IRS test

Various delivery models

Implementation service

Dell - Internal Use - Confidential

WHY Dell EMC for data protection?

MARKET & TECHNOLOGY LEADERSHIP



- Deduplication
- Combined data protection software & storage
- Purpose built backup appliances
- Replication
- Isolated recovery solutions

© Copyright 2016 Dell Inc.

Let's get started

1 **Assess**

Identify what you have, biggest problem areas

2 **Design**

Design architecture that meets your needs and agree on key focus area

3 **ROI/TCO**

Develop ROI/TCO analysis that shows what you are spending today

4 **Implement**

EMC and Partner Services to get solution up, running and maintained – whatever you need

5 **Validate the value**

Analysis by EMC and its partners after 6-12 months in production

Output: ROI to-date using EMC data protection solutions

6 **TCE & customer escalation management**

© Copyright 2016 Dell Inc.

Related resources

- Demos and vLabs
  - Data Protection Suite Family (lightboard video)
  - Introducing EMC Enterprise Copy Data Management (lightboard video)
- Case Studies
  - Alpha Bank Customer Profile
- Infographics
  - GDPI infographic (global)
  - IRS infographic
- White Papers
  - GDPI summary report
  - IRS solution overview
- Videos
  - GDPI video
  - IRS video
- Training Aids
- Websites, etc.
  - Data Protection Category Page
  - Backup and Protection Storage Web Page
  - Backup and Protection Software Web Page
  - GDPI microsite
  - IRS microsite
  - Spanning Backup
  - Mozy Web Page

Internal Use - Confidential

DELL EMC


DELL EMC