



STORAGE AND DATA PROTECTION

# Inspired by data. Empowered by Modern IT.

Unlock the value of your data and be up to 3.5x more likely to make faster decisions.<sup>1</sup> Leverage your most important assets with industry-leading storage and data protection solutions.



Dell EMC solutions with Intel®

# Data. It's your most powerful asset.

Data enables the insights that separate your organization from the competition. That's why it's imperative to unlock the value of your data capital. Modern IT takes into account where data resides, how it's managed and how it's protected.

Learn more at [DellEMC.com/DataCapital](https://DellEMC.com/DataCapital)

## Uncover the opportunity hidden in your data.

Dell EMC storage and data protection solutions help simplify the data landscape and empower businesses to quickly uncover insights, innovate faster and improve customer satisfaction.

Industry analyst Forrester conducted a study that found companies that harness the value of their data capital:

**Increase** use of data insights by an average of **37%.<sup>2</sup>**

**Improve** business decision-making speed by an average of **26%.<sup>3</sup>**

**Reduce** IT costs by an average of **15%.<sup>4</sup>**

### Accelerate innovation

Get your workloads and analytics up and running faster.

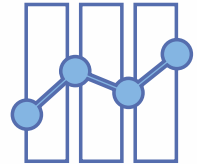


Transformed organizations experience **up to 16x increased innovation.**<sup>5</sup>

### Monetize data

Collect, protect and extract maximum value from your data to drive business and new revenue streams.

Companies that unlock the value of their data capital see **34% increased revenue.**<sup>6</sup>



### Improve customer experience

Track and analyze customer interactions to improve service and experience metrics.



Data leaders are **2.3x more likely to improve customer service.**<sup>7</sup>

### Improve productivity

Empower employees with self-service capabilities, policy-driven automation and the freedom to pursue new business opportunities.

Storage leaders see a **90% reduction in application outages, performance and latency issues** resulting in increased IT productivity.<sup>8</sup>

### Balance cost and performance

Lower costs with efficient, easy-to-manage storage and data protection solutions.

Organizations that modernize **avoid 69% revenue loss** due to unplanned downtime.<sup>9</sup>

### Avoid data loss

Ensure uptime and integrity with reliable management and data protection from edge to core to cloud.

**100% coverage** across the data protection continuum.



## Unleash the full potential of SAP with Dell EMC PowerMax for SAP and SAP HANA.

Improve your productivity and get the most out of SAP with high-performance Dell EMC PowerMax storage. Featuring consistently low latency and guaranteed service levels, PowerMax brings unprecedented power and scale for consolidation, automation and intelligent operations of SAP.

- PowerMax 8000 storage array supports the industry's highest SAP HANA TDI scalability of up to 162 SAP HANA nodes with a single array.<sup>11</sup>
- Customers have seen up to \$1.7M in benefits from improved staff productivity.<sup>12</sup>
- Improve the runtime efficiency for SAP supply chain analytics by up to 78%.<sup>13</sup>
- Reduce time spent managing SAP storage by up to 33%.<sup>14</sup>

Learn more at [DellEMC.com/PowerMax-SAP](http://DellEMC.com/PowerMax-SAP)

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Our customers rely on having data available and accessible for instant decision making and we rely on Dell EMC to support that performance.”

Plex, a cloud-based manufacturing software company

## Data storage that takes you from insights to innovation.

Find insights faster and shift toward innovation with storage solutions that range from primary storage to cloud-enabled infrastructure, from the #1 in enterprise storage<sup>10</sup> – Dell EMC.

Learn more at [DellEMC.com/Storage](http://DellEMC.com/Storage)

### Primary Storage

The right combination of scalability, efficiency, intelligence and multi-cloud integration.

### PowerMax

The world's fastest storage array,<sup>15</sup> designed for mission-critical workloads with end-to-end NVMe, real-time machine learning and up to 10 million IOPS.<sup>16</sup>



### XtremIO X2 All-Flash Array

Dramatically improve IT operational efficiency, transform application workflows with copy data management and inline data reduction.





### **Dell EMC Unity XT**

No compromise midrange storage – simple, unified and NVMe-ready with best-in-class efficiency for a multi-cloud world.



### **PowerVault**

Affordable entry-level block storage optimized for SAN and DAS workloads.



### **SC Series**

Efficient, federated storage with workload mobility that delivers transformational All-Flash or hybrid performance.



Cloud-based analytics and monitoring, like a fitness tracker for your data center. Supports Dell EMC Unity XT, SC Series, XtremIO, VMAX, PowerMax, and Connectrix.



## File and Object Storage

Manage the rapid growth of file and unstructured data. Efficiently consolidate file and object data for a range of workloads at any scale.

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### Isilon Scale-Out NAS

Scale-out NAS designed to store, manage and protect file data with simplicity at scale.



### Dell EMC ECS

Cloud-scale, geo-distributed object storage built for archiving and cloud native apps on-prem.



### Dell EMC Unity XT

Flexible, simple unified file/block storage for diverse workloads.



## Converged Infrastructure

Simplify IT and transform operations by bringing together compute, storage, networking and data protection in fully-engineered systems and validated designs from Dell EMC.

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### VxBlock

- A turnkey converged system supporting all your high-value, mission-critical workloads.
- Ready Stack enables you to build your own converged infrastructure solution using your choice of Dell EMC best-in-class technology components, including All-Flash storage and next-gen servers.

Learn more at [DellEMC.com/CI](http://DellEMC.com/CI)



# Data Protection and Management

The ability to capture, store and use data is only part of the challenge of creating data capital. Data must also be protected, easily recoverable and able to meet recovery point objectives, recovery time objectives and specific uptime requirements.

Dell EMC offers a broad data protection portfolio, with appliances and software solutions that provide backup, recovery and data management options for enterprises, mid-market organizations and remote offices.

Learn more at [DellEMC.com/DataProtection](http://DellEMC.com/DataProtection)

## Data Protection and Backup Appliances

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### PowerProtect X400 Appliance

Next-generation data management with all-flash capacity, delivering performance for the most demanding workloads. Usable capacity from 64 to 448 TB.



### Integrated Data Protection Appliance (IDPA)

Converged solution offering complete backup, replication, recovery, deduplication, instant access and restore — all in a single appliance. Now starting at 8TB.



### Data Domain

Cloud-enabled backup appliances purpose-built for fast, scalable and efficient protection storage for backup, archive and disaster recovery.



## Dell EMC Global Data Protection Index

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Data is increasingly becoming one of the most valuable assets that organizations own — making data protection more critical than ever.

- 63% of organizations lack confidence that their organization can meet its backup and recovery SLOs.<sup>17</sup>
- 92% of organizations surveyed globally expect recovery from downtime to take from one to 12 hours or more.<sup>18</sup>
- Only 16% of organizations surveyed globally believe that their current data protection solutions will be able to meet all future business challenges.<sup>19</sup>
- Organizations using a single data protection vendor are less likely to have experienced disruption in the last 12 months.<sup>20</sup>
- Organizations using more than one data protection vendor are nearly 2x more likely to suffer from a ransomware attack that prevented access to data.<sup>21</sup>

Learn more at [DellEMC.com/gdpi](https://DellEMC.com/gdpi)

“

We went from 4:1 dedup rate to 44:1 deduplication with the Data Domain. We saw backups go from taking upwards of 72 hours to complete to 98% of our backups completing in less than 1 hour.”

Fieldcore, a GE company

## Data Protection and Backup Software

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### PowerProtect Software

Next-generation data management that enables faster IT transformation to meet ever-changing growth.



### Data Protection Suite

Comprehensive data protection software to support your workloads from core to edge to cloud.

## Data Protection and Backup Solutions

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### Cyber Recovery

Provides business resiliency and data recovery from ransomware and malware attacks, with easy-to-deploy management and orchestration software that automates data isolation and recovery workflows end-to-end.



### Virtualization

Offers the deepest integration for VMware users with automation and orchestration across the entire VMware stack, on-premises or in the cloud - at a low cost to protect.



### Cloud

Transforms your data center to enable greater efficiency, resiliency and scalability with hardware, software, solutions and services designed for public, private and hybrid cloud environments.



## Future-Proof Loyalty Program

The Future-Proof Loyalty Program delivers investment protection across Dell EMC storage, data protection and hyperconverged solutions.

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### Future-Proof Program Benefits

- Three-year satisfaction guarantee
- Hardware investment protection
- Clear pricing
- All-inclusive software
- Never-worry data migrations
- Data protection deduplication guarantee
- Storage data reduction guarantees
- Cloud-enabled
- Cloud consumption

Learn more at [DellEMC.com/Future-Proof](https://DellEMC.com/Future-Proof)

## Dell Financial Services

Upgrading to the latest IT solutions should not be as complex as running your business. Dell Financial Services can help.\*\*

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### Lower your costs

Lower your overall cost and avoid technology obsolescence with our innovative leasing and financing solutions.

### Free up budgets

Reduce capital expenses and free up budgets for digital transformation with flexible leasing and financing solutions.

### Maximize your opportunity

Take advantage of financing and lease opportunities across the full Dell Technologies portfolio.\*\*

Learn more about financing and lease opportunities at [Dell.com/FinancingSolutions](https://Dell.com/FinancingSolutions)

\*\* Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell EMC and the Dell EMC logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. FINANCE LEASE: At the end of the initial Finance Lease term, lessee may 1) purchase the equipment for \$1 or 2) return the equipment to DFS. FAIR MARKET VALUE ("FMV") LEASE: At the end of the initial FMV Lease term, lessee may 1) purchase the equipment for the then FMV, 2) renew the lease or 3) return the equipment to DFS. PCaaS: At the end of the initial term customer may 1) extend original term or 2) return the equipment to DFS.

<sup>1</sup> ESG Research Insights Brief commissioned by Dell EMC, April 2018. Results based on an ESG survey of 4000 IT professionals.

<sup>2-4</sup> Based on Forrester white paper, Harnessing Your Data Capital to Drive Business Success, commissioned by Dell EMC, March 2019. Results are based on a survey of 516 IT Decision makers that reported benefits after having improved their data management capabilities. Actual results will vary. Full report [[https://www.dellemc.com/resources/en-us/asset/analyst-reports/products/storage/forrester\\_harness\\_your\\_data\\_capital\\_to\\_drive\\_business\\_success.pdf](https://www.dellemc.com/resources/en-us/asset/analyst-reports/products/storage/forrester_harness_your_data_capital_to_drive_business_success.pdf)]

<sup>5</sup> ESG Research Insight Brief, "Flash Storage Fuels IT Transformation," commissioned by Dell EMC and Intel, May 2018, <http://www.emc.com/collateral/analyst-reports/esg-flash-storage-fuels-it-transformation-brief.pdf>

<sup>6</sup> IDC White Paper, sponsored by Dell EMC, 2018, "Emerging Technology and Modern IT: The Key to Unlocking Your Data Capital." Results based on a survey of 1200 global organizations to understand the factors that contribute to success for organizations that invest in datacenter technologies to support emerging technology. Actual results will vary. Full Report: <https://www.dellemc.com/en-us/it-transformation/index.htm#cobrand=intel&overlay=/collaterals/unauth/analyst-reports/solutions/idc-emerging-technology-and-modern-it-the-key-to-unlocking-your-data-capital.pdf>

<sup>7</sup> Based on Forrester white paper, Harnessing Your Data Capital to Drive Business Success, commissioned by Dell EMC, March 2019. Results are based on a survey of 516 IT Decision makers worldwide. Actual results will vary. Full report [[https://www.dellemc.com/resources/en-us/asset/analyst-reports/products/storage/forrester\\_harness\\_your\\_data\\_capital\\_to\\_drive\\_business\\_success.pdf](https://www.dellemc.com/resources/en-us/asset/analyst-reports/products/storage/forrester_harness_your_data_capital_to_drive_business_success.pdf)]

<sup>8</sup> Based on a Forrester TEI Study commissioned by Dell EMC: Improved Performance And Cost Efficiency Enabled By The Dell EMC All-Flash Storage Portfolio, September 2017. Results based on a composite org constructed from (4) customer interviews and are a comparison to traditional disk storage. <https://www.emc.com/collateral/analyst-reports/forrester-all-flash-tei-multi-company-case-study.pdf>

<sup>9</sup> IDC Info Brief sponsored by Dell EMC, "Is your IT Transformation Driving Digital Value?," April 2018. Results based on interviews with 16 global organizations and a survey of 1008 global respondents. Actual results will vary. <https://www.dellemc.com/en-us/it-transformation/index.htm#intel&overlay=/collateral/analyst-reports/idc-is-your-it-transformation-driving-digital-value.pdf>

<sup>10</sup> IDC WW Quarterly Enterprise Storage Systems Tracker, 2019 Q1 historical release, June 6, 2019. Ranking by vendor revenue.

<sup>11</sup> Based on Dell EMC internal analysis of publicly available data on the scalability of competitive mainstream arrays, December 2018.

<sup>12-14</sup> A Forrester Total Economic Impact™ Study: The Total Economic Impact™ of Dell EMC For SAP, commissioned by Intel and Dell EMC, February 2019. Results based on a composite organization representative of four customers using Dell EMC All-Flash for SAP S4/HANA and SAP HANA environments. Benefits reflected over a three-year period. Actual results will vary. Full report, <https://www.dellemc.com/en-us/collaterals/unauth/white-papers/solutions/dellemc-for-sap-tei-study.pdf>

<sup>15</sup> Based on Dell EMC internal analysis of published bandwidth of the PowerMax 8000 versus competitive mainstream arrays, March 2018.

<sup>16</sup> Based on Dell EMC internal analysis of Random Read Hits Max IOs Per Second (Within a single array on 2 floor tiles) for the PowerMax 8000, March 2018. Actual performance will vary.

<sup>17-21</sup> \*Methodology: Research carried out independently by Vanson Bourne between September and November 2018. Respondents were IT decision makers from both private and public organizations with 250+ employees. There were a total of 2,200 respondents from 18 countries – 200 from US, UK, France and Germany. The rest of the countries (Canada, Mexico, Brazil, South Africa, UAE, Italy, Switzerland, Netherlands, Australia, Japan, Mainland China, South Korea, India and Singapore) had 100 respondents.

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