

Cyber Resilient Multicloud Data Protection

The Definitive Guide



Meat Thermometers. Roulette Machines. Parking Lots. Egg Cartons.

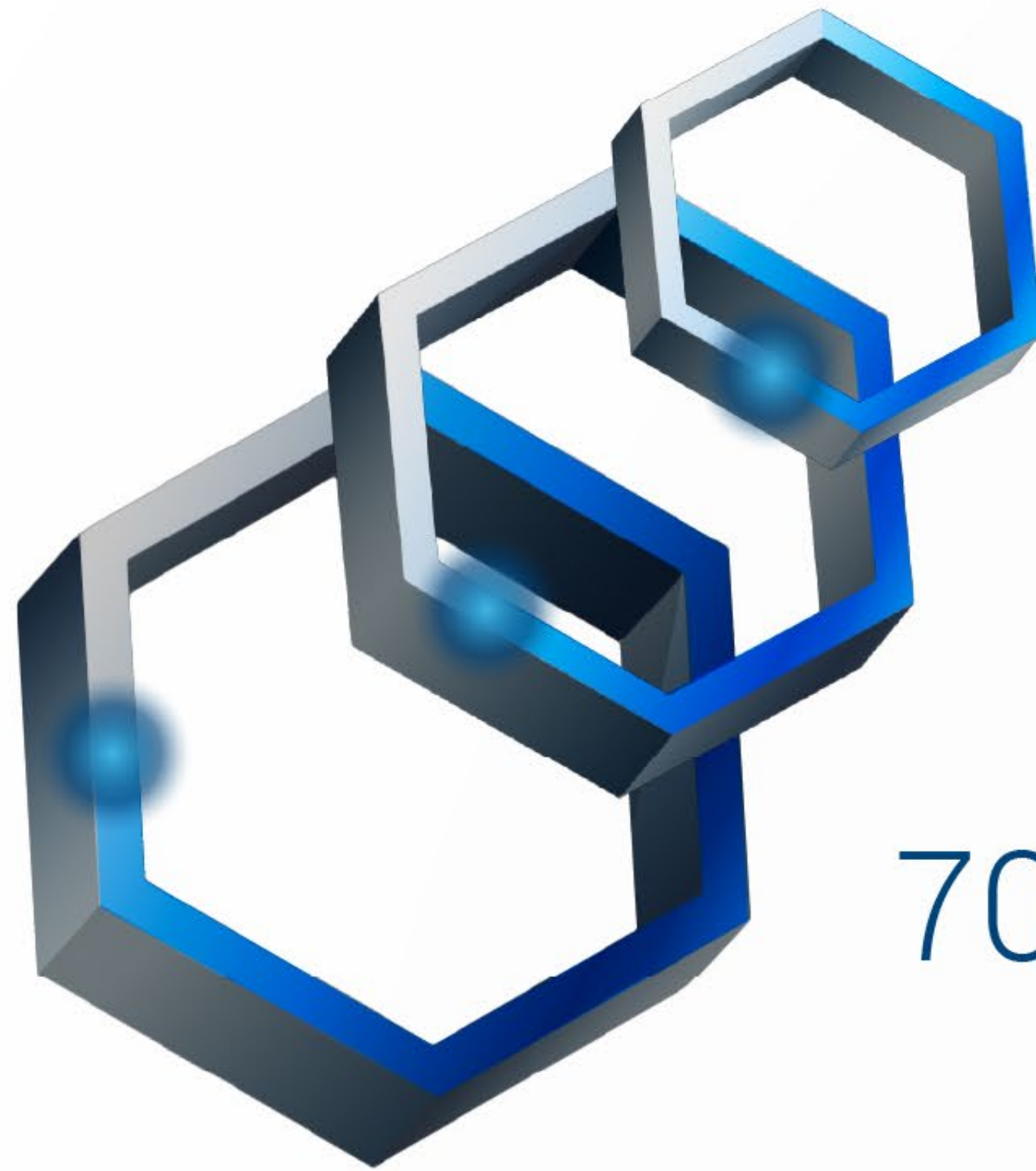
Digital innovation can be found everywhere.

The volume and scope of everyday things that have gone digital is staggering, and this trend shows no signs of slowing down. Data is critical to innovation, which means more data is being generated than ever before.



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To supercharge and accelerate innovation you need a foundation of modern data protection because businesses already crave more data than they can handle.



61% of businesses are dealing with overwhelmed data teams.

64% have too much data to meet security and compliance requirements.

70% gather data faster than they can use it.



No matter what industry your organization is in, how you generate data, or how you use it, protecting your data is more important than ever. Because it fuels innovation through new offerings and new business models, it's a source of competitive differentiation. In a word, your data is EVERYTHING.

And protecting it is more challenging than ever. It must remain recoverable. Accessible. And shielded from the increasing prevalence of cyberattacks.

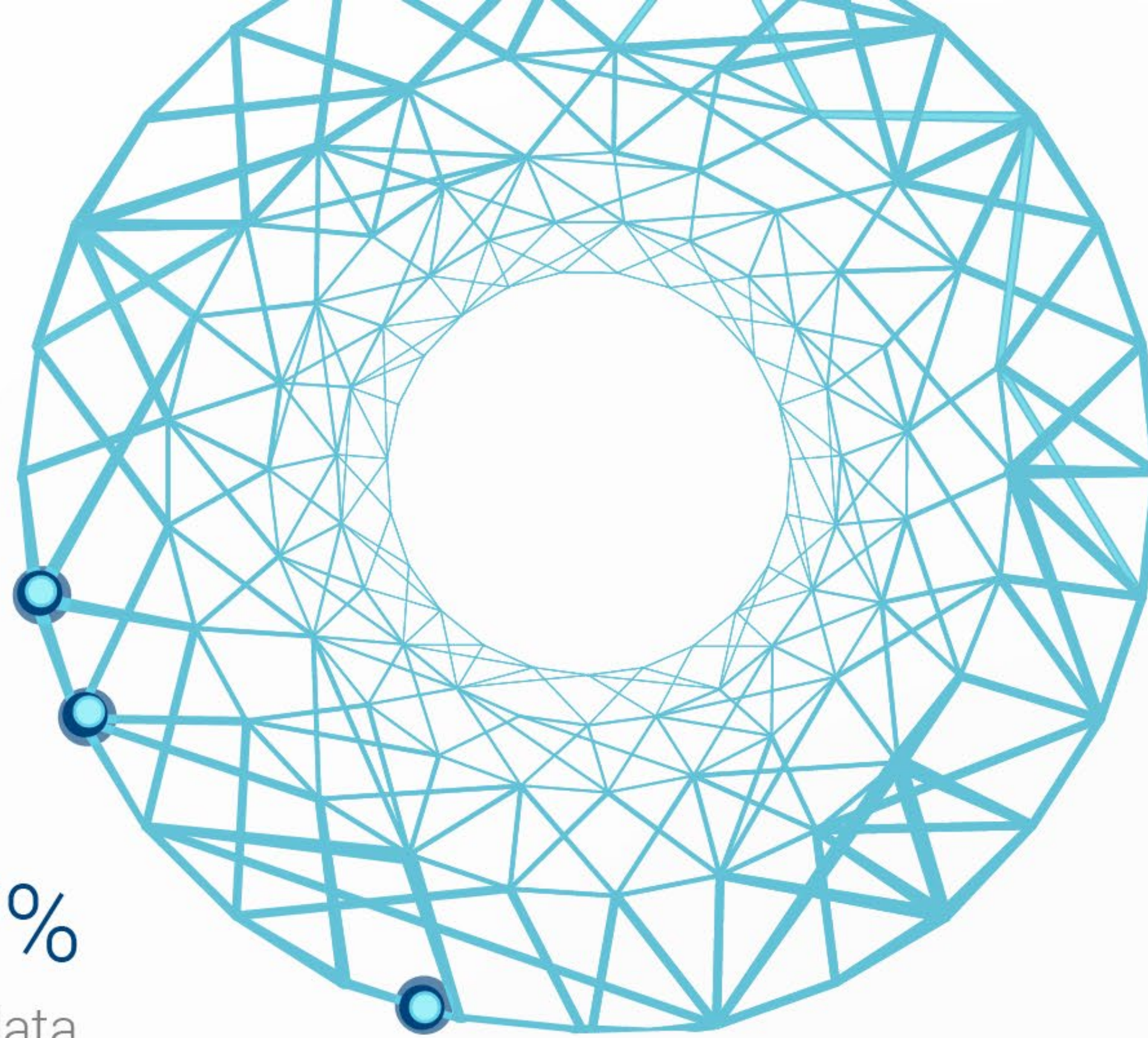


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69%
of businesses are concerned
they will experience a disruptive
event in the next 12 months.

67%
are concerned their existing data
protection may not be sufficient to cope
with malware and ransomware threats.

55%
are not very confident they meet
backup and recovery SLOs.



In this eGuide, we'll take a look at the market forces behind these eye-opening numbers, take you through Dell's point of view on what the cyber resilient, multicloud data protection demands of today's organizations, and show you how our proven and modern data protection portfolio can help you meet these challenges with confidence.



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The Challenges



Multicloud Data Sprawl

Multiple public clouds. Data centers. Co-lo facilities. Edge locations. Protecting data to appropriate service levels across a multicloud environment increases the attack surface as well as the likelihood of cyberattacks.



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Operational Complexity

Bigger data estates lead to a proliferation of management tools, requiring more diverse skill sets, more training, and more money. Thus, organizations must manage not only data protection itself, but also how it is consumed and scaled.

CYBER RESILIENT MULTICLOUD DATA PROTECTION, THE DELL APPROACH

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Inadequate Cyber Resiliency

The prevalence, frequency, and sophistication of cyberattacks is a major concern for organizations of all sizes. It is no longer a question of *if* an organization will face a cyberattack, but *when*.



THE FUTURE OF CYBER RESILIENT MULTICLOUD DATA PROTECTION

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64%

of organizations are concerned about the ability to protect VMs, containers, and cloud-native apps.



The cost of cyber incidents has been more than **50%** higher for organizations with multiple data protection vendors.



70%

of organizations find increased risk of cyber-threats with remote employees.

Cyber Resilient Multicloud Data Protection

The Dell Approach



With a constantly shifting IT landscape and the determined march towards digital transformation, data protection must evolve as well. Dell believes any effective data protection solution must check three critical boxes.

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Cyber Resilient Multicloud Data Protection The Dell Approach



MODERN
SIMPLE
RESILIENT

Data protection across **any cloud** & **any workload** with consistent operations

Software-defined to meet the data protection needs of today and tomorrow

Comprehensive support for all major clouds, modern workloads, apps, multicloud use cases, retention and cyber recovery

Availability in multiple cloud marketplaces

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Cyber Resilient Multicloud Data Protection The Dell Approach



MODERN
SIMPLE
RESILIENT

Easy to deploy, **simple** to use **man tools** and **self-service operations**

Consumption flexibility with appliance, software, aaS, or public

Scale on demand and **pay-as-you**

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Cyber Resilient Multicloud Data Protection The Dell Approach



MODERN
SIMPLE
RESILIENT

An architecture that is **secure by design**

Built-in immutability to ensure backup
secure

Ability to recover from any event, including
cyberattack with **minimal business**

A cyber vault for **air-gapped**
multiple layers of protect

Intelligence through AI and ML to detect,
diagnose, and accelerate data recovery

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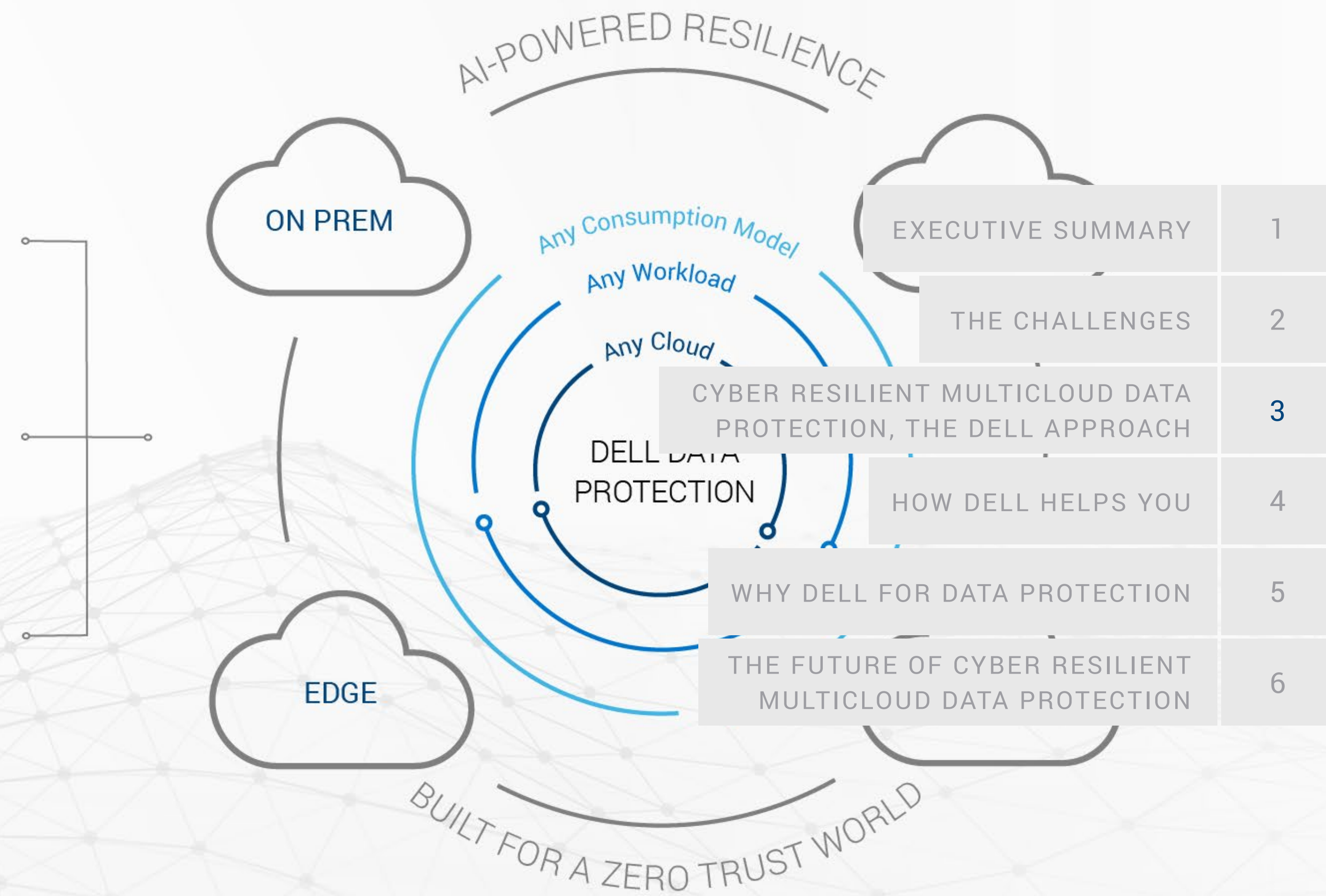
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Cyber Resilient Multicloud Data Protection The Dell Approach



MODERN
SIMPLE
RESILIENT



How Dell Helps You



Dell data protection solutions deliver.



Support for all major public clouds



Kubernetes



Cloud Native

Support for modern workloads



CYBER RESILIENT MULTICLOUD DATA PROTECTION, THE DELL APPROACH

Applications

WHY DELL FOR DATA PROTECTION

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How Dell Helps You



Multicloud use cases:



In-cloud Backup



Backup to Cloud



Disaster Recovery

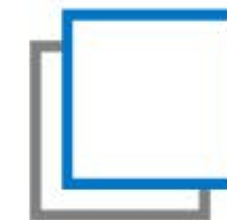


Long Term Retention



Cyber Recovery

Modern architecture:



Software-Defined



Cloud Marketplaces

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Customers increasingly turn to Dell to protect their data in the cloud. [See more about how and why.](#)



How Dell Helps You



Our solutions for multicloud data protection are designed for **simplicity** at every stage.



Consumption Flexibility

- Integrated or backup appliance
- Public cloud
- Subscription
- As-a-service



Ease of Deployment

- Fast time to market
- Intuitive



Simplified Operations

- Unified visibility
- Self-service
- Central governance

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How Dell Helps You



Our solutions are secure by design to keep you **resilient** in the face of mounting cyberthreats. And we are continuously building in operational security across our portfolio.



Immutability

Preserve original integrity of data



Isolation

Physical & logical separation of data



Intelligence

ML & analytics identify



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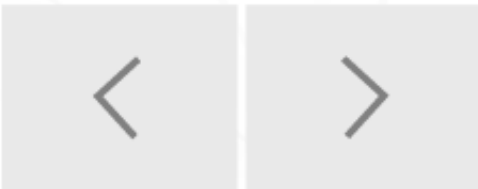
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Why Dell for Data Protection



Now that you've seen how Dell's multicloud data protection solutions deliver on every element in an effective data protection strategy, it's important to understand some underlying principles that bolster our entire portfolio.

Performance,
Efficiency,
and Scale

This is the foundation of our multicloud data protection solutions. Our solutions are faster, more efficient, and deliver greater scale than ever before.

End-to-End
Protection

Dell is your one stop for data protection software, target, integrated, and software-defined appliances, and as-a-Service offerings to ensure all your data and apps are protected across edge, core, and cloud.

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Why Dell for Data Protection



Intelligent Cyber Resiliency

Dell provides the unique combination of immutability to protect against encryption and deletion, a cyber vault for air-gapped isolation with multiple layers of protection, and AI and machine learning (ML) to detect, diagnose, and accelerate data recovery.

Trusted

Dell is a trusted infrastructure leader. We are #1 in data protection appliances and software (IDC) and have been named a Leader in the Gartner Magic Quadrant for backup and recovery 17 consecutive times.* [The Future-Proof Program](#)  alleviates concerns associated with IT acquisition and operations, enabling you to focus on critical business needs while Dell Technologies handles the rest.

Optimization Capabilities

- Sustainable and efficient appliances with:
- Up to 50% more usable capacity in a single footprint, and
 - Up to 41% reduction in power and cooling costs**

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*Source: As Dell Technologies, 2020-2022; As Dell, 2017-2019; As Dell, 2005 – 2016; As Legato, 2004; As Legato Systems and Dell, 2003; As Legato NetWorker and Dell Data Manager, 2001; As Legato and Dell, 1999-2000.

**Source: When comparing 1 petabyte of data on a PowerProtect DD9800 with Cloud Tier and PowerProtect DD9900 with Cloud Tier. Actual results may vary. March 2023.

The Future of Cyber Resilient Multicloud Data Protection



AI-Powered Resilience Built for a Zero Trust World



Software

Next-generation data management and comprehensive data protection capabilities



Target Appliances

Meet data protection and cyber recovery needs with Dell and third-party backup software



Software-Defined Appliances

Software-defined version of industry leading backup appliance



Integrated Appliances

All-in-one data protection software and storage in a single appliance

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The Future of Cyber Resilient Multicloud Data Protection

Dell Technologies is the one stop to help organizations of all sizes secure their data through cyber resilient multicloud data protection built for a **Zero Trust** world. Our comprehensive portfolio delivers the modern, simple, and resilient capabilities you need to keep pace with a rapidly changing IT landscape and **accelerate your digital transformation**. Our PowerProtect software and appliances, APEX solutions and world class professional services and support can help you achieve the business outcomes you need to grow into the future.

From costs savings to greater agility to sustainability and more, let our team of experts and partners help solve your most pressing challenges and achieve your strategic goals.

VISIT DELL.COM/DATAPROTECTION

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