

# Dell Data Protection Portfolio

Solutions sales aid – Helping you to sell\*



Data Protection

## Elevator Pitch – Tell the story

### 1 Set the Stage

Numerous studies show that the amount of data that organizations are processing is doubling every 18 months.

Virtually every organization, today, needs to provide 24/7 access for critical applications.

Given these trends, it's clear that protecting applications is critically important.

### 2 Describe the Conflict

Given today's complex and congested IT infrastructures, data protection is challenging, particularly in virtual environments.

Traditional backup tools are outdated and are putting critical data at risk.

Backup processes are time consuming and complicated

Data recoveries that take hours or days are no longer acceptable.

### 3 Introduce the Resolution

Dell provides broad portfolio of data protection offerings:

EqualLogic and Compellent protect primary storage data

DR4000 Appliance enhances data protection in an existing backup environment

AppAssure and vRanger protect growing physical and virtual server environments

NetVault Backup and the DL2200 featuring CommVault Simpana software protects heterogeneous servers and applications

### 4 Sell the Outcome

**Reduce Risk** by protecting data and applications with solutions that are reliable, and resilient

**Save Time** through built-in automation and simpler administration,

**Slash Costs and** maximize efficiency with virtualized, self-protecting storage & broad data protection portfolio that is optimized, integrated and efficient.

## Target market

**Audience:** IT directors, managers, system administrators

**Segments:** Public, large enterprise, small-to-medium businesses

**IT environment:** virtualized infrastructures, fast growing data volumes, high demand for access to critical data, multi-site protection,.

## Qualifying criteria

What challenges do you face in regards to backup operations?

What procedures and tools have you put in place to protect virtual servers and applications?

How have management demands changed in respect to the amount of time it takes to recover data and applications ?

What is the current process when an individual item such as an important email needs to be recovered?

What plans do have in place to keep your data protection up to date?

## Key differentiators

Compellent and EqualLogic provide built-in snapshots, integrated with Tier-1 application environments and hypervisors.

The DR4100 deduplication appliance is a turnkey solution designed to drop in to any backup environment.

AppAssure, The DL4000 Appliance powered by AppAssure and vRanger enable granular recovery of files and dramatically improve recovery point objectives (RPO) and recovery time objectives(RTO).

NetVault Backup and the DL2200 provide comprehensive and straightforward management of complex data protection environments.

Dell data protection solutions position organizations for the future with scalable design (no fork-lift upgrades) and perpetual/all-inclusive licensing .



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## Why Dell storage for data protection?

### Protect active data stored on an enterprise SAN

Compellent and EqualLogic include built-in primary storage protection:

- Virtual storage architecture, snapshots, and integration with hypervisors enables cost-efficient protection for virtual environments
- Built-in replication software enables an easily implementable and manageable disaster recovery solution
- High performance, user friendly management tools

### Enhance data protection in an existing environment

The DR4100 helps organizations enhance backup and recovery:

- Turnkey solution that can drop into almost any backup environment
- Inline, content-aware target-based deduplication & compression
- Deduplicated replication that can reduce WAN traffic by 90%

### Protect growing physical and virtual environment

AppAssure, The DL4000 Appliance powered by AppAssure, and vRanger provide fast, easily managed, and, scalable protection:

- Granular recovery of individual objects
- Near-instant access to lost data
- Save space and reduce costs with advanced deduplication

### Protect heterogeneous data and applications

NetVault and The DL2200 support a wide-range of OSs and applications,:

- Ensure availability of business-critical applications
- Meet discovery challenges and lower risk
- Streamlined deployment and management

## Sample use cases

### Appleby

#### Business need:

World's largest provider of offshore legal services needed fast, cost-effective replication between offices

#### Solution:

Dell Compellent

#### Results:

50% cost savings vs. other replication options

Under 15 minutes to replicate data between remote locations

5-figure cost savings per month

50% cost savings vs. other replication options

### Sedona Group

#### Business need:

Reduce Data volumes  
Improve recovery times

#### Solution

Dell AppAssure:

#### Results:

Backup window completely eliminated

From 20 hours to 20 minutes for a full server restore

Saved \$100K in operational and infrastructure costs – a 199% return on investment

### Loadcraft Industries,

#### Business need

Improve Backup and Recovery  
Implement Disaster Recovery

#### Solution

Dell DL2200 and CommVault Simpana

#### Results:

75% less time spent on data protection, saving 150 hours per year

Able to restore data for users in minutes vs. hours

Up to 30-fold reduction in backup data replicated, enabling disaster recovery

## Resources

Find additional solutions kit sales tools here:

[Storage Solutions Kits SalesEdge Dashboard](#)

[Data Protection Solutions SalesEdge dashboard](#)

[Dell Storage Website](#)

\*A Dell storage solution kit is a set of materials developed to help you focus on selling a solution to common end-user needs. Use the information in this sales aid to help position this additional offering and ultimately, win more business from prospects as well as existing customers.

