

An aerial night view of a city, likely Hong Kong, with numerous illuminated skyscrapers and a harbor. Three glowing white arcs connect different points across the city, symbolizing data flow or protection. The sky is dark with some clouds.

Protect Data at Every Point Possible

Data Protection Marketing Guide

Feb 2018

Executive summary

Customers are modernizing their data protection infrastructure for increased agility, flexibility, and cost efficiency to out-innovate and out-pace competition.

Dell EMC's data protection portfolio is architected for the modern and software defined data center, greatly simplifying the protection and scaling of **VMware environments** and their **movement to the cloud**. It is uniquely qualified to cover the entire data protection continuum, across all consumption models and any workload to **accelerate IT Transformation**.

Take advantage of Dell EMC Data Protection Suite's tight integration with Dell EMC Data Domain, #1 purpose built backup appliance¹, to deliver superior industry leading performance.

Integrated Data Protection Appliance (IDPA) is a pre-configured turnkey solution combining protection storage and software, search and analytics that can accelerate their time to protection by 10x³ compared to traditional, build-your-own solutions.

Guide your customers on a journey towards complete data protection. Partner with Dell EMC to deliver data protection solutions that your customers can trust to safeguard their data wherever it lives, from client to virtualized machines to hybrid and native cloud environments.

Recognized as the **data-protection market-share leader¹**, **Dell EMC is committed to your success** to help you fast track your marketing execution and most importantly, to help you generate high-margin sales.

¹Data Protection defined by Dell EMC as the combination of IDC's Purpose-Built Backup Appliance Hardware and Data Protection & Recovery Software market segments, IDC 9/17

²Data from 2016 Global Data Protection Index <https://www.emc.com/microsites/emc-global-data-protection-index/index.htm>

³Based on Dell EMC internal analysis, February 2017.



70% of customers² are making changes to their data protection strategy.

Partner benefits

Partnering with Dell EMC can also be a key differentiator for your business.

Your decision to partner with Dell EMC opens up many new opportunities for your business — beyond simply working with a technology leader in Data Protection.

- 1 High margin sales**
Dell EMC's comprehensive data protection portfolio allows you to increase revenue opportunities by refreshing existing customers infrastructure with the latest generation and offering a more complete solution to new customers.
- 2 Trusted advisor**
Data Protection is aligned perfectly with both customer priorities and competitive advantage. The ability to offer a complete data protection solution across the protection continuum for any workload, service level and consumption model helps to establish you as a trusted advisor.
- 3 Flexibility**
You maintain the flexibility to choose to become enabled to deliver your own services, or resell Dell EMC Professional and Support services. Earn higher margins by obtaining Services Delivery Competencies in Data Protection to deliver your own services.

Background and Context

Why Customers Need It

- Organizations must provide protection for a broad range of workloads, service levels and consumption models.
- Data Protection's importance is magnified as the growth, mobility and value of data skyrockets. Organizations need to efficiently and effectively protect data while still maintaining stringent security and compliance regulations
- Organizations need lower cost, cloud-enabled solutions that provide higher performance, efficiency and agility.
- IT executives want to meet their data protection obligations while accelerating IT transformation and building a solid foundation for the future.

Where Customers Need It

Data protection cannot be "one size fits all"

Consumption Models



On-Prem



Virtualized



Converged Infrastructure



Born in the Cloud
SaaS

How Customers Need It

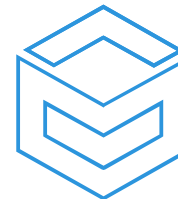
Best of Breed



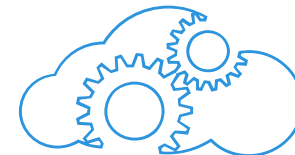
Converged Infrastructure



Software Defined

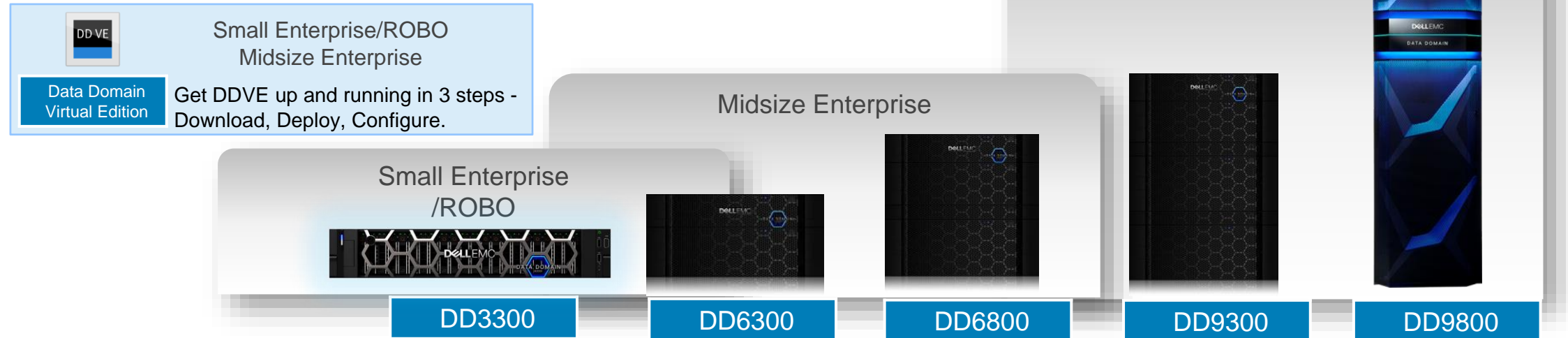


As-a-Service



Protection Storage overview

Modernized Dell EMC Data Domain Family



Most trusted data protection storage

1

Efficient

- ❑ Offers capacity & speeds for enterprises of all sizes, now with the added power of flash.

2

Reliable

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

3

Flexible

- ❑ Integrates with leading backup, archive, enterprise and big data applications or directly with primary storage.

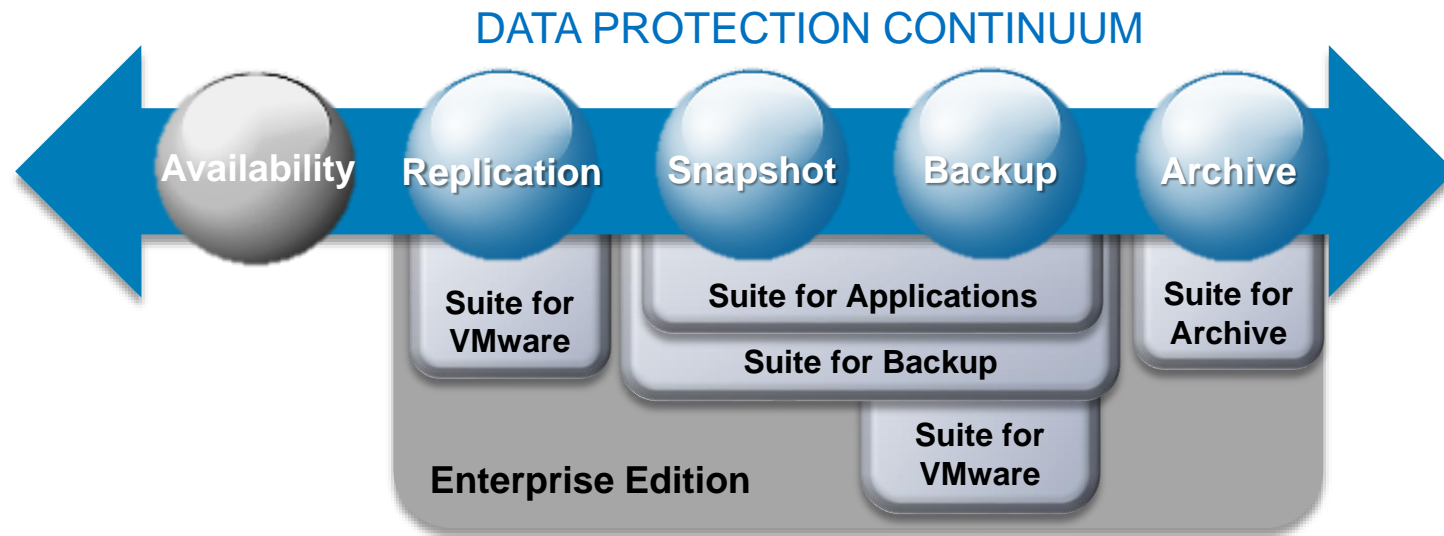
4

Cloud Enabled

- ❑ Natively-tiers deduped data to the public, private and hybrid clouds for modern long-term retention.

Protection Software overview

Dell EMC Data Protection Suite Family



✓ Industry-Leading Protection

✓ Designed to Meet Your Requirements

✓ Covers All Consumption Models

✓ Tightest Integration with Data Domain

Integrated Protection Appliances overview

Integrated Data Protection Appliance (IDPA)

- ❑ IDPA is a pre-configured solution combining protection storage, software, search, and analytics into a single appliance
- ❑ IDPA is offered in four different models ranging from 34TB to 1PB usable capacity to support diverse customer needs

Converged and
Comprehensive

10X
Faster Time to
Protect compared to
traditional build your
own deployments



High-Value and
Low TCO

55:1
Avg Deduplication
rate for both on
premise and cloud

- Provides support for modern applications like MongoDB, Hadoop, MySQL
- Provides boosted application direct protection
- Optimized for applications and VMware with faster performance and instant recoverability

Benefits overview

Dell EMC data protection portfolio is architected from purpose-built appliances to converged infrastructure to software defined data center and supports a comprehensive software ecosystem. Our solutions provide modern, transformative and automated data protection, reducing overall cost and complexity.

Dell EMC Data Domain	Dell EMC Data Protection Suite	Dell EMC Protection Portfolio
#1 Purpose-built backup appliance ¹ that can protect storage for as little as fractions of a penny per GB per month ² .	Flexible deployment allowing mix and match software across all your environments; modify the mix over time as data grows and environment changes.	Up to 81% lower cost of capacity to protect over 3 years with Dell EMC Data Domain and Dell EMC Data Protection Suite vs the competition ² .
DD Cloud Tier scalability natively-tiers de-duplicated data to public, private and hybrid clouds.	Up to 20x faster instant access and restores for VM Workloads [as well as new testing and validation use cases for VMs for improved I/O performance] ³ .	50 PB of local logical capacity expands to 150 PB through optional Data Domain Cloud Tier software that supports long term retention.
Completes up to 98% of backup jobs in <1 hour. Backup speeds of up to 68 TB/hr [up to 1.5x faster compared to the closest competitor] ³ .	Up to 20x faster backup and up to 10x faster recovery for mission-critical apps while eliminating back up impact on servers ³ .	36x average deduplication rate resulting in reduced storage requirements, backup times and strain on the network ² .
A flexible design that integrates with leading backup, archive, enterprise and big data applications or directly with primary storage.	Easy-to-use, automatic cloud backup and recovery that protects desktops, laptops, and servers for organizations of all sizes.	#1 in Data Protection ⁴ , 100% Cloud enabled, offers 100% coverage across the data protection continuum.

¹IDC Worldwide Quarterly Purpose Built Backup Appliance Tracker, September 2017

²Based on ESG Whitepaper sponsored by Dell EMC, "The Economic Value of Data Domain," May 2017. Actual cost will vary.

³Based on Dell EMC internal analysis and internal performance testing

⁴Based on aggregate data protection and recovery software and purpose-built back-up appliance revenue as of June 2017.

*Read 'Why Data Domain' whitepaper and 'Analyst Reports' in Customer-facing assets tab below.

Market opportunity and target audience

Estimated average cost of data loss is nearly \$1Million.*

36 percent of organizations suffered loss or downtime due to security breaches.*

82 percent of organizations are not current on data protection readiness.*

Who are we talking to?

Backup Professional
Infrastructure Director/ VP

Typical customers

Organizations accelerating public cloud adoption for backup and archive, making cloud-operability a mandatory requirement.

Organizations outsourcing data protection operations to Service Providers.

Organizations accelerating their efforts to modernize data centers and move towards SDDC.

Emerging workloads (Cloud, Big Data, etc.) requiring enterprise grade Data Protection.

New deployment models (HCI, SaaS, PaaS) requiring modern data protection.

*Based on Dell EMC Global Data Protection Index

Key differentiators

Why should your customers choose Dell EMC Data Protection?

1

Architecture matters. Dell EMC's leadership position and focus on delivering architectures designed to be purpose-built, cloud-enabled, software-defined, and converged-infrastructure ready can accelerate IT transformation while delivering the lower cost-to-protect from on premise (hybrid cloud) to the public cloud.

2

One stop protection. Dell EMC research (Global Data Protection Index) shows how customers who are forced to manage solutions from multiple vendors have an increased risk of data loss. Dell EMC's one stop shop simplifies the planning, purchasing and support of data protection.

3

One size does not fit all. Dell EMC's best of breed portfolio approach can be mapped against specific customer requirements (data growth, data mobility, varied service level requirements, consumption models) and will ensure complete coverage with no gaps.

4

Cloud is the new normal for Data Protection. Due to Dell EMC's size and breadth of products, Dell EMC connects the cloud for data protection more completely - from cloud backup and archive to backup and recovery of cloud native workloads and everything in between.

Key differentiators

Why should you sell Dell EMC Data Protection?

1

High margin and incremental revenue opportunity. Dell EMC Data Protection portfolio allows you to offer a solution to companies that are rethinking next generation data protection methods as a result of exponential data growth, strict service-level agreements, and shrinking backup windows, as well as the need to better protect data residing throughout the enterprise.

2

Refresh and reinvigorate existing customer base. Dell EMC Data Domain is the #1 protection storage product with systems that offer capacity & speeds for enterprises of all sizes, now with the added power of flash. Data Protection Suite of software solutions is tightly integrated with Data Domain for superior deduplication, integration to Cloud environment, and advanced VMware protection.

3

Open doors for new services and revenue streams resulting from cloud enablement and or SaaS. Data Domain Cloud Tier allows users to natively-tier deduplicated data to the public, private or hybrid cloud for long-term retention, including Dell EMC Elastic Cloud Storage and Virtustream Storage Cloud.

4

Re-capture market share in data protection for VMware and other virtual environment. Dell EMC provides data protection that is architected for the modern and software-defined data center, greatly simplifying the protection and scaling of VMware environments and their movement to the cloud.

Campaign Execution

Leverage this playbook to help create your own data protection demand generation campaign for Data Domain and Data Protection Suite.

Use the assets hosted below to develop your own marketing campaign, funded by your marketing development funds (earned or proposal based or your own), to enable you to engage with customers, introducing the benefits of the portfolio and presenting them technology refresh opportunities.

Visit the Partner Portal to access Activation Packs for marketing concierge service or Digital Marketing Platform for assisted self-service.

If you have questions, please contact your Dell EMC Partner Account/ Marketing Manager or email: askdps@emc.com.

Marketing Objectives	Available Assets (view tab below) *	Available Resources (view tab below)
Engagement	<ul style="list-style-type: none"> ▪ Videos ▪ One to Many Email: Engagement ▪ Infographics ▪ Internally created whitepapers ▪ Social media kit ▪ OA Web banner ▪ Customer references 	<ul style="list-style-type: none"> ▪ Global Data Protection Index Page ▪ Web pages syndication instructions for Partners ▪ Product Pages ▪ Campaign and Product Imagery ▪ Dell Financial Services
Lead Generation	<ul style="list-style-type: none"> ▪ One to one Email: Lead Generation ▪ OA Web banner ▪ Interactive Tools ▪ Event kit ▪ Third party analyst reports 	
Sales Enablement	<ul style="list-style-type: none"> ▪ Sales Activation kit 	<ul style="list-style-type: none"> ▪ Channel Sales Plays ▪ SalesEdge for Channel ▪ Product Enablement Centers

**New Data Domain DD3300 Assets available in EN; Regional language translations will be available by end Mar'18.*



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