

# EMC FORUM

## 2010

The information infrastructure  
event of the year

Invest one day to transform tomorrow.

Frank Slotman  
President, Backup Recovery Systems Division

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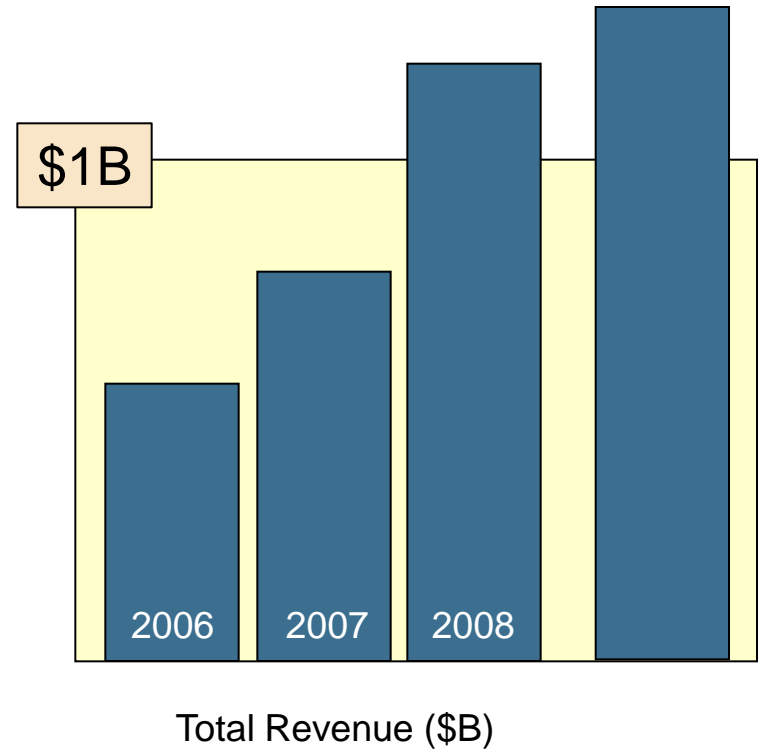
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Backup To The Future  
EMC Backup Recovery Systems

# EMC Backup Recovery Systems (BRS) Division



- Division HQ: Santa Clara, CA
- 10 R&D locations
  - 2,000 employees
- Data protection storage systems
  - > 50,000 systems installed
  - > 40,000 customers
  - > 13,000 petabytes under protection worldwide
- Global sales, support and services
  - ~ 5000 channel partners

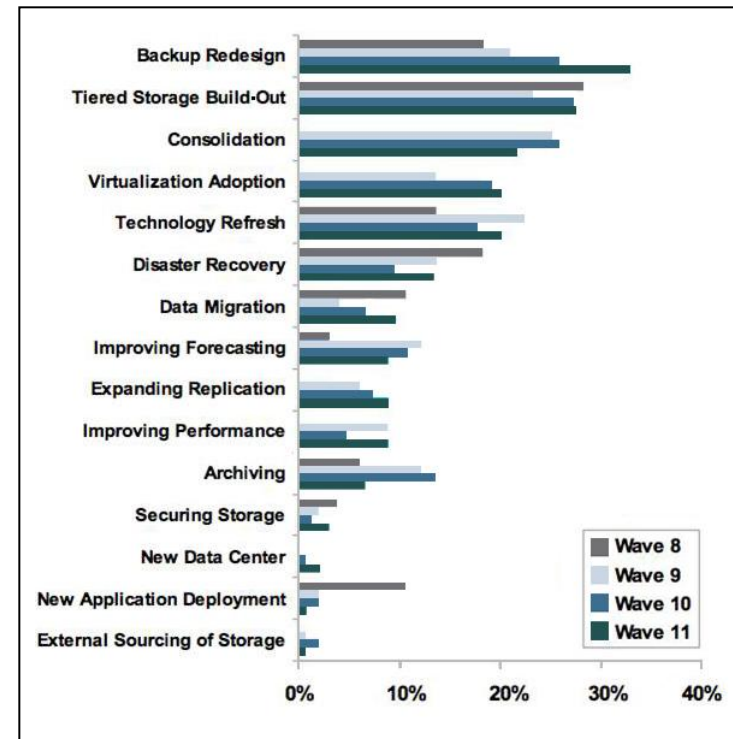


# Backup & Recovery: Hot Spot in the Enterprise



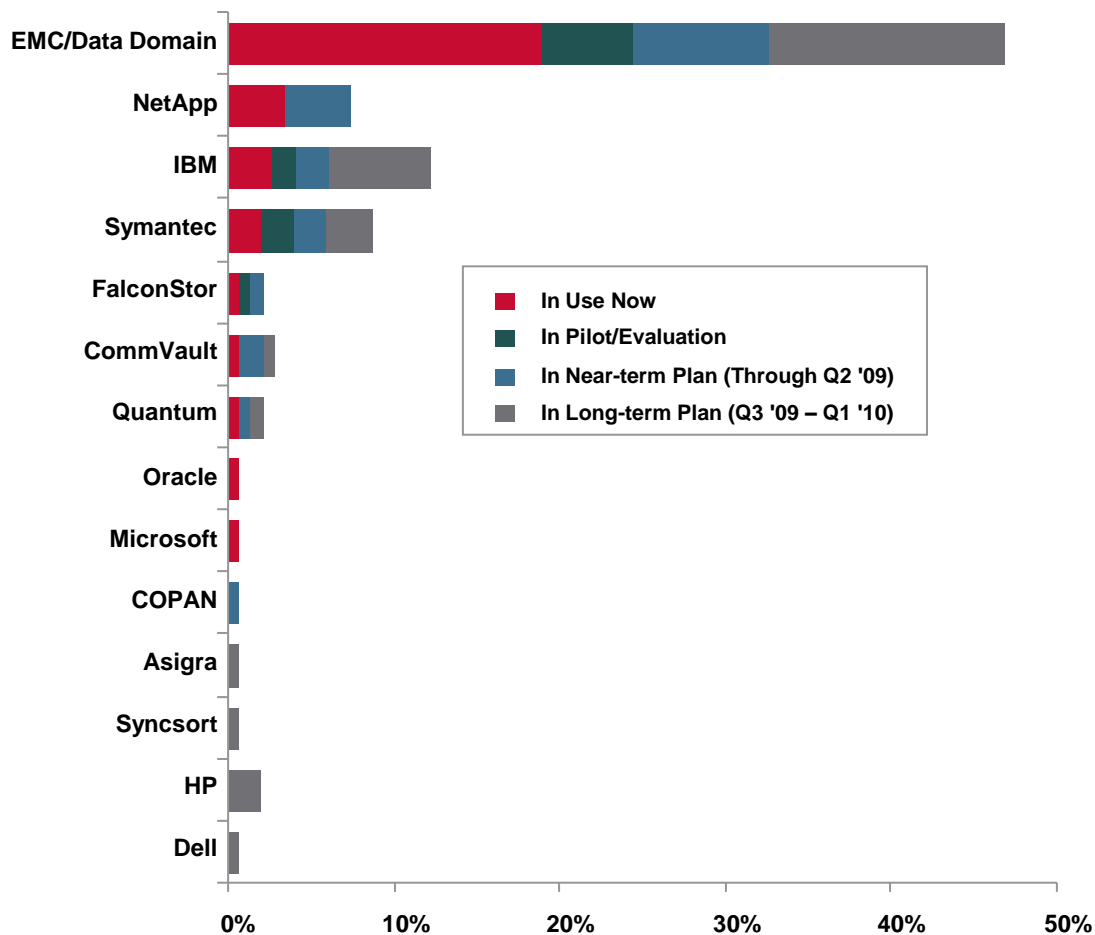
- ✓ Secular shift from tape-centric to disk/network-centric approaches
- ✓ Enabler: massive data deduplication and compression techniques
- ✓ Unabating growth of enterprise data overwhelms legacy infrastructure
- ✓ Server virtualization another catalyst

## *What are your top storage initiatives?*



(10/31/08): Large Enterprise Sample. Wave 8 n=131, Wave 9 n=147, Wave 10 n=147, Wave 11 n=134.  
\* Note that due to multiple responses per interview, total exceeds 100%

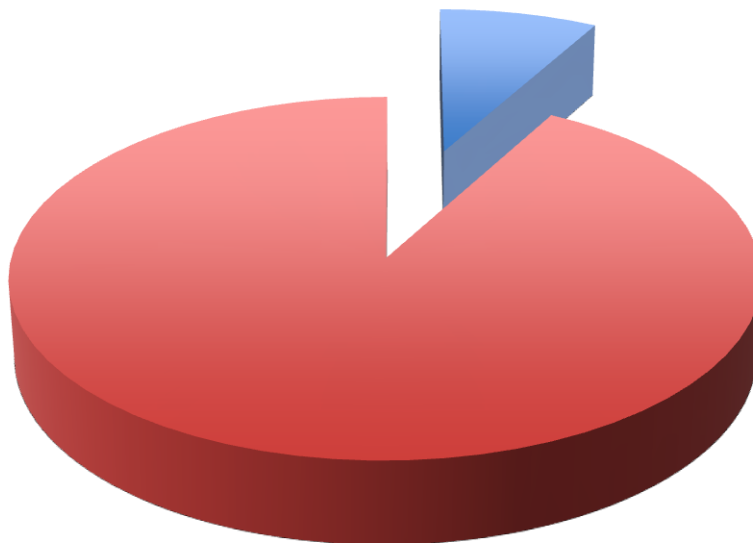
# EMC Has a Lead Position in Fortune-1000 Deduplication



(5/5/09) Wave 12: F1000 Sample. TheInfoPro Storage Study, Spring 2009  
Left and top right charts: n=147. Lower right chart: n=38. Lower bottom right chart: n=21

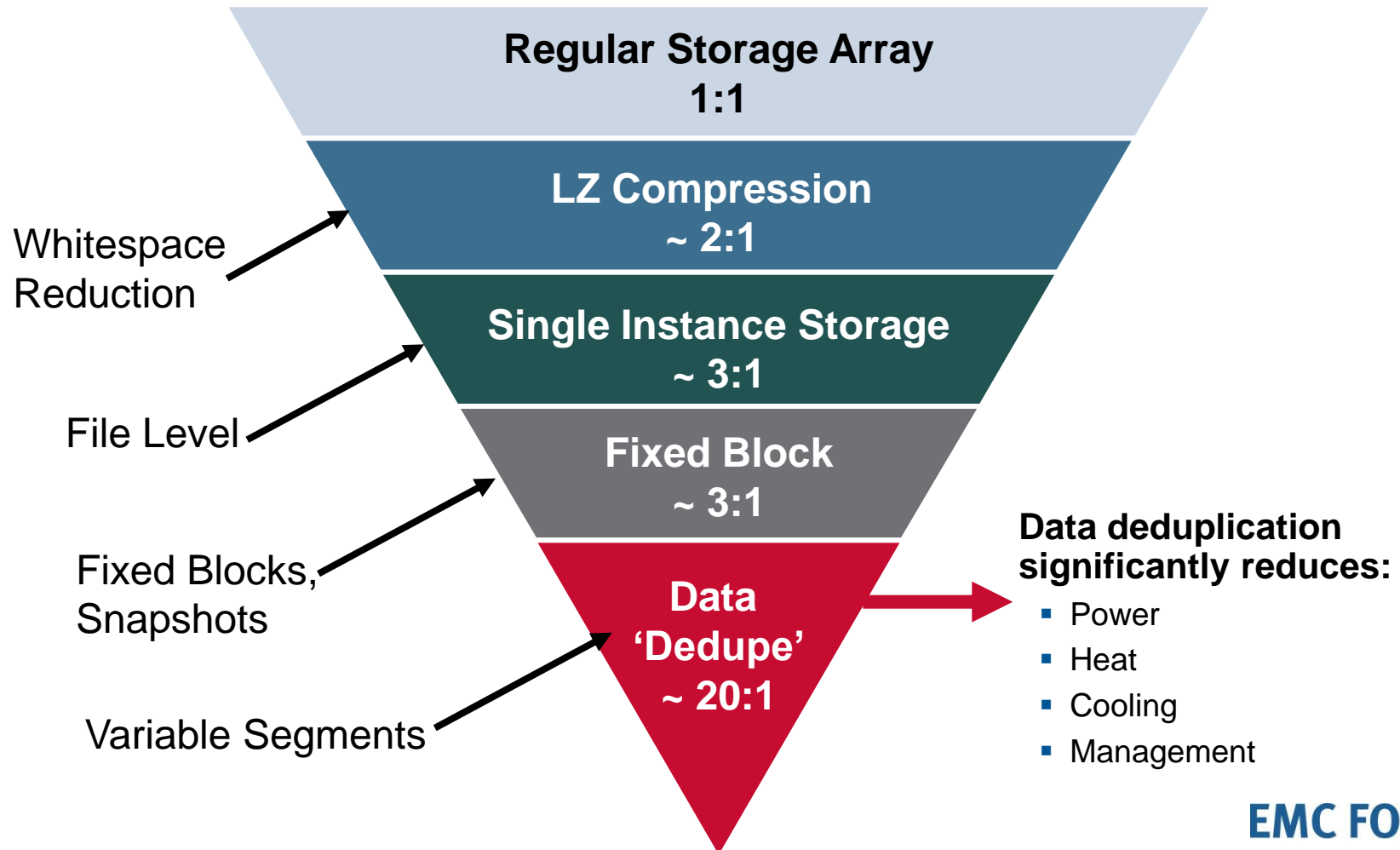
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## Backup Volume (Source: Gartner Group)

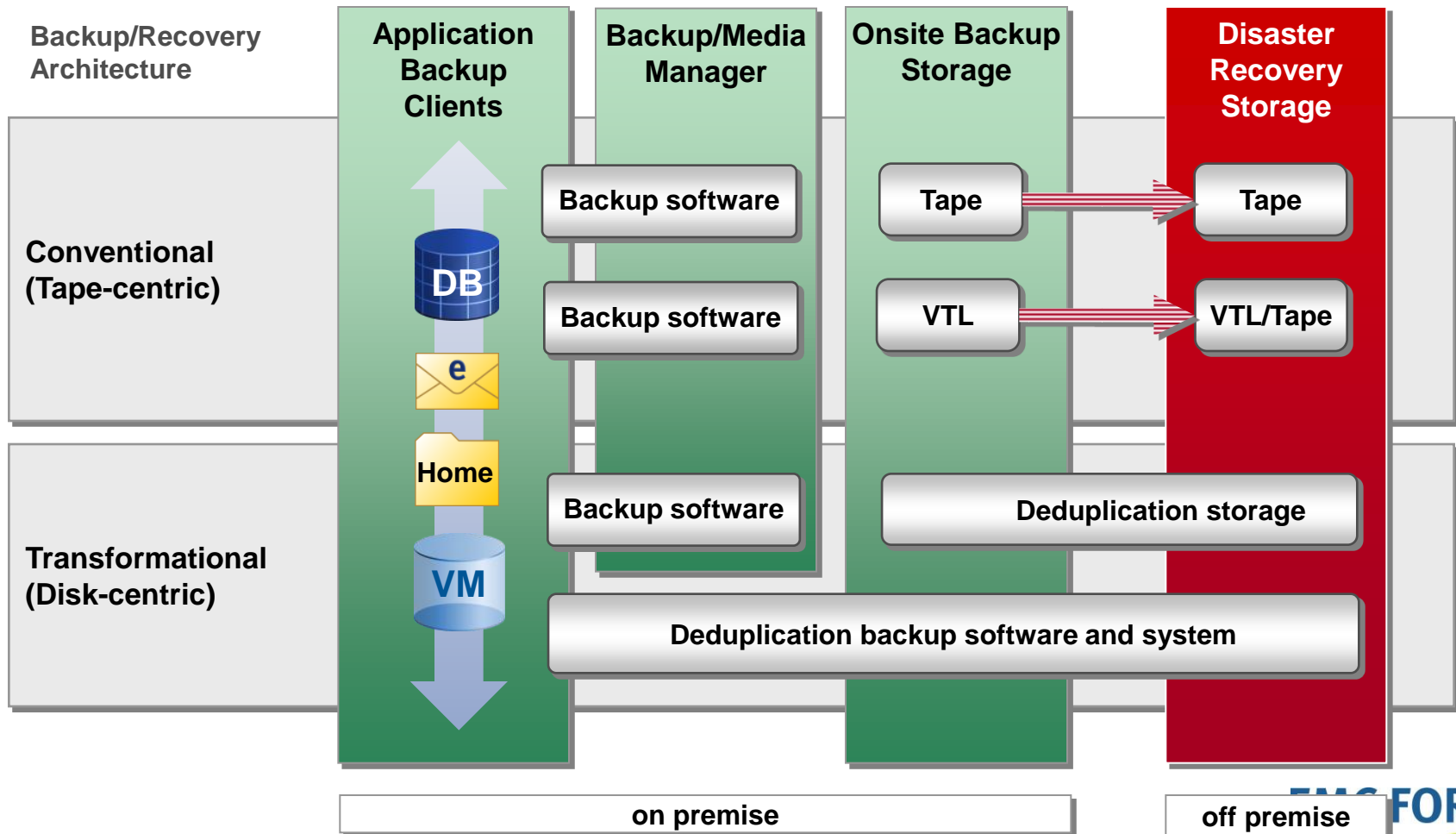


- Dedupe backup volume
- Un-Optimized backup volume

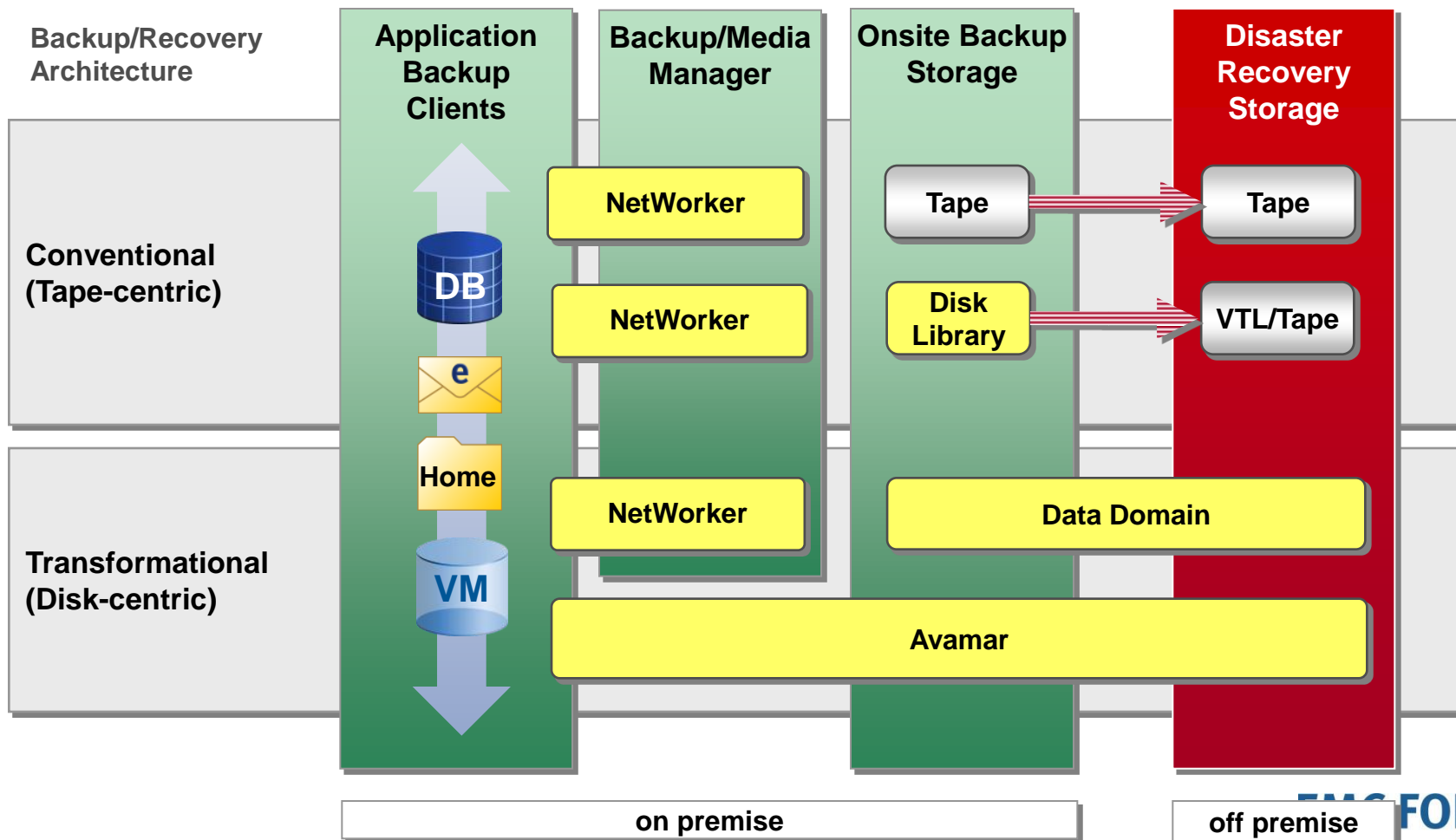
# Dedupe Re-defines Backup Economics



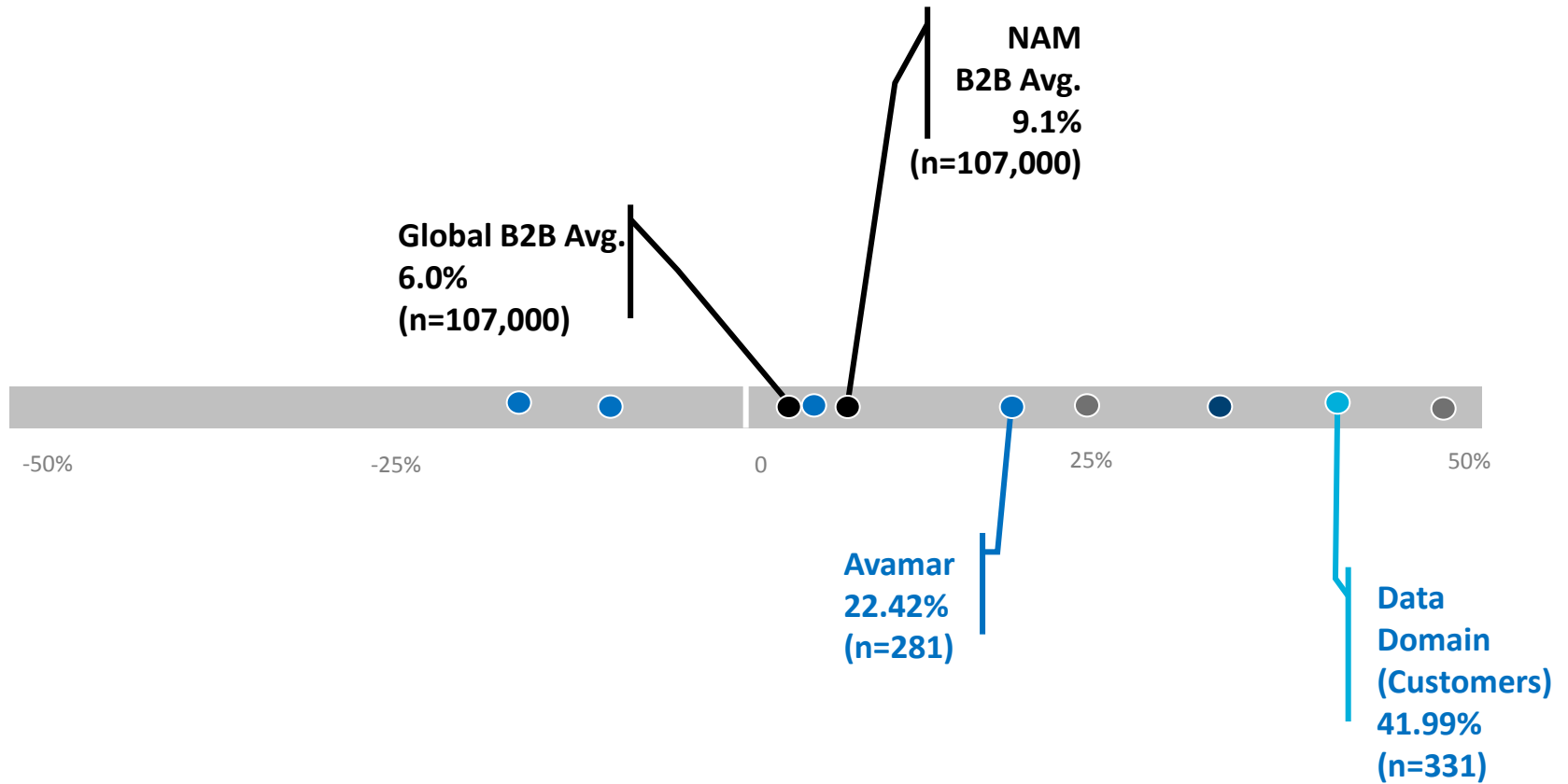
# Backup & Recovery Architectures Are In Transition from Tape to Disk



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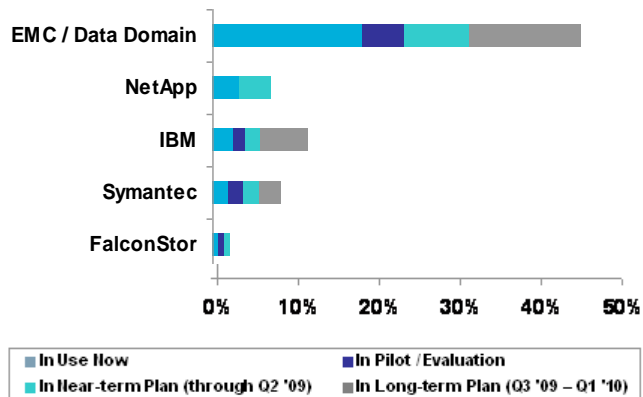
# EMC Data Domain and Avamar Net Promoter Scores (Q409 survey)



# Start the Journey from Tape to Disk!

## EMC Leadership in Data Deduplication

### Backup Data Reduction/ Deduplication: F1000



SOURCE: TheInfoPro Wave 12 Storage Study, Spring 2009

- Backup redesign is top priority in Fortune 1000 enterprises
- EMC deduplication technology is proven, mature and scalable
- 7,500 enterprises worldwide use EMC data deduplication day in and out.

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Chicago  
February 18, 2010