

10 reasons why Dell EMC Data Domain is industry-leading storage protection

Delivering data protection everywhere Wherever your data lives, trust Dell EMC Data Domain with Intel® Xeon® processors to keep your data protected. Data Domain is the industry's leading protection storage.¹ Here are a few of the top reasons why:

1. We're fast

Dell EMC Data Domain Stream-Informed Segment Layout (SISL™) and Dell EMC Data Domain Boost™ technology result in backup speeds up to 68 TB/hr — 1.5 times faster than the closest competitor.²

2. Nobody does data protection better

Backups and archives are your storage of last resort. With inline data verification, continuous fault detection and self-healing, Data Domain Data Invulnerability Architecture provides the industry's best defense against data integrity issues, period.

3. Significantly reduce storage footprint

Data Domain variable-length segmentation provides the highest deduplication rates possible, resulting in less storage required and therefore, a smaller footprint for data protection. Advanced deduplication also means higher effective scalability, less infrastructure to manage and less WAN bandwidth used for replication. In other words, Data Domain's deduplication can minimize cost and complexity in your environment.

4. Cloud-enabled

Simple and efficient cloud tiering of long-term retention data lowers TCO. With Dell EMC Data Domain Cloud Tier, Data Domain is the only protection storage to natively tier deduplicated data to the public, private or hybrid cloud for long-

term retention.³ This means that you can move data seamlessly and securely from Data Domain to the cloud, with no separate cloud gateway or virtual appliance required.

5. Disaster recovery that works

Replication shouldn't be an afterthought. Because Data Domain systems provide network-efficient replication, you can use existing networks and minimize your WAN costs. As data lands on Data Domain, it can immediately begin replicating data to a disaster recovery site. With cross-site deduplication only unique data is transferred across any of the WAN segments — reducing WAN bandwidth requirements by up to 99%.⁴

6. Monster scalability

Would you prefer to manage one deduplication system or 20? Scalability matters because it means simpler management and less data center floor space. Data Domain systems now scale up to manage 3 PB of usable capacity with a single system.

7. Protection storage as a service

With secure multi-tenancy, Data Domain can deliver data protection as a service in a private or hybrid cloud. Tenant data is only visible and accessible to each individual tenant with secure isolation. Data Domain enables both large enterprises and service providers to engage in cloud services.

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8. Flexibility and investment protection

Data Domain's flexible design integrates with leading backup, archive, enterprise and Big Data applications or directly with primary storage. You can connect via Fibre Channel or Ethernet now and change later. Many Data Domain systems allow you to upgrade the controller in the future for higher performance and scalability.

9. Available how you want it

Regardless of your environment, Data Domain can provide you with the protection that you need — from the traditional best-

of-breed Data Domain systems and the new integrated VCE Data Protection Appliance to the software-defined DD Virtual Edition and data protection as a service.

10. We're the market share leader

We designed Data Domain systems from the ground up to be the storage of last resort in the ways that really matter, supporting open systems, mainframes, I-series, Big Data and both public and private clouds. Dell EMC leads the protection storage market by a wide margin,⁵ and now you know some of the reasons why.

Simple. Scalable. Fast.

You don't get to be the undisputed market share leader for protection storage without doing a lot of things really well. Dell EMC Data Domain, powered by Intel® Xeon® processors, is the industry's most scalable, reliable, cloud-enabled protection storage for backup, archive and disaster recovery.

[Learn more](#) about the Dell EMC Data Protection portfolio.

¹ 5 IDC Worldwide Quarterly Purpose-Built Backup Appliance Tracker, December 2016.

² Based on internal testing, in comparison to HPE, October 2016.

³ Based on internal analysis, November 2016.

⁴ Based on internal analysis, April 2017.