

# DELL EMC ENTERPRISE COPY DATA MANAGEMENT

## ESSENTIALS

### ENTERPRISE-WIDE COPY DATA MANAGEMENT

- Consolidated oversight
- Optimize efficiency
- Streamline operations
- Protection SLO compliance

### DISCOVERY WITHOUT DISRUPTION

- Empower self-service access with native utilities
- Maximize use of existing copies

### AUTOMATED PROTECTION SLO COMPLIANCE

- Define customized service plans to monitor and manage SLOs
- Eliminate traditional data protection infrastructure
- Deploy for ITaaS with multi-tenancy and APIs

### OPTIMIZATION WITH INTELLIGENT ANALYTICS

- Lower risk with global service level monitoring and management
- Reduce cost by identifying cost drivers and capacity trends
- Increase agility with anomaly detection and proactive remediation

## Bringing Consolidated Oversight to Modern Data Protection

As companies start to move away from traditional server-centric backup designed around centralized control, and progress towards providing more modern data protection designed for self-service, copy data, which includes copies for data protection, analytics, operations as well as testing and development, can become hard to keep track of. This self-service model needs intelligent, consolidated oversight of data and services levels across the business to ensure protection SLO compliance is met.

In addition, solving this gap in the self-service model also requires modern data management which focuses on optimizing infrastructure efficiency and streamlining operations. Dell EMC offers a data management solution that helps complete their modern, self-service protection products – Enterprise Copy Data Management (eCDM).

- **Enterprise Copy Data Management (eCDM)** – enterprise class CDM that enables global management and monitoring of copies across primary and protection storage
- **Enterprise Copy Data Analytics (eCDA)** – enterprise class analytics that provide actionable insight across the entire global enterprise

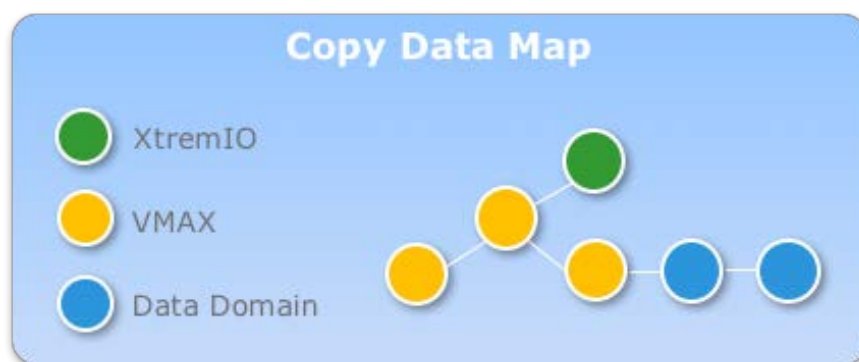
## ENTERPRISE-WIDE COPY DATA MANAGEMENT

Dell EMC Enterprise Copy Data Management (eCDM) is designed to provide consolidated oversight and copy data management across primary and protection storage. eCDM offers self-service data management to maximize efficiency, streamline operations and ensure consistent service level compliance. eCDM can non-disruptively discover copies across an entire enterprise, automate protection SLO compliance and optimize operations based on actionable insight.

## DISCOVERY WITHOUT DISRUPTION

eCDM will non-disruptively discover existing copies across primary and protection storage to gain consolidated oversight of what already exists in the environment. By having discovery be Non-disruptive self-service data protection, which is performed by storage admins and DBAs, can continue creating copies from their native interfaces instead of inserting a solution into the copy data path. However, the addition of oversight on copy data ensures that only the right number of copies are stored on the right tiers of storage.

With the ability to visualize copy relationships, organizations can eliminate redundant copies and maximize their use of existing resources. In addition, this enables administrators across the business direct copy access to utilize existing copies instead of creating another redundant copy for their own use. eCDM allows for the seamless access and recovery of copies off either primary or protection storage. Overall, by keeping only the right number of copies on the right storage devices, users can significantly reduce primary and protection storage costs while maintaining SLO compliance.



## AUTOMATED SLO COMPLIANCE

The core of eCDM are the user defined service plans to monitor or proactively manage protection SLO compliance. For example, admins can create service plans for each department – like Finance, Accounting and HR - to define the service level that data requires. A customer can then simply monitor compliance by verifying whether the defined service level objectives are being met across the organization. Alternatively, compliance management proactively ensures that all copy data is in compliance with SLOs. The combination of automated protection SLO compliance and empowering self-service data protection and copy creation enables organizations to eliminate traditional centralized protection infrastructure like backup servers.

Protection SLO compliance is even more powerful when it is automated with a users' existing management portals and automation tools. That is why Enterprise Copy Data Management was designed to be open and extensible with multi-tenancy for quick and simple deployment in an IT as a service model. In addition, an API centric design enables advanced integration with existing automation tools and/or management portals.

## OPTIMIZATION WITH INTELLIGENT ANALYTICS

Enterprise Copy Data Management allows organizations to make data-driven decisions with a new analytics-as-a-service offering called Dell EMC Enterprise Copy Data Analytics (eCDA). The cloud based analytics engine will ingest data from across the enterprise and will provide actionable insights to proactively optimize infrastructure.

This insight lowers risk by monitoring and proactively managing aggregate compliance to customized defined service levels. In addition, eCDA will identify cost drivers, monitor storage trends and recommend actions to reduce costs. Finally, eCDA can increase agility by identifying anomalies and predicting future impact to proactively remediate issues before they become a problem.



## SHOP DELL EMC DATA DOMAIN



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