



PROTECT YOUR DATA AT EVERY POINT POSSIBLE WITH THE #1 IN DATA PROTECTION¹

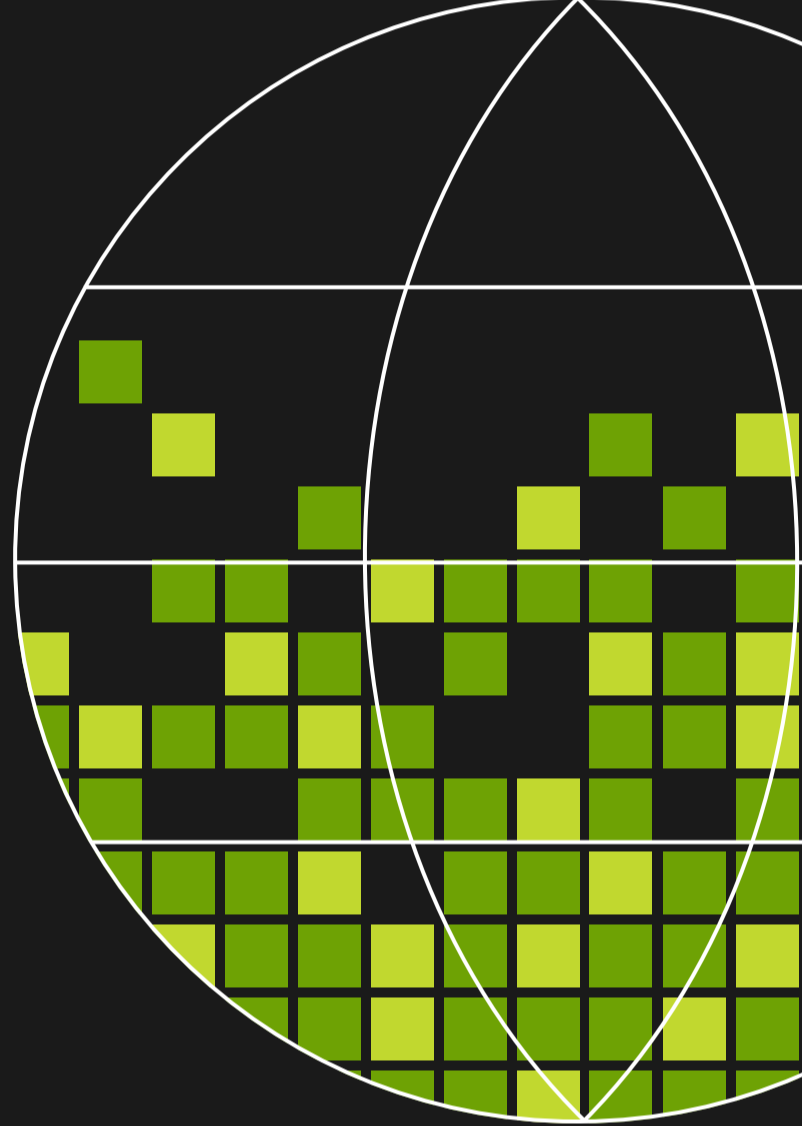
Protecting data is a challenge for most organizations today—but it's not insurmountable. An independent analysis of global organizations and their data protection readiness reveals that a vast majority—nearly 82%—must transform their data protection to keep pace with the shifting IT landscape.

According to the study:



ESSENTIAL AS ONE. MORE POWERFUL TOGETHER.

Dell EMC's Data Protection portfolio powered by Intel[®], includes Data Domain protection storage and Data Protection Suite software for a complete solution. Protect all of your data, in any mode of consumption, deployed any way you want and everywhere you need.



HOW WE HELP YOU WIN NOW AND IN THE FUTURE



Comprehensive data protection

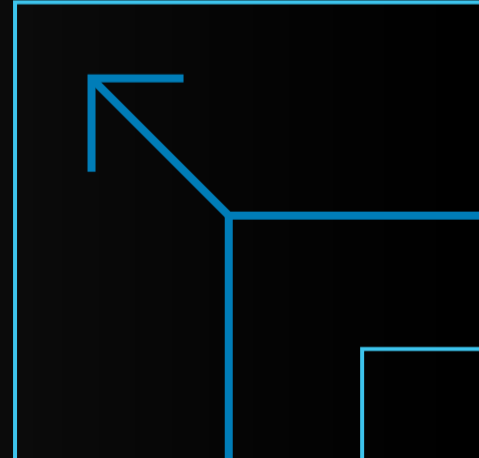
Dell EMC is one of a select few data protection companies that can protect data in all 4 consumption models: virtualized, hybrid, cloud and on-premises. Plus protection with continuous availability, replication, snapshots, backup and archive.

Purpose-built

Architecture matters. Dell EMC Data Protection Solutions are cloud-enabled and converged infrastructure ready with the exclusive capability to natively tier deduplicated data to the cloud.⁸

Simple. Scalable. Fast.

Data Domain systems can scale up to 3PB of usable capacity in a single system with Data Domain Cloud Tier and backup 68TB per hour while Data Protection Suite provides unified visibility into more than 20 environments.



Cloud is where we shine

Dell EMC is one of the biggest cloud protection vendors in the market today with more than 150PB protected in the cloud.⁹ No one protects more completely from cloud backup and archive to backup and recovery.

Lower cost-to-protect

When you leverage the power of Data Domain with Data Protection Suite, protection storage and backup costs are reduced and tape is virtually eliminated thereby reducing infrastructure and environmental costs.

ONE VENDOR. COMPLETE DATA PROTECTION.

From cloud disaster recovery, to on-premises data protection and everything in between, rest assured that your data is protected at every point while accelerating your IT transformation. What's more, with Dell EMC, you have one vendor for all your data protection and backup needs so you can invest in the future rather than spend time managing multiple vendors.



Learn more at DellEMC.com/dataprotection



¹ Based on aggregate data protection and recovery software and purpose-built back-up appliance revenue as of December 2016.
² Based on Dell EMC Global Data Protection Readiness Research, July 2016.
³ Based on internal Dell EMC analysis, April 2017.
⁴ Based on internal Dell EMC analysis, January 2017.
⁵ Based on internal Dell EMC analysis, September 2016.
⁶ Based on internal testing, usable capacity per couplet, in comparison to HPE, October 2016.
⁷ Based on internal Dell EMC analysis, September 2016.
⁸ Based on internal analysis, November 2016.
⁹ Based on Dell EMC internal analysis, April 2017.