

# TOP 5 REASONS WHY DELL EMC FOR DATA PROTECTION

## The Simple Choice For Data Protection

Data Protection is critical to any organization and a foundational component for the modern data center. Dell EMC brings together industry leading and comprehensive solutions to meet all of your data protection requirements with a broad portfolio that provides the trust you need to accelerate your digital transformation.

### 1 INDUSTRY-LEADING SOLUTIONS

With solutions that rank #1 in the combined data protection software and protection storage market, Dell EMC is the world's largest data protection vendor protecting thousands of customer's mission critical data around the globe.<sup>1</sup> Do not delay in getting protected with the winning combination of Data Domain and the Data Protection Suite Family.

### 2 PROTECTION HOW YOU WANT IT, WHERE YOU NEED IT

Not all data is created equally and as a result you need to be able to deliver a full range of protection coverage. Dell EMC is your one stop shop to cover a complete continuum of data protection solutions from continuous availability, replication, snapshots, backup, archive and more to meet any service level. And since all data doesn't live in one place, Dell EMC protects your data across on-premises, virtual, hybrid and public cloud environments for as long as it lives.

### 3 DATA PROTECTION YOUR WAY

Organizations want to consume data protection in the way that best fits their business needs. Dell EMC can deliver data protection storage and software in a variety of ways including purpose-built systems, converged infrastructures, software defined and integrated appliances. With solutions that are designed to meet the needs of all types of data protection environments, Dell EMC gives you the flexibility and choice to comprehensively protect your data.

### 4 SCALABLE, RELIABLE AND CLOUD ENABLED

Big or small, data center or remote office, Dell EMC delivers solutions for small, midsize and enterprise environments. Extend data protection capabilities beyond on-premises environments to the cloud – whether you're protecting applications and data residing within your data center or the public cloud – with Dell EMC's cloud enabled protection storage and software solutions.

### 5 WORLD CLASS SUPPORT AND SERVICES

Trust also comes from knowing you can rely on the industry's leading customer support and service backed by a network of technical professionals around the clock and around the globe.

<sup>1</sup>Based on aggregate data protection and recovery software and purpose-built back-up appliance revenue as of March 2017