

# TOP FIVE REASONS MORE PEOPLE CHOOSE EMC BACKUP FOR VMWARE

*"We would not be able to reach our virtualization goals without the state-of-the-art backup and recovery that EMC provides."*

— Craig Wuerzberger, Systems Engineer, Sub-Zero Group, Inc.

## 1 ACCELERATED BACKUP AND RECOVERY

EMC doesn't just promise faster backup and recovery, we deliver it. Our software Data Protection Suite and Purpose-Built Backup Appliances (PBBAs) are proven to reduce VMware backup by 90%, speed recoveries by 30x, as well as provide VM Instant Access. Also, because our solutions identify unique changed blocks, we move less data, which reduces resource contention and network traffic. DR is faster and more efficient. No more tapes and trucks. Now that's smart!

## 2 ACCELERATED SAVINGS

We understand the importance of integrating with VMware, and we do it better than anyone else. Not only do we integrate with VMware vCenter and VMware vStorage API for Data Protection, but we're also the only vendor to support VMware Changed Block Tracking for both backup and restore. **Plus**, by integrating with the vSphere Web Client, we give VMware admins better visibility and control for deduplicated backup and recovery. You can expect to reduce storage requirements by 10-30x and administration time by 80%, netting a 7-month average return on investment. That's savings your business will love.

## 3 ACCELERATED TRANSFORMATION

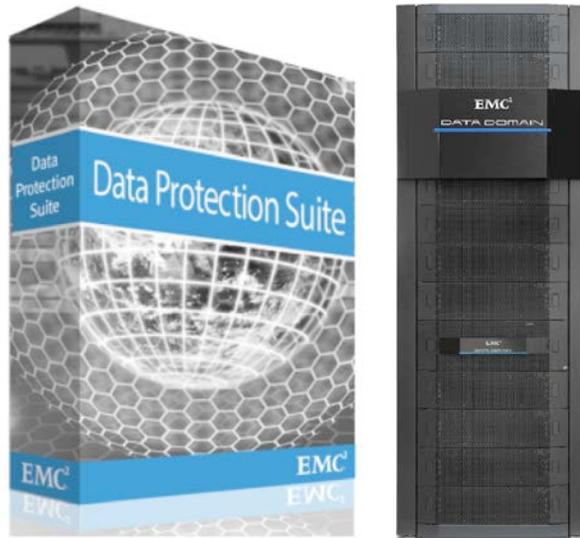
No vendor can help your organization accelerate IT transformation faster than we can. Our Protection Storage Architecture provides a flexible foundation for years to come. Our PBBAs provide cost-optimized, consolidated storage for backup and archive data; our Data Protection Suite simplifies management and provides a clear, easy pathway for delivering data protection services; and integration with VMware and leading business-critical applications from Microsoft, Oracle, SAP, and IBM. **Plus**, we can help you optimize your converged infrastructure—whether it's VCE Vblock or EMC VSPEX—so you'll see more benefits sooner.

## 4 MARKET LEADERSHIP

We are the largest backup company in the world, #1 in backup and storage for VMware and leaders in IT transformation. This gives us a distinct advantage in the market in terms of solution development and solution delivery. In fact, VMware's vSphere Data Protection (VDP) is powered by EMC Avamar. No one executes better than we do.

## 5 PROVEN SERVICES

With hundreds of backup and recovery specialists and thousands of VMware-trained engineers across the globe and an extensive partner network, we have the expertise to optimize your environment. We'll guide you every step of the way.



### **EMC DATA PROTECTION SUITE PLUS EMC DATA DOMAIN SYSTEMS.**

Smarter backup, recovery, and archive so you can trust your future. EMC Data Protection Suite includes Avamar, NetWorker, SourceOne, and Data Protection Advisor. **For more information, visit <http://www.emc.com/backup-and-recovery/data-protection-suite/index.htm>.**

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