

# EXTEND YOUR DATA PROTECTION TO THE CLOUD WITH INTEGRATED DATA PROTECTION APPLIANCE (IDPA) DP4400

IDPA DP4400 ENABLES MID-SIZE ORGANIZATIONS TO TAKE ADVANTAGE OF CLOUD EFFICIENCIES FOR DATA PROTECTION WITH CLOUD DISASTER RECOVERY AND LONG TERM RETENTION

## IDPA DP4400 – NATIVELY CLOUD READY

### Cloud Disaster Recovery to AWS

- Orchestrated DR with 3 steps failover and 2 steps failback
- Store directly on AWS S3 and utilize compute only in failover or DR testing to minimize costs
- Integrate with on-premises data protection and VMware vSphere

### Cloud Long-Term Retention

- No cloud gateway needed
- Manage up to 196 TB usable capacity in the Cloud
- Compressed data sent to Cloud for maximum cost efficiency

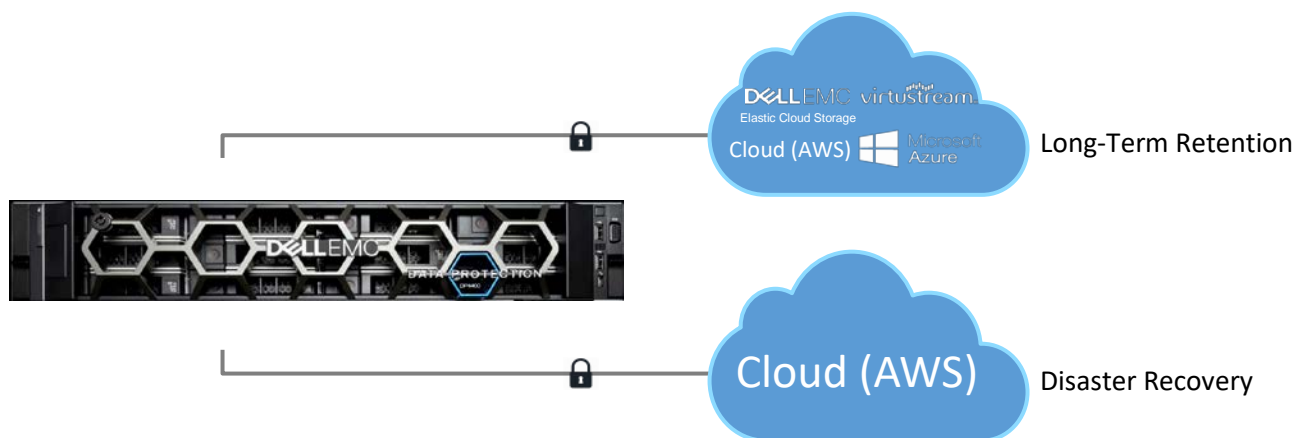
Disaster recovery and long-term retention of data, for security as well as regulatory compliance, can be very challenging for mid-sized organizations. Keeping a secondary site up for disaster recovery can get very expensive. And, dealing with tape for long term retention can be slow and costly as well.

As a result, many mid-sized and commercial organizations are looking to the efficiencies of the cloud, such as scale, elasticity, agility, and lower initial storage costs, to expand their data protection environments. These organizations are facing multiple challenges as they expand to the cloud, including a growing and distributed data ecosystem, expensive and complicated management of their cloud environment by cloud providers, and the need for data and applications to be protected immediately.

With the use of the cloud as a backup destination expected to double within 3 years, modern IT solutions for mid-sized organizations need to offer a powerful converged, easy to deploy and manage, cloud-ready data protection.

### Introducing Dell EMC IDPA DP4400

Dell EMC Integrated Data Protection Appliance (IDPA) DP4400 is a comprehensive, converged data protection appliance tailor made for mid-size organizations. It provides enterprise level data protection, along with the ability to natively extend data protection environments to the cloud. Cloud Disaster Recovery and Long Term Retention are now built into DP4400 as add on capabilities and are simple to deploy, scale, and manage for organizations looking to utilize the cloud to expand their data protection environment.



“Cloud disaster recovery is important when we start to talk about cost. Traditionally you have to have appliances and multiple data centers, and if you don’t have those data centers, you end up building things out to try and get things set up. By having it in the cloud, that’s one more thing you’ve taken off our plate and that has true value.” - John Sharp, IT Manager, The Vollrath Company

## Cloud Disaster Recovery (DR)

The DP4400 appliance has optional Cloud DR capabilities built-in, and enables virtual machine (VM) images to be copied to object storage within the Amazon Web Services (AWS) S3 public cloud for minimal cost and cloud footprint. This allows for orchestrated DR testing, failovers in 3 clicks, and failbacks in 2 clicks from AWS for rapid recovery in a disaster scenario. No data protection infrastructure is needed for the failover/recovery within AWS, and no compute resources are needed until a failover occurs, which greatly reduces costs and enables greater operational efficiency and resiliency. DP4400 Cloud DR licensing can be purchased in 1 TB increments to provide flexibility and enable you to cost effectively grow-in-place to meet future needs.

## Cloud Long Term Retention (LTR)

The IDPA DP4400 opens up LTR in the cloud to mid-size organizations. It can natively-tier deduplicated data to a private, public or hybrid cloud for LTR without the need for a separate cloud gateway. With Dell EMC’s industry leading deduplication, organizations can manage up to 14.4PB of logical capacity (calculated based on 50:1 deduplication rate) with a single DP4400. You can finally stop managing physical or virtual tape libraries and enjoy the benefits of efficient LTR with our Cloud-Tier add-on.

## Simply Powerful Data Protection with IDPA DP4400

The IDPA DP4400 provides modern and powerful data protection for midsize organizations allowing companies to leverage the benefits of the cloud within their existing environments. The DP4400 can help transform your environment for the future, laying the technical foundation for the data center while modernizing your data protection for the cloud.

- Simple
  - Data protection management/monitoring from a single dashboard
  - Grow-in-place, 24-96TB with no additional hardware
  - Customer deployable/upgradable 2U form factor
- Powerful
  - Comprehensive coverage for largest app. ecosystem<sup>1</sup>
  - High performance with faster backups and recovery
  - Powered by award winning Dell PowerEdge 14G server, plus NVMe flash for instant access and recovery
  - Native Cloud DR and LTR capabilities
- Lowest Cost to Protect
  - Costs up to 80% less to protect<sup>2</sup>
  - Less than half a penny/GB/month<sup>3</sup>
- Guaranteed – Dell EMC Future-proof Loyalty Program
  - 3 year satisfaction guarantee
  - Up to 55:1 data protection deduplication guarantee



[Learn more](#) about Dell EMC Integrated Data Protection Appliances



[Contact](#) a Dell EMC Expert

1. Based on internal analysis, June 2018.

2. Dell EMC internal analysis using publically available competitive pricing from Rubrik and Cohesity, May 2018. Based on \$ per logical GB. Actual cost will vary.

3. ESG whitepaper commissioned by Dell EMC, “The Economic Value of Data Domain and Integrated Data Protection Appliances (IDPA),” where ESG analyzed hardware, software, power, cooling, and deduplication costs for 12 active Dell EMC customers, May 2018. Actual costs will vary.