

# Leaders rely on storage with advanced data protection to achieve positive outcomes.

ESG analysts interviewed IT executives to understand the direct impact newer storage has on data protection, customer satisfaction and SLAs. In the full eBook, learn how modern storage is essential for a trusted data centre and business success.

[Read the eBook >](#)

## Proof that modern storage delivers results.



Leaders aim for  
**39% smaller**  
recovery time objective window<sup>1</sup>



Leaders are  
**2.6x**  
more likely to always encrypt sensitive data<sup>1</sup>



**92%**  
of leaders have met or exceeded ROI forecasts<sup>1</sup>



Leaders are  
**2.2x more**  
likely to feel infrastructure investments have greatly reduced risk<sup>1</sup>

## Secure your data. Protect your business.

Organisations with modern storage environments reduce risk, improve customer satisfaction and save up to \$20 million a year by avoiding downtime. Build a trusted data centre with leading storage solutions from Dell Technologies, the #1 in midrange external storage.<sup>2</sup>

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Dell Technologies and Intel solutions

<sup>1</sup> Based on ESG eBook "The Trusted Data Center and Storage Infrastructure: Best Practices and Business Results for Midmarket Organizations" commissioned by Dell Technologies and Intel Corporation, November 2019. Results are based on a survey of 1,650 midmarket IT decision makers from 9 countries and evaluating trusted data center best practices, grouping Leaders by alignment to all best practices and Laggards by alignment to three or fewer. Actual results will vary. Full report: <https://www.dell EMC.com/resources/en-gb/asset/analyst-reports/solutions/is2003g0006-003-ebook-dell-emc-trusted-data-center-storage-solution.pdf>

<sup>2</sup> Ranking by 1Q2019 vendor revenue. Midrange refers to storage systems priced \$25k < \$250k. IDC WW Quarterly Enterprise Storage Systems Tracker, 2019 Q1 historical release, June 6, 2019.

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