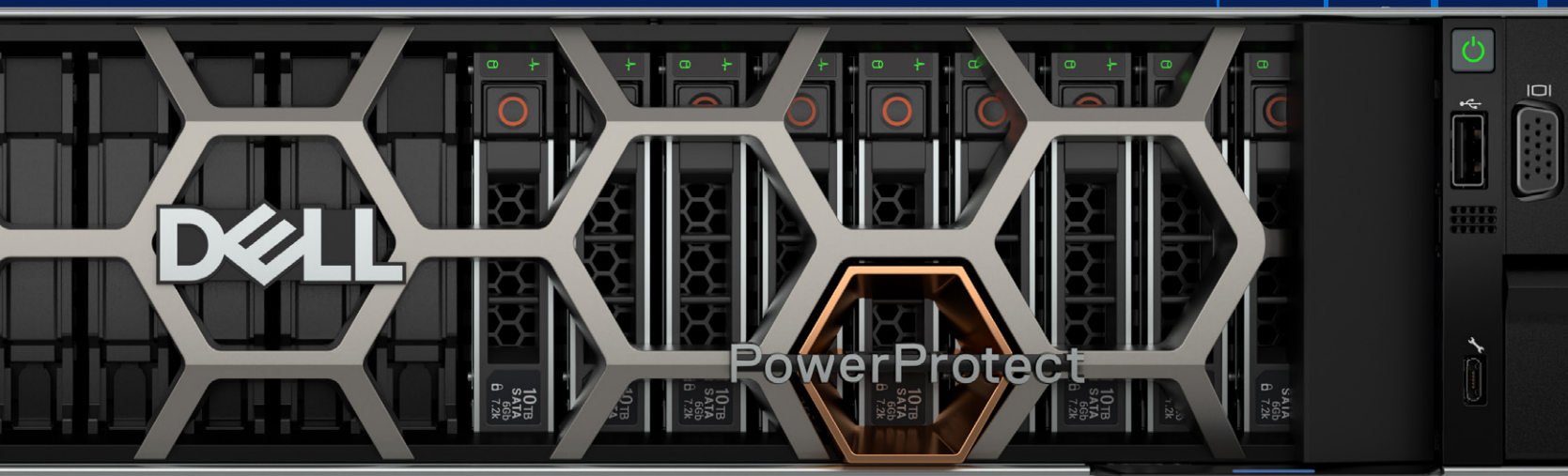


DELLTechnologies

Build your cyber resilient foundation

Dell PowerProtect data protection appliances



Gain the confidence that you can recover from the unexpected.

Build your cyber resilient foundation on trusted PowerProtect appliances. Ensure comprehensive cyber resilience wherever your data lives—whether you are protecting data that is on-premises with PowerProtect Data Domain or PowerProtect Data Manager Appliance, or in multicloud with software-defined Dell APEX Protection Storage.

PowerProtect appliances are specifically designed and optimized for data protection—resulting in performance, efficiency and security advantages that simplify operations, reduce risk and lower costs.

- Less than 1 Cent GB/per month cost to protect²
- 22% reduction in data protection admin costs²
- 84% reduction in resources and services costs²
- 98% reduction in consumed storage resources²
- 85% faster time to recover in the event of a disaster²

We've been helping customers around the globe address their data protection needs with a combination of fast, efficient, and secure capabilities that has made **Dell Technologies #1 in Purpose-Built Backup Appliances.**¹



Appliances for data protection

Data protection appliances have been in the market for over a decade and since their introduction have grown in popularity with organizations seeking to improve reliability, speed and efficiency for backup and recovery. Over the years, these appliances have continued to optimize storage and processing to deliver increasing levels of performance, efficiency and scale while expanding data protection use cases.

In 2010, IDC began tracking this market under the category of Purpose-Built Backup Appliances (PBBA), which according to them was a 4.7B market in 2023¹. The PBBA market is made up of two types of systems: target systems, which require standalone backup software or application integration, and integrated systems, which deliver all-in-one protection storage and software in a single appliance.



Dell PowerProtect appliances



Dell has been #1 in Purpose-Built Backup Appliances (PBBAs) since IDC began tracking the market¹ - a strong indication that customers trust Dell for their data protection. PowerProtect appliances deliver performance, efficiency and security to meet the most demanding data protection requirements.

Almost half of every dollar that is spent on a PBBA is for a Dell Technologies solution¹

One stop for all your data protection needs

We make it simple to choose the right solution to fit your environment and meet your needs. Only Dell offers integrated and target systems, virtual editions and data protection software, making us your one-stop shop for a comprehensive portfolio of solutions to safeguard your data. Spend less time searching for solutions from multiple vendors, which could increase your exposure to data loss and financial risk.

We also make it easy to acquire our solutions with flexible consumption and payment options from **Dell Technologies APEX**. In addition, our **Future-Proof Program** is designed to help you optimize your investments for the best possible outcomes.

“ Having a one-stop shop for servers, virtual machines, storage arrays, data protection is of great value. I don't have to maintain multiple vendor relationships.”

Kevin Pritchard, Head of IT and business systems,
JANA Investment Advisers





Drive greater efficiency to lower costs, keep up with data growth and exceed your SLAs

Dell data protection appliances have consistently set the bar for performance, efficiency and security. Now more than ever, architecture matters when it comes to helping organizations address the demand for lower TCO, explosive data growth and more stringent service levels. The latest generation of PowerProtect appliances continues to build on this legacy by delivering greater value than ever before.

Build your cyber resilient foundation on the #1 Purpose-Built Backup Appliance

“When researching cloud providers, it was the Dell data protection solution in the end that stood out to me because it straddled both on-premises and cloud recovery.”

Kevin Pritchard, Head of IT and business systems,
JANA Investment Advisers

Data protection is always changing as the pace of IT transformation accelerates. PowerProtect appliances and software deliver the agility you need to ensure data protection not only adapts to new workloads but also helps propel your transformation.

- Typically up to 65:1 data reduction³
- Hardened security and data immutability—hardware root of trust, secure boot, Data Invulnerability Architecture (DIA), encryption, retention lock, role-based access control, and multi-factor authentication
- Isolate critical data to a cyber recovery vault*
- Extend to the cloud for long-term retention and manage up to 2x usable capacity
- Leverage cloud for orchestrated DR with 3-click failover and 2-click failback⁴
- Back up data and applications in the cloud
- Protect VMware environments and emerging workloads, like Kubernetes

*PowerProtect Data Domain appliances only

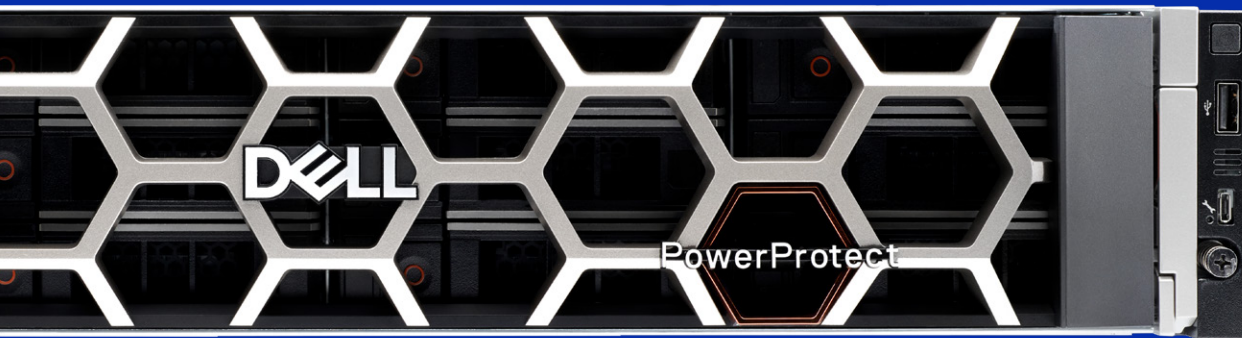
2100+ customers use PowerProtect appliances in their Cyber Recovery vault⁵

PowerProtect Data Manager Appliance

The Dell PowerProtect Data Manager Appliance is an integrated data protection appliance combining protection storage with Dell PowerProtect Data Manager software and cloud readiness – all in a single appliance. Easy to deploy and manage, the Data Manager Appliance delivers a modern software-defined architecture, provides secure operational and cyber resilience and a simple unified user experience for traditional and multicloud workloads.

“Integrated appliances from Dell are a total solution that has been a winning package for us.”

Clifton Dorsey, Vice President, Warrell Corporation



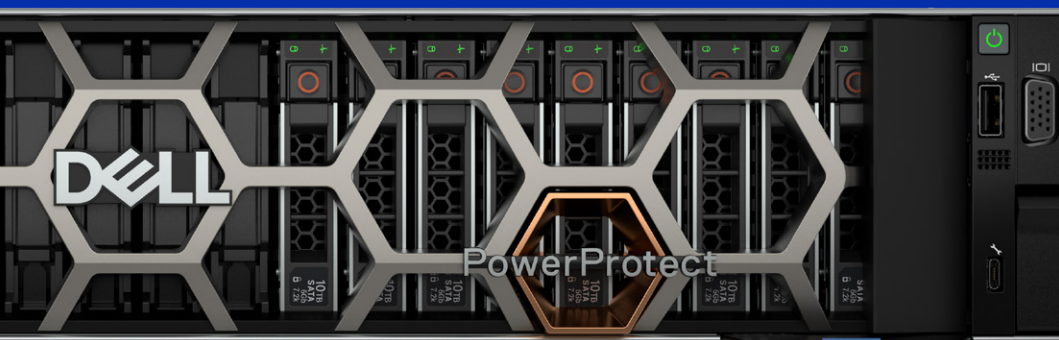
- Systems starting at 12TB to 256 TB usable capacity
- Modern software-defined architecture
- Simple, unified user experience
- Secure, cyber-resilient solution
- Deploy in less than 30 minutes⁶
- Up to 30% less power than comparable competitive backup appliances from Vendor X⁷

PowerProtect Data Domain appliances

Data Domain has a long history as the #1 Purpose-Built Backup Appliance. With patented technology innovation, it delivers fast, efficient and secure data protection that provides peace of mind. And, the broad backup software ecosystem means that it can seamlessly plug into existing on-premises environments for organizations of all sizes.

“We’re also getting much higher efficiencies on our PowerProtect Data Domain appliance. We’re seeing upwards of 200:1 deduplication/compression ratios.”

Hector Aguirre, Enterprise Architect, Scripps Health



- Sizes from 1TB to 1.5PB of usable capacity
- Cyber recovery integration—hardened security, data immutability and isolation with a cyber vault

The latest generation delivers:

- Up to 38% faster backups⁸ and up to 44% faster restores⁸
- Up to 58% faster replication between appliances⁸
- Up to 11% less power consumed⁹ and 50% less floor space required¹⁰
- Up to 118K IOPS for Instant Access and Instant Restore for 64 concurrent VMs⁸

Better together

Combining PowerProtect appliances + Dell PowerProtect Data Manager software delivers superior performance. Data Manager is the next-generation data protection software platform for modern multicloud workloads.

- Secure data and deliver governance across physical, virtual and multicloud environments with Dell's trusted software-defined data protection platform
- Increase business resiliency with PowerProtect Cyber Recovery and machine learning tools to detect and defend against cyber threats
- Empower data owners to perform self-service backup and restore operations from their native applications
- Flexible consumption with PowerProtect Data Domain, PowerProtect Data Manager Appliance and APEX Protection Storage

“PowerProtect Data Manager and PowerProtect Appliances have obviously been designed to work together...They work seamlessly.”

Drew Hills, Infrastructure Analyst, USC Australia





Consume IT in the ways that best fit your needs and budget

Dell APEX includes a full selection of flexible, consumption-based payment solutions and services delivery models that can be combined to satisfy a broad range of requirements – so organizations can pay for Dell PowerProtect appliances as they go, as they use it and get it provided as-a-Service. This enables customers to more effectively budget for IT spending and pay for technology and services only as needed – all in a way that makes the most sense for them.

- **Pay-as-you-go:** Make predictable payments over an agreed upon cycle – and grow over time at a pre-determined rate
- **Pay-as-you-use:** Measure actual usage, set baseline capacity needs with the flexibility to elastically scale on demand
- **Provided as-a-Service:** Let us manage and maintain the technology, aligned to SLAs, and bill as resources are consumed



Powerful protection. Powerful possibilities.

PowerProtect appliances are the industry-leading solution to protect and manage your data, whether backing up on-premises or across multicloud. Keep up with data growth, secure mission-critical apps and support emerging workloads. Let us show you how powerful data protection can lead to powerful possibilities for your business.

DELL POWERPROTECT APPLIANCES CHECK EVERY BOX

- Build your cyber resilient foundation on the #1 Purpose-Built Backup Appliance
- Gain agility with modern technologies, such as cloud disaster recovery and cyber recovery
- Reduce storage costs with source and target deduplication
- Shrink backup windows with fast, reliable backups and reduced bandwidth requirements
- Reduce management time with dashboard management from a single console with integrated appliances
- Ensure compliance with proven, reliable backup and recovery

Dell PowerProtect Appliances

Powerful Data Protection from Dell Technologies = Powerful Possibilities for Your Business



**FUTURE-PROOF
PROGRAM**
delltechnologies.com/futureproof

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¹ Based on revenue from the IDC 4Q23 Purpose-Built Backup Appliance (PBBA) Tracker.

² Analyzing the Economic and Operational Benefits of the Dell Data Protection Portfolio, Enterprise Strategy Group, November 2022.

³ Based on Dell internal testing and field telemetry data, February 2024. Actual results may vary.

⁴ According to Dell Internal Testing, March 2024.

⁵ Based on Dell Technologies analysis, February 2024.

⁶ Based on Dell internal testing, October 2022. Actual results may vary.

⁷ Based on Dell analysis using publicly available specifications in April 2023. Estimates comparing peak power consumption for PowerProtect DM5500 (1202W) vs comparable competitive backup appliances configured at 96TB capacity. Actual results will vary depending on actual product configuration, usage, operating conditions, power management settings and other factors.

⁸ Based on Dell internal testing comparing a Dell PowerProtect DD9910 appliance vs. a PowerProtect DD9900 appliance, February 2024. Actual results may vary.

⁹ Based on Dell analysis compared to the previous generation configured at maximum capacity. Savings in US dollars calculated using power consumption and thermal rating for appliances with expansion shelves and an average electricity price of \$.168 per KWH. For estimation purposes only. Actual costs will vary.

¹⁰ Based on Dell internal testing comparing a Dell PowerProtect DD9910 appliance using an optional deep rack vs. a PowerProtect DD9900 appliance. March 2024.