TOP REASONS

WHY CUSTOMERS CHOOSE DELL TECHNOLOGIES FOR AI POWERED CYBER RESILIENCY AND MULTICLOUD DATA PROTECTION

Build your cyber resilience foundation on the most trusted and relied-upon data protection infrastructure. Why do customers choose our data protection portfolio as a catalyst for innovation? **Read on!**

1 | One-stop simplicity

Managing multiple data protection solutions can be complex, and consolidating can not only simplify but reduce risk and cost. With comprehensive data protection software, and target, integrated, and software defined appliances, and as-a-service offers, Dell helps ensure all your data and apps – business critical and new emerging workloads, are protected. Dell data protection delivers performance, cost efficiency, investment protection, and consumption flexibility along with leading innovation across multicloud and cyber resilience.

2 | Trusted infrastructure

For over a decade, the trusted capabilities of Dell data protection have become the foundation for the value we deliver to our customers. We help you meet your core data protection use cases for backup and recovery, disaster recovery, cyber resilience and multicloud data protection. Gain flexibility to meet all your data protection needs from edge to core to cloud, efficiency with highly differentiated data reduction for the lowest cost of data protection, all-flash performance to accomplish rapid backup and recovery of critical data without impacting application performance, and scale (massive scale!) to meet exponential data growth.

3 | Modern protection for modern workloads

The data protection landscape continues to shift, driven by new technology trends such as data value, application transformation, distributed data and AI/ML, which are reshaping organizational needs for the future. Dell has your back(up) with modern protection designed for modern workloads! Safeguard your data across public cloud, multicloud, and hybrid environments while ensuring next-gen workloads like Kubernetes containers and cloud-native applications are fully protected, thanks to seamless integration with platforms like VMware Tanzu, RedHat OpenShift, and more. Protect and isolate critical data from ransomware and other sophisticated threats with immutable data storage and machine learning that detects suspicious activity and helps enable recovery from known good data. With advanced APIs, third-party plugins, and developer-driven tools, you'll be enabled to automate data management to stay ahead of evolving demand. Whether protecting traditional applications or AI-powered workloads, including Generative AI, Dell PowerProtect offers unmatched security and helps ensure fast, reliable recovery from data loss, corruption, operational challenges, or cyberattacks. By safeguarding critical AI and enterprise data alike, Dell equips businesses to innovate confidently while bridging today's operational needs with tomorrow's requirements.

4 | Unmatched cyber resilience against ransomware and cyberattacks

Cyberattacks are designed to destroy, steal, or otherwise compromise valuable data – including backups. And the potential impact of these attacks is increasingly concerning: 65% of Global IT decision makers are not very confident their organization could fully recover systems/data from all platforms in the event of a data loss incident[1], and 52% of organizations experienced a cyber incident that prevented access to data in the last 12 months[1]. Protecting your business starts with protecting your data. Dell Technologies provides modern, simple, resilient, and intelligent protection to preserve data integrity and confidentiality with layers of security and controls, isolate critical data, identify suspicious activity with AI-based machine learning and analytics, and accelerate data recovery allowing you to quickly resume normal business operations. In fact, Dell PowerProtect Cyber Recovery has been shown to deliver 75% reduction in downtime[2]. We're so confident in the ability of our cyber resilience solutions to help protect your data against ransomware and cyber events that we guarantee it![3] This is just one of the reasons why over 2,600 customers trust the security of their data in Dell PowerProtect Cyber Recovery vaults[4].

5 | Innovation that drives exceptional efficiency

As organizations pursue their digital transformation journey and the IT landscape continues to shift, data protection needs to evolve as well. Dell data protection innovations provide unique and quantifiable value toward simplifying and increasing the efficiency of your data protection operations. What if you could ensure the availability of all your virtual machines at scale without business disruption? Or, increase backup performance, efficiency and security with native integration between Dell PowerMax and PowerStore and Dell data protection infrastructure? You can, with Dell data protection!

6 | Software-defined modernization

Whether you're focused on AIOps, DevOps, multicloud or security – the right software innovations will help you go faster and do more with less. That's why we're aggressively delivering those advances across our data protection, aka PowerProtect. Innovations like highly adaptable software architectures, comprehensive cyber resilience and multicloud ecosystem flexibility. Because it's not just about capacity and performance anymore.

7 | Adaptable software architectures

Our software architectures have integrated intelligence. Built-in AI and automation. They adapt with you, to change. Software that can scale! Get even more data protection at scale. Start small and scale-up to 1.5 PB of usable capacity in a single rack and extend storage resources well beyond that with typically up to 65:1 data reduction![5] Increase performance and capacity independently – "plug and play" when you need it.
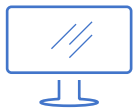
8 | Multicloud leadership

Protect any workload in any cloud environment from virtual machines and containers to cloud native applications and SaaS. Dell data protection significantly reduces resources and services costs, supporting a clear case for the economics of using Dell Technologies for in-cloud data protection. Our trusted multicloud data protection solutions enable you to fortify the protection and resilience of your critical workloads and data across public cloud, multicloud and hybrid cloud to ensure you can rapidly recover from data loss events, unplanned downtime or cyberattacks. Whether you're on AWS, Microsoft Azure, Google Cloud or a combination of providers, our technologies reduce complexity and tool proliferation, build reliable backup processes, and improve resource efficiency. Easily consume our data protection easily through cloud marketplaces and SaaS offerings.

9 | Innovation that inspires loyalty

There's good reason why 86% of the companies in the Fortune 100 are Dell Technologies Data Protection customers[6]. The Dell Future-Proof Program takes the worry out of buying data protection. Purchasing our data protection qualifies for the Three-Year Satisfaction Guarantee, Data Protection Data Deduplication Guarantee, Cyber Recovery Guarantee, and more. Dell is innovating for the future of data protection by building on the qualities that have made us #1 in data protection appliances[7] and combining them with a vision for tomorrow that ensures data security and fuels business transformation. The powerful combination of modern, simple, and resilient is a distinct advantage for our customers. You benefit from a trusted market leader's years of experience delivering value through trusted solutions – as well as rapid development and delivery of modern capabilities required for the future – all with the resources and scale of Dell. Prepare for the unexpected with Dell Technologies data protection.

1. Based on research by Vanson Bourne commissioned by Dell Technologies, "Global Data Protection Index 2024," Results were derived from a total of 1,500 IT decision makers worldwide from both private and public organizations
2. "The Total Economic Impact of Dell PowerProtect Cyber Recovery, August 2023", based on a commissioned study conducted by Forrester Consulting on behalf of Dell Technologies
3. Dell Future-Proof Program, Cyber Recovery Guarantee
4. Based on Dell Technologies analysis, February 2025.
5. Based on typically up to 65:1 deduplication. Based on Dell internal testing and field telemetry data, February 2025. Actual results may vary.
6. Based on Dell Technologies internal analysis as compared to a global media organization publication, January 2025
7. Based on revenue from the IDC 3Q24 Purpose-Built Backup Appliance (PBBA) Tracker.

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