Cyber Resilient Multicloud Data Protection

The Definitive Guide

Digital innovation can be found everywhere.

The volume and scope of everyday things that have gone digital is staggering, and this trend shows no signs of slowing down. Data is critical to innovation, which means more data is being generated than ever before.
To supercharge and accelerate innovation you need a foundation of modern data protection because businesses already crave more data than they can handle.

61% of businesses are dealing with overwhelmed data teams.

64% have too much data to meet security and compliance requirements.

70% gather data faster than they can use it.

No matter what industry your organization is in, how you generate data, or how you use it, protecting your data is more important than ever. Because it fuels innovation through new offerings and new business models, it’s a source of competitive differentiation. In a word, your data is EVERYTHING.

And protecting it is more challenging than ever. It must remain recoverable. Accessible. And shielded from the increasing prevalence of cyberattacks.
69% of businesses are concerned they will experience a disruptive event in the next 12 months.

67% are concerned their existing data protection may not be sufficient to cope with malware and ransomware threats.

55% are not very confident they meet backup and recovery SLOs.

In this eGuide, we’ll take a look at the market forces behind these eye-opening numbers, take you through Dell’s point of view on what the cyber resilient, multicloud data protection demands of today’s organizations, and show you how our proven and modern data protection portfolio can help you meet these challenges with confidence.
The Challenges

Multicloud Data Sprawl
Multiple public clouds. Data centers. Co-lo facilities. Edge locations. Protecting data to appropriate service levels across a multicloud environment increases the attack surface as well as the likelihood of cyberattacks.

Operational Complexity
Bigger data estates lead to a proliferation of management tools, requiring more diverse skill sets, more training, and more money. Thus, organizations must manage not only data protection itself, but also how it is consumed and scaled.

Inadequate Cyber Resiliency
The prevalence, frequency, and sophistication of cyberattacks is a major concern for organizations of all sizes. It is no longer a question of if an organization will face a cyberattack, but when.
64% of organizations are concerned about the ability to protect VMs, containers, and cloud-native apps.

Source: Dell Technologies 2022 Global Data Protection Index Snapshot (Dell.com/GDPI)
The cost of cyber incidents has been more than 50% higher for organizations with multiple data protection vendors.

Source: Dell Technologies 2022 Global Data Protection Index Snapshot (Dell.com/GDPI)
70% of organizations find increased risk of cyber-threats with remote employees.

Source: Dell Technologies 2022 Global Data Protection Index Snapshot (Dell.com/DPPI)
Cyber Resilient Multicloud Data Protection

The Dell Approach

With a constantly shifting IT landscape and the determined march towards digital transformation, data protection must evolve as well. Dell believes any effective data protection solution must check three critical boxes.
Cyber Resilient Multicloud Data Protection
The Dell Approach

MODERN
SIMPLE
RESILIENT

Data protection across any cloud and any workload with consistent operations

Software-defined to meet the data protection needs of today and tomorrow

Comprehensive support for all major public clouds, modern workloads, containers SaaS apps, multicloud use cases like long-term retention and cyber recovery

Availability in multiple cloud marketplaces
Cyber Resilient Multicloud Data Protection
The Dell Approach

Easy to deploy, simple to use management tools and self-service operations

Consumption flexibility with appliances, software, aaS, or public cloud

Scale on demand and pay-as-you-go options
Cyber Resilient Multicloud Data Protection
The Dell Approach

MODERN SIMPLE RESILIENT

An architecture that is **secure by design**

**Built-in immutability** to ensure backups are secure

Ability to recover from any event, operational, or cyberattack with **minimal business disruption**

A cyber vault for **air-gapped isolation** with multiple layers of protection

**Intelligence** through AI and ML to detect, diagnose, and accelerate data recovery
Cyber Resilient Multicloud Data Protection
The Dell Approach
How Dell Helps You

Dell data protection solutions deliver.

- Support for all major public clouds
- Support for modern workloads
- Kubernetes
- SaaS Applications
- Cloud Native
- Mission Critical
How Dell Helps You

Multicloud use cases:
- In-cloud Backup
- Backup to Cloud
- Disaster Recovery
- Long Term Retention
- Cyber Recovery

Modern architecture:
- Software-Defined
- Cloud Integrated
- Cloud Marketplaces
- aaS

Customers increasingly turn to Dell to protect their data in the cloud. See more about how and why.
How Dell Helps You

Our solutions for multicloud data protection are designed for **simplicity** at every turn.

- **Consumption Flexibility**
  - Integrated or backup appliance
  - Public cloud
  - Subscription
  - As-a-service

- **Ease of Deployment**
  - Fast time to value
  - Intuitive upgrades

- **Simplified Operations**
  - Unified visibility
  - Self-service
  - Central governance
How Dell Helps You

Our solutions are secure by design to keep you resilient in the face of mounting cyberthreats. And we are continuously building in operational security across our portfolio.

- **Immutability**
  - Preserve original integrity of data

- **Isolation**
  - Physical & logical separation of data

- **Intelligence**
  - ML & analytics identify threats
Why Dell for

Data Protection

Now that you’ve seen how Dell’s multicloud data protection solutions deliver on every element in an effective data protection strategy, it’s important to understand some underlying principles that bolster our entire portfolio.

Performance, Efficiency, and Scale

This is the foundation of our multicloud data protection solutions. Our solutions are faster, more efficient, and deliver greater scale than ever before.

End-to-End Protection

Dell is your one stop for data protection software, target, integrated, and software-defined appliances, and as-a-Service offerings to ensure all your data and apps are protected across edge, core, and cloud.
Why Dell for

Data Protection

Intelligent Cyber Resiliency

Dell provides the unique combination of immutability to protect against encryption and deletion, a cyber vault for air-gapped isolation with multiple layers of protection, and AI and machine learning (ML) to detect, diagnose, and accelerate data recovery.

Trusted

Dell is a trusted infrastructure leader. We are #1 in data protection appliances and software (IDC) and have been named a Leader in the Gartner Magic Quadrant for backup and recovery 17 consecutive times.* The Future-Proof Program alleviates concerns associated with IT acquisition and operations, enabling you to focus on critical business needs while Dell Technologies handles the rest.

Optimization Capabilities

Sustainable and efficient appliances with:

- Up to 50% more usable capacity in a single footprint, and
- Up to 41% reduction in power and cooling costs**

*Source: As Dell Technologies, 2020-2022; As Dell, 2017-2019; As Dell, 2005 – 2016; As Legato, 2004; As Legato Systems and Dell, 2003; As Legato NetWorker and Dell Data Manager, 2001; As Legato and Dell, 1999-2000.

**Source: When comparing 1 petabyte of data on a PowerProtect DD9800 with Cloud Tier and PowerProtect DD9900 with Cloud Tier. Actual results may vary. March 2023.
The Future of Cyber Resilient Multicloud Data Protection

AI-Powered Resilience Built for a Zero Trust World

- **Software**
  Next-generation data management and comprehensive data protection capabilities

- **Target Appliances**
  Meet data protection and cyber recovery needs with Dell and third-party backup software

- **Software-Defined Appliances**
  Software-defined version of industry leading backup appliance

- **Integrated Appliances**
  All-in-one data protection software and storage in a single appliance

- **As-a-Service**
  Data protection as-a-Service unlocks the flexibility to scale on demand and pay-as-you-go
The Future of Cyber Resilient Multicloud Data Protection

Dell Technologies is the one stop to help organizations of all sizes secure their data through cyber resilient multicloud data protection built for a Zero Trust world. Our comprehensive portfolio delivers the modern, simple, and resilient capabilities you need to keep pace with a rapidly changing IT landscape and accelerate your digital transformation. Our PowerProtect software and appliances, APEX solutions and world class professional services and support can help you achieve the business outcomes you need to grow into the future.

From costs savings to greater agility to sustainability and more, let our team of experts and partners help solve your most pressing challenges and achieve your strategic goals.

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