

SUCCESS PACK

Dell Data Protection

Data protection is a must-have for all organizations.
Trust the industry leader to make it a reality.

Welcome to your Data Protection Success Pack

Organizations across industries are stepping up their data protection efforts in response to advances in cloud computing and increased cyber threats.

This Success Pack enables you to be the trusted partner your customers need, delivering the modern data protection solutions to keep pace with the changing IT landscapes.





The proven and modern edge

Dell Technologies has a long history of proven capabilities that deliver tremendous customer value in performance, efficiency and scale.

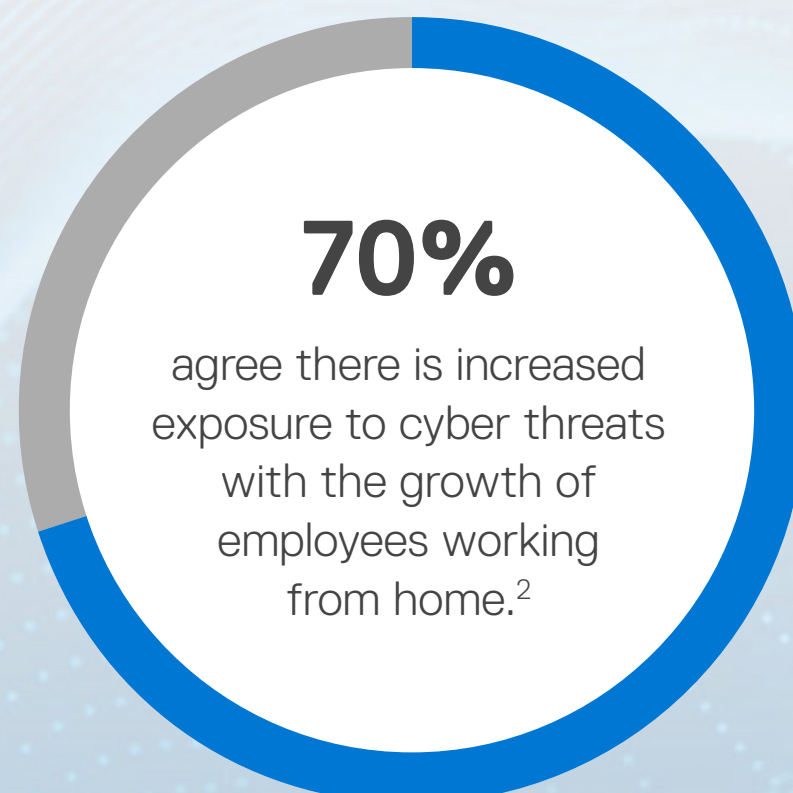
At Dell Technologies, alongside our proven experience is continuous, unrelenting innovation in developing new modern capabilities to solve the challenges of this changing IT landscape in new and original ways, demonstrated by our #1 position in Data Protection Appliance & Software.¹

¹Based on combined hardware revenue from the IDC 1Q22 Purpose-Built Backup Appliance (PBBA) Tracker and Data Replication and Protection Software revenue from the 1Q22 Storage Software and Cloud Services Tracker.

MARKET & OPPORTUNITY

The changing landscape

Data protection is a critical area of concern for organizations:



Dell simplifies the data protection portfolio conversation, combining multicloud, cyber resiliency and virtual infrastructure solutions, all in one place.


MARKET & OPPORTUNITY

The growing opportunity

Dell Technologies simplifies the data protection portfolio conversation. Combining multicloud, cyber resiliency and virtual infrastructure solutions from a single, respected vendor, Dell Technologies translates the complexities of multicloud, cyber resiliency and VMware into simple terms, helping you kickstart the customer conversation and modernize their data protection with software, appliances and as-a-service offerings all delivered with the consumption flexibility and sustainability considerations customers want.

Meet all your customers' data protection needs, spanning existing and new workloads and wherever data lives, with unlimited flexibility in consumption with Dell Technologies in collaboration with Intel® – your one-stop shop for modernizing and simplifying data protection. Customers using Dell's Intel®-based data protection solutions enjoy the combined research and security support that both companies bring to the table to keep them safe.

Cyber resilient multicloud data protection in one place

With the importance of data protection soaring, organizations are stepping up their digital transformation efforts. Your customers need a vendor who can deliver cyber resilient multicloud data protection, with all the associated cost savings, critical data security and simplicity that a single unified vendor delivers – alongside: 



Reliable, secure supply chains
to enable consistent, high-quality service.

A focus on advancing sustainability
to protect and enrich our planet together
with customers, suppliers and communities.

Increased margin and value
by selling your value-added professional
services or reselling ours.

Find out more 

MARKET & OPPORTUNITY

Three routes to lucrative partner success

When you choose Dell Technologies as your trusted data protection partner, you get the support and expertise you need to activate engaging customer campaigns in this valuable and lucrative segment opportunity.



Market opportunity

Dell Technologies' broad portfolio means your customers can meet all data protection goals, now and in the future, without relying on multiple vendors and thus increasing risks and costs. Additional flexible consumption options with APEX Flex on Demand help organizations of all sizes get the technology they need.



Sales opportunity

Realize greater margin potential by co-delivering deployment services, with the appropriate competencies, or resell ProDeploy to support the rapid and effective deployment of data protection. Maximize every opportunity to promote the Dell Technologies portfolio with dedicated training and enablement services.



Expansion opportunity

Utilize cross-sell and extend your offering to include servers and optimized networking to achieve greater margin potential, rebate opportunities and tier requirements. Earn trusted partner status reselling Data Migration Services to provide customers with quick, predictable and non-disruptive migrations.

MARKET & OPPORTUNITY

Expand your partner success with our Services Offering

Data Migration Services



Cyber Recovery Consultancy Service



Business Continuity and Disaster Recovery Consultancy Service



Data Migration Services

Provide dedicated expertise that's focused on data and security needs for infrastructure solutions with our Data Migration Services. Perfectly complement with ProDeploy Enterprise Suite.

Find out more



Cyber Recovery Consultancy Service

Increase customers' confidence in their ability to recover from cyberattacks and malicious events with a holistic recovery program that unites people, processes and technology.

Find out more



Business Continuity and Disaster Recovery Consultancy Service

Optimize Recovery Point Objective (RPO) and Recovery Time Objective (RTO) with continuous replication.

Find out more



SOLUTIONS PORTFOLIO

Meet the specific customer challenges of constantly evolving IT landscapes

The Dell Technologies PowerProtect data protection portfolio covers everything from backup and long-term retention, to cyber and disaster recovery solutions to ensure all customer data and applications are protected across edge, core and multicloud environments.

Powered by Intel® Xeon®
Scalable Processors

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SOLUTIONS PORTFOLIO

Data Protection: Cyber Recovery

Powered by Intel®, PowerProtect Cyber Recovery protects and isolates critical data from ransomware and other sophisticated threats. Machine Learning (ML) identifies suspicious activity and allows organizations to recover critical data and resume normal business operations with confidence.

- Operational air gap with data isolation and immutability.
- CyberSense analytics and ML monitor data integrity.
- Accelerates cyber and ransomware attack data recovery.
- Multi-layered security protects against external and insider threats.
- Automated, orchestrated operation with a modern UI.
- Vault-based analytics with machine learning and full content indexing.
- First turnkey data vaulting solution fully endorsed by Sheltered Harbor.

PowerProtect Cyber Recovery protects data and provides recovery across on-premises and multiple cloud environments, including APEX Cloud Services and other leading service providers.



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SOLUTIONS PORTFOLIO

Data Protection: VMware

Deliver proven and modern data protection solutions for VMware to empower customers to transform at unparalleled speeds. Give customers the power to confidently plan modern data protection strategies.

- Manage virtual machine (VM) sprawl with automated data protection.
- Maximize IT investment with next-level performance at a low TCO.
- Help customers unlock new ROI from Kubernetes and cloud computing.

Enable constant innovation, agile engineering and tight integration with VMware, securing data across multiple cloud, ensuring availability of all customers' VMs at scale, without disrupting business.

SOLUTIONS PORTFOLIO

Data Protection: Cloud

Protect any workload in any cloud environment, from VMs and containers, to cloud-native applications and Software as-a-Service, by fortifying the resiliency of critical workloads.

- Reduce risk by guaranteeing rapid recovers from any data loss event, unplanned downtime or cyber attack.
- Increase automation across multicloud infrastructure with the simplicity of a consistent experience.
- Deliver lower costs for customers through providing greater efficiency in cloud data protection over competitors.

Boost efficiency and scalability throughout all cloud infrastructure, for workloads of all sizes, to help customers harness the multicloud world.



APPLIANCES PORTFOLIO

Modernize data protection the easy way with PowerProtect appliances

In this changing IT landscape, modernizing data protection is a necessity, and Dell Technologies offers you the easiest and simplest way to modernize customers' data protection environments.

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APPLIANCES PORTFOLIO

Dell PowerProtect DM5500

Purpose-built from the ground up for entry and mid-market customers and their unique requirements

Protect your customers' data across edge, core and multicloud environments with the new Intel®-based Dell PowerProtect DM5500 integrated appliance. A game changer for our partners and their customers, the Dell PowerProtect DM5500 is the first integrated appliance utilizing PowerProtect Data Manager protection software, providing a cyber resilient, multicloud data protection solution that scales easily to meet future needs.

- Easy to deploy, manage and scale with enterprise level performance.
- Improved DIA using DD storage pool - offers reliable storage and protection against data loss.
- Start backing up in minutes with streamlined configuration and automated discovery.
- Unified user experience with simplified management, monitoring, and reporting.



APPLIANCES PORTFOLIO

Dell PowerProtect DP series

Simple, efficient and agile data protection solutions

The next generation of Integrated Data Protection Appliance is all-in-one data protection software and storage in a single appliance that delivers backup, replication, recovery, search, analytics and more. Transform data protection for the future with an appliance that is easy to deploy and manage, and can help consolidate data protection software and hardware for any sized organization.

- Systems starting at 8TB to 1PB usable capacity.
- Flexible consumption models.
- Cloud long-term retention and cloud-DR ready.
- VMware integration.



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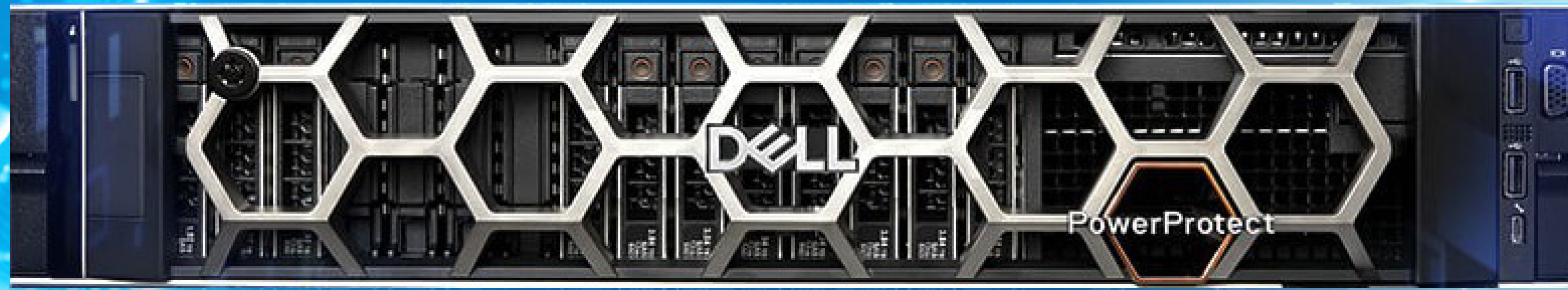
APPLIANCES PORTFOLIO

Dell PowerProtect DD series

The ultimate protection storage appliance

Next-level Data Domain (DD) backup appliances powered by Intel deliver enterprise performance, efficiency and scale. A series that is designed to meet backup, archive, disaster and cyber recovery needs, while easily integrating with Dell and third-party backup software.

- Sizes from 4TB to 1.5PB usable capacity.
- Software-defined version for ROBO, entry-level and cloud environment – starting at 1TB.
- Cloud long-term retention and cloud-DR ready.
- Cyber recovery integration.



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APPLIANCES PORTFOLIO

Dell PowerProtect DD Virtual Edition

Data protection for virtualized and cloud environments

PowerProtect Data Domain Virtual Edition (DDVE) powered by Intel is a software-defined data protection solution of DD series, thereby maintaining all the core differentiating features of the DD series. DDVE is fast and simple to download, deploy and configure to deliver increased transactional and operational efficiencies, reliability and lower TCO, by utilizing object storage in addition to block storage.

Simple, flexible and efficient

- Configure and deploy in minutes.
- Grow as you scale in 1TB increments.
- Now integrated with CloudIQ for proactive monitoring.
- Run on any commodity server - converged, and hyper-converged.

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SOFTWARE PORTFOLIO

A future-focused foundation for all data protection demands

For all your customers' data protection needs, our leading portfolio is founded on robust software that safeguards data in any location, no matter the size or workload.

SOFTWARE PORTFOLIO

Dell PowerProtect Data Manager

Next-generation software platform for proven and modern cloud data protection

Protect data and deliver governance control for modern cloud workloads across evolving physical, virtual and cloud environments. Address ever-changing growth and IT complexity by leveraging Dell Technologies software-defined data protection platform. PowerProtect Data Manager powered by Intel® delivers next-generation data protection that enables faster IT transformation with the assurance that customers can easily safeguard and quickly unlock their data's value.

Features 

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Software-defined

Provide flexible data protection and compliance across applications and cloud-native IT environments.

Multicloud optimized

Extend protection to the cloud with backup to cloud, backup in-cloud, long-term retention and cloud disaster recovery.

Self-service

Backup and restore directly from native applications.

Cloud-based monitoring and analytics

Telemetry, machine learning and predictive analytics to proactively take action and speed time to resolution.

SOFTWARE PORTFOLIO

Dell PowerProtect Data Protection Suite

**Comprehensive solution built to protect proven
and modern workloads**

Deliver peace of mind, protect customers' data with confidence, and recover with ease. With backup, restore and protection compliance across a wide range of applications, databases and modern cloud platforms, the Dell PowerProtect Data Protection Suite delivers protection based on the value of the data and service levels that align to business objectives.

Features 

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Backup/Recovery

Backup, recover and manage with a single software suite.

Disaster Recovery

Quickly and easily recover from cyber incidents to ensure business resiliency.

Any Point-in-Time Recovery

Optimize Recovery Point Objective (RPO) and Recovery Time Objective (RTO) with continuous replication.

DRIVING SALES

Specialty sales resources to convert prospects to customers

In today's hyper-distributed world, modern businesses can't avoid deploying data protection solutions.

Dell Technologies has compiled a host of dedicated resources to support your positioning and improve the chances of successful customer conversations. Streamline your data protection messaging with our assets.

Key resources

Explore a few of our targeted sales resources to improve your conversions.

Global Data
Protection Index



Fortune
500 Hero Claims

Partner
Academy



Positioning deck

Dell Multi-Cloud Data Protection Sales Presentation



Partner Academy

Visit the Knowledge Center



The central hub for everything from guides, video and training to rebates and sales incentives.

DRIVING DEMAND

Enhance your PowerProtect data protection marketing activities

Data protection is a critical component of your customers' infrastructure, so ensure you optimize your marketing with intelligent insight- and industry-leading expertise.

Understanding your buyer's behavior helps maximize your demand generation efforts. Dell Technologies provides content for each stage of the journey, from awareness to post-sales.



Awareness



Consideration



Conversion

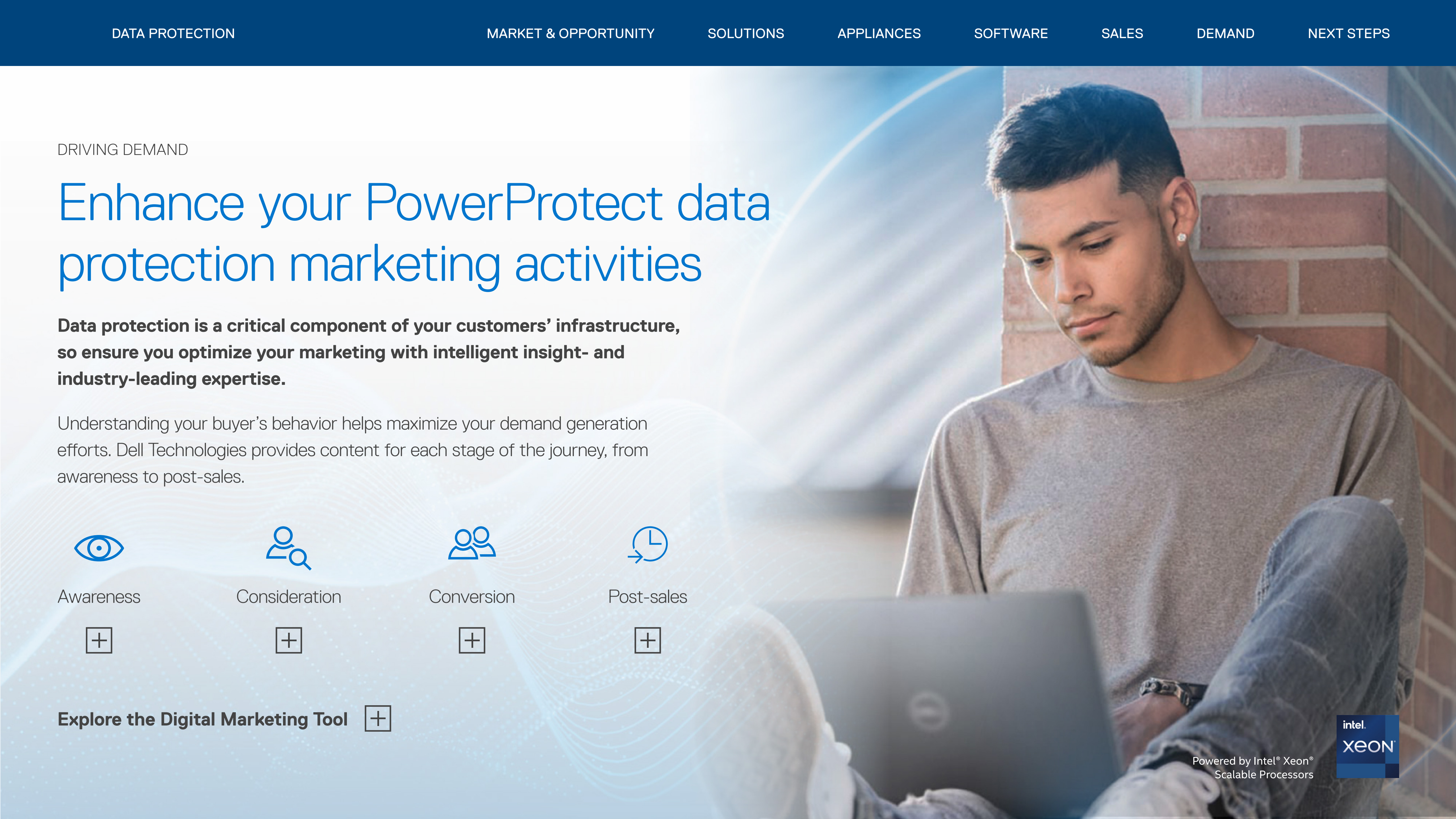


Post-sales



Explore the Digital Marketing Tool 

Powered by Intel® Xeon® Scalable Processors





Awareness

Capture potential customers, organically or from paid media, and convert interest into knowledge.

Top tip

Utilize social media platforms with targeted advertising opportunities to get your message to the right people.

Key resources:

Copy

Core Imagery

Display Media Kit

Social Kit

Overview Videos



Consideration

Help your prospects learn more about the Dell PowerProtect portfolio.

Top tip

Use the Digital Marketing Tool to build campaigns that nurture leads along the buyer's journey.

Key resources:

Nurture Emails

Event Kit

Research Papers

Top Reasons

Customer Presentations



Conversion

Power your customers' path to data protection success.

Top tip

Keep customers' business front-of-mind during conversion with sustained, vertical-specific information.

Key resources:

Product-Specific Videos
Technical Documentation
Competitive Differentiators
Positioning Videos
Customer Case Studies



Post-sales

Keep your customer relationships strong.

Top tip

Personalize your campaign to build loyalty.

Key resources:

Virtual and Physical Event Kits
Tech Refresh

Access a library of collateral designed to be easily deployed either through the tool or your own system. Execute full, end-to-end campaigns with emails, social media and more, or simply access copy and imagery to include in your own marketing communications.

**Explore the
Digital Marketing Tool**



NEXT STEPS

Accentuate the PowerProtect value with additional partner tools

As a Dell Technologies valued partner, you have access to the industry's most comprehensive portfolio and truly extraordinary, world-class partner programs.

→ Visit the Discovery Center

Explore the latest opportunities, campaigns and partner benefits for you to leverage.

→ Visit the Demand Generation Center

Drive awareness of PowerProtect data protection solutions with a library of dedicated supporting collateral.

→ Visit the Knowledge Center

The central hub for everything from guides, video and training to lucrative rebates and sales incentives.

→ Visit the Digital Marketing Tool

Activate your data protection campaigns in style with all the resources you need.

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Thanks for using the Data Protection Success Pack. Your journey has just begun...

Dell is committed to help you deliver a data protection experience to your customers through software-driven innovation. From driving demand, to converting sales and beyond, you have tools and resources at your disposal at every step of the way.

**Explore what's available and seize the
Data Protection opportunity today!**