# **Top Reasons** Why Customers Choose End-to-End Enterprise Class Storage and Cyber Resilience

The combination of <u>Dell PowerStore</u> and <u>Dell PowerProtect</u> software and appliances simplifies operations and delivers a highly integrated, end-to-end solution for unrivaled cyber resilience integration.

## 1 | Market-leading Technology

Dell PowerStore and the Dell data protection portfolio are world-class products in the industry's #1 Storage and Data Protection report[1], renowned for delivering exceptional customer outcomes. PowerStore's intelligent, adaptable and continuously modern capabilities make it a versatile product with widespread adoption across 90% of Fortune Sectors[2] and 91% of US companies in the Fortune 100 are Dell Technologies Data Protection customers[3]. As further evidence of our leadership, <u>Dell PowerProtect Data Manager</u>, the next-generation cyber resilience software, is the preferred choice of IT decision makers for its innovation, scalability and operational simplicity over competitors such as Rubrik, Cohesity, Veeam, Commvault and Veritas[4]. This commitment to world-class infrastructure ensures that your business operates on the cutting edge with solutions that are powerful, reliable and cost-effective.

## 2 | Comprehensive Cyber Security

Embrace a comprehensive approach to resiliency that meets the most stringent industry standards. Protect your data from cyber threats and accelerate the adoption of a robust data protection strategy with Zero-Trust security principles. Using advanced access controls in both PowerStore and Data Manager, IT admins can utilize multi-factor authentication, single-login convenience through Active Directory integration and meticulous Identity and Access Management (IAM) with Role-Based Access Control (RBAC). PowerStore meets the stringent requirements of the US Federal Government, and its integration with PowerProtect Data Manager ensures secure transmission with data encryption across the network. Take control of your data integrity with <u>PowerProtect Data Domain</u> retention lock governance and compliance mode, reducing the risk of malicious data changes. PowerProtect Data Domain streamlines cyber resiliency for your organization's data making it an ideal choice for robust cyber resilience for remote offices, small and medium-sized businesses. It offers inherent data integrity features that guarantee the security of data and reduces the potential for data loss, enabling your business to sustain essential operations seamlessly. Enhancing enterprise resilience against evolving cyber threats, PowerProtect Data Domain cyber vault ensures the physical isolation of critical data within a protected data center space. Employing an automated operational air gap, these solutions enable swift recovery and restoration in the event of a cyberattack.

## 3 | Optimized for Performance and Efficiency

The combination of PowerStore's 4:1 [no-assessment guarantee](#) and PowerProtect Data Domain's industry-leading deduplication capabilities significantly reduce infrastructure costs by minimizing heating, cooling and space requirements for storing your data. Protect massive data sets with lightning-fast speeds of up to 94 TB/hour with zero impact on applications with only changed data being transmitted. PowerStore's ENERGY STAR certified models help achieve sustainability goals with up to 61% more performance per watt[6] than previous models while PowerProtect Data Domain reduces power consumption through advanced deduplication technology. In tandem, PowerStore and PowerProtect Data Domain help optimize operations and set a new standard for resource conservation in data management.

## 4 | Simplified Management and Operations

With ever-changing risks and compliance requirements, the need for simplicity cannot be overstated. Integrating enterprise storage and cutting-edge data protection greatly simplifies backup and recovery workflows across diverse environments whether you are managing directly from PowerStore or from PowerProtect Data Manager. Storage Direct Protection centralized orchestration provides the highest performance, centralized orchestration, incremental forever backups and block-level recovery with minimal impact on applications and databases during backups. Storage administrators can easily send backups from edge to core to cloud-based PowerProtect Data Domain without using a dedicated backup server and can quickly recover using Instant Access to restore individual files in as few as 7 clicks directly within PowerStore manager[7]. Don't just take our word for it, customers rank PowerStore #1 in ease of management over Pure, NetApp and HPE[8] which can deliver a 468% three-year return on investment[9], making it an excellent choice for businesses looking for easy-to-use storage solutions.

## 5 | Multicloud Cyber Resilience

Flexibly back up data to an on-premises or software-defined cyber resilience appliance, such as [Data Domain Virtual Edition](#), to retain data across multiple clouds for a versatile and resilient recovery strategy across diverse locations. Incorporating Data Domain Virtual Edition into your data protection strategy ensures the confidence that your valuable assets are shielded and accessible in the public cloud. Offering trusted software-defined cyber resilience storage with industry-leading deduplication, scalability and data immutability, Data Domain Virtual Edition delivers robust enterprise-level backup and restore capabilities for seamless cyber resilience across multicloud environments. Choose to retain backups on-premises for quick access, establish remote site backups for added redundancy, or leverage the agility of public cloud storage for cost-effective and scalable solutions. The integration's efficiency significantly reduces cloud backup costs, thanks to the optimization provided by PowerProtect Data Manager. Even in the event of a disruption, your cloud data can be rapidly recovered in just three clicks for failover and two clicks for failback[10], offering direct in-cloud access for swift and efficient data retrieval.

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Learn More about [PowerStore](#) and [Dell cyber resilience portfolio](#)

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