

Mid-market IT leaders rely on PBBAs to outpace the competition and increase revenue.

ESG analysts interviewed IT executives to better understand why some are leaders in the trusted data center and others aren't. One key difference is that leaders use data protection appliances (PBBAs). See the full eBook to discover more.

[Read the eBook >](#)

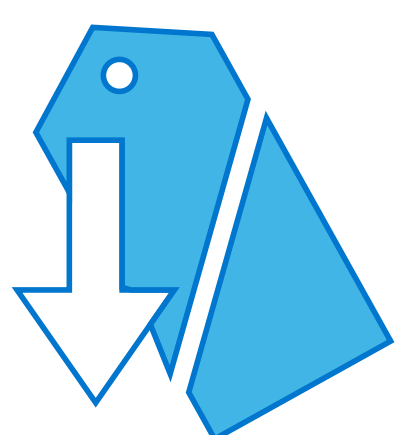
Data protection appliances enable data center trust and empower IT leaders.



92%
of leaders have met or exceeded ROI forecasts¹



Leaders are **1.6x** more likely to exceed ROI forecasts¹



Leaders using PBBAs realize **58%** cost-savings related to reduced application outages¹

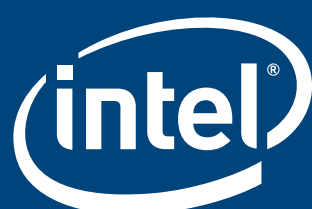


Leaders are **2.3x** more likely to have PBBAs in production¹

Trust your data protection. Grow your business.

Mid-market IT leaders using data protection appliances in production avoid downtime and save up to \$19.6 million a year.¹ Protect your business and secure success with Dell Technologies, the #1 in data protection appliance and software.²

[Read the eBook >](#)



Dell Technologies and Intel solutions

¹Based on ESG eBook "The Trusted Data Center and Data Protection Appliances: Best Practices and Business Results for Midmarket Organizations" commissioned by Dell Technologies and Intel Corporation, November 2019. Results are based on a survey of 1,650 midmarket IT decision makers from 9 countries and evaluating trusted data center best practices, grouping Leaders by alignment to all best practices and Laggards by alignment to three or fewer. Actual results will vary. Full report: <https://www.dell EMC.com/resources/en-us/asset/analyst-reports/solutions/is2003g0006-004-ebook-dell-emc-trusted-data-center-pbba-solution.pdf>

²Based on combined revenue from the IDC 2Q19 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 2Q19 Storage Software and Cloud Services Qview.

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