

The power to  
do more tour



Data availability and protection

Mathias Engstrand

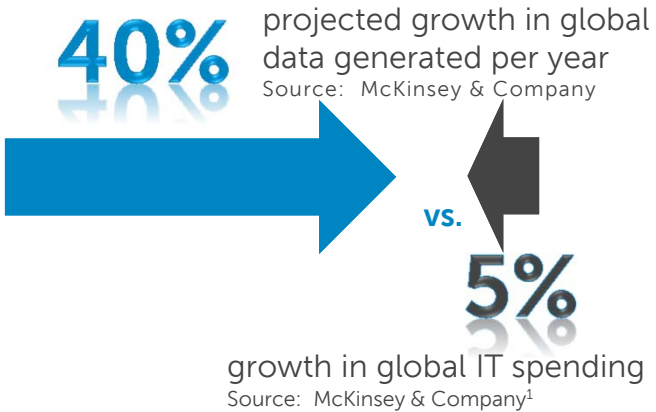




## What's keeping you awake at night?

- ✓ Managing data growth?
- ✓ Missing backup windows?
- ✓ Limited bandwidth?
- ✓ Protecting virtual infrastructure?
- ✓ Remote offices? Mobile users?
- ✓ Establishing a cloud foothold?
- ✓ Redundant infrastructure?
- ✓ Meeting recovery SLAs?
- ✓ Management complexity?
  
- ✓ Mitigating **risk** of data loss & application unavailability?
- ✓ Reducing **cost**?

# Is your backup & recovery at its breaking point?



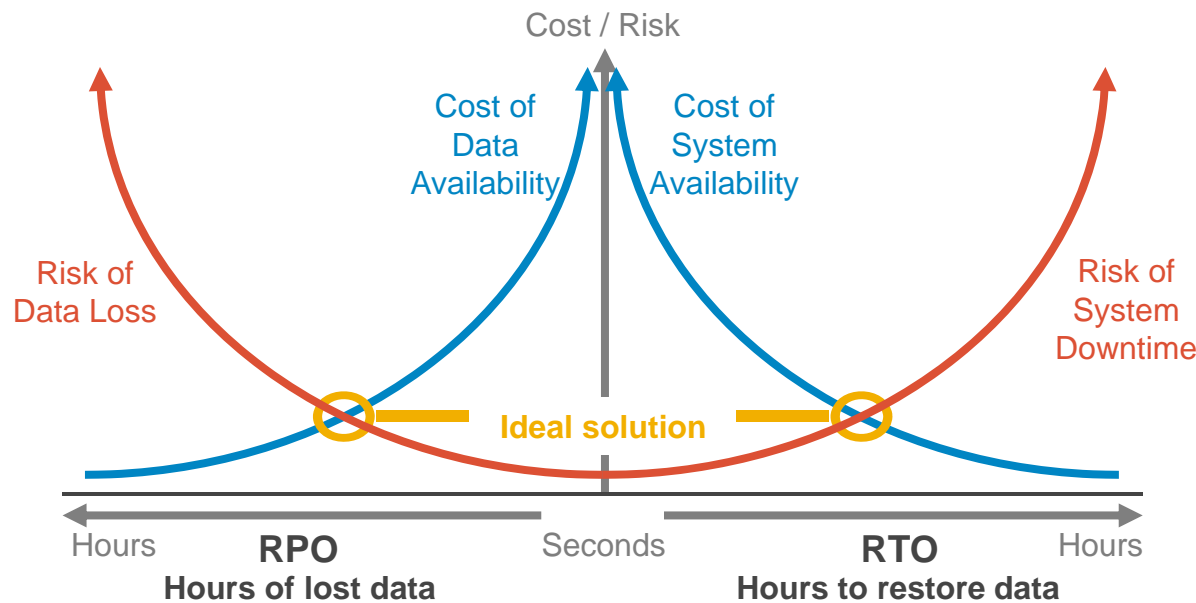


Dell Point of View:  
Data Protection



## The **risk versus cost conundrum**

Balancing asset value against availability costs



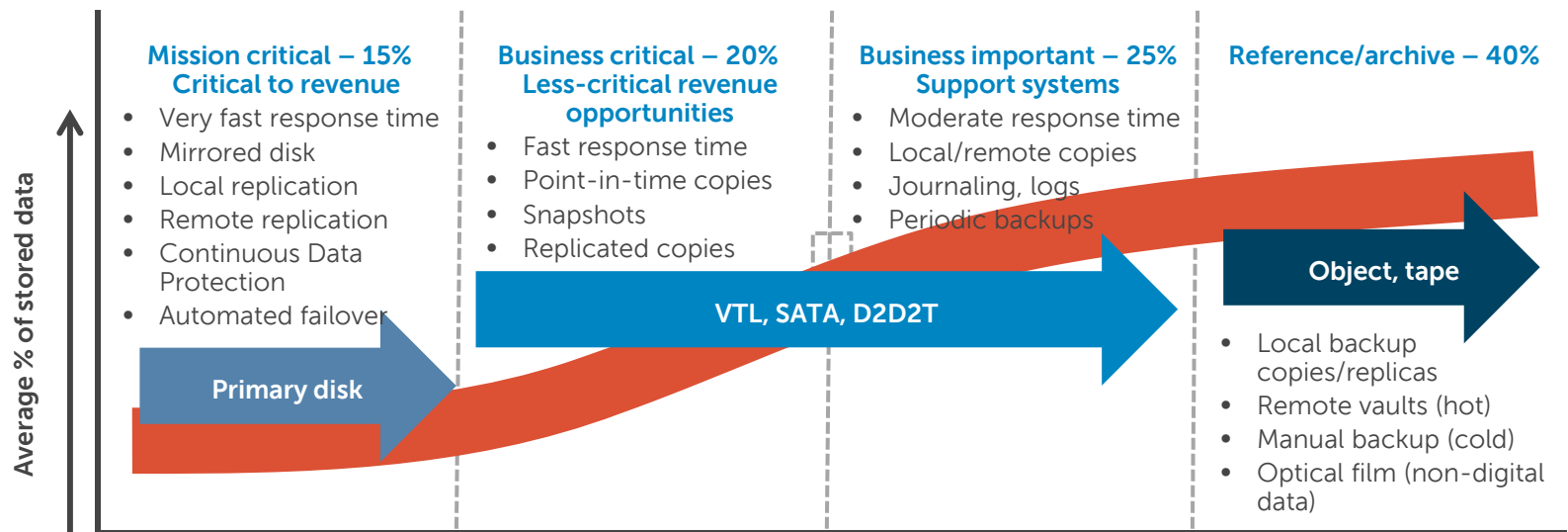
The lower the RPO/RTO requirements, the greater the cost of meeting them

The higher the RPO/RTO requirements, the greater the risk of data loss & system downtime

The ideal solution meets or exceeds RPO/RTO requirements for a cost that does not exceed the value of the assets, the cost of downtime

# Align protection strategies with application values

Data value is not one-size-fits-all, nor is it static

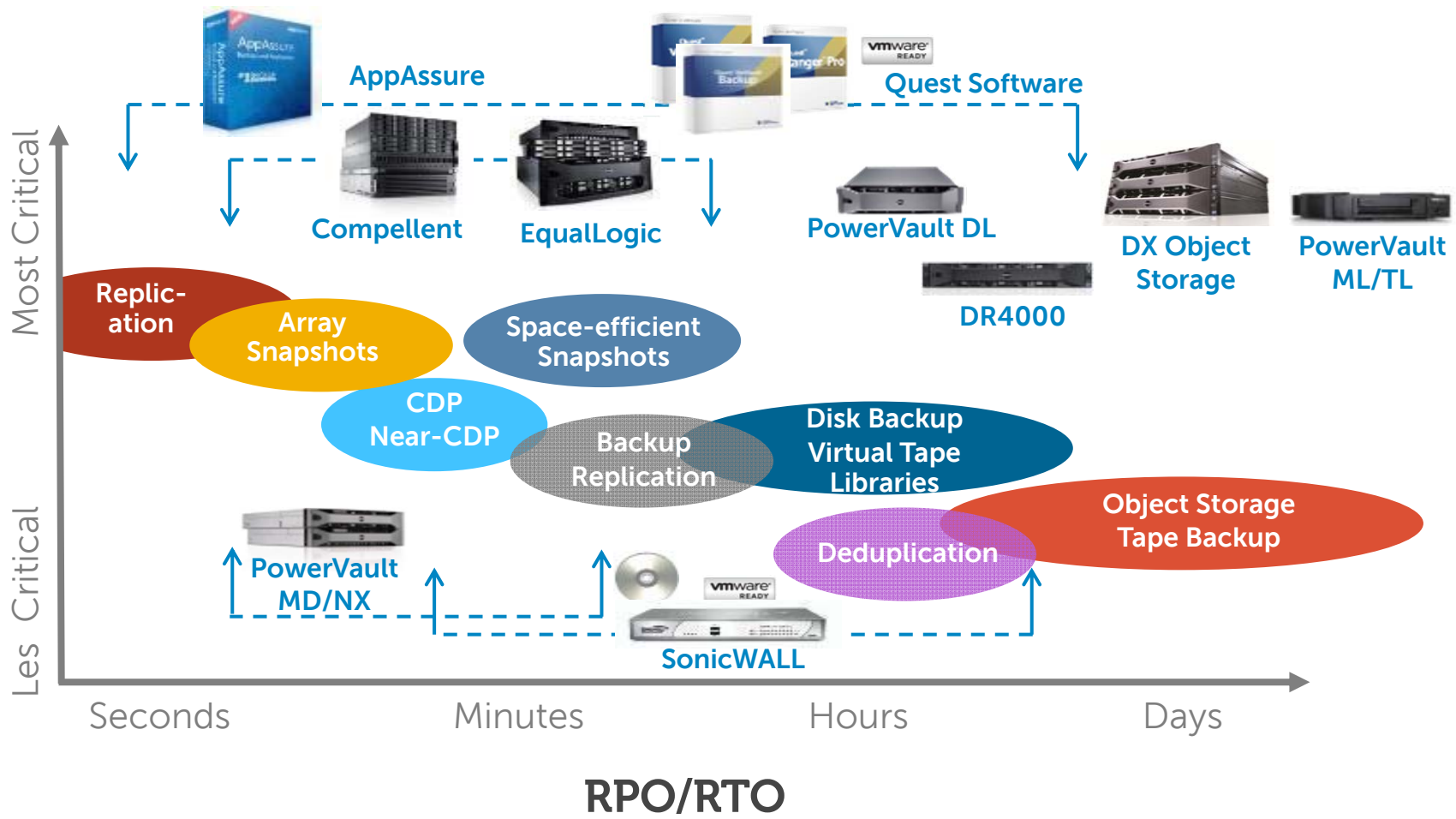


<b>Availability index</b>	99.999+	99.99	99.9	<99.0
<b>RTO</b>	Milliseconds	Seconds	Minutes	Hours & days
<b>Retention period</b>	Hours	Days	Years	Infinite
<b>Scalability</b>	High dynamic	Moderate		Low fixed



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## IT Consulting

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Provides an Enterprise Class **comprehensive storage, data protection or archival design** that maximizes your investments and positions you for the future.

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Increase agility,  
efficiency & stability



## Storage Implementation

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**Faster time to value** by leveraging the efficiencies of Dell best practices.

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Get your business up &  
running faster



## Data Migration

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**Reduce risk and down time** through proven Dell methodologies and practical experience.

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Mitigate risk,  
reduce downtime

# Storage on demand

## Traditional storage

- Large initial investment
- Lots of unused capacity
- Equipment owner sits on all risk
- Requires planning for unknown but anticipated peaks
- Low flexibility



## Dell Storage on demand

- No initial investment
- "No" unused capacity
- IT-cost grows in line with business growth
- Longterm relationship
- Flexible solution
- Equipment at your premisis

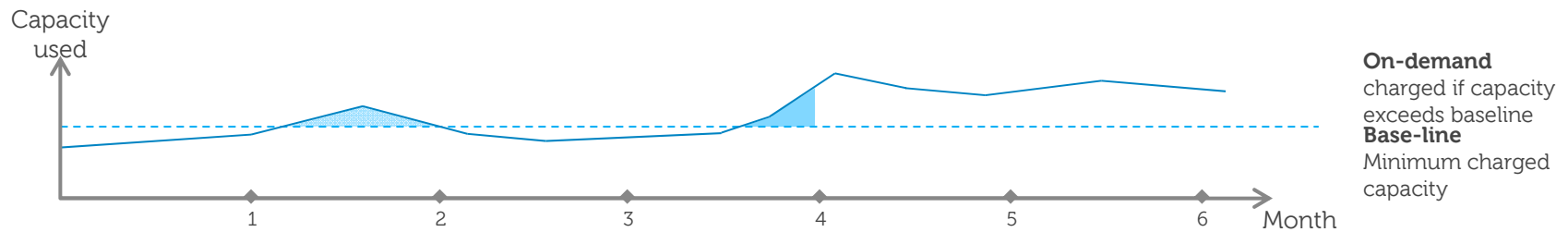


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# Storage on Demand model

**Two building blocks:** Baseline & on-demand

- Baseline:** Initial capacity required. Paid as a fixed monthly cost regardless of usage
- On-demand:** Extra capacity installed day one to allow for flexibility. Charged based on usage above baseline



**Dell on Demand solution provides you with enough capacity to meet your growth needs while only paying for what you actually use.**







**Let Dell help you  
choose the right path forward.**

