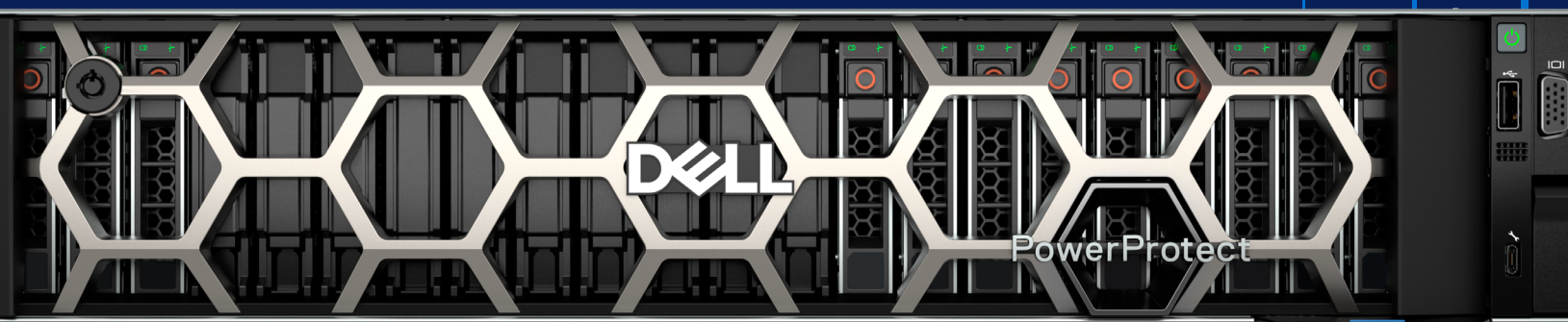




Build your cyber resilient foundation



Dell PowerProtect Data Domain



Gain the confidence that you can recover from the unexpected.

Build your cyber resilient foundation on trusted PowerProtect Data Domain. Ensure comprehensive cyber resilience wherever your data lives—whether you are protecting data that is on-premises, at the edge or in multicloud with PowerProtect Data Domain and Data Domain Virtual Edition.

PowerProtect Data Domain is specifically designed and optimized for cyber resilience protection—resulting in performance, efficiency and security advantages that simplify operations, reduce risk and lower costs.

—
We've been helping customers around the globe address their data protection needs with a combination of fast, efficient, and secure capabilities that has made **Dell Technologies #1 in Purpose-Built Backup Appliances.**¹

- Less than 1 Cent GB/per month cost to protect²
- 22% reduction in data protection admin costs²
- 84% reduction in resources and services costs²
- 98% reduction in consumed storage resources²
- 85% faster time to recover in the event of a disaster²



Appliances for data protection

Data Domain has been in the market for over a decade and since their introduction have grown in popularity with organizations seeking to improve reliability, speed and efficiency for backup and recovery. Over the years, these appliances have continued to optimize storage and processing to deliver increasing levels of performance, efficiency and scale with data services on the Data Domain Platform.

In 2010, IDC began tracking this market under the category of Purpose-Built Backup Appliances (PBBA), which according to them was a market in excess of 4.5B in 2024¹. The PBBA market is made up of two types of systems: target systems, which require standalone backup software or application integration, and integrated systems, which deliver all-in-one protection storage and software in a single appliance.



Dell PowerProtect Data Domain



Dell has been #1 in Purpose-Built Backup Appliances (PBBAs) since IDC began tracking the market¹ - a strong indication that customers trust Dell for their data protection. PowerProtect Data Domain delivers performance, efficiency and security to meet the most demanding cyber resilience requirements.

86% of the U.S. companies in the Fortune 100 are Dell Technologies data protection customers⁹.

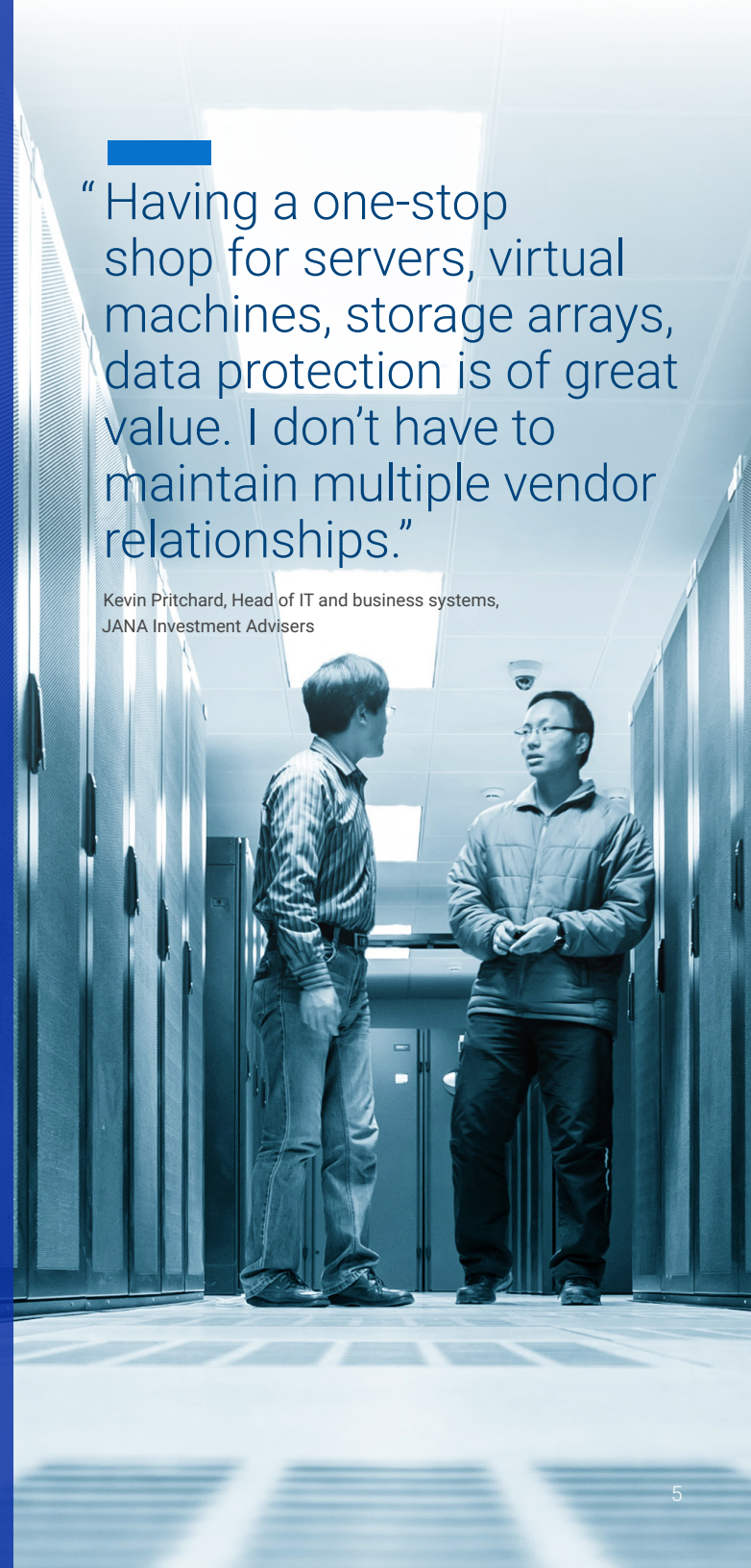
One stop for all your cyber resilience needs

We make it simple to choose the right solution to fit your environment and meet your needs. Only Dell offers appliances, software and as-a-service offers making us your one-stop shop for a comprehensive portfolio of solutions to safeguard your data. Spend less time searching for solutions from multiple vendors, which could increase your exposure to data loss and financial risk.

We also make it easy to acquire our solutions with flexible consumption and payment options from **Dell Technologies APEX**. In addition, our **Future-Proof Program** is designed to help you optimize your investments for the best possible outcomes.

“Having a one-stop shop for servers, virtual machines, storage arrays, data protection is of great value. I don't have to maintain multiple vendor relationships.”

Kevin Pritchard, Head of IT and business systems,
JANA Investment Advisers





Drive greater
efficiency to lower
costs, keep up with
data growth and
exceed your SLAs

Built on the Data Domain Platform, Dell cyber resilient appliances have consistently set the bar for performance, efficiency and security. Now more than ever, architecture matters when it comes to helping organizations address the demand for lower TCO, explosive data growth and more stringent service levels. The latest generation of PowerProtect appliances continues to build on this legacy by delivering greater value than ever before.

Build your cyber resilient foundation on the #1 Purpose-Built Backup Appliance

“When researching cloud providers, it was the Dell data protection solution in the end that stood out to me because it straddled both on-premises and cloud recovery.”

Kevin Pritchard, Head of IT and business systems,
JANA Investment Advisers

Cyber resilience is always changing as the pace of IT transformation accelerates. PowerProtect Data Domain appliances and software deliver the agility you need to ensure data protection not only adapts to new workloads but also helps propel your transformation.

- Typically up to 65:1 data reduction³
- Hardened security and data immutability—hardware root of trust, secure boot, Data Invulnerability Architecture (DIA), encryption, retention lock, role-based access control, and multi-factor authentication
- Isolate critical data to a cyber recovery vault*
- All-flash and hard drive storage
- Extend to the cloud for long-term retention and manage up to 2x usable capacity
- Leverage cloud for orchestrated DR with 3-click failover and 2-click failback⁴
- Back up data and applications in the cloud
- Protect VMware environments and emerging workloads, like Kubernetes

*PowerProtect Data Domain appliances only

2300+ customers use PowerProtect appliances in their Cyber Recovery vault⁵

PowerProtect Data Domain appliances

Data Domain has a long history as the #1 Purpose-Built Backup Appliance. With patented technology innovation, it delivers fast, efficient and secure data protection that provides peace of mind. And, the broad backup software ecosystem means that it can seamlessly plug into existing on-premises environments for organizations of all sizes.

“We’re also getting much higher efficiencies on our PowerProtect Data Domain appliance. We’re seeing upwards of 200:1 deduplication/compression ratios.”

Hector Aguirre, Enterprise Architect, Scripps Health



- Sizes from 1TB to 1.5PB of usable capacity
- Cyber recovery integration—hardened security, data immutability and isolation with a cyber vault

The latest generation delivers:

- Up to 38% faster backups⁶ and up to 61% faster restores⁸
- Up to 58% faster replication between appliances⁶
- 16% less power⁷ consumed and 5x less rack space required⁷
- Up to 118K IOPS for Instant Access and Instant Restore for 64 concurrent VMs⁶

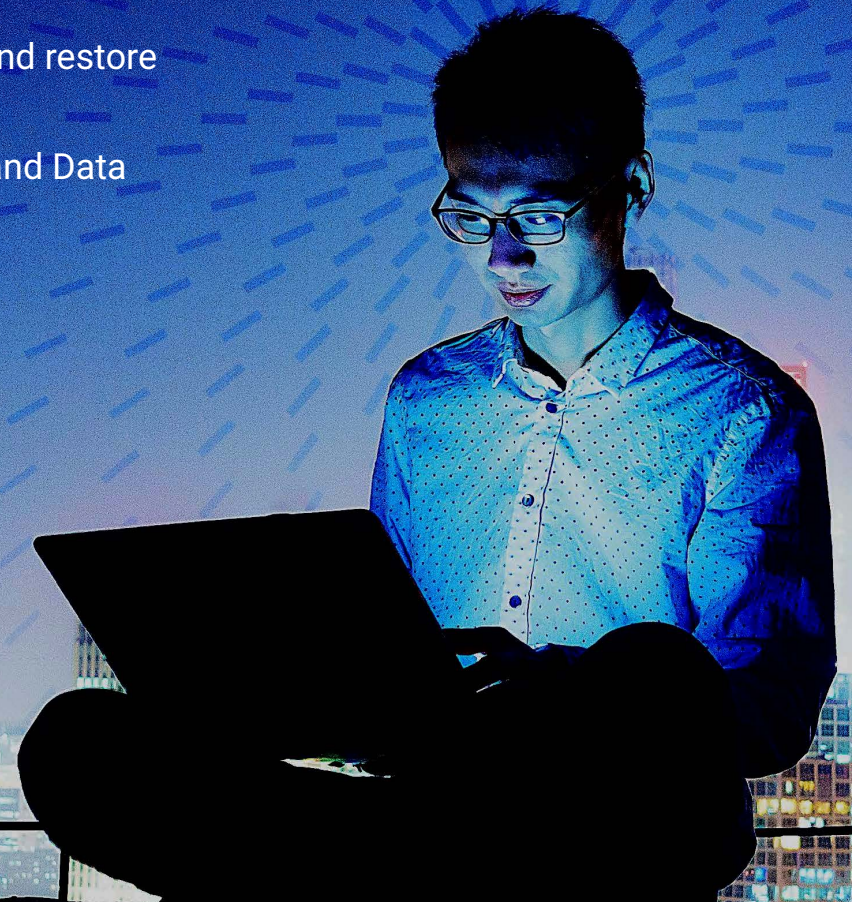
Better together

Combining PowerProtect Data Domain + Dell PowerProtect Data Manager software delivers superior performance.

- Secure data and deliver governance across physical, virtual and multicloud environments with Dell's trusted software-defined data protection platform
- Increase business resiliency with PowerProtect Cyber Recovery and machine learning tools to detect and defend against cyber threats
- Empower data owners to perform self-service backup and restore operations from their native applications
- Flexible consumption with PowerProtect Data Domain and Data Domain Virtual Edition

“PowerProtect Data Manager and PowerProtect Data Domain have obviously been designed to work together... They work seamlessly”

Drew Hills, Infrastructure Analyst, USC Australia





Consume IT in the ways that best fit your needs and budget

Dell APEX includes a full selection of flexible, consumption-based payment solutions and services delivery models that can be combined to satisfy a broad range of requirements – so organizations can pay for Dell PowerProtect Data Domain as they go, as they use it and get it provided as-a-Service. This enables customers to more effectively budget for IT spending and pay for technology and services only as needed – all in a way that makes the most sense for them.

- **Pay-as-you-go:** Make predictable payments over an agreed cycle – and grow over time at a pre-determined rate
- **Pay-as-you-use:** Measure actual usage, set baseline capacity needs with the flexibility to elastically scale on demand
- **Provided as-a-Service:** Let us manage and maintain the technology, aligned to SLAs, and bill as resources are consumed



Powerful protection. Powerful possibilities.

PowerProtect Data Domain is the industry-leading solution to protect and manage your data, whether backing up on-premises or across multicloud. Keep up with data growth, secure mission-critical apps and support emerging workloads. Let us show you how powerful cyber resilience can lead to powerful possibilities for your business

DELL POWERPROTECT DATA DOMAIN CHECKS EVERY BOX

- Build your cyber resilient foundation on the #1 Purpose-Built Backup Appliance
- Gain agility with modern technologies, such as cloud disaster recovery and cyber recovery
- Reduce storage costs with source and target deduplication
- Shrink backup windows with fast, reliable backups and reduced bandwidth requirements
- Ensure compliance with proven, reliable backup and recovery



Dell PowerProtect Data Domain

Powerful Cyber Resilience from Dell Technologies = Powerful Possibilities for Your Business



Accelerate with Intel® Xeon®

Intel® Xeon® is a trademark of Intel® Corporation or its subsidiaries

**FUTURE-PROOF
PROGRAM**

delltechnologies.com/futureproof

¹ Based on revenue from the IDC 4Q24 Purpose-Built Backup Appliance (PBBA) Tracker.

² Analyzing the Economic and Operational Benefits of the Dell Data Protection Portfolio, Enterprise Strategy Group, November 2022.

³ Based on Dell internal testing and field telemetry data, February 2024. Actual results may vary.

⁴ According to Dell Internal Testing. March 2024.

⁵ Based on Dell Technologies analysis, July 2024.

⁶ Based on Dell internal testing comparing a Dell PowerProtect DD9910 appliance vs. a PowerProtect DD9900 appliance, February 2024. Actual results may vary.

⁷ Based on Dell analysis comparing a PowerProtect Data Domain All-Flash Ready Node vs. a PowerProtect DD6410 appliance, both configured at maximum capacity.

⁸ Based on Dell internal testing comparing a PowerProtect Data Domain All-Flash Ready Node vs. a PowerProtect DD6410 appliance, February 2025. Actual results may vary.

⁹ Based on Dell Technologies internal analysis, January 2025.