

SUCCESS PACK

Data Protection

Be your customers' trusted advisor by providing the cyber resilient data protection they need to stay secure and agile in today's modern threat landscape.

DELLTechnologies
PARTNER PROGRAM



Welcome to your Data Protection Success Pack



The IT landscape is evolving rapidly. And as it evolves, so does the variety, frequency and intensity of cyber threats.

Across industries, organizations are increasing their data protection and resiliency to better secure against cyberattacks so they can continue to keep pace with advances in modern data best-practices, cloud computing and technological innovation.

What's inside?

Market & Opportunity →

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01

Market & Opportunity



A proven record of modern innovation

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

Continuous, unrelenting innovation drives Dell Technologies to develop advanced, modern capabilities to meet the data protection and security challenges associated with an ever-evolving IT landscape in new and original ways.

That's why Dell Technologies remains #1 in Purpose-Built Backup Appliances.¹

¹ Based on revenue from the IDC 1Q24 Purpose-Built Backup Appliance (PBBA) Tracker, June 2024.





The cyber threat landscape

Organizations cite data protection as a critical area of concern:

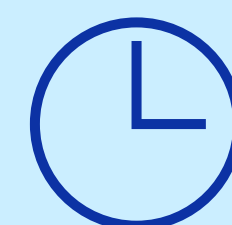


¹ VasonBourne, Dell Technologies, Global Data Protection Index – Special Edition 2024.



Organizations are feeling the impact

Organizations that were impacted by a cyberattack or significant data loss in the past 12 months experienced on average...



26 hours
of unplanned system
downtime²



2.45TB
worth of data lost²



\$2.61M
cost of data loss²

82% of organizations using multiple data protection vendors believe they would benefit from reducing the number of vendors they use.¹ Dell Technologies simplifies the conversation and streamlines the route to AI-powered cyber resiliency and comprehensive multicloud data protection with a portfolio of virtual infrastructure solutions.

¹VasonBourne, Dell Technologies, Global Data Protection Index – Special Edition 2024.



DATA PROTECTION & CYBER RESILIENCE

Realize the data protection opportunity

Engage with your customers about the need to modernize their approach to data protection. Be sure to take advantage of their interest in AI and cybersecurity as opportunities to explore their data protection needs. Modern data protection should be the first stop on their road to AI automation and cyber resiliency.

Dell Technologies translates the complexities of multicloud, cyber resiliency, end-to-end backup, recovery and retention solutions into simple terms. This allows you to confidently showcase how a mix of software, appliances and as-a-Service offerings enables a modern, resilient, and simple data protection ecosystem that meets customers' consumption flexibility and sustainability needs.





DATA PROTECTION & CYBER RESILIENCE

What exactly does 'cyber resilience' mean?

Cyber resilience refers to an organization's ability to anticipate, withstand, recover from and adapt to cyber threats and incidents. It involves a proactive approach that combines robust security measures, incident response planning and continuous monitoring to ensure business continuity even in the face of cyberattacks.

Modern data protection practices must address the growth of AI-driven cyber threats and deliver the resiliency needed for organizations to resume operations as soon as possible after an incident.



One vendor, end-to-end data protection

Promote the AI powered cyber resiliency and multicloud data protection customers need alongside the associated cost savings, critical data security and simplicity that they can experience through a single and trusted vendor. Dell Technologies is your one-stop shop for all your customers' data protection needs, with solutions for small and medium businesses up through to enterprise customers. You also benefit from Dell's commitment to:



Reliable, secure supply chains

to ensure safeguarded, dependable solutions.



A focus on advancing sustainability

to protect and support our planet together with customers, suppliers and communities.



Increased margin and value

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



Three accelerators for lucrative partner success

When you trust Dell Technologies as your partner for your clients' data protection needs, you also 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 Dell APEX Backup Services and Dell APEX Subscriptions help organizations of all sizes get the technology they need.



Sales opportunity

Realize greater margin potential by reselling ProDeploy Infrastructure Suite to support the rapid and effective deployment of modern, simple data protection. With the rapid rise of AI-powered solutions, allow your customers to improve technology utilization while driving greater value and efficiency back to their business through Residency Services. Maximize every opportunity to promote the Dell Technologies portfolio with dedicated training and enablement services.



Upgrade opportunity

Utilize cross-sell and extend your offering to include servers, storage, optimized networking, and client devices to help 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.



More service offerings from us, more opportunities for you



Data Migration Services

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

[Find out more](#)



Cyber Recovery Consultancy Service

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

[Find out more](#)



Business Continuity and Disaster Recovery Service

Reduce planned and unplanned downtime with business priority driven recovery strategies aligned with defined Recovery Point Objectives (RPOs) / Recovery Time Objectives (RTOs).

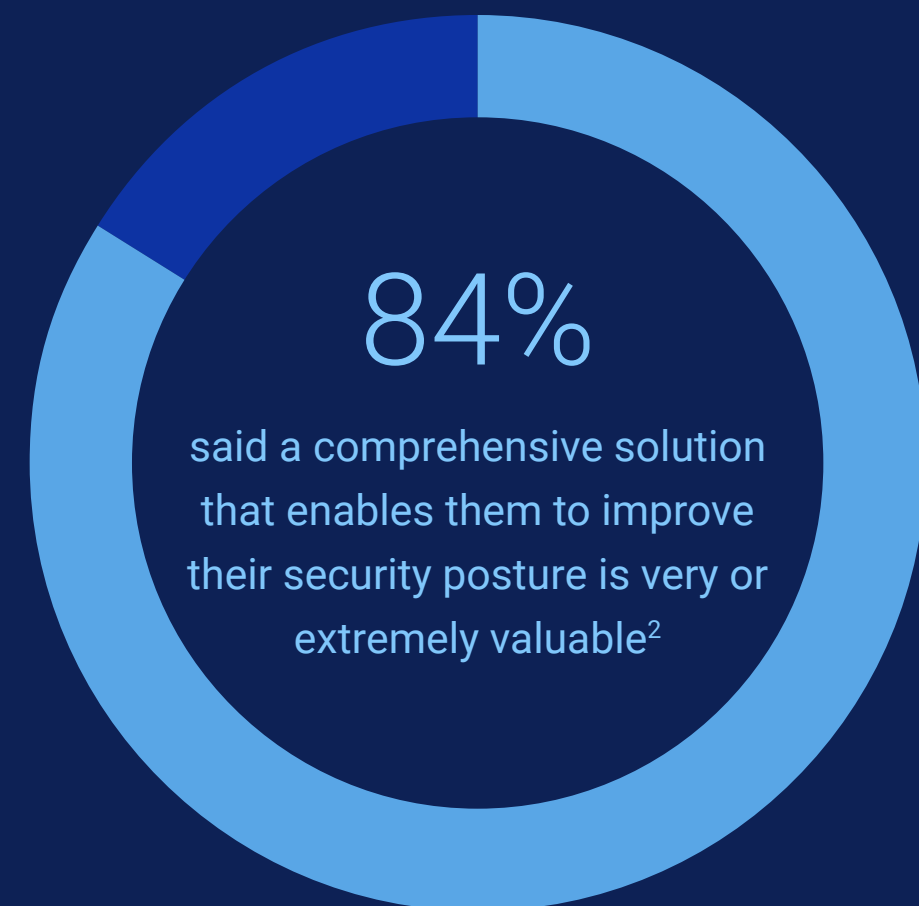
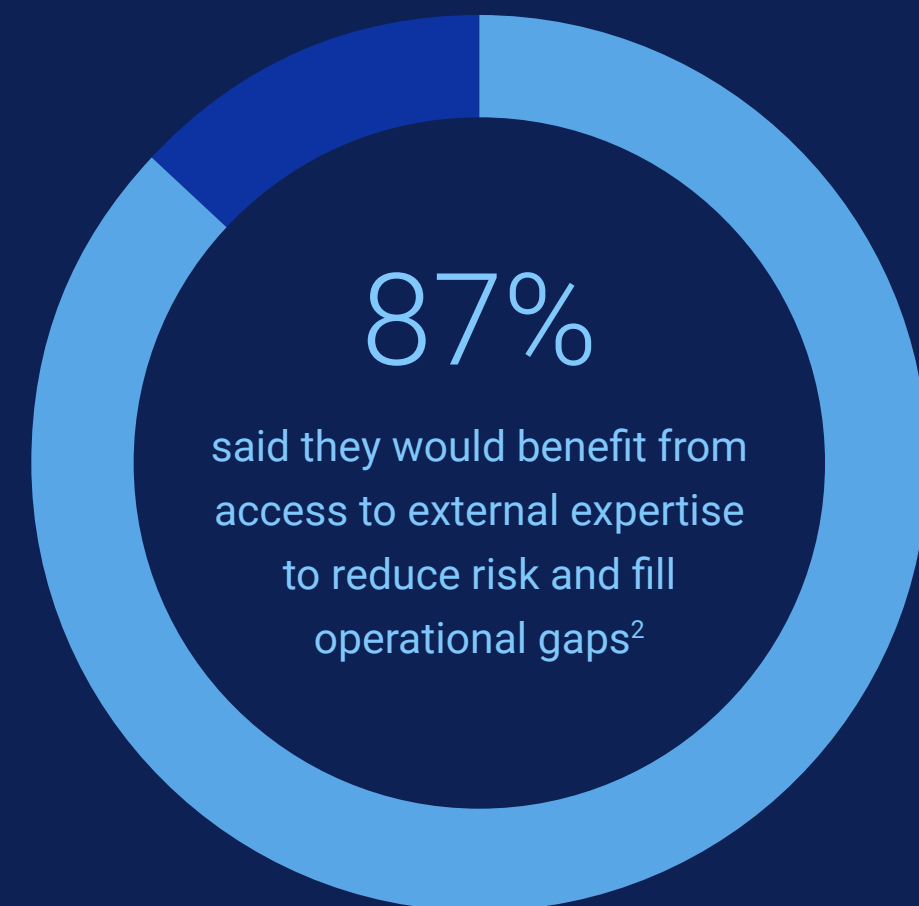
[Find out more](#)



Product Success Accelerator Services

Dell Product Success Accelerators¹ are streamlined service solutions that provide the tools, processes and people needed to clearly define tasks and workstreams, all in a simple, integrated package.

Give customers the power to address their biggest challenges and experience precise and predictable outcomes. Of the IT decision makers surveyed by Forrester...



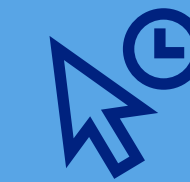
What's the benefit to you?



Earn 3.5% services rebate



A single security offer with end-to-end capabilities



Click-and-go ordering in DSC



Easy to position, quote and sell



Easily leverage Dell data protection expertise

PSX can help you fast-track your customers' path to success.

[Learn more](#)

¹ PSX for Cyber Recovery is available in – Americas: Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Mexico, Panama, Peru, Puerto Rico, United States, Venezuela. EMEA: Belgium, Croatia, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Spain, Sweden, United Kingdom. APJ: Australia, New Zealand. PSX for Backup is not currently available in LATAM.

² Forrester Opportunity Snapshot: A custom study commissioned by Dell Technologies, September 2022.



02

Portfolio



DATA PROTECTION PORTFOLIO

Explore the Dell data protection portfolio

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.



Data Protection Software

EXPLORE →



Data Protection Appliances

EXPLORE →



Data Protection as-a-Service

EXPLORE →



Data Protection Solutions

EXPLORE →



SOFTWARE PORTFOLIO

A resilient, future-focused foundation for all your data protection demands

Explore all the opportunities Dell data protection software solutions have to offer.

Protect data and deliver governance across evolving physical, virtual and multicloud environments with the Dell software-defined data protection platform. **PowerProtect Data Manager** enables faster IT transformation with simple, agile and robust protection of diverse workloads offering efficient protection and leveraging the latest evolution of Dell's trusted protection storage architecture.

Deliver peace of mind, protect customers' data with confidence and help them 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.

EXPLORE →



PowerProtect Data Manager

A data protection software platform for modern, multicloud workloads.

EXPLORE →



Data Protection Suite

Give customers reliable data protection and the peace of mind to recover with ease.



SOFTWARE SOLUTIONS

Dell PowerProtect Data Manager

A data protection software platform for modern multicloud workloads.

The continued innovation of PowerProtect Data Manager ensures your customers can prepare for the challenges associated with multicloud data sprawl, operational complexity and cyber resiliency. PowerProtect Data Manager enables faster IT transformation with simple, agile and robust protection of diverse workloads offering efficient protection and leveraging the latest evolution of Dell's trusted protection storage architecture.



Industry leading

Certified #1 in customer satisfaction¹



Efficient

Up to 3x faster NAS backups²



Performant

Up to 5x faster VM backups³



Rapid

Up to 6x faster VM restores⁴

¹ Based on Dell Technologies analysis in January 2024 comparing among Top 5 data protection software providers globally using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 2H FY24.

² When comparing PowerProtect Data Manager 19.15 with Dynamic NAS Protection backup performance to NDMP backups with Avamar. Based on Dell internal testing and analysis, January 2024.

³ When comparing PowerProtect Data Manager 19.16 with Transparent Snapshots backup performance to PowerProtect Data Manager 19.16 with VADP backup performance. Based on Dell internal testing and analysis, June 2024.

⁴ When comparing PowerProtect Data Manager 19.16 with Transparent Snapshots restore performance to PowerProtect Data Manager 19.16 with VADP restore performance. Based on Dell internal testing and analysis, June 2024.

Multicloud optimized

Protect private, public or hybrid cloud data with backup to cloud, backup in-cloud, long-term retention and cloud disaster recovery.

Simple and compliant

Empower data owners to perform self-service backup and restore operations from their native applications through a centralized governance system that ensures compliance.

Cyber resilient

Increase your customers' business resiliency to rapidly recover from cyber incidents with a modernized and automated business continuity strategy.



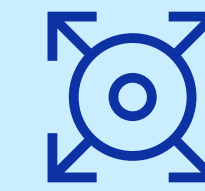
SOFTWARE SOLUTIONS

Dell Data Protection Suite

Give customers robust data protection and the ability to recover with ease.

Dell Data Protection Suite is a comprehensive solution that enables customers to adapt to increasingly complex modern IT environments, with offerings that meet their specific goals. No matter where their data resides, Data Protection Suite delivers security, flexibility, performance and consistency of experience.

Harness the full power of the Dell data protection software portfolio across physical, virtual and cloud environments. This flexible solution meets the needs of organizations of all sizes, protecting on-premises and multicloud environments, aligned to the value of your data and service levels you need. Back up, restore and ensure protection compliance across a wide range of applications, databases and modern cloud platforms with a single software suite.



Deploy data protection for virtualized environments without compromise



Deliver secure and efficient multicloud data protection



Ensure customers stay cyber resilient with simple solutions

APPLIANCE SOLUTIONS

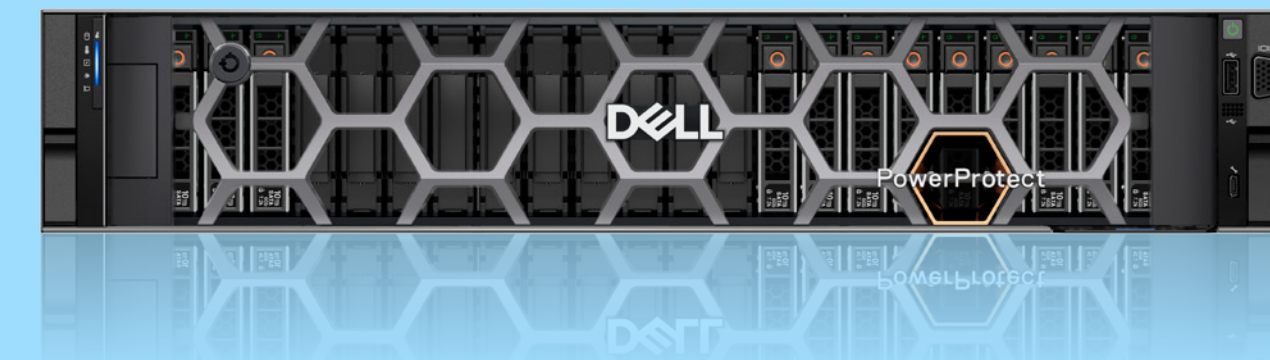
Modernize data protection the easy way with Dell PowerProtect appliances

PowerProtect appliances are the industry-leading choice for protecting and managing data, whether on-premises or across multicloud. They are specifically designed and optimized for data protection – resulting in performance, efficiency and security advantages that simplify operations, reduce risk and lower costs.



Dell PowerProtect Data Manager Appliance

EXPLORE →



Dell PowerProtect Data Domain Appliances

EXPLORE →



APPLIANCE SOLUTIONS

Dell PowerProtect Data Manager Appliance

Simplify modern data protection.

Modern. Secure. Simple. It's never been easier to keep your customers' data protected than with the Dell PowerProtect Data Manager Appliance.

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 the 256TB capacity expansion of Dell's leading, software-defined data protection platform.

Orchestrate protection directly through an intuitive interface and secure data with the latest capabilities for operational and cyber resilience. Empower data owners to perform self-service backup and restore operations from their native applications with central governance and oversight. Be confident that your data is secure and available with the simplified experience of PowerProtect Data Manager Appliance.



Key features

- Software-defined architecture
- Operational and cyber resilience
- Simple, unified user experience
- Rapid deployment
- Multicloud optimized
- Self-service
- Cloud-based monitoring and analytics
- Superior virtualized workload protection



APPLIANCE SOLUTIONS

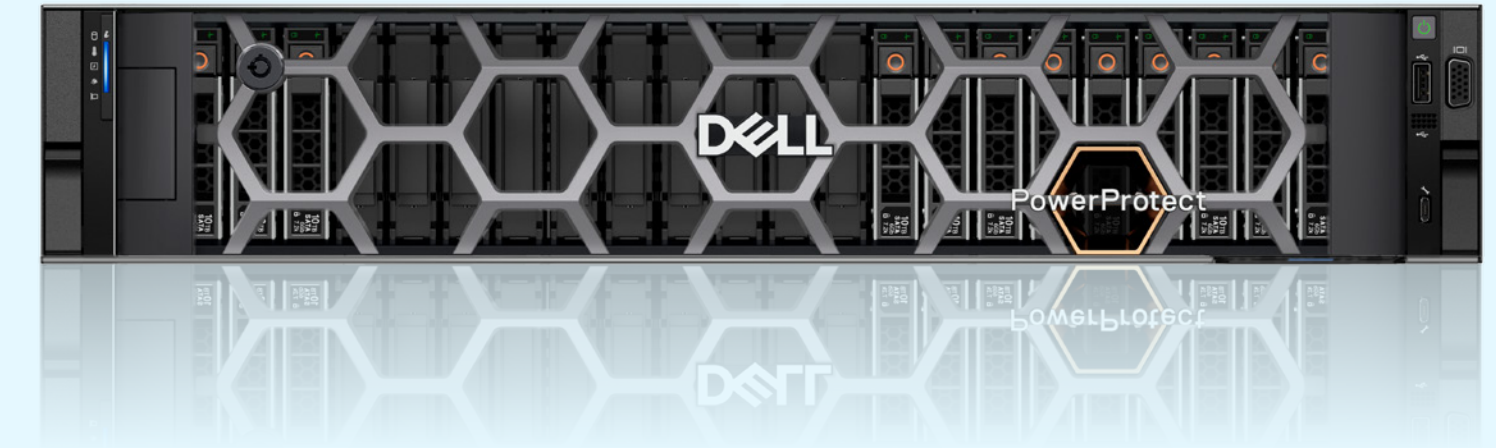
Dell PowerProtect Data Domain Appliances

The ultimate protection storage appliance.

PowerProtect Data Domain backup appliances deliver enterprise performance, efficiency, security and scale. An appliance that is designed to meet backup, archive, disaster and cyber recovery needs while easily integrating with Dell and third-party backup software.

Provide a cyber resilient foundation on the #1 Purpose-Built Backup Appliance.¹ Data Domain appliances are specifically designed and optimized for data protection – resulting in performance, efficiency and security advantages that simplify operations, reduce risk and lower costs. The broad backup software ecosystem means that it can seamlessly plus into existing on-premises environments for organizations of all sizes. Data Domain delivers multiple layers of Zero Trust security to help ensure data immutability and integrity.

Whether protecting data that is on-premises with Data Domain or in multicloud with software-defined Dell APEX Protection Storage, your customers can ensure comprehensive cyber resilience wherever their data lives.



Key features

- Sizes from 4TB to 1.5PB usable capacity
- Software-defined version for ROBO, entry-level and cloud environments – starting at 1TB
- Cloud long-term retention and cloud-DR ready
- Cyber recovery integration
- Typically up to 65:1 data reduction²

¹ Based on revenue from the IDC 1Q24 Purpose-Built Backup Appliance (PBBA) Tracker, June 2024.

² When comparing PowerProtect Data Manager 19.13 with Transparent Snapshots restore performance to PowerProtect Data Manager 19.13 with VADP restore performance. Based on Dell internal testing, June 2023.



AS-A-SERVICE PORTFOLIO

Dell APEX Backup Services

Cloud-native data protection solution designed to deliver SaaS-based protection without increasing IT complexity while ensuring predictable, controllable costs. Offer scalable, secure data protection for SaaS applications, endpoints and hybrid workloads so customers can enforce data governance while reducing cost and complexity. Mitigate the risk of data loss, ensure regulatory compliance and improve data visibility with Dell APEX Backup Services.



DELL Technologies

A P E X

Key features

- Reduce cost and complexity with infinite scalability and no infrastructure to manage
- Enhanced with intuitive and adaptive generative AI assistant
- Protect AWS and Azure VM cloud-native workloads
- Automate the protection and long-term retention of virtualized environments, databases, file servers and NAS

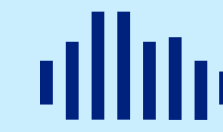


SOLUTIONS PORTFOLIO

Solve specific customer challenges in a constantly evolving IT landscape

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

EXPAND



Innovate and simplify your multicloud data protection

Benefit from innovative multicloud data protection solutions with the widest protected workload ecosystem, from legacy data to cloud native.

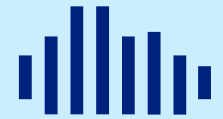
EXPAND



Cyber resilience data protection

Cyber resilience data protection secures and isolates critical data from ransomware and other sophisticated threats, with machine learning (ML) to identify suspicious activity and allow organizations to recover critical data and resume normal business operations with confidence.

Innovate and simplify your multicloud data protection



Benefit from innovative multicloud data protection solutions with the widest protected workload ecosystem, from legacy data to cloud native.

- Streamline public cloud data protection with scalable cloud protection for data, no matter where it lives.
- Meet data protection and compliance requirements for containers and cloud-native workloads.
- Tier aging data automatically to the public cloud to meet compliance, lower IT costs and reduce on-premises footprint.
- Protect critical data in an off-premises, air-gapped solution with PowerProtect Cyber Recovery for AWS or APEX MultiCloud Data Services.
- Shelter customer data from all threats and rapidly recover data and applications directly in the cloud with our multicloud data protection solutions.



Cyber resilience data protection

Dell PowerProtect Cyber Recovery secures and isolates critical data from ransomware and other sophisticated threats, with machine learning (ML) to identify suspicious activity and allow organizations to recover known good data and resume normal business operations with confidence. Cyber Recovery helps to protect your data through:

- **Immutability:** Preserve data integrity and confidentiality with layers of security and controls.
- **Isolation:** Automatically separate critical data from attack surfaces with physical or logical data isolation within a vault.
- **Intelligence:** AI-based machine learning and analytics help ensure recovery of known good data.
- **Extends Protection:** Cyber Recovery protection extends to AWS, Azure, and Google Cloud.

PowerProtect Cyber Recovery enables cyber resiliency and ensures business continuity across on-premises and multiple cloud environments.



03

Resources





DRIVING SALES

Specialty sales resources to convert prospects to customers

In today's hyper-distributed world, modern businesses can't survive and thrive without modern data protection solutions. Dell Technologies has compiled many dedicated resources to support your positioning and improve customer conversations. Augment your data protection messaging with our assets.

Key resources

Explore a few of our targeted sales resources to help improve your conversion rate.



Global Data Protection Index Report

LAUNCH



Dell Data Protection Home Page

LAUNCH



Partner Academy

LAUNCH



Knowledge Center

LAUNCH



DRIVING DEMAND

Drive greater demand for Dell PowerProtect

Data protection is a critical component of your customers' infrastructure, so ensure you optimize your marketing with intelligent insights 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

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

EXPAND



Consideration

Help your prospects learn more about the Dell PowerProtect portfolio.

EXPAND



Conversion

Power your customers' path to data protection success.

EXPAND



Post-sales

Keep your customer relationships strong.

EXPAND



Explore the Digital Marketing Tool

Access a library of collateral designed to be easily deployed either through the tool or your own system.

EXPAND



Awareness



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

Key resources:

- [Copy](#)
- [Core Imagery](#)
- [Display Media Kit](#)
- [Social Kit](#)
- [Overview Videos](#)

Top tip

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



Consideration

Help your prospects learn more about the Dell Data Protection portfolio.

Key resources:

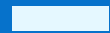
- [Nurture Emails](#)
- [Event Kit](#)
- [Research Papers](#)
- [Top Reasons](#)
- [Customer Presentations](#)

Top tip

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



Conversion



Power your customers' path to data protection success.

Key resources:

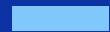
- [Product-Specific Videos](#)
- [Technical Documentation](#)
- [Competitive Differentiators](#)
- [Positioning Videos](#)
- [Customer Case Studies](#)

Top tip

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



Post-sales



Keep your customer relationships strong.

Key resources:

- [Virtual and Physical Event Kits](#)
- [Tech Refresh](#)

Top tip

Personalize your campaign to build loyalty.



Explore the Digital Marketing Tool

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 Now [↗](#)



04

Next Steps

NEXT STEPS

Partner resources

As a valued Dell Technologies partner, you have access to the industry's most comprehensive data protection portfolio and world-class partner programs. Visit these websites:

LAUNCH 

Demand Generation Center

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

LAUNCH 

Dell Partner Program Benefits Center

Learn more about rebates and sales incentives available to Dell partners.

LAUNCH 

Digital Marketing Tool

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

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

DELLTechnologies
PARTNER PROGRAM

Dell is committed to helping 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
Dell Data Protection opportunity today!**

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