

Top 5 Reasons

Customers Choose VMware vSphere Data Protection Advanced

No longer do you need a multi-vendor solution to provide virtual data protection for VMware vSphere®. VMware vSphere® Data Protection™ Advanced enables you to execute flawless protection with ease and reliability.

1 Seamless Integration with vSphere

vSphere Data Protection Advanced provides single-vendor support for VMware virtualization and backup. In addition, it provides agentless backup and recovery testing in an isolated sandbox environment, and seamlessly integrates with SSO, VMware vCenter Server™, vSphere reporting, and other vSphere tools for comprehensive protection.

2 Cost Savings

Advanced deduplication can have a tremendous impact on costs. Enterprise Strategy Group (ESG) found that variable-length deduplication can **reduce storage requirements by 73 percent** over conventional deduplication technologies, and it can reduce total cost of ownership of backup for every 200 virtual machines from \$84,000 to \$23,000.* Additional savings on time and complexity of day-to-day operations leads to higher IT staff productivity and a healthy backup infrastructure.

3 Ease of Use

Purpose-built for vSphere and vSphere Web Client, vSphere Data Protection Advanced provides simple, wizard-driven workflows. This complete integration provides a seamless user experience and the ability to **install, configure, and create your first backup job in about 60 minutes.**

Research by TechValidate

93%

of surveyed IT organizations find it important that their backup and recovery solution be well integrated with their VMware infrastructure.

"We implemented a simple backup and recovery appliance to work in the existing infrastructure."

— Javlyn, Inc.

100%

of surveyed IT organizations agree with the following statement:

"Our organization values the cost savings and IT infrastructure resiliency that vSphere Data Protection solutions offer."

— Survey of 26 VMware vSphere users

4 Storage Efficiency and Recovery Time

Powered by EMC Avamar and optimized for vSphere environments, vSphere Data Protection Advanced leverages patented variable-length deduplication to **consume up to 75 percent less backup storage*** and deliver application-consistent, granular backup and recovery for Microsoft applications. Data Domain Systems integration provides greater scalability and Data Domain Boost performance.

Unique to vSphere Data Protection Advanced is the ability to leverage Changed Block Tracking (CBT) during recovery, not just during backup like with most solutions. vSphere Data Protection Advanced uses CBT to determine the differences between an existing virtual machine and the restore point, so that only changed blocks need to be restored. For example, this means a virtual machine that takes close to 19 minutes to recover with a conventional backup utility, takes less than 3 minutes with vSphere Data Protection Advanced. **That's over 6x faster recovery.***

5 VMware Solutions and Support

Using vSphere Data Protection Advanced allows you to tap into VMware as your single point of contact for all issues related to virtualization, backup, and management of virtual infrastructure. The VMware knowledge base provides support solutions, error notifications, and troubleshooting guides to help you easily identify products and components, switch across versions, get direct access to custom ISOs, find context-specific links, and access deep resources.

*Enterprise Strategy Group. "VMware vSphere Data Protection: Fast, Simple, and Agentless Deduplicated Virtual Machine Backup and Recovery." Tony Palmer, February 2013.

Business Results

Business Challenge:

MVS Consulting is an IT consulting company that needed a reliable solution to back up critical data while providing flexibility, granularity, and a reduction in storage costs.

Solution:

With VMware vSphere Data Protection Advanced, MVS found VMware integration and storage efficiency to be important advantages. These capabilities led to overall cost savings and ease of use, as well as the ability to meet line-of-business needs in an agile manner.

"It improved our agility to meet line-of-business needs and it is easy to deploy."

— MVS Consulting

 Learn more at vmware.com/go/vdpaproduct



or test drive vSphere Data Protection Advanced with hands-on labs at vmware.com/go/vdpahol