

3 COMPELLING REASONS

WHY YOUR IT ENVIRONMENT NEEDS DATA PROTECTION BUILT FOR VIRTUALIZATION

DID YOU KNOW

27%

of IT executives are making improvements in backup and recovery a priority in the next year?¹

Can you afford **\$74,000** in unplanned downtime?

An hour's unplanned downtime could cost \$74K for a mid-size organization.²



Discover enhanced backup and recovery specially designed for virtualized infrastructure environments.

VMWARE vSPHERE® DATA PROTECTION™ ADVANCED

1 INCREASE DATA PROTECTION AND LOWER BACKUP COSTS

SAVE 75%

in backup storage costs - with 4x more efficient backups - using advanced deduplication technologies.



82% CHOOSE

vSphere Data Protection solutions over the competition.³



Highly scalable, store up to



8 TB approximately
200 VMs on each appliance.



2 SPEED UP BACKUP AND RECOVERY TO MINIMIZE APPLICATION DOWNTIME

99% less disk capacity required

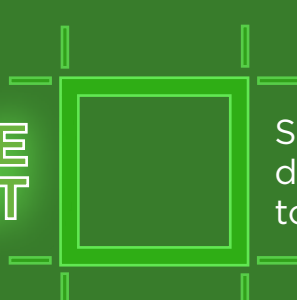
Deduplication enables fast, daily backups with up to 99% less disk capacity required compared with traditional methods.⁴

6x faster recovery - with the revolutionary approach of using incremental backups for restores, a VM can be back in production in just 2 minutes.⁴



3 SIMPLIFY RAPID PROVISIONING OF DATA PROTECTION TO ALL VMs

SINGLE MANAGEMENT



Single 'pane of glass' management direct from the vSphere web client to increase backup efficiency.

Flexible provisioning of backup services - to provide more granular protection of mission-critical applications.



GRANULAR PROTECTION

OFFSITE CAPABILITIES



Offsite data protection - on other premises or the public cloud.

RECOMMENDED BY YOUR PEERS

"With vSphere Data Protection Advanced, we get Disaster Recovery (DR) with an easy to use and reliable tool."

Engineer, Small Business Computer Services Company. Research by TechValidate.

"vSphere Data Protection Advanced is easy to deploy and manage. It has added more value to our smaller customers to have a simple and efficient solution."

Brian Hall, Engineer, Strategic Solutions of VA. Research by TechValidate.

"Sophisticated Systems finds vSphere Data Protection solutions' native integration with vSphere, highly valuable infrastructure we trust, and ability to use the existing tools and concepts they are already familiar with are distinct advantages compared to other data backup solutions."

David Lynch, Engineer, Sophisticated Systems. Research by TechValidate.

DOWNLOAD OUR EBOOK for more on strengthening data protection in your virtualized environment and speeding up backup and recovery:

vmware.com/go/3ReasonsForBackup

vmware

¹ Source: ESG Research Report, 2013 IT Spending Intentions Survey, January 2013.

² Source: Aberdeen Group estimate featured in: Data Protection for VMware vSphere® Environments The most efficient and reliable way to back up and recover data in your virtualized environment, TechTarget.

³ Source: Survey of 17 users of VMware vSphere who needed to reduce storage requirements and costs. Research by TechValidate.

⁴ Source: ESG Lab Validation Report, VMware vSphere data protection, February 2013.