

 Dell Technologies

A P E X

BACKUP SERVICES

Presenter Name

Date

224%*

Return on
Investment

\$761,000*

In averted
ransomware
costs

\$811,000*

In decreased
legacy solution and
cloud services cost

<6 Months*

Payback

Forrester – Total Economic Impact Report – Dell APEX Backup Services

[Published Case Study](#)

- Six customer interviews across multiple industries
 - Interviews hosted and conducted by Forrester
 - Topics included financial measurements and quotes about using the service
 - “Dell APEX Backup Services ransomware protection provides a peace of mind” – Chief Technology Officer, Engineering and Architecture

* Based on a Forrester Total Economic Impact Study Commissioned by Dell Technologies, September 2024

Traditional data protection and backup challenges



The importance of reliable and flexible cyber resilience

In the past 12 months organizations faced an increased number of cyberattacks,
averaging \$1.92 million in costs
- GDPI, 2024 report

75% are concerned existing data protection will not be able to respond to ransomware threats¹

58% see security as the most important capability when enabling hybrid, multi-cloud operations¹

74% are concerned that backup data could become infected or corrupted¹

79% are not very confident that their organization can protect all of its data across public cloud environments¹

¹Vanson Bourne Global Data Protection Index 2024 – [Click here](#)

Cloud data protection



100% SaaS
No infrastructure
to manage



Simple and
consistent customer
experience



Cloud security
and
data privacy

A P E X

SIMPLICITY



Take advantage of
as-a-Service everywhere

AGILITY



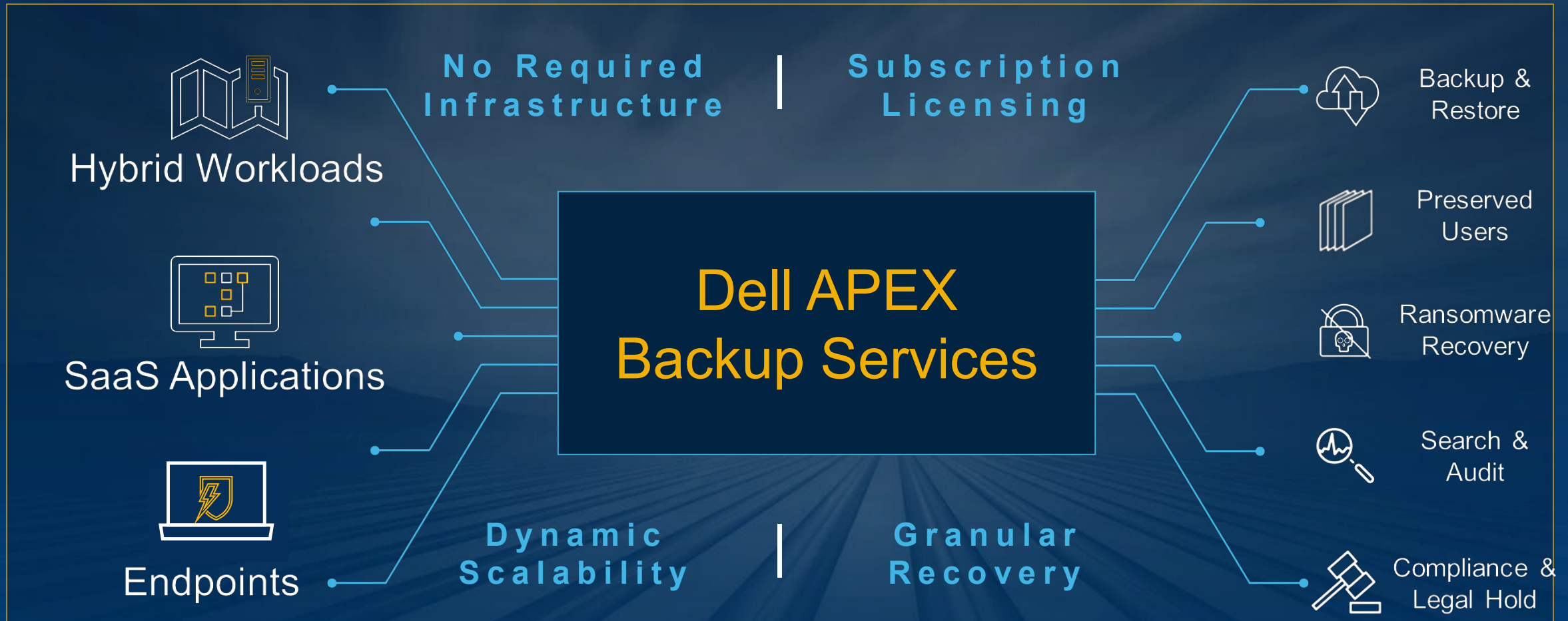
React quickly and
capture new opportunities

CONTROL



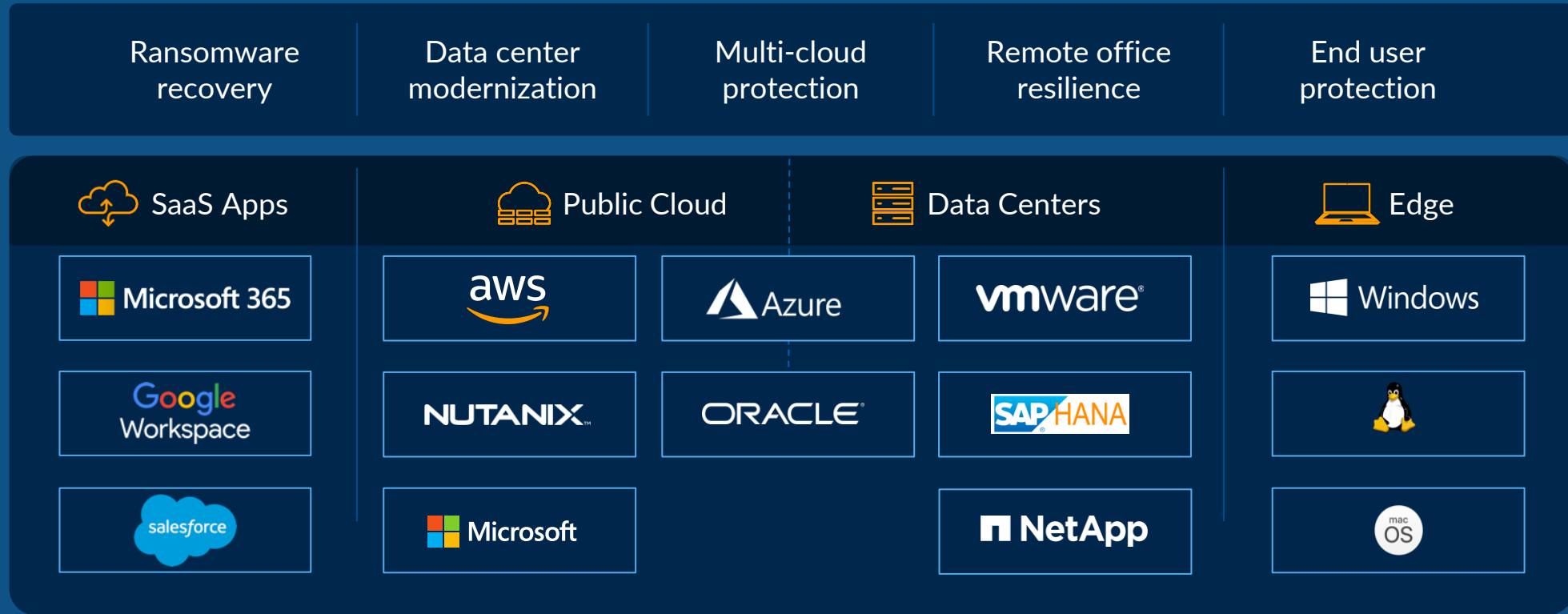
Minimize risk and maximize
performance on your terms

Dell APEX Backup Services



Dell APEX Backup Services – use cases

Wide variety of use cases - start with immediate need and easily expand



Security standards & certifications

ZERO TRUST ARCHITECTURE

IMMUTABLE STORAGE

DELL APEX BACKUP SERVICES

ENVELOPE ENCRYPTION

PENETRATION TESTING



Centralized monitoring and management



Unified Management Experience



Quickly Reimage Device Content



Remotely Manage Backups

NO EGRESS FEES

Data protection for Microsoft 365



SharePoint
Online



Exchange
Online



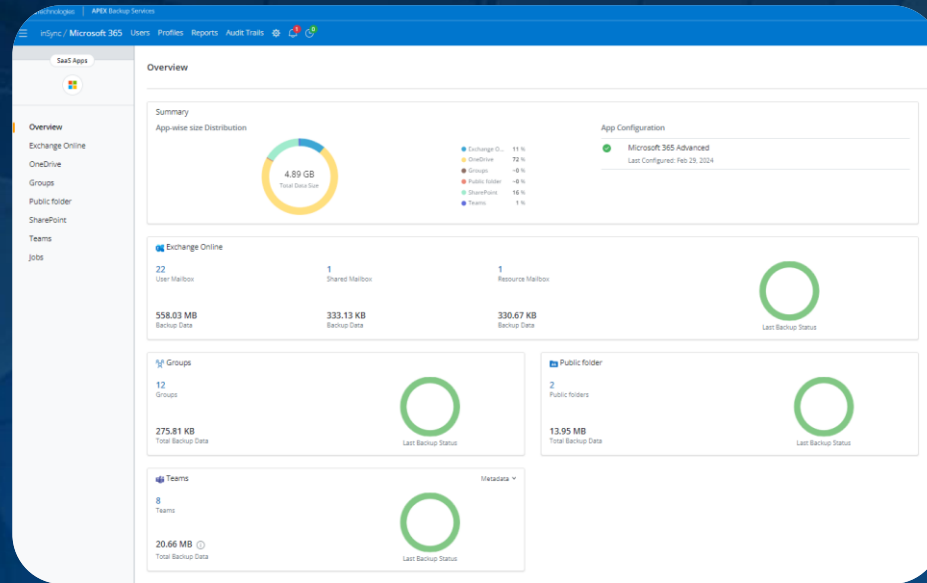
Teams



OneDrive for
Business



Planner



Guaranteed point in time
recovery



Files are kept indefinitely -
no need to worry about
purge timeframes



Complete visibility across
all Microsoft 365 apps

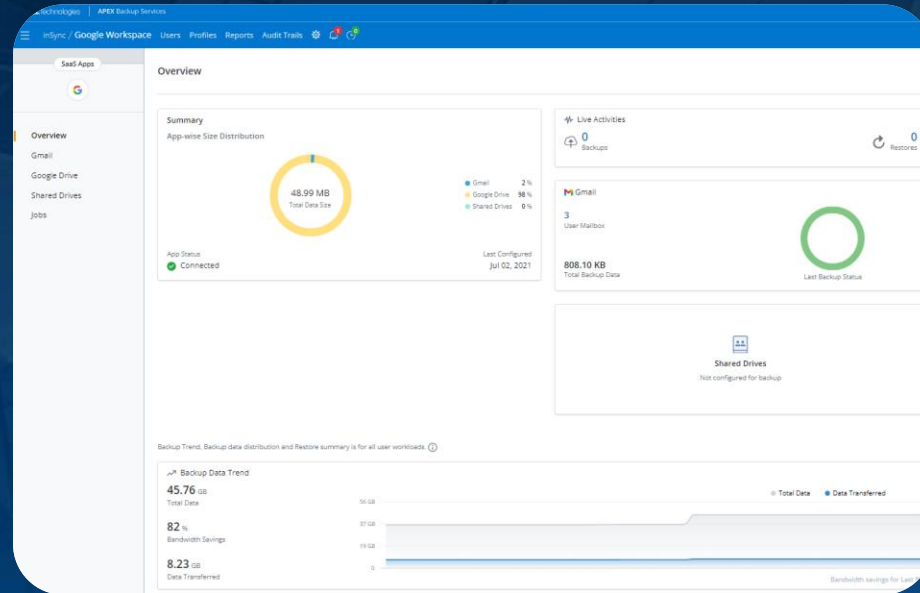
Legal hold and eDiscovery

Automated compliance

Federated search

Reporting

Data protection for Google Workspace



Pre-cull data by filters or use Federated Search to quickly find backed up files and emails



Retain data cost-effectively for longer than Google's 30-day policy



Ensure compliance and other regulatory requirements are met

Legal hold and eDiscovery

Automated compliance

Federated search

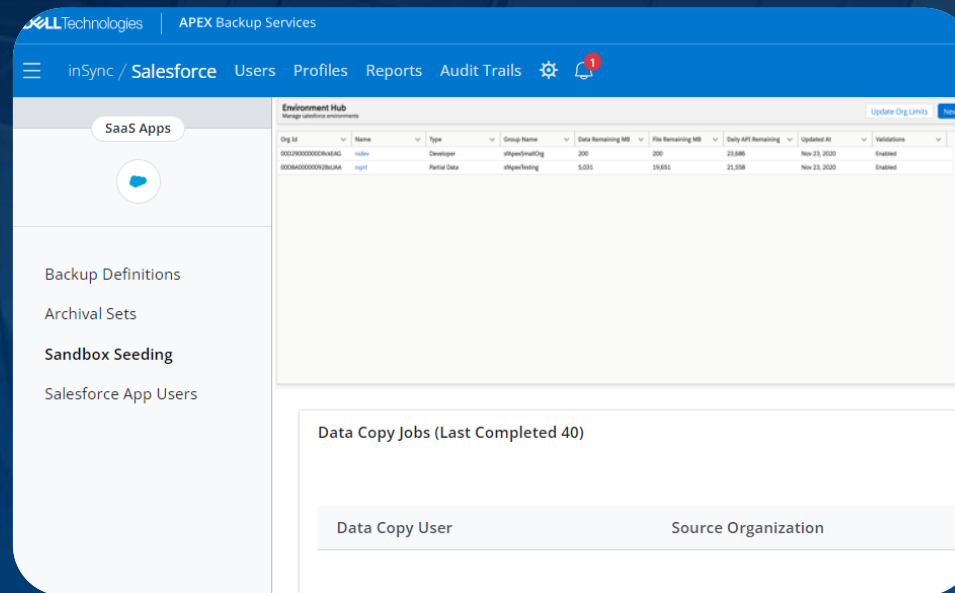
Reporting

Data protection for Salesforce

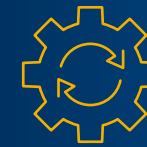
Self-service from within
the Salesforce UI

Granular, on-demand
backup and restore

Sandbox seeding



Easily compare point-in-time snapshots



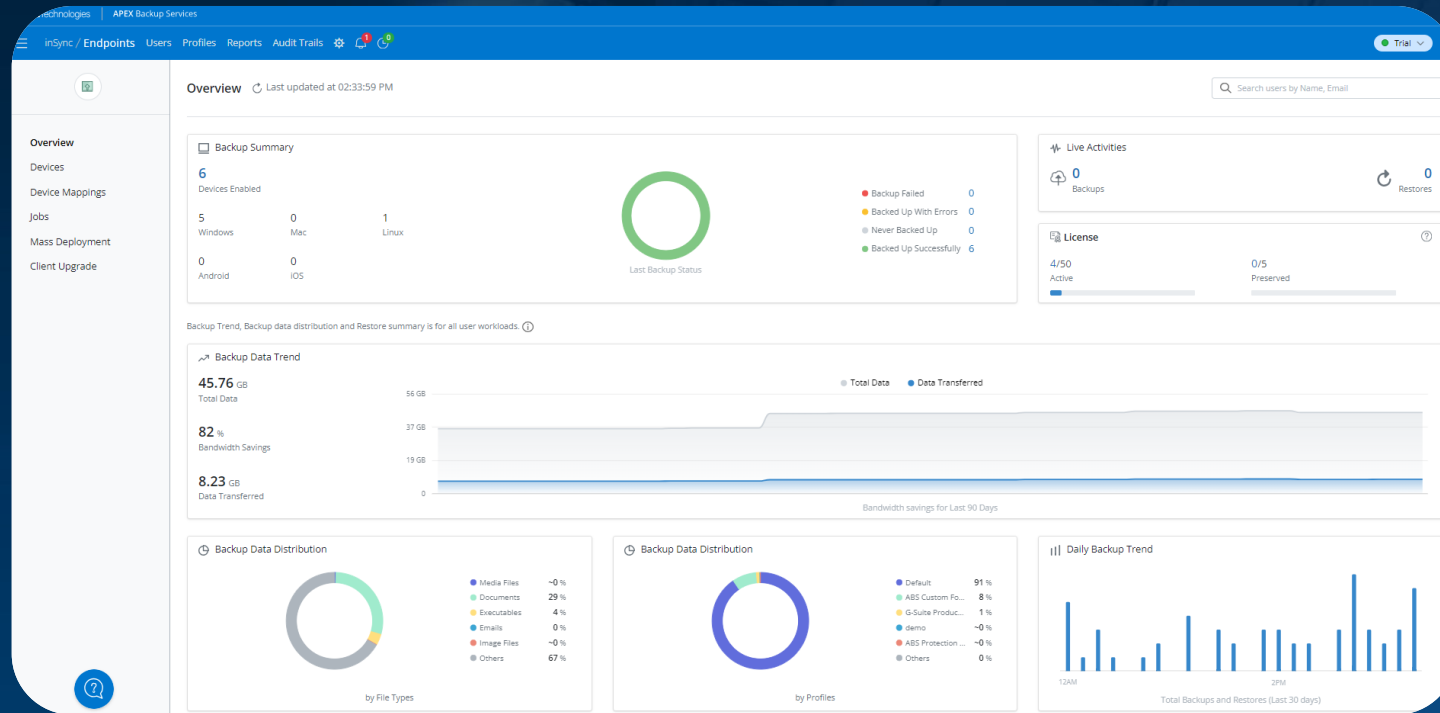
Perform on-demand restores within the Salesforce application



Automatically populate Salesforce sandboxes with quality data using Sandbox seeding

Data protection for endpoints

Desktops and Laptops



Remotely manage backups

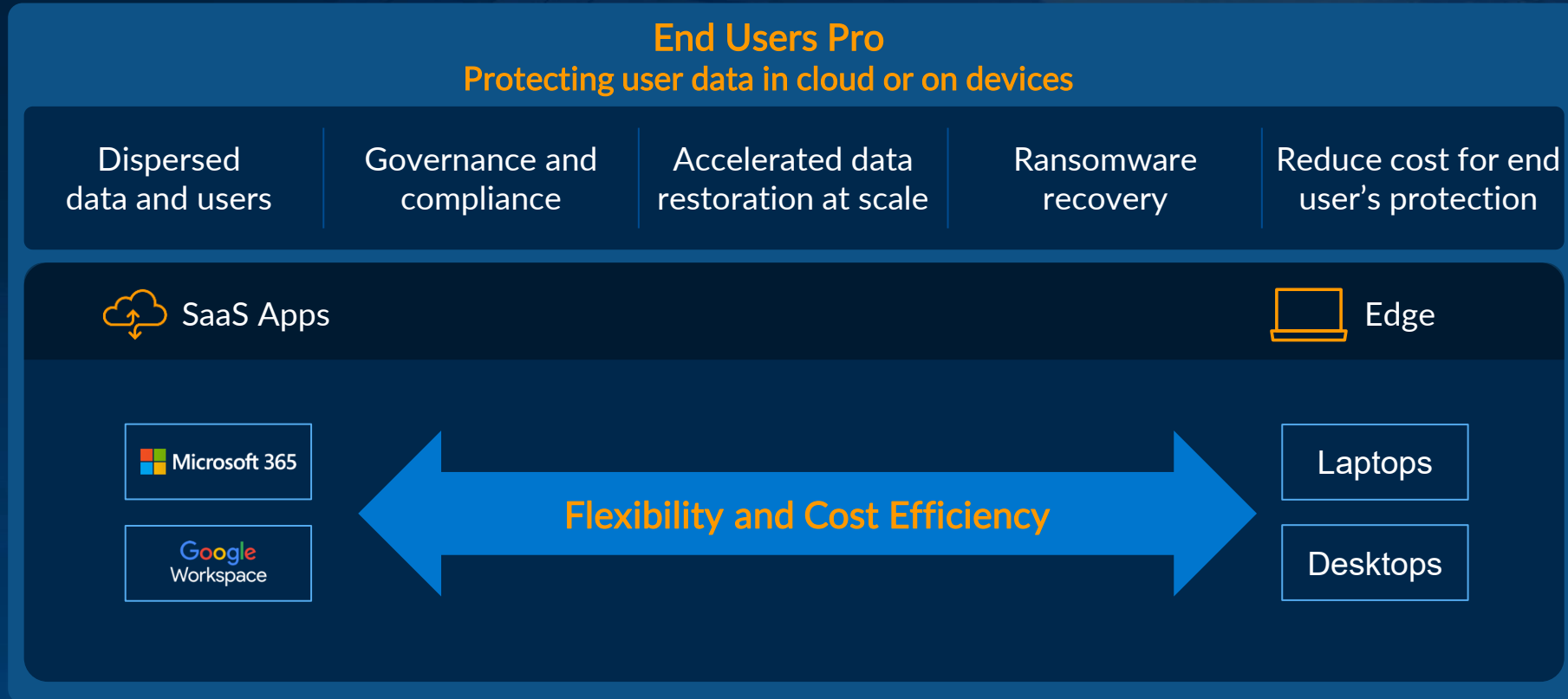


Flexible restore options including self-service restores



Reimage device content within minutes

Secure End Users in “One Offer”



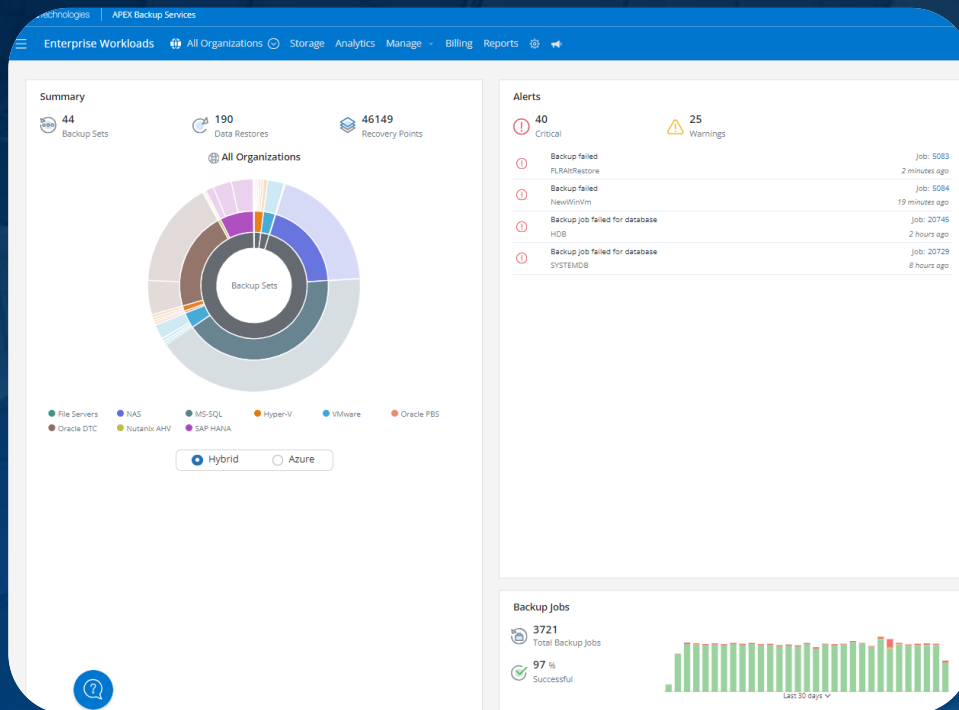
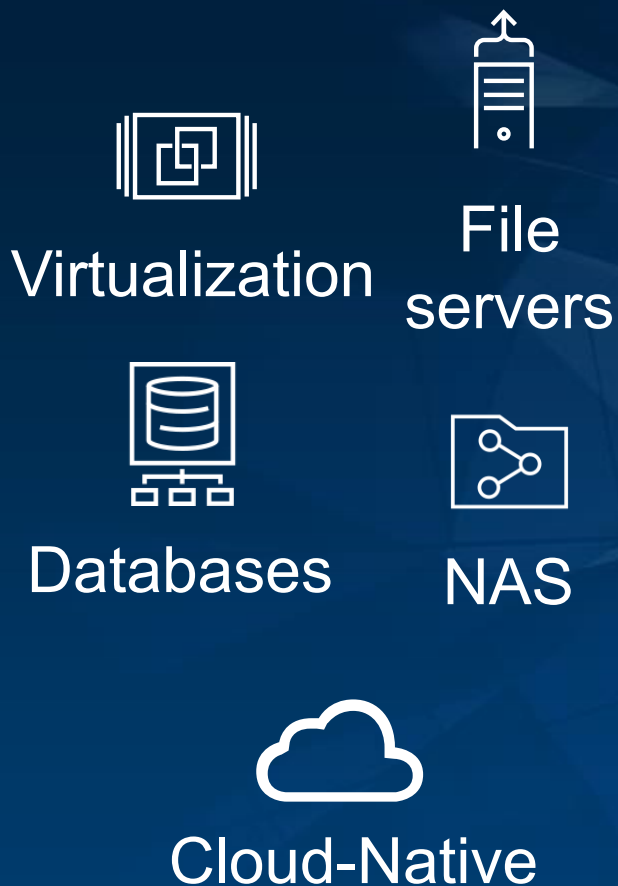
CENTRALIZED
VIEW

SECURE
BACKUP

COMPLIANCE

CYBER
RESILIENCY

Data protection for hybrid workloads



Protect apps that reside both on-prem as well as in the cloud



On-demand scale and storage efficiency



Highly resilient, end-to-end security in flight and at rest

Long-term retention

Storage insights

Reporting

Data protection for cloud-native



Isolated
backups



Ransomware
protection

Job ID	Job Type	Backup Set	Start Time
417	Backup	Filesrv-22.demo.local#bset1	Oct 23, 2023 12:01:34
416	Backup	Filesrv-22.demo.local#bset1	Oct 22, 2023 12:03:24
415	Backup	Filesrv-22.demo.local#bset1	Oct 21, 2023 12:00:36
414	Backup	Filesrv-22.demo.local#bset1	Oct 20, 2023 12:01:41



Quick operational recovery
and secure, isolated backup
for ransomware protection



Reduce storage costs
significantly by eliminating
unnecessary cross region or
account snapshot copies or
cross-cloud backup



Global visibility and control,
with simplified backup
management

Simplified
backup and recovery

Lower
storage costs

Eliminate
egress and restore costs

Dell APEX Backup Services – Cyber Resiliency

PROTECTION



Data Integrity & Availability

Ransomware is deleting backup data, destroying the last line of defense

You will always have protected backup data you can use for recovery

- Data Lock
- Air-gapped backups
- Zero trust architecture
- TOTP App/SMS-based MFA
- Encryption in-flight & at-rest
- Leverage AWS Cloud for DR



Operational Security

Attackers gain access through vulnerable backup systems

SaaS solution delivers 24x7x365 fully-managed security operations

- Vulnerability Scans
- CVE Patching & Upgrades
- Pen Testing
- Continuous Monitoring
- Controlled Developer Access



Core Ransomware Protection

New

Includes Pre-attack features & shows cyber value immediately

- Security Dashboard (Security Command Center)
- Unusual Data Activity
- SIEM Integrations
- Rollback Actions
- Security Events



Advanced Ransomware Prot. & Recovery

Recovery is a long, manual process that may not restore complete/clean data

Stop the spread and quickly recover clean, comprehensive data sets

- Quarantine
- Malicious File Scans
- Curated Snapshots
- SOAR Automation (Recovery Playbooks)

***Core & Advanced Ransomware are not supported in GovCloud**

Ransomware Protection and Recovery

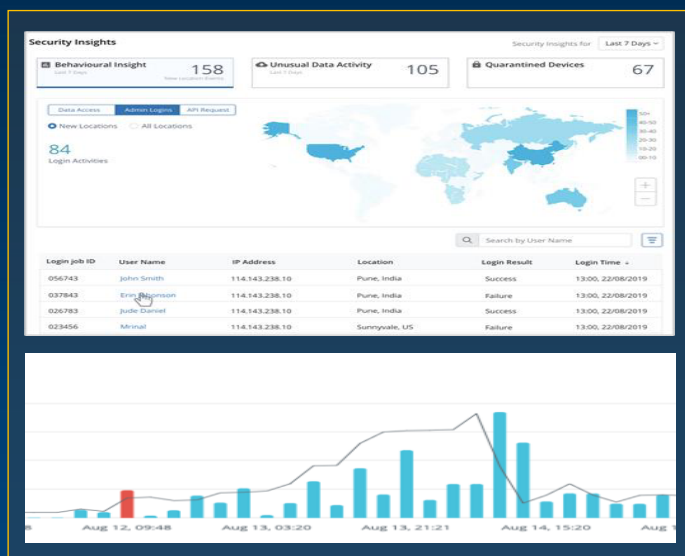
IDENTIFY



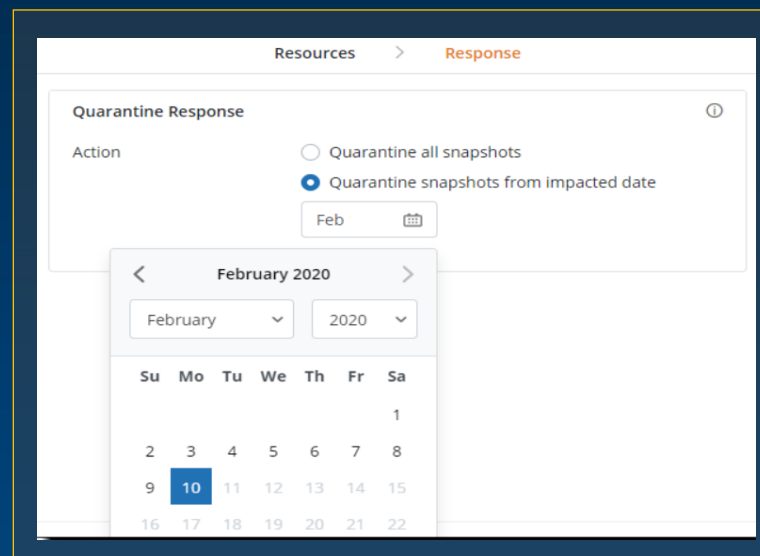
CONTAIN



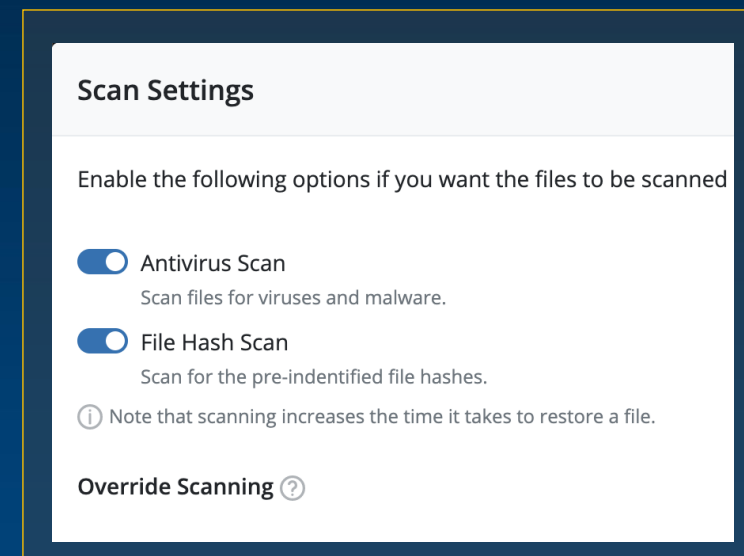
RECOVER



**Unusual Data Activity
(Core Ransomware)**
Identify anomalous data sets



**Quarantine
(Advanced Ransomware)**
Prevent Malware Spread



**Recovery Scans & Curated Recovery
(Advanced Ransomware)**
Automatically recover clean, uninfected data

Dell APEX Backup Services AI



Dell APEX Backup Services AI equips every users with the insight – and foresight – to run an efficient, robust data protection program.

Dell APEX Backup Services AI offers advice and suggestions based on user conversations and is designed to continuously improve data protection environments. The Generative AI capabilities empower seasoned backup admins to make smarter decisions while helping novice admins perform like experts.

Use cases for AI

“I am configuring the M365 app and I am global admin. I am receiving error”



Assisted troubleshooting

“Can you raise a support ticket for the file server error”



Real-time support

“How does ransomware recovery work for Amazon EC2 backups?”



Informed responses

“Show me all backup failures in the last 72 hours.”



Interactive reporting

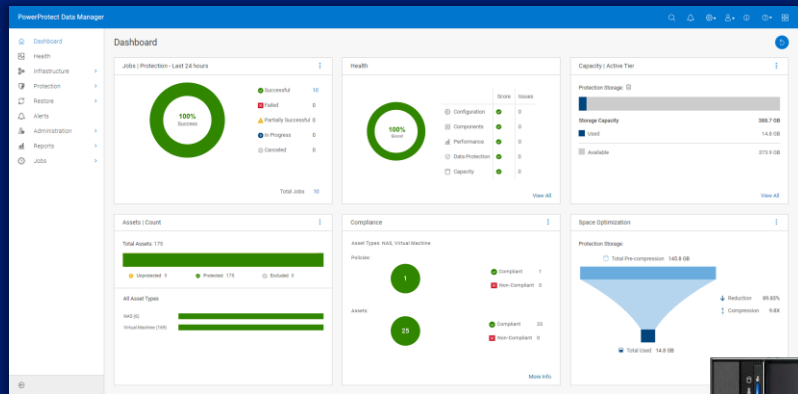
Dell Solution for AI Data Protection

Cyber resilient data protection for an AI world

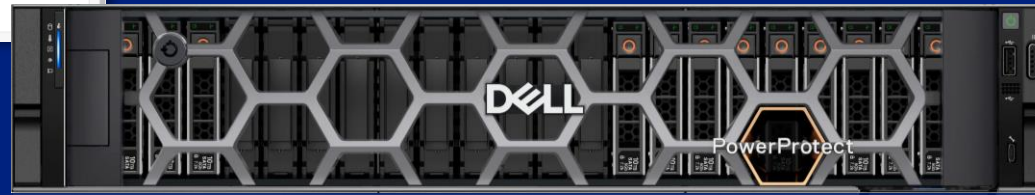
Solution for protecting AI workloads on Dell infrastructure

Speed planning and deployment of backup and recovery and cyber resilience

Achieve performance, efficiency and scale at a low cost to protect



Software and Appliances



Fast performance for modern workloads

Up to **38%**
Faster backups¹

Up to **44%**
Faster restores²

Efficient operation with low power, cost and cooling footprint

Up to **11%**
Less power³

Typically **65:1**
Data reduction⁴

1. Based on Dell internal testing compared to the previous generation, February 2024. Actual results may vary.

2. Based on Dell internal testing compared to the previous generation, February 2024. Actual results may vary.

3. Based on Dell analysis compared to the previous generation configured at maximum capacity. Savings in US dollars calculated using power consumption and thermal rating for appliances with expansion shelves and an average electricity price of \$.168 per KWH. For estimation purposes only. Actual costs will vary.

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

Dell APEX Backup Services – AWS Partnership



- ✓ Draw down on your committed spend
- ✓ Simplify your procurement
- ✓ Ability to leverage Dell Financial Services within your private offer

The screenshot shows the AWS Marketplace listing for Dell APEX Backup Services. At the top left is the Dell Technologies logo. The main heading is "Dell APEX Backup Services". To the right of the heading are two buttons: "View purchase options" (highlighted in orange) and "Save to list". Below the heading, it says "Sold by: Dell Technologies" and provides a brief description: "Dell offers scalable, secure data protection for SaaS applications, endpoints and hybrid workloads. Enforce data governance and simplify disaster recovery while reducing cost and". There is a "Show more" link and a note about "1 external review". Below this is a navigation bar with tabs for "Overview", "Pricing", "Usage", "Support", and "Reviews". The "Overview" tab is selected. The main content area is titled "Product Overview" and contains a detailed description of the service, its benefits, and a list of unique features. A "Highlights" box on the right lists three key features: protection for SaaS apps, endpoints, and hybrid workloads. At the bottom of the page, there is a call to action: "Click here for AWS Marketplace" in a yellow box.

SaaS-based data protection

Protect your data with confidence

**Dell APEX
Backup Services**

Cyber Resiliency

- | Secure SaaS-based platform for data backup, disaster recovery and cyber resilience with one unified experience
- | Deploy and protect in as little as 30 minutes
- | Built in security, ransomware protection and recovery
- | Scale as you go, in real-time
- | Wide variety of use cases

179%
Avg YoY growth¹

Over 1200
Global customers¹

Protect your data with confidence

Dell APEX Backup Services



Protect edge,
core to cloud



100%
SaaS



Deploy within
minutes



Consistent
experience



Complete
visibility



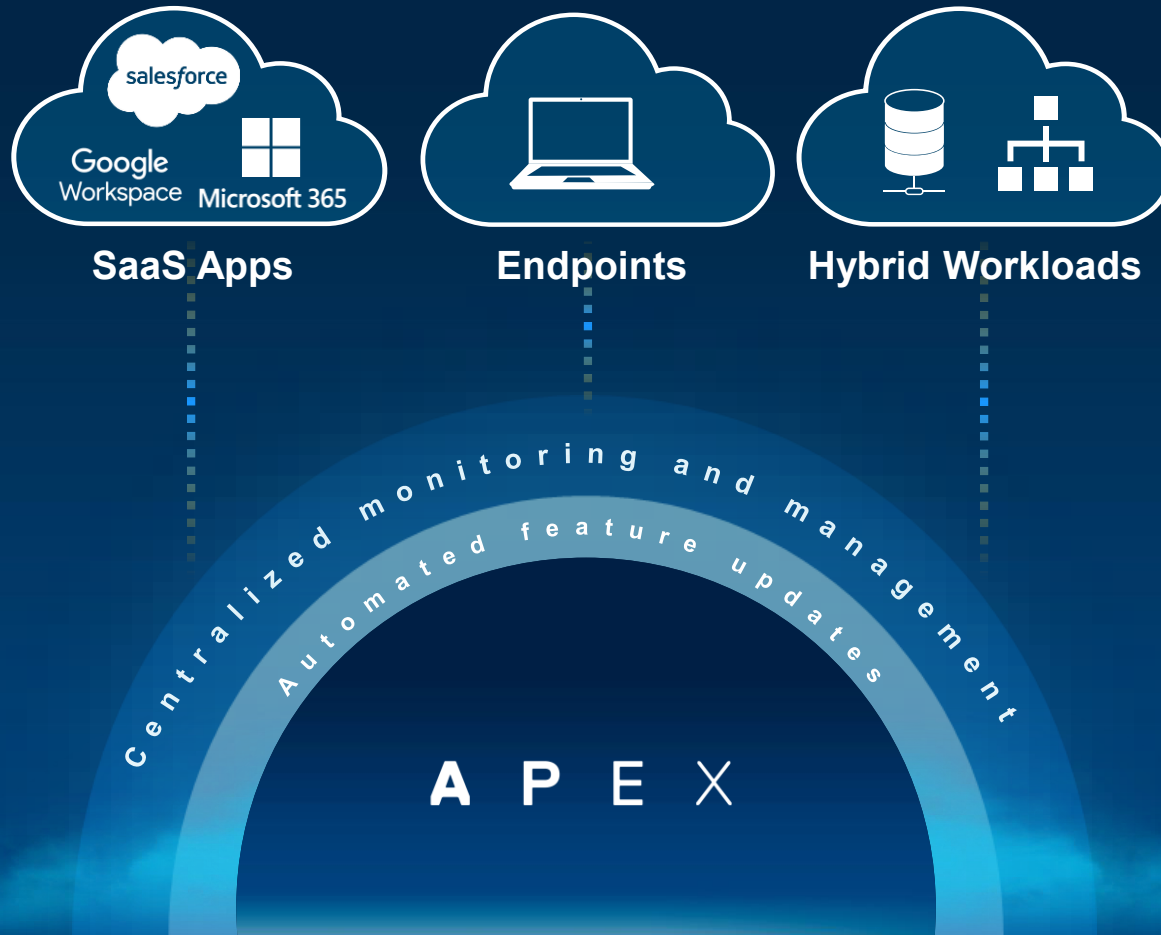
Secure and
scalable

Dell.com/APEX-Backup

DELLTechnologies

Dell APEX Backup Services

Data Protection for the Multi-Cloud Era



Protect SaaS and distributed workloads in the cloud

Focus on outcomes,
not infrastructure

All-in-one secure protection with backup, disaster recovery and long-term retention

Single console to monitor and manage all cloud workloads

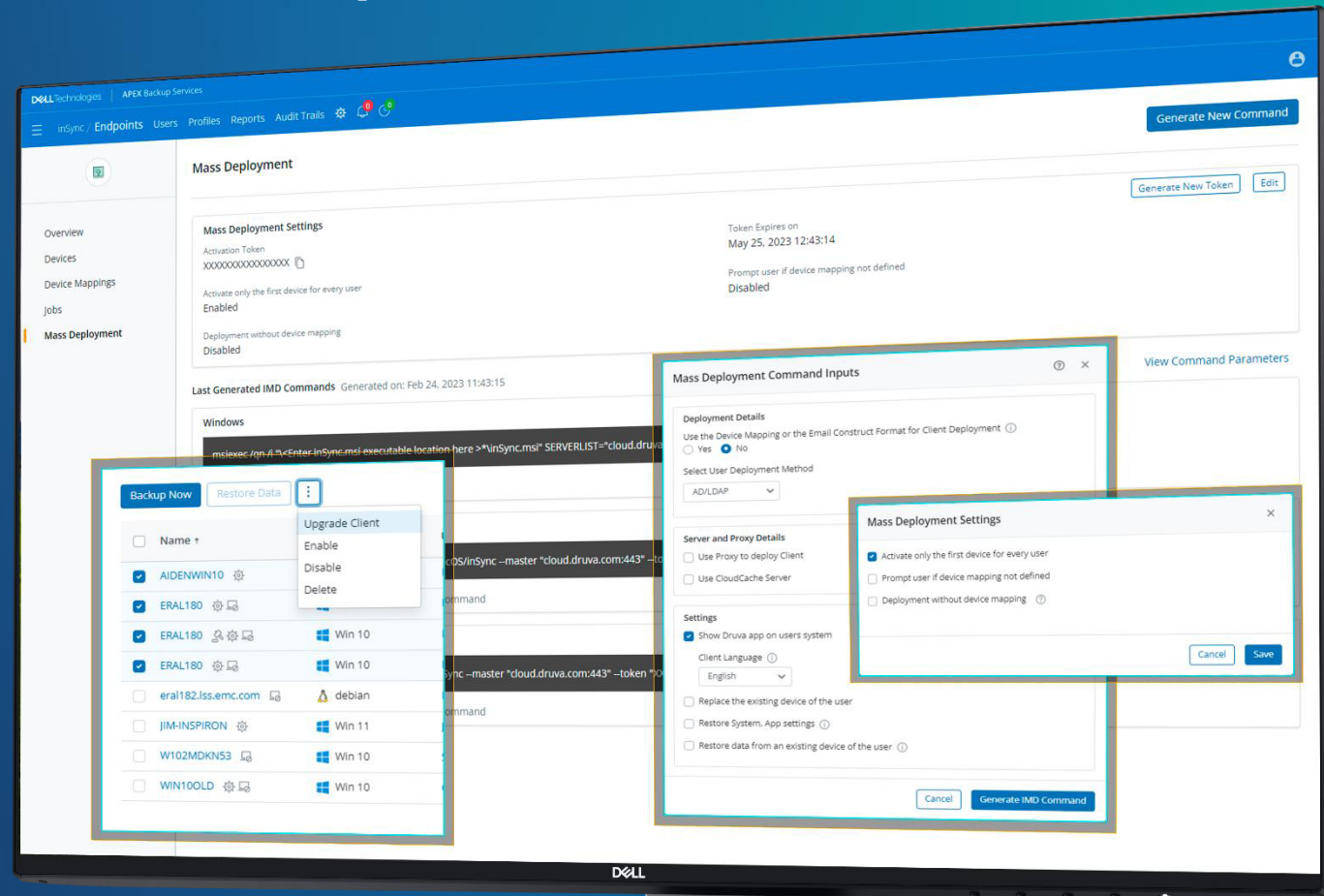
100% SaaS-based, no infrastructure to manage

Rapid time-to-value, deploys in minutes

Unlimited, on-demand scaling protects growing data volumes

Centralized Deployment & Updates

- Use Active Directory, LDAP, or Azure AD to centrally deploy protection
- Automatic deployment and configuration at endpoint login
- Custom device mapping to users available
- Protect Endpoint directly to cloud or first to CloudCache server
- Perform mass device replacement for AD, non-AD & SCIM users
- Centrally update clients & enable or disable endpoint protection



Windows



Macintosh

Dell Technologies Services

Supplementary Services for Dell APEX Backup Services

Get more out of technology starting day one

ProDeploy

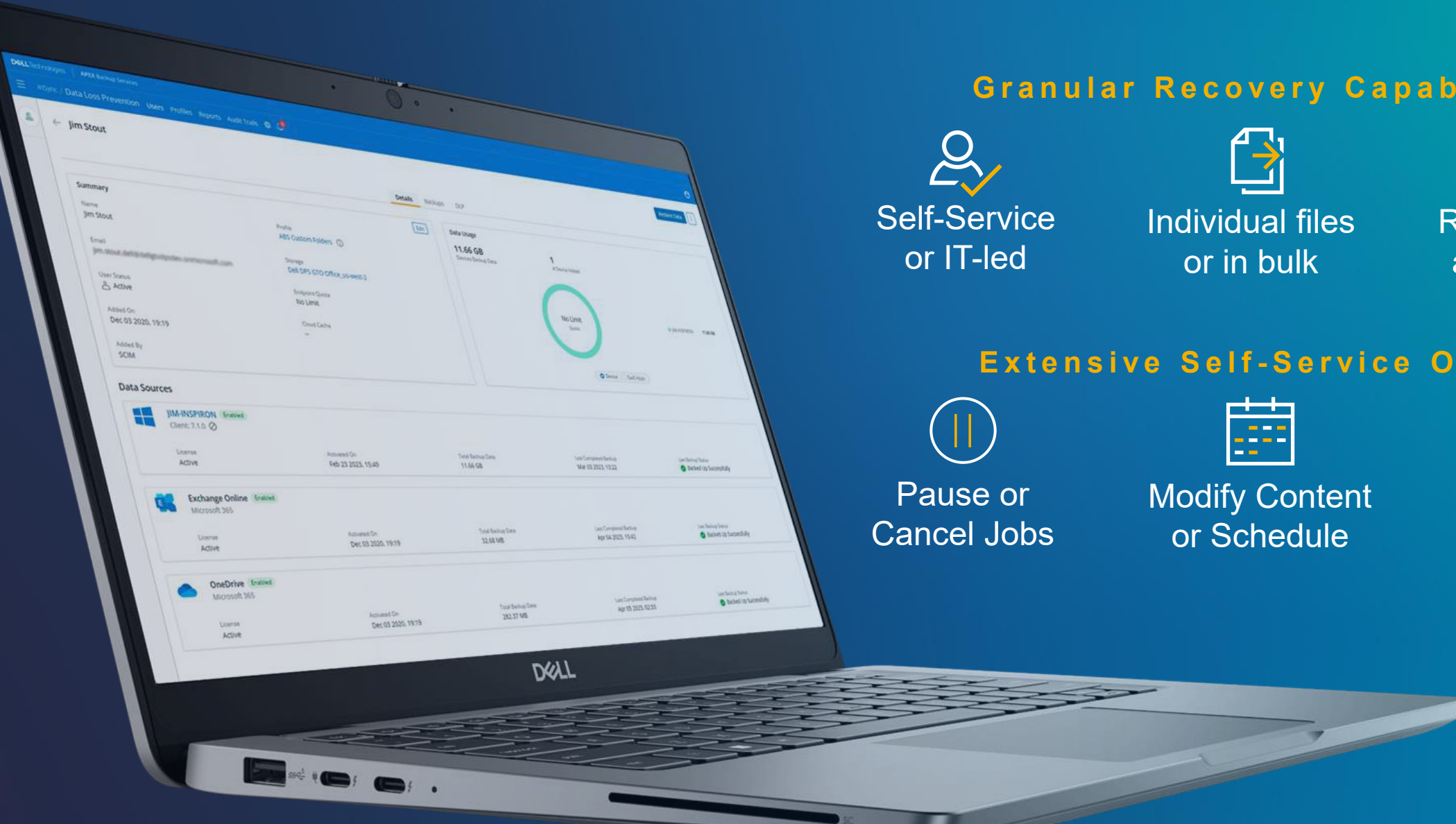
- Single point of contact for **project management**
- Implementation **planning**
- **24x7 onsite** or **remote guidance** for self-installation
- **24x7 remote** installation and system software configuration
- Project **documentation** and **knowledge transfer**

ProDeploy Plus

- **Additional features to ProDeploy, including**
- **In-region**, single point of contact for **project management**
- **24x7** installation and **always onsite** system software configuration
- **30 days** of post-deployment **configuration assistance**
- **Training credits** for Dell EMC Education Services

Faster, better deployment with less IT Effort

Granular Self-Service & Recovery Capabilities



Granular Recovery Capabilities



Self-Service
or IT-led



Individual files
or in bulk



Restore in-place or
alternate location

Extensive Self-Service Options



Pause or
Cancel Jobs



Modify Content
or Schedule

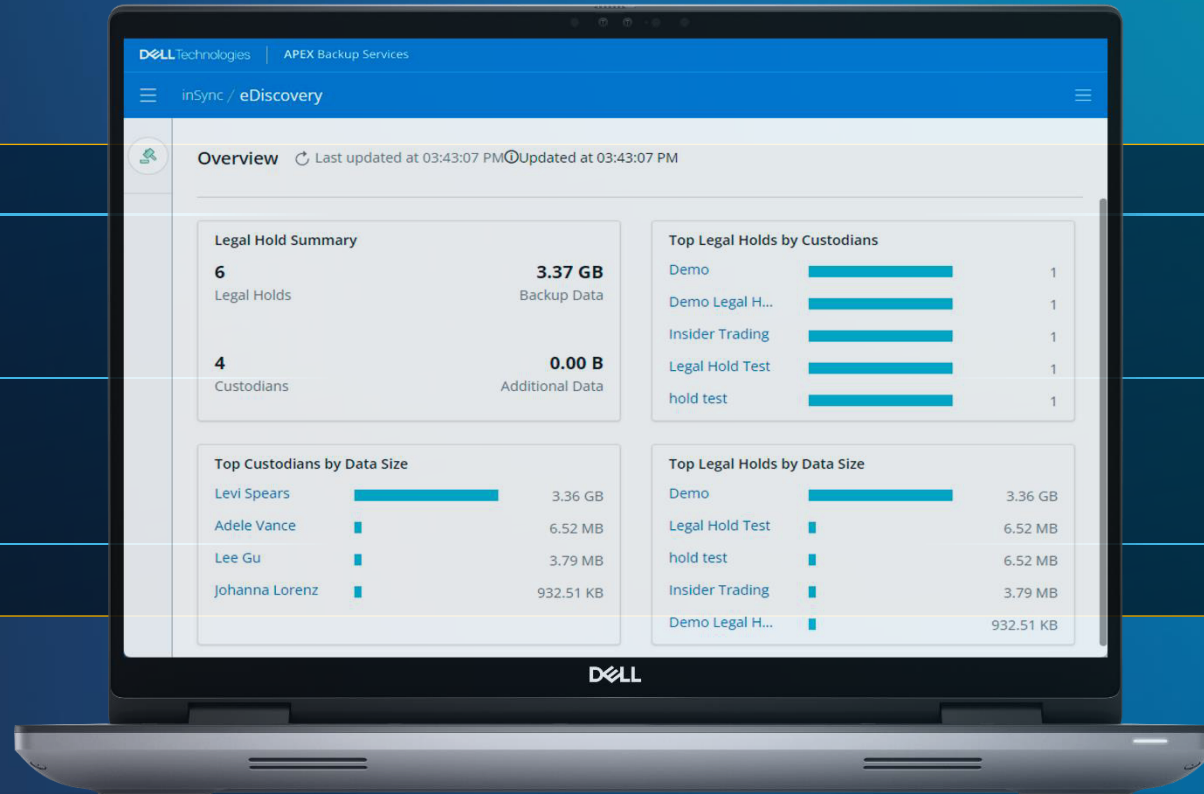


Adjust Backup
Resource Usage

Robust Data Governance Features

Legal Hold & Discovery

Automated Compliance



Federated Search

Detailed Reporting

DELLTechnologies

 Dell Technologies

A P E X

Backup Services for Salesforce

What is Salesforce?

Whatever you want it to be:

- Started as a CRM tool
- Grown into an enterprise-grade platform
- Extends past the sales department
- Build any custom functionality on the platform
- Leader in click not code development



Database

Database - organized collection of structured data

Table - stored data about a particular subject

Row - single instances of the table

Column - set of data values inside a table

Salesforce

Org - entire Salesforce instance

Objects - comparable to a table (Accounts, Contacts, Opportunity, etc)

Records - comparable to a row (single company, contact, or deal)

Fields - comparable to a column (first name, last name, phone number)

Salesforce Environments

Production

Live instance - where end user input their data

Can have multiple production orgs for different regions or business lines

Sandbox

Test environments - made for development and testing of new features without affecting the production instance

Multiple types of sandbox each with their own use case

- Full - copy of production org
- Partial - limited size 5GB data
- DevPro - limited size 1GB data
- Dev - limited size 200MB data

Salesforce Objects



Standard objects

The objects provided by Salesforce are called standard objects.



Custom objects

The objects created by customers are called custom objects,



Managed objects

A collection of application components that are posted as a unit on AppExchange

Salesforce: Data Protection Gap

Robust Solution Supports Business Resiliency



Data availability

Protect data with reliable backup and rapid recovery



Data security

Ransomware recovery from isolated immutable backup



Accelerated eDiscovery

Proactive collection, legal hold, pre-culling, admissible data



Privacy compliance

Proactively monitor and remediate violations



"You are responsible for protecting your data."

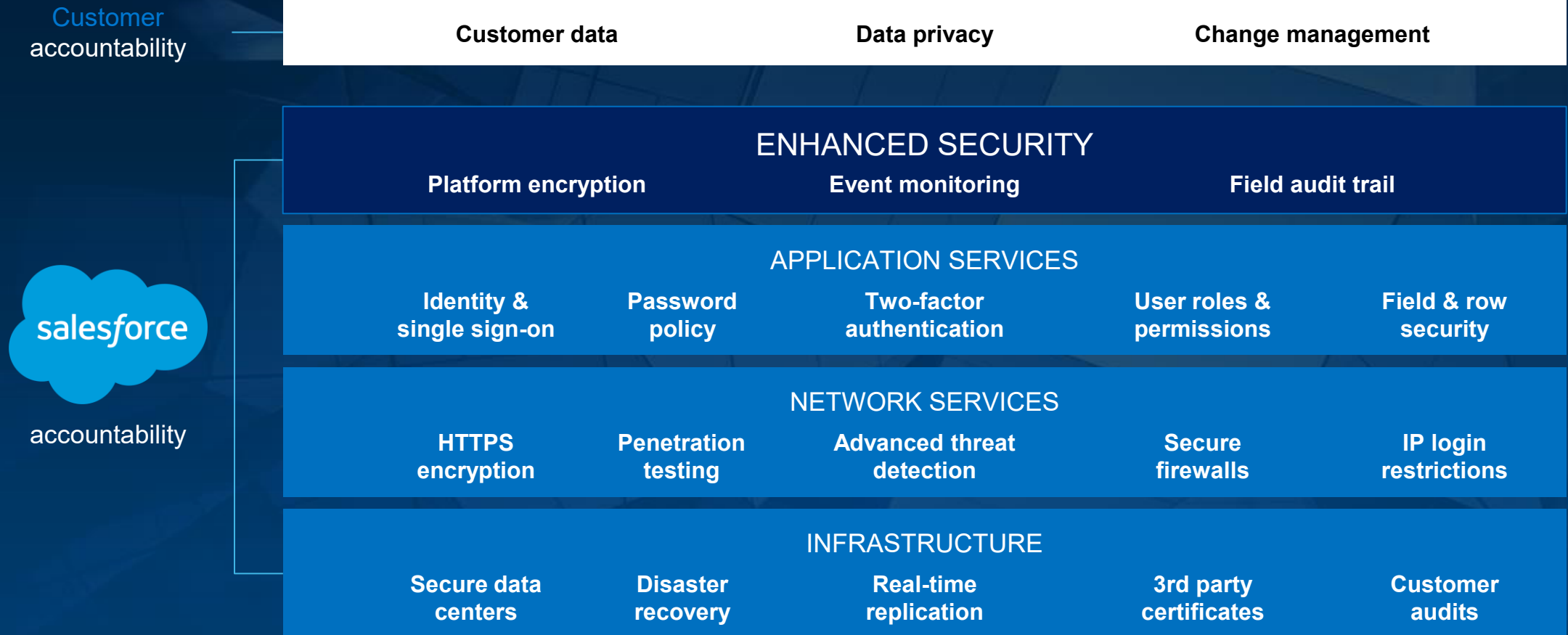


"We recommend you use a partner backup solution."



"Assuming SaaS applications don't require backup is dangerous."

Salesforce Data Responsibilities



Our advantage over Salesforce

Updates to Salesforce Backup and Restore Services

Salesforce Native Option

- Weekly Export of CSV files
- 48 hour window to download CSV files
- Security risk
- Manual process to restore
- Data only, no metadata

Salesforce Recovery Service

- Doesn't 100% guarantee full recovery
- Process takes 6-8 weeks
- Starting price is \$10,000
- Provide CSV files of records
- Customer manually restores data
- Data only, no metadata

What are the gaps?

salesforce



Challenges

- Data and metadata is not being backed up
- Users can accidentally delete records
- Reliant on restoring from Recycle bin
- Manual weekly exports to CSV files
- Complex restore process
- Meeting data privacy regulation
- Ransomware threats are on the rise



Negative consequences

- Critical records and metadata can't be restored
- Accidental deletions can't be recovered
- Recycle bin automatically deletes data after 15 days
- Data lost when overwritten during import
- Susceptible to fines for compliance
- RPO of at least a week with the weekly export
- Critical data is lost as a result of ransomware

Centralized, automated and reliable backup



Automated Daily Backups

Create daily backups of both data and metadata (with high frequency if required)



Minimize Downtime

Simple, on-demand point in time restore for entire orgs, whole objects, specific records or just a field






Comprehensive Data Coverage

Backup all standard, custom, and managed package objects including attachments, content, knowledge, and chatter

Ensure Reliable Daily Backups

Protect your data and metadata with reliable, automated daily cloud-to-cloud backups of Salesforce data.

-  **Automate daily backups** of both data and metadata
-  **Backup** all standard, custom, and managed package objects
-  **Implement** high-frequency backups



Fast, Efficient, and Granular Recovery

Quickly recover Salesforce data and restore it to any specific point-in-time, to recover from any data loss incident.



Simple, on-demand point-in-time restores of data and metadata



Fast restore entire orgs, whole objects, specific records, or just a field



Various methods of selecting records to restore




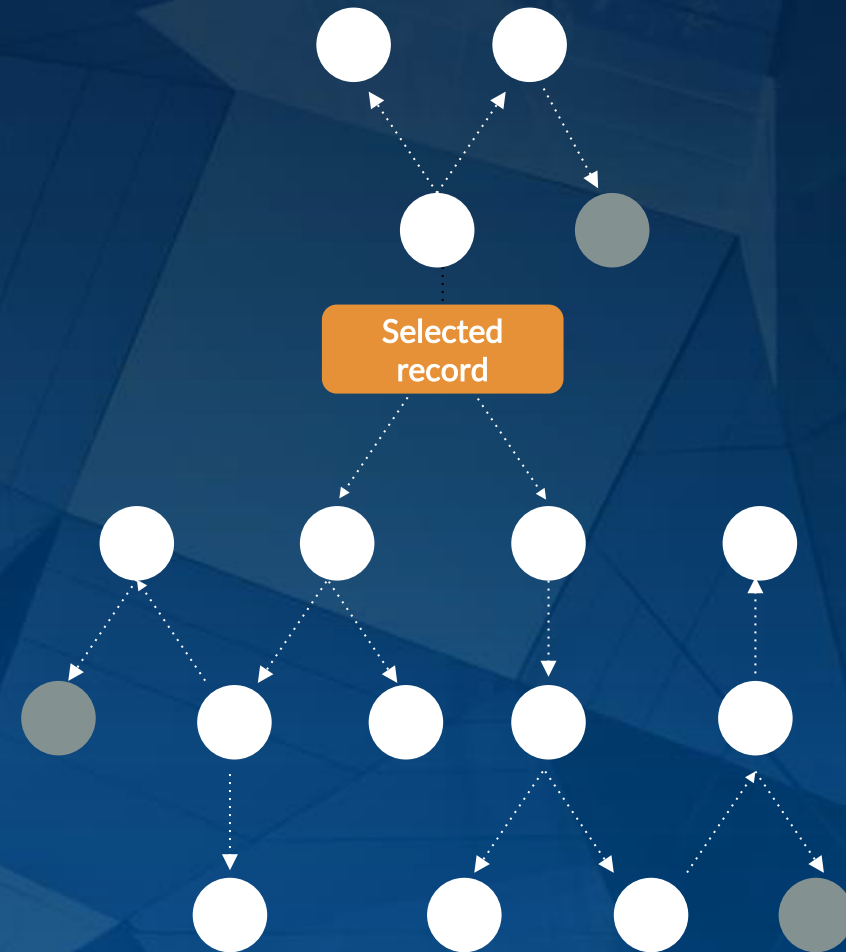
Maintain Parent-Child Relationships

Automatically discover child records to maintain relationships during the restore process. No need for scripts or manually discovering related records.

 **Maintain all relationships** during restores to prevent orphan records

 **Works infinite levels** deep down the hierarchy

 **Works with all relationships;** master-detail, lookup, circular references, junction objects



Work Smarter, Not Harder

Restore records more efficient and reduce Salesforce downtime by taking advantage of built in features.



Compare between different backup files to see the differences



Disable validations to quickly copy records without metadata running in the background



Data translations to make simple value changes



Automated, Secure Data Protection

- ✓ Award winning platform for air gapped and immutable protection
- ✓ Automatic daily backups to capture all changes in the org
- ✓ Minimize downtime with on demand, point in time restores
- ✓ Granular restore to put the exact data back into Salesforce
- ✓ Maintain relational integrity to restore the full data hierarchy



Salesforce: Archiver & Sandbox Seeding

Salesforce Archiver: Fast, Easy Removal of Stale Data

- ✓ Reduce TCO by not having to pay for additional storage
- ✓ Eliminate performance degradation as you near storage limits
- ✓ User defined long term retention to meet compliance requirements
- ✓ Simple and quick restore with relational integrity to unarchive data



Salesforce Archiver: Safely, Securely Remove Old/Stale Data

Delete stale, unused data to stay under storage limits and keep platform performance high.



Scheduled cadence for automatic archival every day, week, or month



Customize criteria to archive exact records for selected objects



Unlimited retention to maintain compliance

New Archiver Set

✓ ✓ Archival Content

Select Archival Content

Search Object

Selected Objects

Account

Account

Define Query

Basic Advanced

Archive When

All Condition are met

Records Limit

1000

Field Name

CreatedDate

Operator

Older than

+ Add Condition + Add Group

SOQL Query

Select Id From Account where CreatedDate > L

Exclude Fields

Unarchive Records Back into SFDC

Restore any records back into Salesforce that need to be accessed by users again.



Select individual or subset of records to be unarchived



Preserve relational integrity by restoring child records infinite levels down the hierarchy



Disable metadata for faster unarchiving with less errors

New Archiver Set

✓ ✓ Archival Content

Select Archival Content

Search Object

Selected Objects

Account

Account

Define Query

Basic Advanced

Archive When: All Condition are met Records Limit: 1000

Field Name: CreatedDate Operator: Older than

+ Add Condition + Add Group

SOQL Query

```
Select Id From Account where CreatedDate > L
```

Exclude Fields

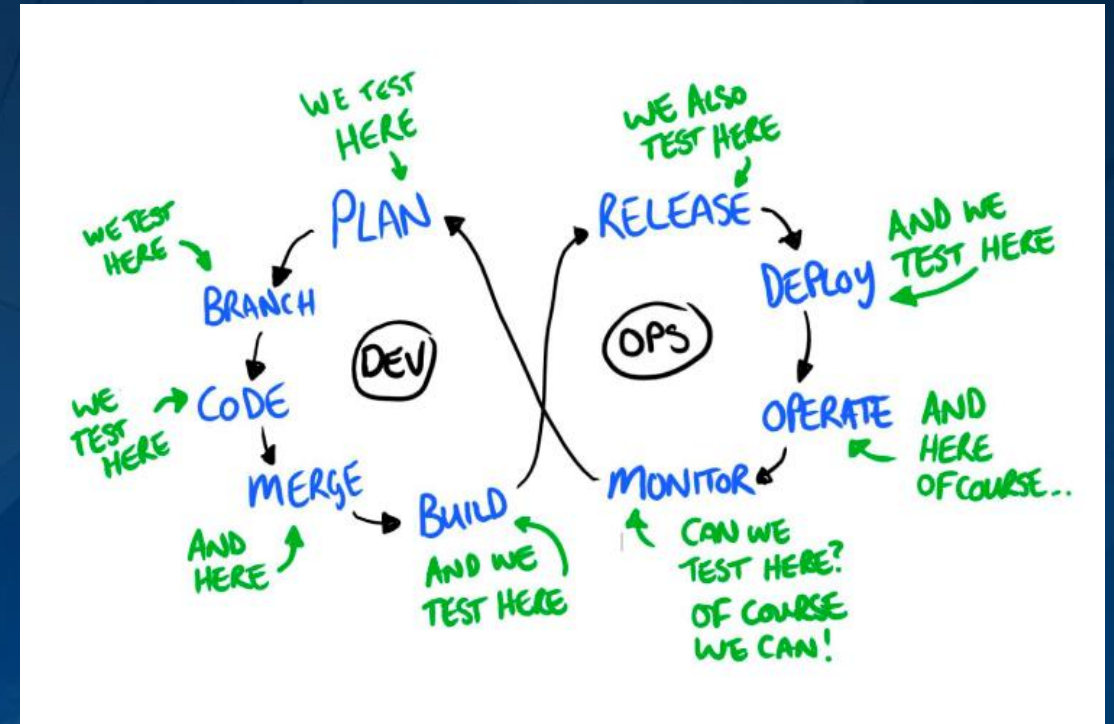
Salesforce Sandbox Seeding: Test Early and Often, Continuous Testing in DevOps

Estimated that testing takes 20 - 40% of the development timeline

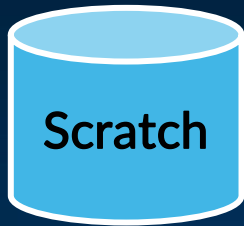
- Increase in number of tests
- Demand for test environments
- Manual time to setup environments

Effects of bad testing on the development process

- Longer lead times
- Fewer deployments
- Higher change fail percentage - negative impact on users
- Increased development cost



Salesforce Sandbox Types



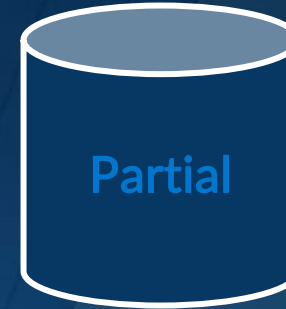
Data Storage:
200MB
7 day lifespan
No metadata
No data



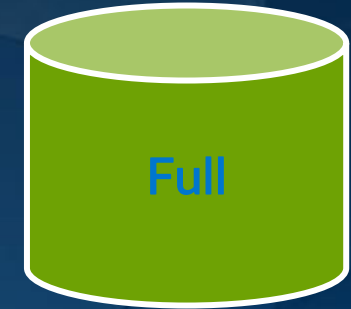
Data Storage:
200MB
Refresh Interval:
1 day
Metadata included
No data



Data Storage:
1GB
Refresh Interval:
1 day
Metadata included
No data



Data Storage:
5GB
Refresh Interval:
5 day
Metadata included
Limited, non-
relational data



Data Storage:
Match Prod
Refresh Interval:
29 day
Metadata included
All data matching Prod

Salesforce Sandbox Seeding: Next Level, Reliable Test Data

- ✓ **Automatically discover related data** to include with your data seeding
- ✓ **Eliminate repetitive tasks** needed to create reliable test data
- ✓ Drive efficiency with **predictable sandbox seeding**
- ✓ **Test faster** and with greater confidence by reducing the time to prepare sandboxes
- ✓ Improve speed/time to market with **faster dev cycles**



Salesforce Sandbox Seeding: Easily Copy Data to Any Sandbox

Copy subsets of data between any environments in Salesforce for more accurate testing and better development.



Template based for easy reuse with all sandboxes



Copy all standard, custom, and managed package objects



Multiple methods to select dataset



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Backup Services for Microsoft 365

Challenges with Microsoft's protection of M365

Data loss

- Challenges with retention policies
- Limited recovery options
- Data loss through accidental deletion and data corruption

Insider threat

- Cannot automatically differentiate between normal vs. anomalous actions
- Scope of data loss unknown

Ransomware

- Backup data resides on same network as customer data
- If data is encrypted because of ransomware, there is no recovery path available
- Native security controls have low success rate in detecting ransomware attacks

Dell APEX Backup Service for Microsoft 365



Data security across the Microsoft ecosystem



APEX Backup Services support for Entra ID

An essential addition to our suite of supported
Microsoft workloads

Microsoft Entra ID

New!



Azure



Microsoft 365

Simplicity. Security. Savings.

APEX Backup Services



Microsoft Entra ID

100% SaaS, Fully
Managed Solution

Complete Data
Security for Entra ID
Objects

Go Beyond Basic
Object Recovery

Object Comparative
Restores

Centralized backup and administration



Scheduled and on-demand



Reporting



Compliance

Restore options for all loss scenarios



Self-service



IT-lead



Point-in-time

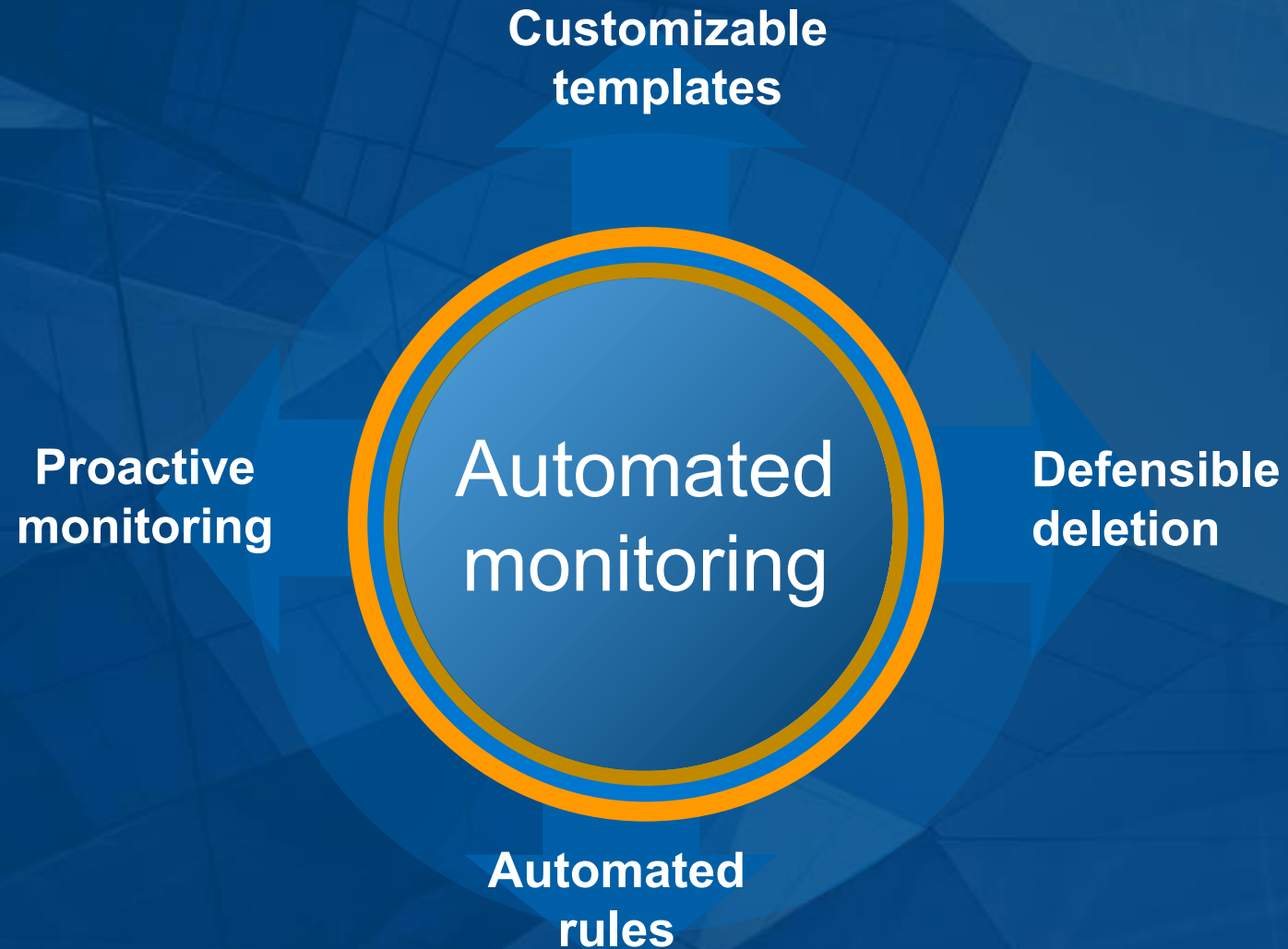


Granular
and bulk

eDiscovery



Compliance



Federated Search



Global metadata search across workloads



Endpoints



Files



Email



SharePoint Online



Why Dell APEX Backup Services for Microsoft 365

Centralized management

- Protect all of your workloads from a single dashboard including Exchange Online, SharePoint Online, Teams and OneDrive

Consistent experience

- Configure and automate backup policies: retention, frequency, profiles
- Granular and flexible recovery experience for admins and end-users
- Visibility and monitoring

Ransomware

- Backup data is isolated from the corporate network
- Point-in-time recovery
- Data immutability

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A P E X

Backup Services for Endpoints

Key use cases for endpoint protection

Device and data protection



Device loss
and theft



Deletion and
corruption



Data Loss
Prevention



Ransomware



eDiscovery



Compliance



OS
Migration



Device refresh

Security

Governance

Lifecycle management

Why APEX Backup Services for Endpoints

Comprehensive platform	<ul style="list-style-type: none">• Single platform protects & governs broadest workloads
Trusted, reliable	<ul style="list-style-type: none">• Ransomware protection - data isolation & immutability• Security & privacy standards, encryption, Gov Cloud/Fed Ramp
More value from backup data	<ul style="list-style-type: none">• eDiscovery - reduce cost and time to value• Compliance - centrally monitor and address violations• OS migration and device refresh - save costs and time
Simple experience by design	<ul style="list-style-type: none">• Setup within minutes• Single dashboard across workloads
Reduce TCO	<ul style="list-style-type: none">• No hardware or software install/maintenance, bi-weekly updates• Auto scaling, no capacity planning or cluster management• Manage and use anywhere. No impact on WAN or VPN traffic

Data Protection for Endpoints

Rapid Deployment



Desktops



Laptops

Recovery From
Loss or Theft

Enable Device
Refreshes

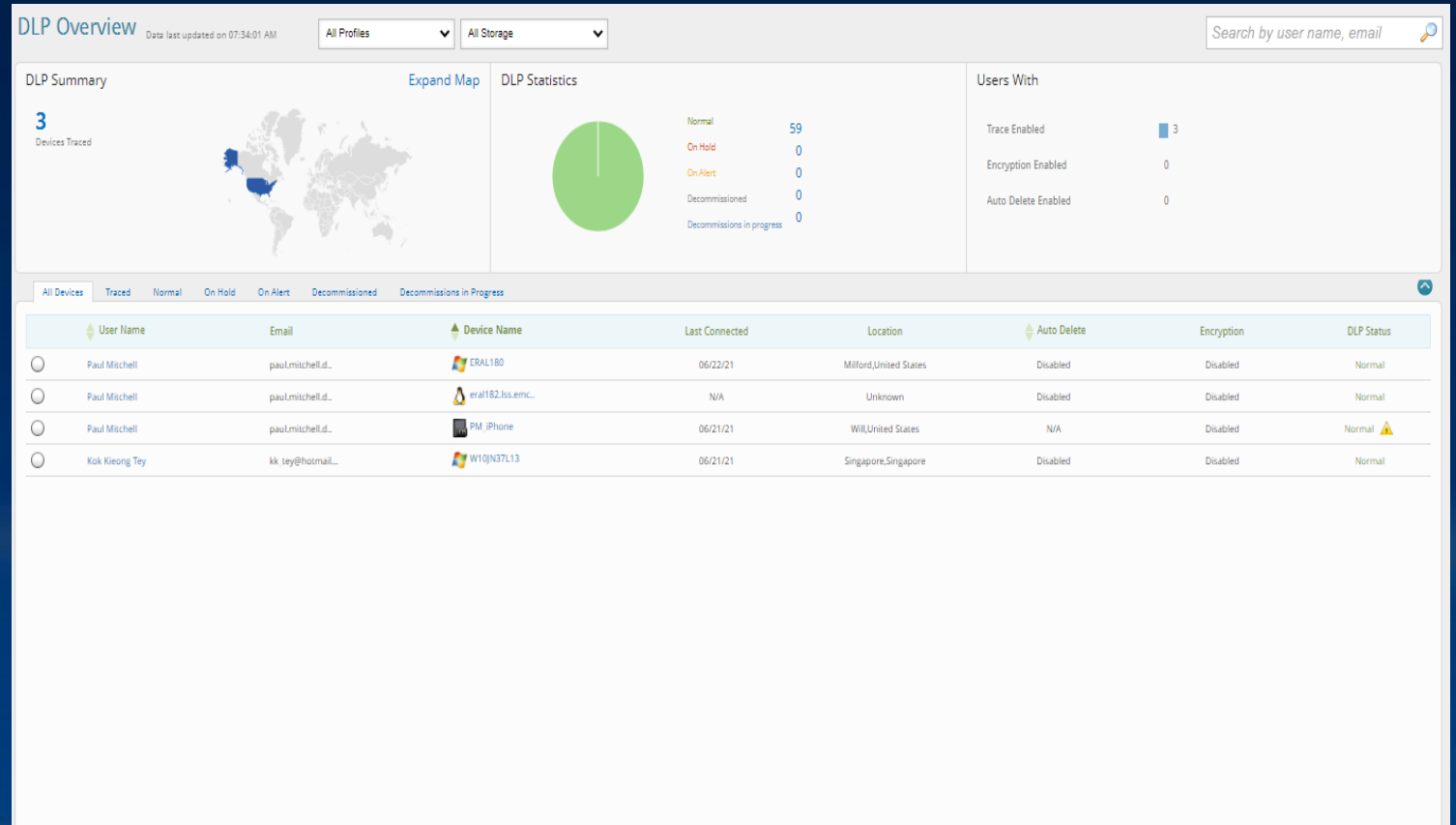
Simplify OS
Migrations

Flexible Restore
Options

Data loss Prevention (DLP)

Contain data leaks and compliance exposure from lost or stolen devices

- Global visibility for devices, risks and actions
- Remote-wipe, encryption or auto-delete
- Global geo-tracking



Device lifecycle

Save costs, never lose data

- Cut costs and reduce OS migration and device refresh cycles
- Automate device content recovery, post migration or refresh
- Reimage entire device content to new or original device, in minutes
- Minimize end-user disruption and productivity hit
- Eliminate risk of data loss during migration and refresh processes

Flexible setup and configuration

- Integrated mass deployment agents for AD GPO, SCCM, Casper
- Streamlined device provisioning, user onboarding/offboarding, user management and profiling and single sign-on support via Okta, SAML, ADFS
- Controls for bandwidth mgmt, security, compliance, and regional data privacy
- MDM integration: MobileIron, VMware AirWatch, IBM MaaS360

DELLTechnologies

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