Dell EMC Delivers New Levels of Data Protection Performance, Governance and IT Management for VMware Environments
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Dell EMC Data Protection Portfolio Streamlines Protection and Management of VMware Workloads with Extensive Automation, Hypervisor Direct Data Path and Cloud Protection

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News Summary

- New features, extensive automation and native integration of Dell EMC Data Protection portfolio with VMware will help customers simplify IT administration, increase transparency across operations and execute automated data protection and governance in VMware environments
- Software defined architecture enables extensive automation and more efficient backups and recoveries, making it easier and more cost effective to support diverse applications and scale to more VMs
- Dell EMC Data Protection Suite for Applications speeds backups for VMware virtualized mission-critical, high IO workloads; provides data protection and application consistency and enables greater self-service to application owners while retaining governance and oversight by IT
- Dell EMC Data Protection the first VMware partner for providing backup and recovery for workloads running in VMware Cloud on Amazon Web Services

Dell EMC today announced transformational data protection capabilities designed to help enterprises streamline IT management and data governance for VMware environments. Architected for the modern, software-defined datacenter (SDDC), Dell EMC data protection offers comprehensive application support, along with extensive automation, and integration with VMware vSphere, to streamline and manage backup and recovery operations. New today is a major new release of Dell EMC Data Protection Suite for Applications, now delivering unparalleled data protection performance for virtualized, mission critical applications.

As datacenters move toward becoming modernized and software-defined, their success hinges on the ability to simplify, lower costs and increase the scale of data protection in a cloud-centric world. The software defined architecture of Dell EMC data protection solutions enable this by providing automation of data protection workflows for VMware for simpler and more cost effective scaling. Dell EMC's data protection portfolio also includes native integration with vSphere, which empowers VMware admins to manage data protection directly within the vSphere user interface, offering simplicity and time savings and ensuring that all VMs are protected when spun off, freeing up backup and IT admins from routine data protection tasks

while still providing them with oversight and governance. This level of cohesion, transparency and automation is critical to ensuring simplicity and performance for backup and recovery in VMware environments.

"Dell EMC is a recognized leader in data protection," said Rajiv Ramaswami, chief operating officer, Product and Cloud Services, VMware. "As we enable our customers to deploy applications across private and public clouds and extend to the edge, we are pleased to partner with Dell EMC to enable our mutual customers' data to be seamlessly protected with the ability to lower TCO and minimize operational overhead."

With a modern architecture delivering comprehensive automation and extensive native integration with VMware products, the Dell EMC Data Protection portfolio can help enterprises meet the VMware virtualized workloads challenges head-on, ensuring these environments are protected by the industry leader in enterprise backup and recovery solutions.

Dell EMC Data Protection Suite for Applications

This major new release of Data Protection Suite for Applications addresses technological and operational challenges associated with protecting large, fast-changing, virtualized mission-critical databases. It can deliver up to 5x faster backups over traditional methods with the introduction of a new data path direct from the VMware hypervisor to Dell EMC Data Domain, while automating data protection processes. Application and database owners can now have self-service data protection capabilities for applications and databases from within their native GUI tools while remaining fully compliant with governance, SLOs and oversight of the IT data protection regime for SQL and Oracle databases.

Data Protection Suite for Applications non-disruptively discovers copies across the enterprise, helping customers gain consolidated oversight of what already exists in the environment and automating protection SLO compliance. Non-disruptive discovery maintains self-service by enabling storage administrators and database administrators to continue creating copies from their native interfaces instead of inserting a solution into the copy data path, and fully within the governance, SLOs and oversight of their IT data protection policies.

Empowering application owners with the ability to use native tools within their applications provides the control they desire, including the ability to set, monitor and enforce SLOs. Dell EMC enables customers to reduce administrative overhead by decreasing the proliferation of uncoordinated backup copies at multiple layers of the stack by multiple backup and admin roles.

Dell EMC is also the first VMware partner for providing backup and recovery for workloads running in VMware Cloud on Amazon Web Services.

In addition to the Dell EMC Data Protection Suite for Applications, Dell EMC offers extensive support for converged infrastructures with optimized data protection for Dell EMC VxRail Appliance (hyper converged infrastructure) with Dell EMC Data Protection Suite for VMware and Data Domain Virtual Edition. Dell EMC also offers support for all phases of a customer's journey to the cloud with long-term retention and disaster recovery in the cloud and protection of workloads in VMware Cloud^{TM} on AWS.

"Dell EMC's belief that 'architecture matters' continues to fuel our innovation and drive to provide leading automation, integration and protection for VMware environments at a low cost," said Beth Phalen, President, Data Protection, Dell EMC. "With these new announcements – protection of mission critical workloads on VMware and workloads in VMware Cloud on Amazon Web Services – we are helping our customers ensure their business won't be stopped, no matter what part of the extended enterprise their data resides. This is great news for VMware admins and application owners who can ensure the right level of protection for their workloads within the familiar tools they use across the desktop, the data center and in the cloud."

Availability

- Dell EMC Data Protection Suite for Applications will be available in Q3 CY2017 with support for Oracle available in Q4.

Additional Resources

- Infographic

- [Data Protection for VMware Solution Brief](#)
- [Dell EMC Delivers Next-Generation Data Protection for VMware Designed for the Modern, Software-Defined Data Center](#)
- [Transformational Data Protection for Virtualized Mission-Critical Applications](#)

Customer Quote:

Mark Wiseley , Sr. Director of IT, Palmer College of Chiropractic
"With Dell EMC and VMware, we were able to virtualize practically all of our environment while still being able to meet increasingly tighter backup windows resulting from our growing number of virtualized applications and databases."

Analyst Quote:

Jason Buffington, Principal Analyst, Enterprise Strategy Group
"Even in 2017, reliable and agile protection and recovery of virtualized environments continues to be daunting. Many of the virtualization-protection challenges comes down to fundamentally not being designed with a highly virtualized infrastructure in mind. DellEMCs approach, including but not limited to their smart rearchitecting of how protection data is captured, transmitted, and stored, should exceed both the vAdmin and the backup admin's expectations on usability and assured outcomes – without the complexity that often plagues legacy attempts to meet these challenges."

About Dell EMC

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions. Dell EMC services customers across 180 countries – including 98 percent of the Fortune 500 – with the industry's most comprehensive and innovative portfolio from edge to core to cloud.

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Contacts: Megan Lane, 781.426.6382, megan.lane@dell.com
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