

Dell EMC  
General Battlecard



# Dell EMC Backup Solutions Competitive

## Use Case Coverage



Target Storage



Data Protection



Cloud



Files



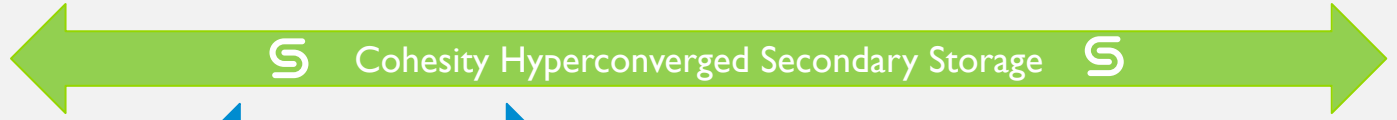
Object



Test & Dev



Analytics



## High Level Comparison



Unlimited scale



Global Search



Global variable length dedup



Non-disruptive upgrades



Encryption



Instant Mass Restore



Cloud Integration



Unlimited snaps & clones



SW defined



QoS & multi-tenancy



Target Mode



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\*\*\*\*\* | 100% Functionality; \*\*\*\* 90% functionality; \*\*\* 50% functionality; \*\* Minimal Functionality; \* Not supported



# Dell EMC Competitive Battle-card

## Questions to Ask

- a) Typically there is 5x as much data in secondary as primary storage. How are you thinking about your other workloads beyond backup... like files and objects? Are you certain that you've got the best solution for this vast amount of data?
- b) How many workloads would you restore at any given point? Do you want the backup solution to be able to instantly restore at scale?
- c) How much time does it take for you to upgrade the software on your backup infrastructure?
- d) What do you use as the target storage for backup? Do you end up buying more than what you need? Do you have to do forklift upgrades at the end of your storage lifecycle?
- e) If you need to add an additional backup target, do you have to store new copies of blocks held on the original target?
- f) Are you confident you're getting the best TCO for data protection?
- g) Do you want to get back some time in your day by simplifying how secondary data is managed in your environment?
- h) Do you want to easily track, search, and analyze your data?

## Key Objections/FUDs

**Backup isn't Cohesity's primary focus?** Backup has been Cohesity's primary market to date, but has greater vision: Cohesity dramatically lowers TCO when all secondary storage functions are combined.

**Cohesity is a startup, not ready for enterprise?** Cohesity has hundreds of enterprise customers; Cohesity has a market capitalization of over one billion dollars; Cohesity is the category creator and leader for hyperconverged secondary storage; "the Nutanix of secondary storage," with a common founder.

**Only Dell EMC provides Data Invulnerability?** EMC trademarked "invulnerability architecture" but Cohesity does all the things in EMC's whitepaper, *plus* protects against shelf failures and *all* ransomware attacks through immutable snapshots that not even proxies can alter.

**Source-side dedupe is critical for all environments?** Cohesity has source-side dedupe on Windows. In general, with changed block tracking and modern LANs, why burden the application servers with dedupe when you can have scalable computing in the backup system?

**Modern backup vendors don't support UNIX backups that are important for the Enterprise?** – Cohesity supports both Linux and AIX. For other UNIX versions, customers can use Cohesity's NAS adapter to backup the data.

## Key Pitfalls to avoid

- Breadth of OS and application support (co-exist until we complete the customer's whole list)
- Host-side dedupe across all platforms (not just Windows) – not an issue with today's networks.