

**Quantum.**

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**Sales Tool**

***Summary DXi Sales Messages—November 2009***

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<p>The DXi6500 is a family of pre-configured disk backup appliances that provides simple and affordable solutions for user backup problems. They provide disk-to-disk backup and restore performance with all leading backup applications using a simple NAS interface, and they leverage deduplication technology to reduce typical capacity requirements by 90% or more to reduce costs. For DR protection, the DXi6500 models replicate encrypted backup data between sites using global deduplication to reduce typical network bandwidth needs by a factor of 20 or more. Direct tape creation is a Series feature with support that includes the Symantec OpenStorage (OST) API. With all software licenses included in the base price for all models, the DXi6500 provides affordable protection for a broad range of sites, whether users are protecting 2TB or primary data or more than 30TB.....</p>	
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## Introduction

This document contains summary DXi sales message information for use in a variety of sales situations.

## DXi®-Series Elevator Pitch

The *DXi-Series* is the first deduplication solutions family to offer the flexibility to give optimal business value across a full range of user environments, including virtual server storage systems.

The DXi-Series lets users match different deduplication methods with different backup tasks to maximize both performance and disk resource utilization to solve backup problems more effectively, and to reduce costs.

It offers a range of products to support both distributed sites and corporate data centers and to link them in a consolidated, end-to-end data protection architecture that includes both disk and tape, and that is supported with common management and service.

## Primary Value Proposition Summary

The DXi-Series solutions:

- Dramatically increase the power of disk to support backup, data retention, and disaster recovery, extending the benefits of data deduplication across the entire enterprise and reducing users' overall data protection costs.
- Allow end users to reduce the disk needed for backup and restore by 90% or more, increasing performance and reliability while reducing demands for rack space, power, and cooling.
- Reduce bandwidth requirements for data transfer by 90% or more, making fully encrypted replication a practical DR protection tool, reducing the need for removable media, and enabling secure, centralized tape operations.
- Save management time and improve data protection by giving users the right features for each backup environment. Appliances for edge sites and midrange environments feature easy to install NAS-optimized operation, simplified operation, and base pricing that includes all licenses. Systems for the data center are powerful, flexible, and scalable and include direct tape creation. All systems easily link together for Enterprise-wide protection, and the Series works effectively with all leading backup applications, including Symantec's OpenStorage API (OST) for application-aware replication and direct tape creation in select models.
- DXi systems feature VMready design, providing powerful deduplication and automated DR for virtual environments, and all include esXpress, backup software for VMware with every model.
- Give users a comprehensive data protection solution set by providing unified management, advanced professional services, and industry-leading support for the entire backup solutions set—disk, tape, replication, encryption—from the global leader in backup, recovery, and archive.

## Short Descriptions

### *DXi-Series*

Quantum's DXi-Series provide the first disk-backup solutions to extend the power of data deduplication across the Enterprise and integrate it cost-effectively into a complete backup solutions set.

### ***DXi2500-D***

DXi2500-D is the deduplication and remote replication appliance that provides secure, low cost backup and fast, certain restores for small and medium businesses and for remote offices in distributed sites. DXi2500-D solutions provide disk backup and restore performance, using Quantum's deduplication technology to reduce capacity needs by 90% and supports all leading backup applications, including Symantec's OST interface. For off-site protection, encrypted backups replicate to a central site where DR management and tape operations are centralized on DXi6500 or DXi7500 systems. The end result is better protection, reduced management, and lower costs.

### ***DXi3500***

The DXiDXi3500 is easy-to-use data deduplication appliance designed for smaller data centers. It reduces disk and network requirements by 90% or more to lower disk backup costs and make remote replication a practical DR tool. Easy to install and manage, DXi-Series appliances offer flexible interface options, including NAS, VTL and mixed presentations, along with Fibre Channel and iSCSI connectivity. The DXi3500 appliances can be linked to other DXi models to create a consolidated multi-site backup and retention environment that combines disk, tape, and replication, all with common management and unified service and support.

### ***DXi6500***

The DXi6500 is a family of pre-configured disk backup appliances that provides simple and affordable solutions for user backup problems. They provide disk-to-disk backup and restore performance with all leading backup applications using a simple NAS interface, and they leverage deduplication technology to reduce typical capacity requirements by 90% or more to reduce costs. For DR protection, the DXi6500 models replicate encrypted backup data between sites using global deduplication to reduce typical network bandwidth needs by a factor of 20 or more. Direct tape creation is a Series feature with support that includes the Symantec OpenStorage (OST) API. With all software licenses included in the base price for all models, the DXi6500 provides affordable protection for a broad range of sites, whether users are protecting 2TB or primary data or more than 30TB.

### ***DXi7500 Express***

The DXi7500 Express is the turnkey disk backup solution for midrange environments that make advanced data deduplication easy to buy, install, and manage. Pre-configured for typical midrange IT environments with a combination of email, file system, and database data, the DXi7500 Express provides maximum ROI with the widest range of backup applications and is replication-compatible with other DXi family solutions. With the DXi7500 Express users solve their midrange backup problems today, and grow seamlessly into DXi7500 Enterprise features as their needs evolve.

### ***DXi7500 Enterprise***

Designed for larger midrange data centers and consolidated backup environments, the DXi7500 Enterprise offers the industry's widest range of advanced deduplication features. It gives users a choice of deduplication and replication strategies to maximize performance and value, and it allows them to integrate tape into their disk backup strategy to combine near-term protection and long-term retention in a single system. The DXi7500 reduces costs and improves data protection by streamlining the management of multi-site, multi-tier backup strategies with advanced features, flexible management, and close integration with backup applications, including Symantec's OpenStorage Initiative (OST).

## ***Data Deduplication***

Quantum's patented data deduplication technology dramatically expands the role that disk and replication play in backup. The technology segments data into variable-length blocks, and creates digital signatures for each one. When a block is repeated, the system stores a pointer to the original block instead of storing it again. Quantum's deduplication technology reduces the disk and network bandwidth needed for backup by 90% or more, lowering the cost of disk backup and making WAN replication practical for DR protection.

## ***Quantum Vision™***

Quantum Vision™, a product option for DXi environments, is Quantum's backup management and monitoring software, designed to give end users a common console for managing and monitoring their Quantum disk and tape backup solutions across all locations. Vision™ streamlines backup management and reduces costs by providing common management across resources and by giving users the ability to use proactive trend analysis to eliminate problems before they happen and improve resource utilization for higher return on investment.

## ***StorageCare™ Guardian***

StorageCare Guardian, Quantum's remote monitoring and diagnostic software, is provided at no extra cost for all DXi products under warranty or uplifted service contract. Designed to ensure on-going reliable backup and rapid restores, Guardian proactively monitors the health of Quantum products over the network and applies intelligent diagnostic logic to provide faster issue resolution time and improve overall data integrity.

## **Common Backup Problems and How the DXi-Series Solves Them**

- **Backup running slowly?**
  - DXi-Series gives you disk performance
- **Running out of disk space too fast?**
  - Deduplication reduces typical disk capacity requirements by 90% or more o help keep costs low
- **Backup costs too high?**
  - Quantum solutions lower backup costs by reducing need for disk capacity and removable media
- **Backup hard to manage?**
  - DXi-Series gives you easy to use, easy to deploy appliances that are easy to share and that include all the software needed in the base price for midrange systems
- **Data growing unpredictably?**
  - DXi systems scale easily and non-disruptively
- **Having trouble protecting remote offices?**
  - Leveraged replication gives automated DR option to minimize or eliminate tape
- **Problems backing up virtual servers?**
  - DXi's VM-ready design works with existing apps and includes VMware-specific backup software with every unit
- **Hard to juggle short- and long-term protection?**
  - DXi-Series makes it easy by integrating tape and providing single-console management
- **Heavily invested in backup applications?**
  - DXi-Series integrates smoothly with all leading apps, even NBU and BE with OST

## Matching Backup Needs to Data Deduplication Policies

User Needs	Policy Selection	Operation/Benefit	Application
<ul style="list-style-type: none"> <li>▪ Medium to short backup window</li> <li>▪ Need to balance high performance with minimized disk usage</li> <li>▪ Need remote disaster recovery</li> <li>▪ Have backup jobs with mixed performance characteristics</li> <li>▪ Backing up combinations of real and virtual servers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Adaptive</li> <li>▪ De-duplication</li> </ul>	<ul style="list-style-type: none"> <li>▪ Data brought into disk buffer in small segments</li> <li>▪ Deduplication occurs immediately &amp; during ingest</li> <li>▪ Replication of unique blocks occurs during backup</li> <li>▪ Adaptive system provides in-line disk use for slower streams, lets ingest speed increase for faster streams</li> <li>▪ -Retention of native data on disk for tape creation &amp; restores is supported</li> </ul>	<ul style="list-style-type: none"> <li>▪ Where media server speeds are mixed or slow (e.g., virtual machines, mailbox backup, user shares, smaller sites, etc.)</li> <li>▪ Where conserving disk is paramount</li> <li>▪ When data can be de-duplicated</li> <li>▪ When remote replication is desirable as DR technique</li> <li>▪ When fast reads/tape creation is required</li> </ul>
<ul style="list-style-type: none"> <li>▪ Short backup window for de-duplicated data</li> <li>▪ Need highest combination of ingest, read, and de-duplication</li> <li>▪ Can reserve disk space for temporary use</li> <li>▪ Remote disaster recovery</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deferred Deduplication</li> </ul>	<ul style="list-style-type: none"> <li>▪ All data brought directly onto disk during backup window</li> <li>▪ Data deduplication occurs after backup job has completed</li> <li>▪ Replication is scheduled outside backup window</li> <li>▪ Retention of data in native format is supported for high speed tape creation and file restores</li> </ul>	<ul style="list-style-type: none"> <li>▪ Where backup windows are short and media server speeds are high</li> <li>▪ When data can be de-duplicated (conventional of-office applications, user shares, etc.)</li> <li>▪ When remote replication is desirable for DR</li> <li>▪ When backups contain high percentage new data</li> <li>▪ When fast tape creation or restores are required</li> </ul>
<ul style="list-style-type: none"> <li>▪ Highest ingest speed</li> <li>▪ Highest restore performance</li> <li>▪ Need direct access to data with no overhead</li> <li>▪ Non-backup archive applications</li> </ul>	<ul style="list-style-type: none"> <li>▪ Native VTL/NAS</li> <li>▪ Mode—</li> <li>▪ No de-duplication</li> </ul>	<ul style="list-style-type: none"> <li>▪ All data brought directly onto disk at highest speed</li> <li>▪ Provides conventional VTL and NAS presentations</li> <li>▪ Hardware compression in VTL mode for speed &amp; capacity advantages</li> <li>▪ Provides fastest backup and restore with shortest possible backup windows</li> </ul>	<ul style="list-style-type: none"> <li>▪ Where write or access time is paramount</li> <li>▪ When large-scale restores are common</li> <li>▪ For files, like some image files, that do not de-duplicate</li> <li>▪ For backups with short retention</li> <li>▪ For archival NAS use</li> </ul>

## Sample Applications and Recommended Policy Choices

Sample Applications	Recommended Policy Choices
Small office/branch office backups	Adaptive Deduplication
Backups with large amounts of new data	Deferred Deduplication
Short retention database log file backups	Native VTL/NAS Mode
Backup of virtual servers	Adaptive Deduplication
Non-backup copies of image files	Native VTL/NAS Mode
Large OLTP database backup	Deferred Deduplication or Native VTL/NAS
Database record backup	Adaptive or Deferred Deduplication
User share backup	Adaptive or Deferred Deduplication
Mailbox backups	Adaptive Deduplication