



## Solution Brief

# Simplifying IT operations while protecting data in SMB environments

Dell PowerEdge VRTX with Dell AppAssure data protection software integrates computing, storage, networking, and data protection in one compact system, helping organizations:

- Protect critical data and applications while reducing storage, network and administrative costs
- Perform lightning-quick backups and nearly eliminate backup windows
- Recover data and applications in minutes and provide users with access to data before a restore is completed
- Cut installation times, limit complexity and reduce the need for deep in-house technical expertise

Businesses, today, need to deal with numerous technological challenges in order to maintain a competitive edge. Management needs to be able to harness the power of mobile applications, social media and customer relationship management software (CRM) and other technologies in order to increase revenues and maintain profitability. In addition, businesses must consolidate and analyze data from numerous sources in order to remain viable. Ironically, while data is growing exponentially in IT infrastructures, many organizations are seeking technological solutions that actually reduce the complexity of their IT environments.

This explains why the 2012 SMB Routes to Market Study, conducted by the SMB Group, finds that integration is the number one technology challenge for small and medium sized businesses (SMBs). Organizations need to integrate legacy systems with virtualized and cloud-based applications. However, traditional IT environments comprised of servers, networking devices and storage systems are often restricted by proprietary interfaces and an inability to interoperate. Businesses are also growing concerned about protecting the complex applications and the burgeoning amounts of critical data residing on these systems.

To help organizations overcome problems related to hardware incompatibility and IT sprawl, Dell has developed an integrated solution specifically architected for SMBs that can reduce the time needed to implement new projects and exemplifies the meaning of the phrase, "user friendly."

### **Consolidating IT operations with Dell PowerEdge VRTX**

Imagine being able to combine an organization's computing, networking, storage, virtualization and disaster recovery requirements into a single, scalable system the size of a tower server. That's PowerEdge VRTX—a powerful, compact solutions platform that fits beside a desk and is compatible with standard 100V-240V AC power. Organizations make better use of limited space while saving on racks, HVAC, cabling and labor associated with separate servers, storage and switches. Organizations can scale each PowerEdge VRTX chassis with up to four server nodes and up to 48TB of shared storage. VRTX is designed to help IT teams accelerate the deployment of new initiatives such as the implementation of a virtual cluster without the need for deep technical expertise. IT administrators benefit from the extremely simplified setup and management is simplified with the unified Chassis Management Controller (CMC).

## Protecting the IT infrastructure and critical data

When implementing any new technical solution it is critical to include some type of data protection scheme. This requirement is driven by factors ranging from data proliferation to regulations governing disaster recovery. Businesses cannot afford to be complacent when it comes to data protection. There were 4.6 million instances of data loss in the U.S. in 2011. And given that the average recovery time from a data loss was 18.5 hours, the failure to adequately protect data resulted in lost revenue, reduced productivity, and diminished customer loyalty.

With these factors in mind, Dell offers VRTX packaged with AppAssure, powerful data protection software that has revolutionized data protection for physical and virtual IT environments. The PowerEdge VRTX with AppAssure integrates a turnkey backup and recovery software with the latest PowerEdge 12G server technology to help modernize your office. Like the PowerEdge VRTX, AppAssure makes the complex simple, enabling administrators to configure backup environments in record time. For VRTX customers, Dell provides remote AppAssure installation and testing services, eliminating the need for hardware evaluation, sizing, and backup system configuration and allowing organizations to focus on their business rather than their backups.

## Solving backup and recovery challenges with AppAssure

When organizations combine AppAssure with PowerEdge VRTX they can address a wide range of challenges from hardware sprawl to disaster recovery in an easily managed system that is ready to go, out of the box. AppAssure ensures that critical data and applications remain available with many groundbreaking capabilities:

- Provides continuous data protection for Windows Servers, MS Exchange, SQL Server and virtual environments and ensures reliable recovery of backup files with Recovery Assure verification technology.
- Incorporates built-in Global Deduplication technology that helps reduce storage requirements by up to eighty percent and helps reduce network costs.
- Delivers near-zero recovery time objectives (RTO) with the innovative Live Recovery technology. AppAssure puts applications back online in minutes and allows users to instantly access critical data even before a restore is complete.

- Enables administrators to easily establish warm standby VMs. In the event of an outage, the warm standby takes the identity of a physical or virtual system and users can access critical data in minutes.
- Efficiently replicates compressed, encrypted and deduplicated data anywhere—i.e. onsite, disaster recovery site or the cloud.

## Quantifying the value of the PowerEdge VRTX/ AppAssure solution

Both PowerEdge VRTX and AppAssure have fared very well in independent comparison testing. A study undertaken by Principled Technologies found that the PowerEdge VRTX increased application performance over a legacy, disparate hardware solution across email, database, and file/print server simultaneous workloads while reducing power consumption by 19.8 percent. The VRTX outperformed the legacy system while lowering the total cost of ownership and delivering a return on investment of less than three years.

Testing of leading data protection software products by openBench Labs indicates that no tested competitor "has been able to match AppAssure's ability to provide a warm VM for both virtual and physical production servers while maintaining a five-minute RPO (recovery point objective) in addition to five-minute RTO". And, AppAssure customers have reported savings of more than 70% on professional services and software maintenance costs.

Dell understands the constant business pressures and technological challenges facing SMBs. That's why Dell has designed PowerEdge VRTX to bring simplicity to SMB environments while reducing capital and operating costs. And, by offering AppAssure with PowerEdge VRTX, organizations can be confident that their critical applications will be available and their confidential data will be protected.



To learn more, go to [Dell.com/PowerEdgeVRTX](http://Dell.com/PowerEdgeVRTX)

<sup>1</sup> 2012 SMB Routes to Market Study, SMB Group

<sup>2</sup> TechWench All Things Tech, Oct. 13, 2011 Gartner Data Center Conference Dec 2011

<sup>3</sup> Gartner Data Center Conference Dec 2011

<sup>4</sup> Comparing performance and cost: PowerEdge VRTX vs. legacy hardware solution, Principled Technologies, 2013

<sup>5</sup> Performance Analysis: Unified Virtual Infrastructure Backup, openBench Labs 2012

