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The Economic Benefits of Dell APEX Backup Services for Medium-sized Businesses

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TechTarget’s Enterprise Strategy Group (ESG) analyzed the economic value of Dell APEX Backup Services to understand how the solution can impact an organization’s ability to better reach its business and technical goals. The analysis involved interviews with current APEX Backup Services customers, extensive research into the challenges that organizations face with data protection, and the creation of a financial model to evaluate benefit realization across companies of different sizes. Additionally, ESG conducted an economic validation on the Dell APEX portfolio overview to understand the challenges and benefits of shifting to an as-a-service model.

Read the full Dell APEX Backup Services Economic Validation HERE
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Backup Challenges for Medium-sized Organizations

Many medium-sized businesses find themselves stuck in the middle, trying to balance their growing need for backup protection while lacking the necessary expertise and infrastructure. They have outgrown backup solutions based on off-the-shelf software, traditional online cloud storage, and home-grown systems, but they can’t tackle the complexity and cost of an enterprise-level data protection solution. While cloud-based backup is attractive to medium-sized businesses, it comes at a price. Enterprise Strategy Group research found the top 5 challenges of cloud-based backup to be:

2. Network connectivity and costs.
3. A lack of cloud skills/expertise/training across IT.
4. The volume of data to be moved to and stored in the cloud.
5. Data sovereignty/location concerns.

The majority of medium-sized businesses quickly outgrow solutions targeted to them but lack the resources to create traditional data protection systems.

The Solution – Dell APEX Backup Services

Multiple customers interviewed for our Dell APEX Backup Services analysis shared that, during their evaluation period, Dell met with them and helped design a backup solution that matched their business’s specific needs and growth plans. Dell brought a level of expertise to the planning process that extended far beyond the current capabilities of most medium-sized organizations. The result is a data protection platform that is secure, agile, and

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Economic Summary: The Economic Benefits of Dell APEX Backup Services for Medium-sized Businesses

cost-effective. Dell APEX Backup Services delivered benefits that can help medium-sized companies achieve enterprise-level protection and, most importantly, restorability.

Enterprise Strategy Group Economic Validation Highlights

Enterprise Strategy Group (ESG) conducted in-depth interviews with current Dell APEX Backup Services customers, as well as customers in the process of determining the best data protection solution for their organization. Additionally, ESG analyzed existing economic studies, research, and case studies to determine the economic benefits of Dell APEX Backup Services. We found recognizable benefits, including:

- **Cost Efficiency** – Most medium-sized companies can’t afford to plan, deploy, or maintain the systems needed to ensure all important data is backed up and stored securely. On-site infrastructure requires substantial upfront investments, and many organizations quickly find out that cloud backup solutions require a level of expertise that is expensive and hard to keep. As one customer shared, “The flexibility in the APEX offering allowed us to pick the capabilities we need and not pay for those that weren’t relevant to our success. Dell helped us to design a plan that fit our organization.” ESG found that most medium-sized businesses could benefit from Dell’s predictable and cost-effective business model for Dell APEX Backup Services.

- **Agility** – Medium-sized business find that their growth often comes from opportunities that were not on the planning roadmap. This rapid rate of change makes data protection challenging and too often leads to a hodgepodge of solutions that create inefficiencies, redundant costs, and, even worse, risk to the data. ESG found that Dell APEX Backup Services allows business and IT leaders to shift focus away from low-level data protection tasks and toward initiatives that facilitate better alignment between IT capabilities and business initiatives.

- **Reduced Risk** – ESG found that the level of planning expertise that Dell brings to the table helps create a data protection plan that ensures all relevant data is discovered, backed up, and, most importantly, recoverable with service level agreements (SLAs) that fit the needs and budget of the organization. ESG interviewed customers who shared that the speed at which they can protect new data, organizational changes, and acquisitions was exponentially faster than they could before they adopted Dell APEX Backup Services. The 256-bit AES encryption and enterprise-level ransomware protection built into Dell APEX Backup Services are cornerstones of a business continuity and governance plan that medium-sized businesses should adopt and implement for their data.

“Our people now work on more strategic things instead of worrying about backups. This has allowed us to work closer with our business units and find ways to use our technology team to better support revenue-generating tasks”
Conclusion

Medium-sized businesses are, by definition, stuck in the middle. They need the agility of a small company, the enterprise-level security of a large company, and the budget flexibility that allows them to focus on their current and future opportunities. Data loss and ransomware are risks that can dramatically alter growth and even shut down many medium businesses. However, the challenges of planning, deploying, and maintaining effective backup systems are often beyond the IT and financial resources of medium-sized businesses.

Enterprise Strategy Group (ESG) studied Dell APEX Backup Services, as well as the larger APEX portfolio of as-a-Service offerings and found substantial benefits that directly align with the needs of most medium-sized businesses. Customers interviewed by ESG shared that they were able to protect their data more completely, more securely, more efficiently, and at a more predictable cost than they were before adopting Dell APEX Backup Services. Most importantly, they could provide their business units with a higher level of recoverability when compared with their previous solutions. ESG analysis showed that Dell APEX Backup Services can eliminate up to 90% of instances where data is non-recoverable and reduce time to recover by up to 75%.

The challenge of effective data protection is one of the largest hurdles that businesses face. To overcome these challenges, most medium-sized businesses can benefit from relying on a partner with the expertise to help create and implement a plan to protect data. ESG strongly recommends that medium-sized companies review their backup and data governance initiatives and explore the benefits that Dell APEX Backup Services can provide.