

Dell APEX Backup Services

Data protection for SaaS apps, endpoints, hybrid and cloud-native workloads

Secure, scalable platform

- 100% SaaS, no infrastructure to manage
- Configure in minutes
- On-demand scalability
- Global client-side deduplication
- End-to-end encryption

Workloads supported

- SaaS applications including Microsoft 365, Google Workspace and Salesforce
- End user devices including desktops and laptops
- Hybrid workloads including NAS, Microsoft SQL, Oracle, Dell PowerScale and VMWare
- Cloud-native workloads including Azure VM and AWS

Compliance & governance

- Long-term retention
- Legal hold
- Automated compliance
- Federated search
- eDiscovery
- Reporting

Take control of your data

As businesses adopt a cloud-first strategy, the limitations and complexities of traditional data protection become more apparent. This drives the need to develop a new data protection as-a-Service strategy that ensures the same level of protection for both onpremises and cloud workloads. When developing the strategy, it is important to consider that most SaaS providers do not offer comprehensive data protection solutions. This creates pressure for IT teams, which are already struggling to meet the myriad of needs posed by the different types of data distributed across organizations.

These challenges include:

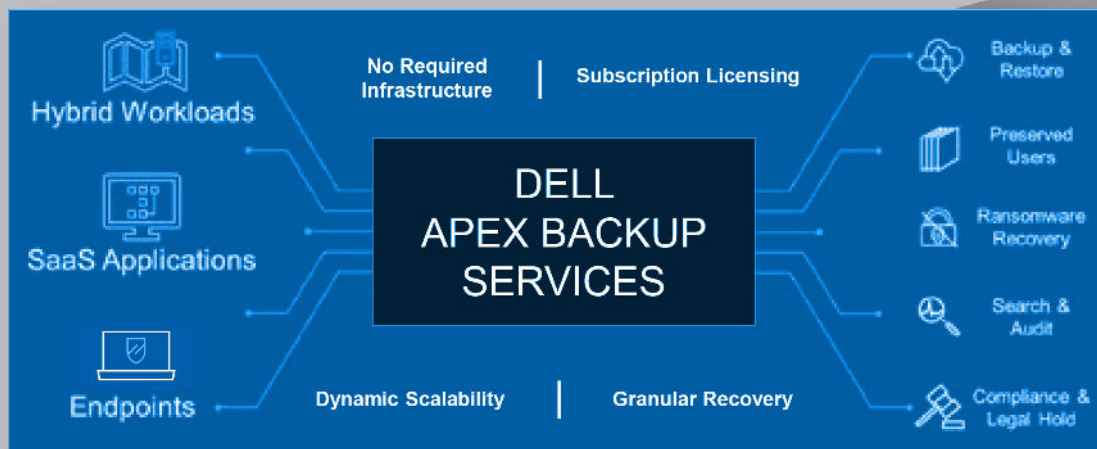
- Multiple, disparate data sources – Data sources are spread across a variety of systems and services, such as endpoints, physical and virtual servers, SaaS applications (ex. Microsoft 365, Google Workspace, Salesforce), and enterprise workloads (ex. AWS, Azure VM, Microsoft-SQL, Oracle, file servers, VMs).
- Exponential data growth – Organizations are overflowing with data across their IT infrastructure. Without adequate visibility into this data, IT lacks the ability to optimize storage costs, enforce proper data retention policies, or respond quickly to data discovery requests.
- New cloud workloads – As organizations start shifting their workloads and services to the cloud, a new set of cloud tasks emerge. This transition results in a blend of on-site and cloud-based data repositories. This mix not only creates gaps in data protection but also puts additional pressure on already overwhelmed IT teams.

Solution: Dell APEX Backup Services

Dell APEX Backup Services provide a robust and secure backup as-a-Service solution with long-term data retention and automated compliance features. Customers can manage SaaS applications, endpoints, and hybrid workloads consistently and efficiently through a unified console. With its unlimited on-demand scalability, Dell APEX Backup Services guarantee flexibility, efficiency and control. Secure, scalable and on-demand data protection Dell APEX Backup Services leverages cloud infrastructure to deliver the resiliency and speed you need to meet business SLAs with a low TCO. Dell maintains the solution and the platform is always up to date with the latest features. With no infrastructure to manage, businesses can get started within minutes.

Dell APEX Backup Services offers unique features including:

- Centralized monitoring and management
- Automated, no touch feature updates
- Regulatory compliance
- Source-side deduplication
- Encryption in-flight and at rest
- Cloud-to-cloud backup and restore
- Intuitive and adaptive generative AI assistant



Protect SaaS-based applications

Dell APEX Backup Services for SaaS apps delivers unified data protection, management and information governance, including automated compliance and legal hold. A single dashboard provides complete visibility across Microsoft 365, Google Workspace and Salesforce.

Protect endpoint devices

Dell APEX Backup Services for endpoints provides centralized, secure protection of desktops and laptops. It offers assurance that your endpoint devices are protected, whether in the office or on the road. IT admins can remotely manage cloud backup and restore operations from the centralized cloud portal.

Protect hybrid workloads

Dell APEX Backup Services for hybrid workloads enables organizations to centralize the data protection of virtualized environments, databases, file servers and network attached storage (NAS). Dell APEX Backup Services for hybrid workloads offers advanced functionality including long-term retention, reporting and insight into cloud storage utilization. It protects workloads running in the cloud and on-premises workloads to the cloud.

Protect cloud-native workloads

Protect your AWS and Azure VM workloads from data loss, cyber threats with snapshot orchestration, isolated backup copies and disaster recovery.

Personal generative AI assistant

Dell APEX Backup Services AI is a backup assistant designed to equip every user with the insight – and foresight – to run an efficient, robust data protection program.

Dell APEX Backup Services AI offers advice and suggestions based on user conversations and is designed to improve data protection environments continuously. The generative AI capabilities empower seasoned backup admins to make smarter decisions while helping novice admins perform like experts.

Safeguard your data with Dell APEX Backup Services

In today's dynamic business landscape, harnessing the cloud's agility and flexibility is essential. Dell APEX Backup Services empowers you to protect your data while seamlessly navigating the cloud environment. Here's how:

- **Eliminate Ingress/Egress Charges** – With Dell APEX Backup Services, you won't incur additional costs for data transfers. Say goodbye to unexpected fees and focus on what matters most.
- **Total Visibility** – As cloud-based Software-as-a-Service (SaaS) applications proliferate, maintaining proper security and information governance becomes paramount. Dell APEX ensures that organizations have complete visibility into their data, regardless of its location.
- **Predictable, Controllable Costs** – Our cloud-based data protection solution simplifies your operations. No infrastructure management headaches—just streamlined protection. Whether it's backup, disaster recovery, or longterm retention,

Dell APEX has you covered. Dell APEX Backup Services delivers secure, hassle-free data protection, allowing you to respond swiftly to critical business initiatives.