



Bienvenidos

Dell Kick Off Canales FY24

Mérida, Yucatán

Why DPS?

REAL LIFE BUSINESS OPPORTUNITIES

Mérida, March 2023

THANK YOU
MEXICO PARTNERS,
FOR A RECORD
BREAKING YEAR!
20% Growth YoY

THANK YOU MEXICO
PARTNERS, FOR A
RECORD BREAKING
YEAR! 20% Growth YoY



DELLTechnologies
PARTNER PROGRAM

65.3% MARKET SHARE

- DP Appliances Across LATAM

11 Cyber Recovery Vaults installed in Mexico

DELLTechnologies
PARTNER PROGRAM



Win highlight : CYBER RECOVERY

Mexico Data Protection Solutions



Hospitality



Cyber
Recovery



DELL Services



DP4400
Servers / NW

CYBER RECOVERY

PowerProtect DP4400

Cyber Vault

\$61k

Cyber Recovery Infrastructure

PowerEdge Servers + Networking

\$25k

CyberSense (Analytics)

\$29k

Cyber Recovery Services

Cyber BIA Services

\$42k

BACKUP ENVIRONMENT MODERNIZATION

PowerProtect DP4400

ProDeploy Plus Services

\$61k

Key Facts

1

\$218K Deal Value

2

Hospitality Sector

3

Titanium Partner

4

Partner Financing

A man with curly hair and glasses is sitting at a desk, working on a laptop. He is wearing a brown blazer over a black shirt. A cup of coffee is on the desk next to the laptop. The background is a bright, modern office space with large windows. The image is partially covered by a large blue circle on the left side.

What's next?
We need your help!

DELLTechnologies
PARTNER PROGRAM

Cyber Resilience

The ability to anticipate, withstand, recover from, and adapt to adverse conditions, stresses, attacks, or compromises on systems that use or are enabled by cyber resources.



Can your business withstand a cyber attack?

Data is fueling digital transformation

But... How confident are you that your data is protected?

According to **1000 IT decisions makers**

62%

are concerned their data protection **may not be sufficient to cope with malware and ransomware threats**

74%

agree there is **increased exposure to** cyber threats with the growth of **employees working from home**

82%

believe their data protection solutions won't be able to meet all future business challenges

64%

are not very confident their data protection solutions are protecting all of their data across public clouds

Cloud data protection (challenges with protecting apps)

Organizations need a complete data protection strategy for their cloud workloads

94% organizations are choosing cloud deployments (public, private, hybrid) for new applications

87% view cloud computing an important part of their data protection strategy

60% are struggling to find data protection for Cloud Native apps

54% are struggling to find data protection for SaaS applications

¹Vanson Bourne was commissioned by Dell Technologies to survey 1,000 IT decision makers across 15 countries globally on their data protection strategies, their approaches to data protection in cloud environments, and the relative preparedness of their businesses in cases of disruption
Source: ESG Research Publication, 2021 Data Protection Cloud Strategies Survey, February 2021

Copyright © 2021 Dell Inc. or its subsidiaries. All Rights Reserved.

The road to success

Priorities

Grow and modernize our core businesses

- PowerProtect Install Base
- PPDM

B u i l d n e w g r o w t h b u s i n e s s e s

Build the multicloud ecosystem of the future

- Expand multicloud Data Protection footprint
- Cyber Recovery & modern workloads

Win the edge

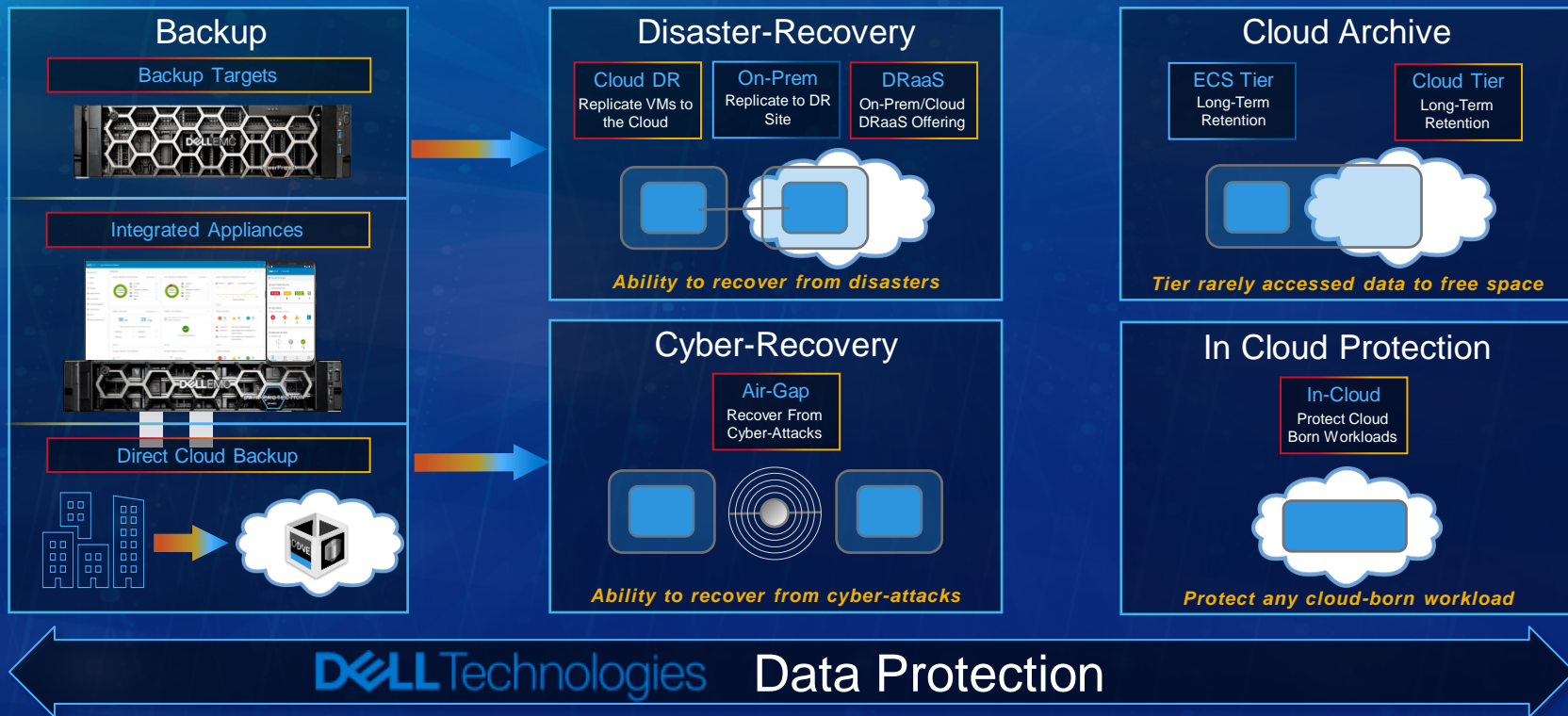
- Data Protection as-a-service

Scale APEX

- Lead with Apex Backup Services

Dell Technologies Data Protection Solutions

Comprehensive portfolio built to protect proven & modern workloads



APEX Backup Services

AVAILABLE EVERYWHERE!

DELL Technologies
PARTNER PROGRAM

Protect customer data with confidence

APEX Backup Services



Protect edge,
core to cloud



100%
SaaS



Deploy within
minutes



Consistent
experience



Complete
visibility



Secure and
scalable

APEX Backup Services

SaaS Data Protection for the Multi-Cloud Era



Focus on outcomes, not infrastructure

All-in-one secure protection
with backup, disaster recovery
and long-term retention

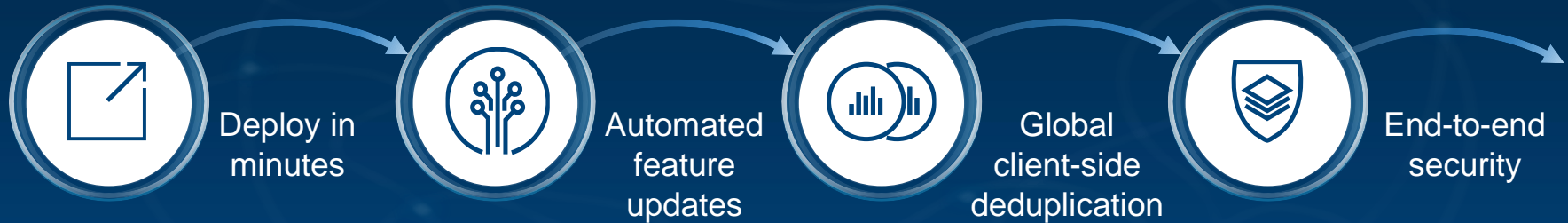
Single console to monitor and
manage all cloud workloads

100% SaaS-based,
no infrastructure to manage

Rapid time-to-value,
deploys in minutes

Unlimited, on-demand scaling
protects growing data volumes

Simple, scalable and secure



Offer Summary

Offer	Description	Volume Tiers	Terms	Pricing Metric
SaaS Apps	Microsoft 365 Google Workspace Salesforce	4 User Tiers Tier 1: 50-500 Tier 2: 501-5,000 Tier 3: 5,001-20,000 Tier 4: 20,000+	SaaS Based 1 Year 3 Years 4 Years 5 Years	Per User (each user is allocated on a per app basis) Minimum 25 Users
Endpoints	Desktops / Laptops Mobile Devices			Per User (unlimited devices) Minimum 25 Users
Hybrid Workloads	On-Prem Workloads VMC	3 Capacity Tiers Tier 1: 1-50 Tier 2: 51-100 Tier 3: 100+	Monthly for coterminous of existing subscription Only All Prepaid Only	1 Year term includes 12 credits per quantity of 1 3 Year term includes 36 credits per quantity of 1 4 Year term includes 48 credits per quantity of 1 5 Year term includes 60 credits per quantity of 1 Back-end TB used to determine tier 1 TB back-end requires 1 credit per month Minimum 1 TB back-end capacity

Identifying opportunities

1

Edge

Client Attach Play

Position

- Attach Endpoint offering with client
- Leverage Cyber Recovery Message

Target

- Client new and refresh opps
- Upsell Dell laptop customers



2

Cloud

Tech Refresh Play

Position

- Bundle M365, Google, SFDC
- Leverage Cyber Recovery Wave

Target

- DPS tech refresh
- Cyber Recovery deals



3

Hybrid

Server Attach Play

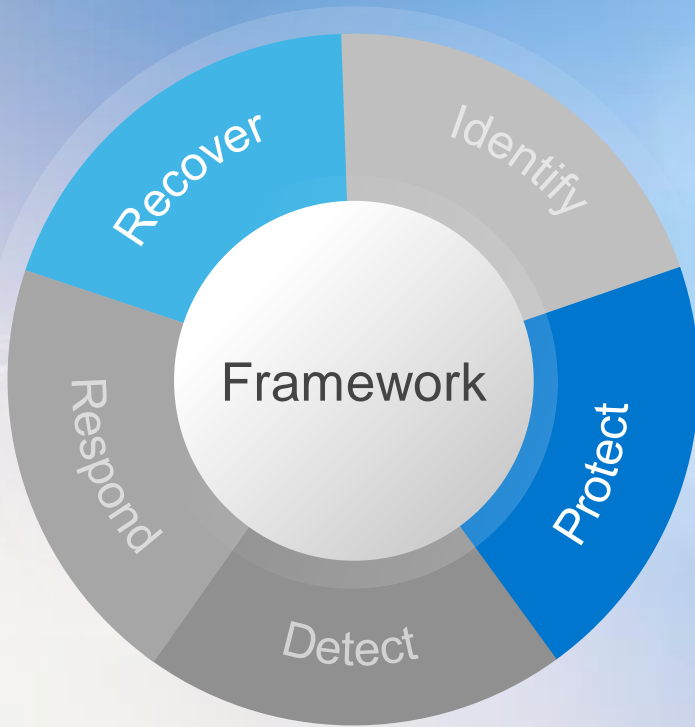
Position

- Attach Hybrid Workload offering to Server & Storage deals

Target

- Remote Office
- Server and Storage refresh deals





Cyber recovery is a solution.

A data protection solution that isolates business-critical data away from attack surfaces.

Critical data is stored immutably in a hardened vault enabling recovery with assured data availability, integrity and confidentiality.

Business Continuity + Cyber Resilency

Backup:

- 100% of the environment
- Local → Offsite → Archive
- Higher Recovery Points
- Longer Recovery Times
- Target for “Bad Actors”
- Validation

Disaster Recovery:

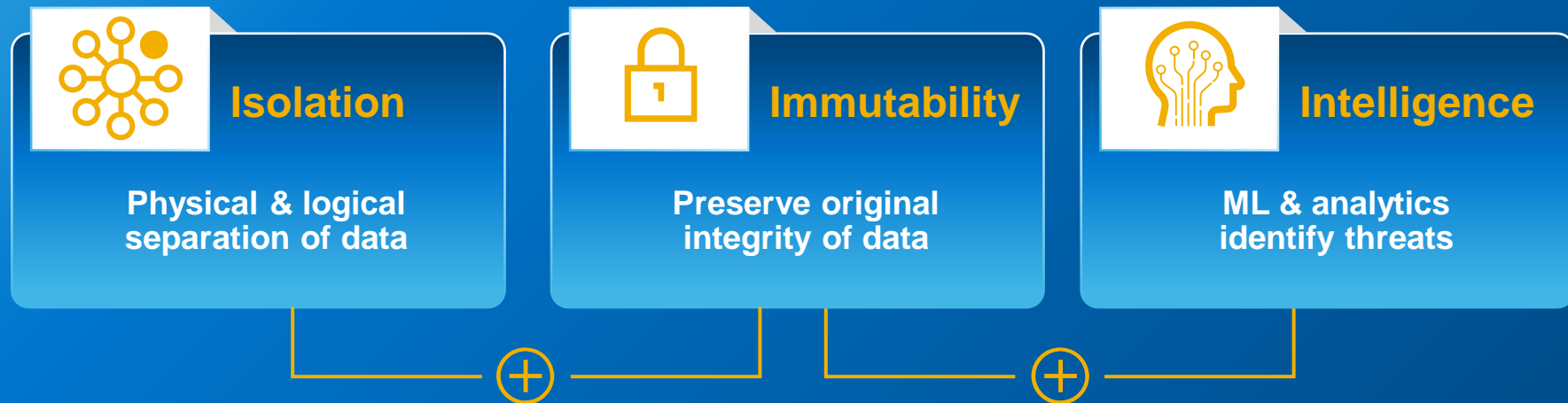
- 60-90% of the environment
- Application Dependencies
- Application Tiering
- Replication
 - Lower recovery point objective (RPO)
- Testing
 - Lower recovery time objective (RTO)

Cyber Resilience:

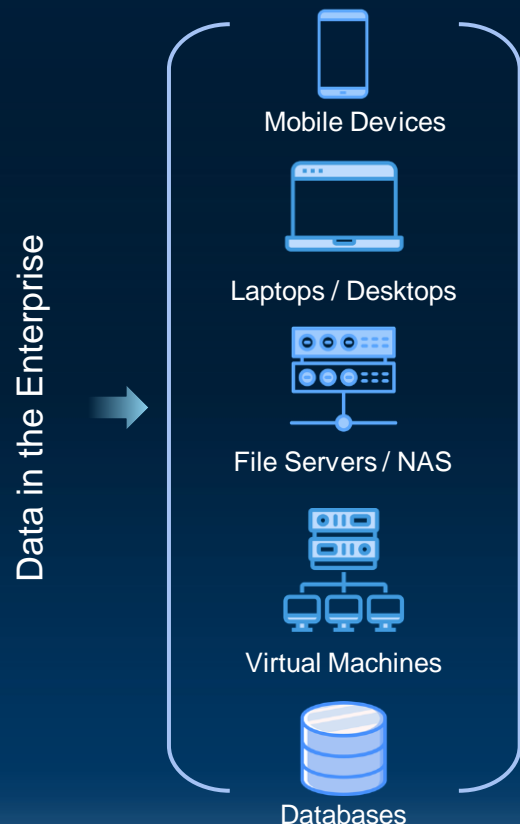


Cyber Recovery Requirements

Modern threats require modern solutions



Isolated from attacks to customer environment



Isolation is included in the foundation capabilities

Ransomware cannot impact data stored in APEX Backup Services



Ransomware cannot execute within APEX Backup Services

- The APEX Backup Services platform is not accessible using customer OS/system credentials
- There is no traditional protocol access (such as FTP, RDP) to the platform
- Data and metadata are separated and stored independently
- Data is broken down and stored as smaller blocks
- Ransomware cannot establish any communication with its command-and-control center for any further triggers or execution code

Cyber Recovery Architecture



PRODUCTION BACKUP



PowerProtect Appliance (DD, DP)

**PowerProtect SW or Third Party
Supported SW**

AIR
GAP



CYBER RECOVERY VAULT

PowerProtect Appliance

CyberSense (Analytics)

**Dell Infrastructure (PowerEdge
Servers, Networking)**

Dell Consulting Services

Optional:

**Firewall / Data Diode
Backup SW / Sandbox
Clean Room**

Extensive Dell Security & Resiliency Services



Professional Services

- Cyber Assessments
- Deploy & Implement
- Runbook & Validation
- Advisory & Design
- Operate & Manage

Incident Recovery & Retainer Service

- Evaluate & Plan
- Strengthen Readiness
- Incident Response & Recovery
- Tabletop Exercises

APEX Cyber Recovery

- Manage day-to-day vault operations
- Drive consistent procedures & testing
- Monitored 24x7x365 by global operations team
- Support recovery operations



>35K
Service & Support Professionals

Certified Cyber
Security Experts

20+ years of
resiliency services innovation

We can't win without you

Your business is essential to our success.
Together, we can be unstoppable.



Dell Technologies

PARTNER PROGRAM