



Preserving Critical Business Data

Recent world events have increased businesses' awareness of the necessity for information technology systems that enable them to maintain operations through events such as power outages, technology failures, human error, and disasters.

The financial impact of a system failure could be significant for any business. Dell continues to hear from customers that uptime for business is a critical concern. As a result, Dell provides a comprehensive and cost-effective product and service offering that addresses business continuance.

Uptime for business can fall into three categories: high availability, disaster recovery, and business continuance. High availability means consistent access to data. Disaster recovery refers to system architectures that preserve data when an emergency occurs and those that enable restoration of the environment. Business continuance refers to system architectures that deliver nondisruptive access to data even if a complete disaster occurs at the primary business-computing site.

Dell offers design, implementation, and training for hardware and software products that are components of a business continuance solution. In addition, Dell can provide Business Impact Analysis (BIA) services to quantify risk factors faced by customers today, and Business Continuity Planning services to enable customers to recover from an outage with minimum downtime. Dell's continued focus on standardizing and simplifying storage solutions lets customers consider options that range from box platforms to site disaster recovery.

In-the-box platforms

Dell® PowerEdge® servers and PowerVault® storage systems use hot-swappable and redundant components, predictive management, and enterprise-level operating systems to offer a high level of protection from platform failure. Designs that focus on server availability and redundancy reinforce the importance of preserving data. Dell is committed to quality, reliable platforms and has been the leader in server customer satisfaction as reported by the *Technology Business Review* in 15 of the last 16 quarters through third quarter 2001.

Data beyond the box

The Dell|EMC and Dell PowerVault storage systems, including SAN, NAS, and Tape products, enable customers to protect

business-critical data beyond the box and help ensure access/restore capabilities after a failure. Migrating data beyond the box is a growing trend. Dell sales of storage solutions to small businesses nearly doubled in September 2001, compared to the same period last year.

Application system interaction

Failover clustering with PowerEdge servers and Dell|EMC storage subsystems using Microsoft® Cluster Server (MSCS) and Microsoft Distributed Transaction Controller (MSDTC) provide continuous user access to applications such as Microsoft SQL Server 2000 Enterprise Edition and Microsoft Windows® 2000 Enterprise Edition.

Site disaster recovery

If major disasters occur, site disaster recovery re-routes data to other operating sites and offers the highest level of continuance that customers demand. To broaden Dell's reach in providing business continuance offerings, Dell and EMC announced services and began shipping products featuring snapshot and data mirroring technologies. Through this relationship, Dell can help businesses achieve the highest level of availability and business continuance by custom designing a site-wide architecture and service offering.

As you read these *Power Solutions* articles about data preservation, re-evaluate your business solutions and consider Dell Enterprise solutions as you move forward. Dell is committed to provide a wide range of standardized, simplified products and services that help to preserve your business-critical data.

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