EMC DATA PROTECTION ADVISOR
Unified Analytics & Insight for IT Environments

SOLVE THE PROBLEM OF INEFFICIENT & COSTLY MANUAL IT & SERVICE LEVEL MANAGEMENT

Effectively managing your data protection environment is labor intensive and complex. It requires knowledge of backup applications, replication technologies, and the entire supporting infrastructure. Adding to the complexity, there are varying service-level objectives for backup and recovery, replication, and virtualization, as well as audit and compliance requirements to consider. And, with many IT organizations managing multiple data centers, combined with new hybrid computing models, data is often spread across a mix of private and public cloud resources, which increases the difficulty in managing data wherever it may reside.

With EMC® Data Protection Advisor, you can automate and centralize the collection and analysis of all of this data—and get a single, comprehensive view of your data protection environment and activities. With automated monitoring, analysis, and reporting across your backup and recovery infrastructure, replication technologies, storage platforms, enterprise applications and virtual environment, you will be able to more effectively manage service levels while reducing costs and complexity.

REDUCE COSTS

Proactive Monitoring & Alerting Of Issues Before Impact

Imagine having a 24x7 watchdog for your IT environment. Data Protection Advisor proactively monitors conditions and automatically tells you if a process will break a policy or service level objective based on current trends. You also have insight into changes that may result in an unsuccessful backup, insight into how to automate processes so you can appropriately staff IT projects, and how to more efficiently implement resources to reduce your data protection costs.

"With Data Protection Advisor, I have a single pane of glass to manage backup and recovery of my Avamar, Data Domain and VMware environment. That makes it very easy to validate that our data is properly protected.”

Mike Crum, Sr. System Administrator, Trek Bicycle

"For central backup monitoring, Nielsen relied on EMC Data Protection Advisor. DPA gives us a handle on how our backups are running. It’s our core tool not only for administrators, but also for management to monitor our backup success rates and see where we may have gaps.”

Alex Patent, Senior Director of Global Technology, Nielsen

LOWER COMPLEXITY

Real-Time Protection Assurance, Scalability & Resource Optimization

Data Protection Advisor’s analysis engine looks across the entire infrastructure to provide end-to-end visibility into protection levels, performance, utilization and more.
This enables unified, cross-domain event correlation analysis – insight into the entire data protection path to ensure each component is working correctly. And that provides higher-level decision support based on defined policies.

Built for cloud infrastructure, Data Protection Advisor offers scalable, centralized multi-tenant data protection management. This ensures service level attainment by enabling administrators to maintain performance as resource requirements change.

**INCREASE VISIBILITY & INSIGHT**

**Provide The Right Information To The Right People At The Right Time In The Right Format**

With a SINGLE pane of glass view into your ENTIRE infrastructure, every stakeholder has access to the information they need. Via customizable dashboards with role-based access control or running a specific report, viewing the most important, yet environment-wide, information on one screen enables better operational decisions.

**AUTOMATE EVERYTHING**

**Policy-based Protection Reduces Risk & Increases Operational Effectiveness**

Reduce reliance on ad-hoc, manual efforts to manage and protect your IT infrastructure.

Administrators no longer have to spend hours troubleshooting and resolving dozens of backup process failures when they can be alerted, automatically, to a single change that resulted in cascading issues. Or that a project running in a VM overnight was moved from one server to another without its associated VM protection policies. Or whether your infrastructure will exceed existing storage capacity in 60 days based on historical consumption.

Don’t guess. Know.

“Data Protection Advisor provides us with reports for just about everything that we need for everyone – from our managers to our systems people. Due to the product’s report filtering, everyone gets exactly, and only, what he or she needs. Data Protection Advisor provides the information that we require to ensure that all backup and replication processes are being implemented correctly.”

Re’em Hazan, Data Protection & DRP Manager, Cal-Israel Credit Cards LTD.

**COMPLY WITH AUDITS**

**Single Click Verification Of Service Levels & Recoverability**

Unexpected, or expected, audits can take IT administrators out of their primary role for many hours or even days to verify compliance with a regulatory guideline. Remove this manual effort with rapid access to key indicators of protection. And why limit the ability to verify protection and ensure recoverability to IT administrators? Enable your IT service customers and stakeholders to validate status and service levels themselves. The key is to centralize analysis of the entire IT environment and streamline the ability to verify protection.

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller, visit www.emc.com, or explore and compare products in the EMC Store.

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