

Data Domain – Going Tapeless EPIC Tech Day - Winnipeg

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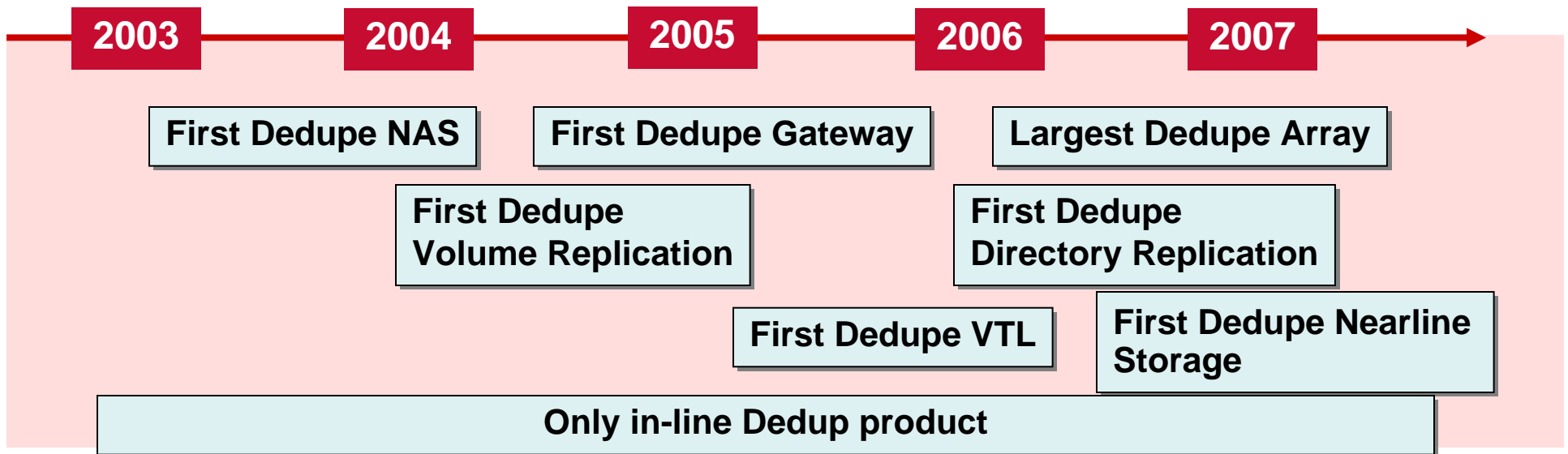


Data Domain: Leadership and Innovation

Deduplication Storage Systems

- ▶ >5500+ systems installed
- ▶ >2100 customers
- ▶ >600 petabytes under Data Domain protection worldwide

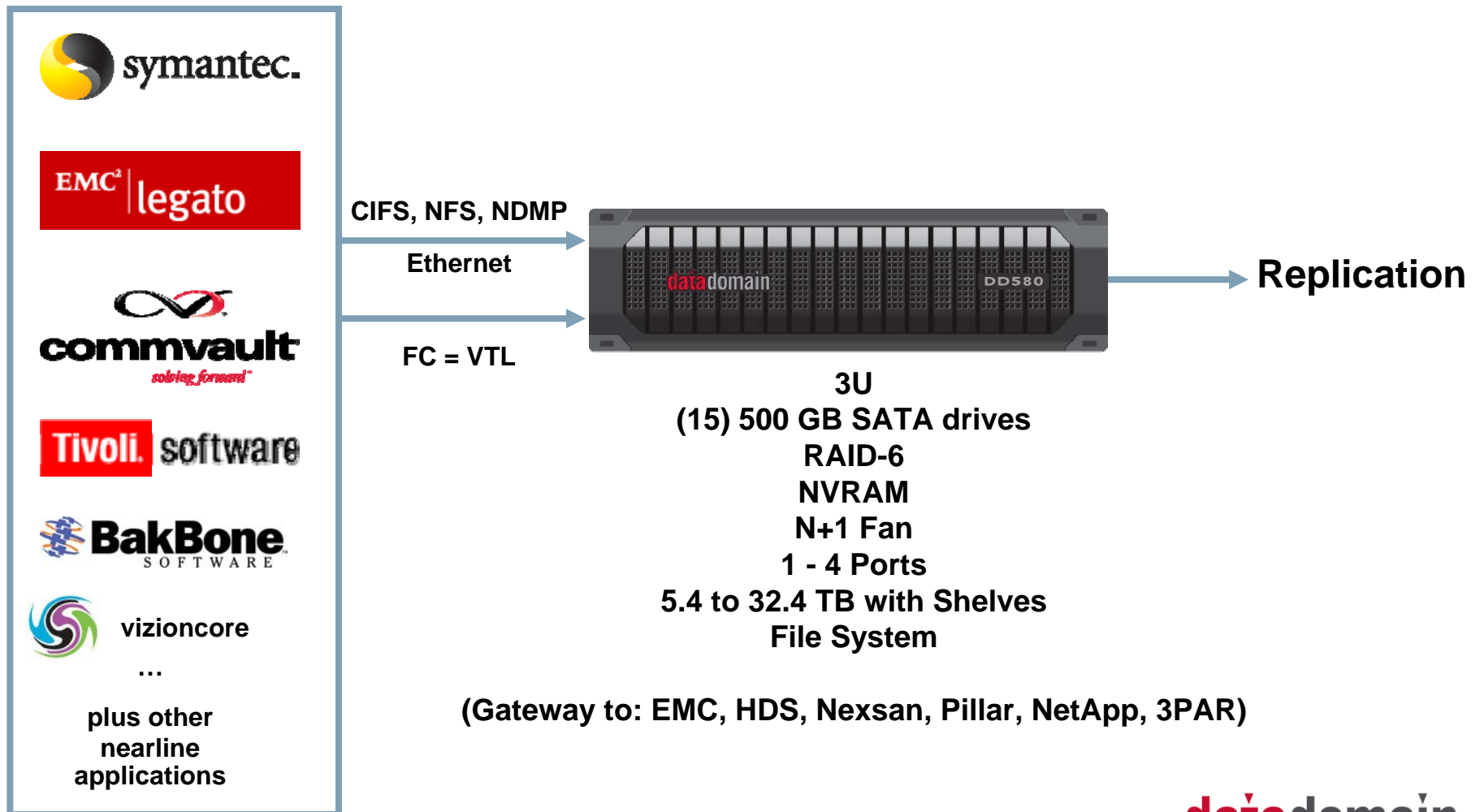
A History of Industry Firsts



- ▶ **Gartner – “Coolest Vendor in Storage for 2007”**
 - 55% of Data Domain customers are replicating
 - >20% of Data Domain customers are “tapeless”
 - >90% of customers reduce tape usage by over 85%
- ▶ **Company**
 - Estimated to be \$250M+ revenue for 2008
 - Growing at between 100-200% YOY
 - Traded on NASDAQ: DDUP
- ▶ **All storage vendors scrambling to add deduplication to products**
- ▶ **“Data Domain owns 58% of the market in 2007”**
 - *-Arun Taneja, SearchStorage.com, May 2008*

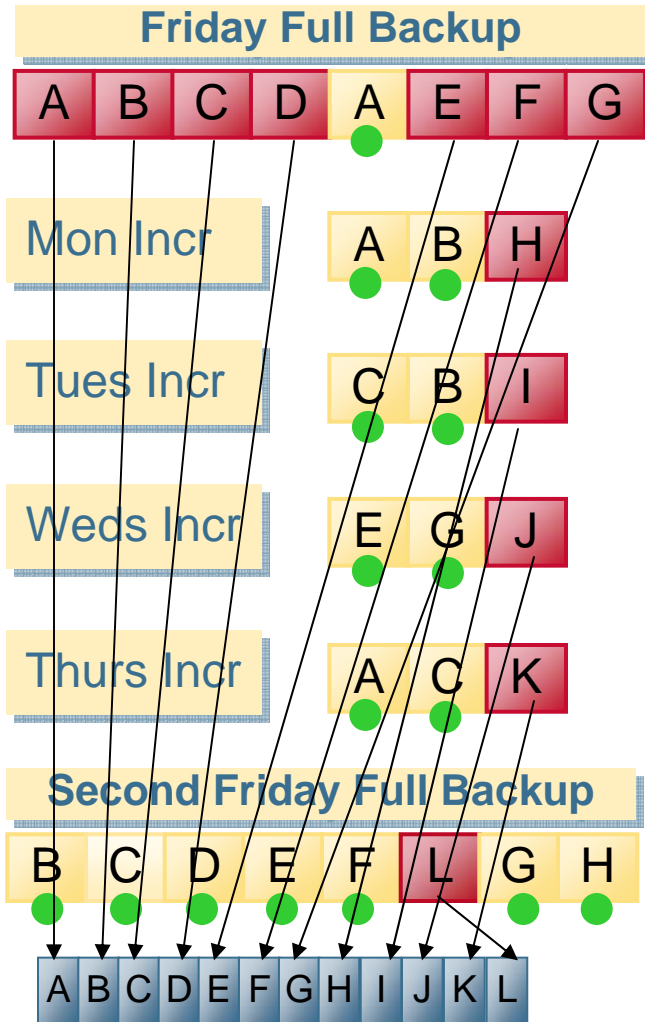
Easily Integrates with Existing Infrastructure

No rip and replace.



Data Deduplication: Customer example

Very fast variable segment inline deduplication

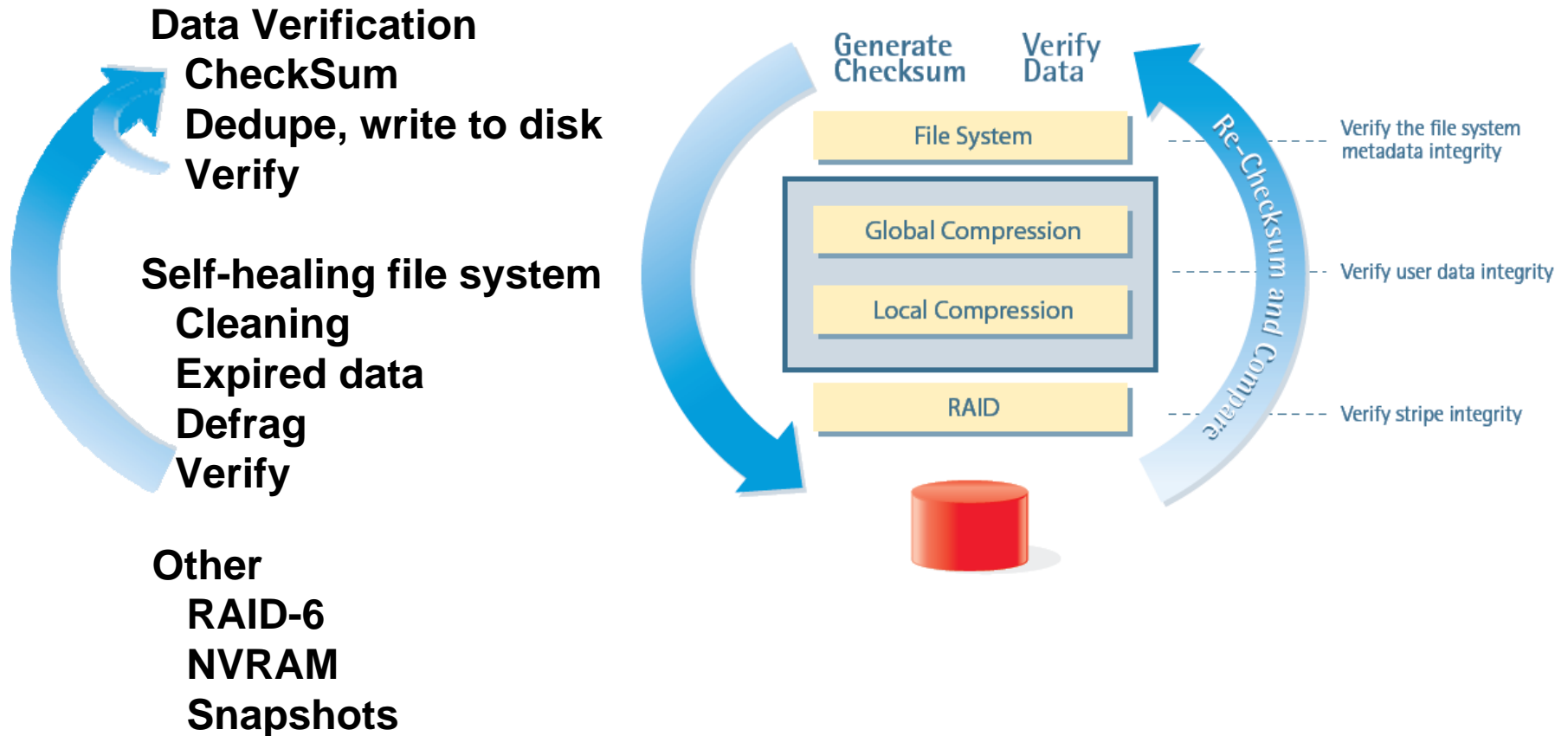


BACKUP DATA	LOGICAL	ESTIMATED REDUCTION	PHYSICAL
FRIDAY FULL	2TB	2-4x	400 GB
Monday Incr	200 GB	8-10x	20 GB
Tuesday Incr	200 GB	8-10x	20 GB
Wednesday Incr	200 GB	8-10x	20 GB
Thursday Incr	200 TB	8-10x	20 GB
2 nd FRIDAY FULL	2 TB	30-80x	40 GB
1 Week retention	4.8 TB	9.2x	520 GB
6 Week retention	18.8TB	19x	989 GB
1 Year retention*	38.8 TB	22.8x	1700 GB

*6-8 weeks of all full/incrementals and 10 monthly fulls

Recovery: Data Invulnerability Architecture

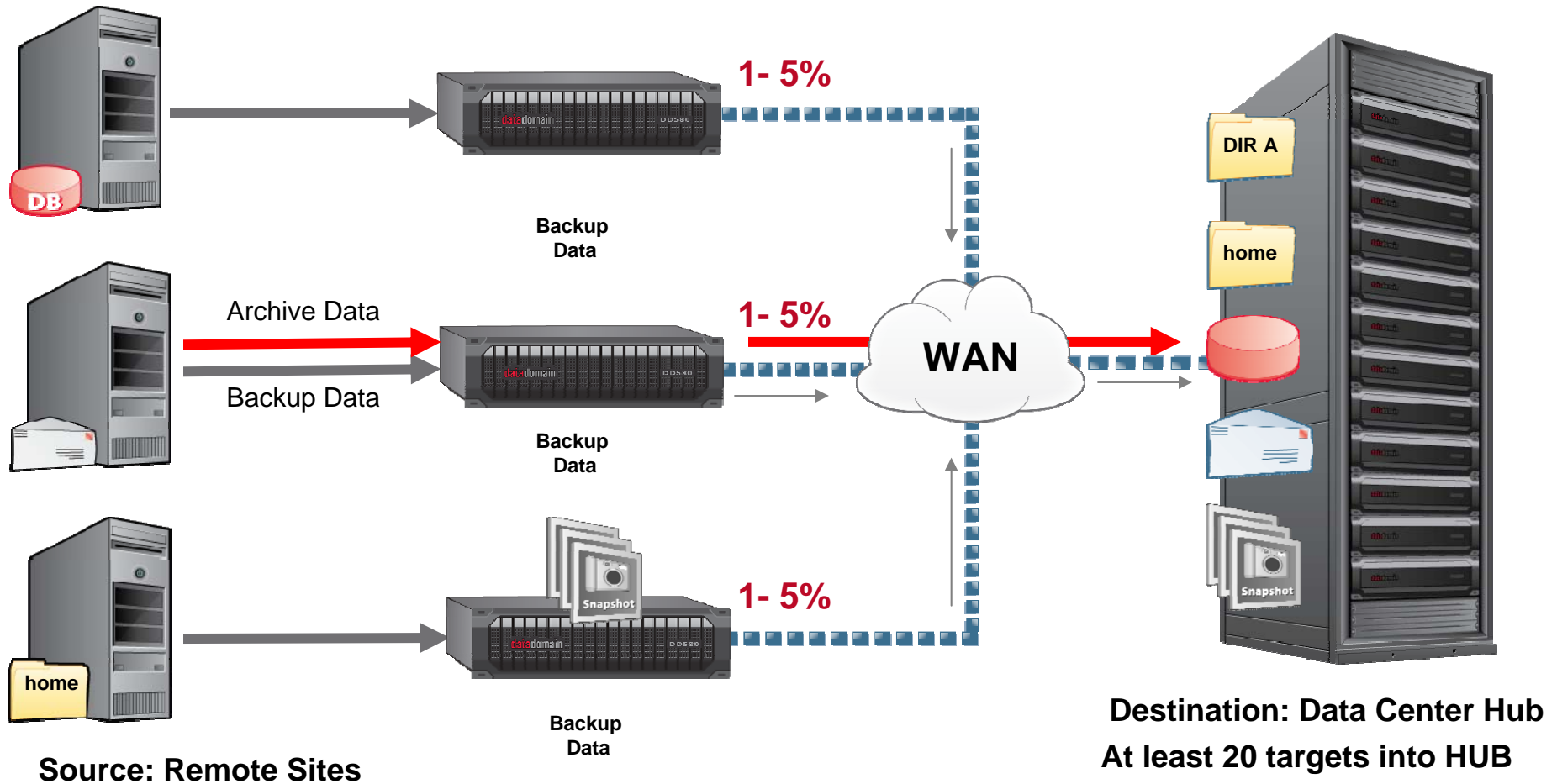
Trust but verify – hope is not a strategy.



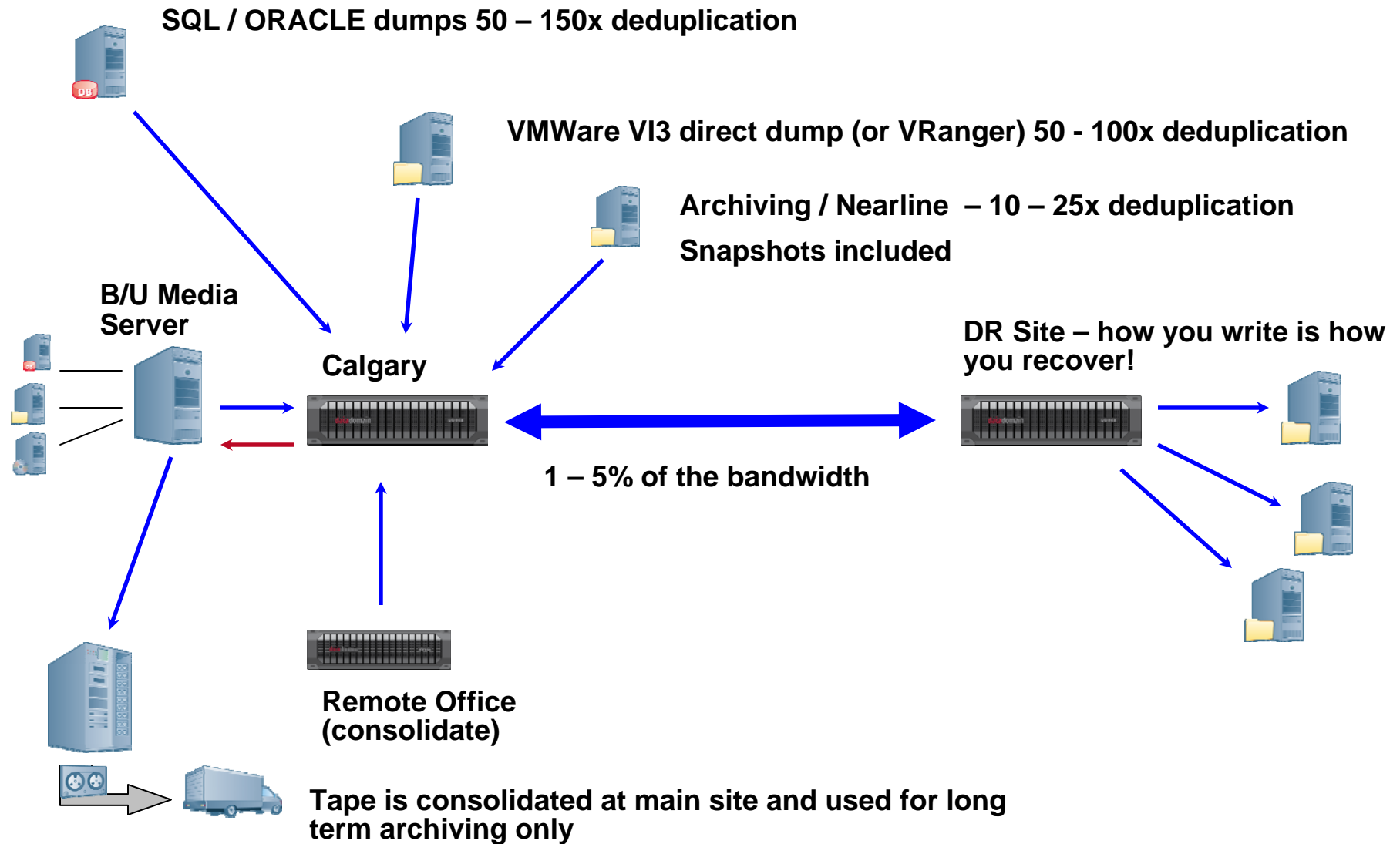
Replication: WAN Efficient replication

True DR; lowers WAN costs; improves SLAs.

95- 99% Bandwidth Reduction



The BIG Picture



Examples of How to Reduce/Eliminate tape...

When writing to one Data Domain System:

Policy#1 – Daily tape copy – typically 75% of data

Policy#1 – Only Monthly tape copy – 25% of data

Policy#1 – No tape copy – 10-20% of data

When replicating to DR Site:

Policy#1 – Daily tape copy – typically 0-5% of data

Policy#2 – Only Monthly tape copy – 75%+ of data

Policy#3 – No tape copy – typically 20-30% of data

Customers experience with Tape

Enbridge

- Consolidated tape operation from 20 sites down to 1
- Reduce tape annuity by >90%
- ROI was approximately 2 years

Pengrowth

- Tapeless – Yahoo...
- 100% reduction of tape annuity spend

City of Vancouver (Host site of 2010 Olympics)

- 120TB Full backup
- Tapeless

Fortune 1000 Customers

Technology	 ORACLE		NEC SYNOPSYS	QUALCOMM Borland	
Telecom		ERICSSON ALCATEL			
Public Sector					
Media/Entertainment					
Healthcare	 Children's Hospital Boston		AstraZeneca 		
Industrial/Auto					
Consumer/Retail					
Financial Services					
					

Source: Data Domain

Appliance statistics from Feb 7, 2008

De-duplication (overall): 27.1X
Original Bytes: 92.4TB
Globally Compressed: 6.384TB
Locally Compressed: 3.372B

De-duplication (last 7 days): 29.4X
Original Bytes: 6.742TB
Globally Compressed: 0.472TB
Locally Compressed: 0.226TB

De-duplication (last 24 hours): 38.9X
Original Bytes: 1.095TB
Globally Compressed: 0.055TB
Locally Compressed: 0.027TB

Appliance statistics from Feb 7, 2008

De-duplication (overall): 94.5X
Original Bytes: 92TB
Globally Compressed: 2.39TB
Locally Compressed: 0.97TB

De-duplication (last 7 days): 87.9X
Original Bytes: 18TB
Globally Compressed: 0.518TB
Locally Compressed: 0.2TB

De-duplication (last 24 hours): 133.4X
Original Bytes: 2.9TB
Globally Compressed: 0.044TB
Locally Compressed: 0.022TB

Canadian Customer using Data Domain



Companies Using Data Domain in Western Canada

Alberta Pensions

Alexander Holburn

Alpac

Altalink

Bantrel

Baytex Energy Trust

BCIT

BC Lottery Corporation

Business Objects (An SAP Company)

Calgary Coop

Canadian Tourism Commission

City of Vancouver

Chinook Health Region

Chevron Canada

CN Rail

Compton Petroleum

Daishowa-Marubeni International

Elk Valley Coal

Enbridge

Enerflex

Flint Transfield Services

Globex Foreign Exchange

Guest-Tek Interactive

IMV Projects

Lakeland College

Langara College

Mark Anthony Group

Natural Factors

Northwest Company

OPTI-Canada

P2 Energy Solutions

Pengrowth Corporation

Petro-Canada

Prospera Credit Union

Real Estate Board of Greater Vancouver

Rocky Mountaineer Holidays

Stony Plain School Division

Solium Capital

Sureway Construction

TD Meloche Monnex

Teck Cominco

Trican Well Services

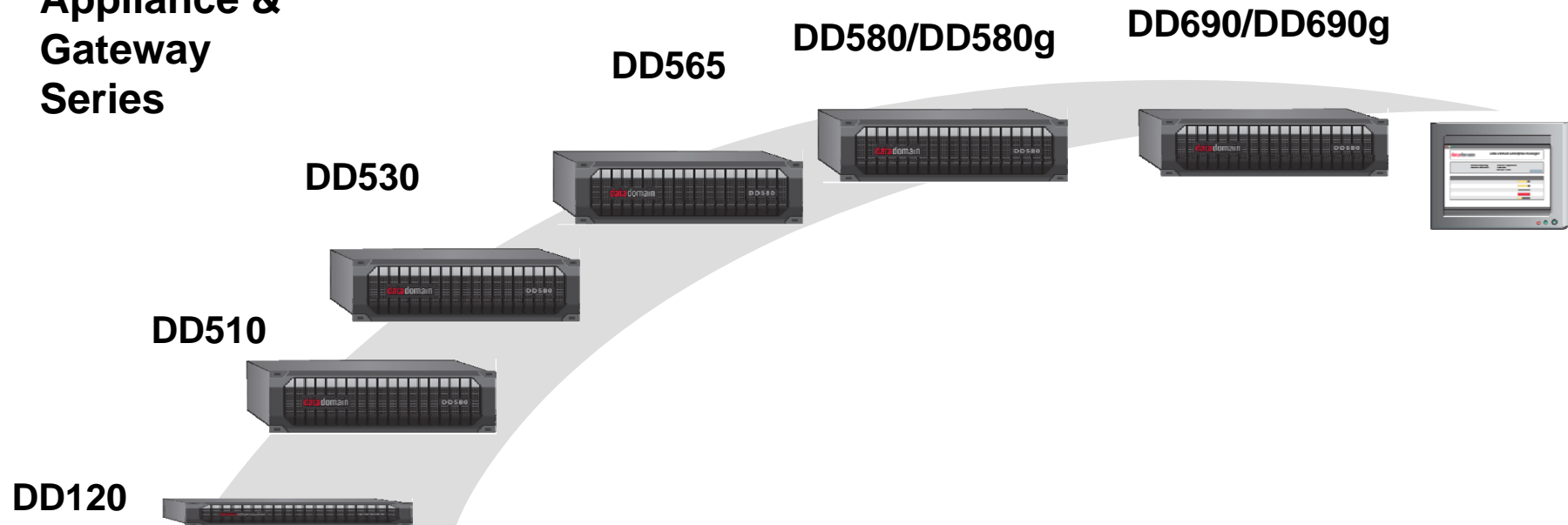
Trinity Western University

University of Winnipeg

Vancouver Police Department

Industry's Most Scalable Inline Dedupe Systems

Appliance & Gateway Series



Replicator & VTL software options

	DD510	DD530	DD565	DD580	DD690
Speed	290 GB/hr	360 GB/hr	630 GB/hr	800 GB/hr	1.2TB/hr
Logical Capacity	25-65 TB	55-140 TB	85-320 TB	85 - 424 TB	216 - 648TB
Physical Capacity	1.3/2.6TB	2.7/5.6 TB	5.4-16.2TB	5.4-21.2TB	10.8-32.4TB

Data Domain Differentiators

- **Proven product with many references**
- **Support for backup/archiving**
- **Plug N Play Disaster Recovery**
- **Only deduplication vendor to support NBU Open Storage**
- **Inline deduplication means:**
 - ▶ Not spindle bound
 - ▶ Requires less disk space/rack space/power than any other solution by an order of magnitude
 - ▶ Fast time to DR
 - ▶ Performance scales with processing increase
- **This is not a commodity market: Diligent at AB Health, Quantum/EMC at Celero, Lethbridge College, Alaska Schools**