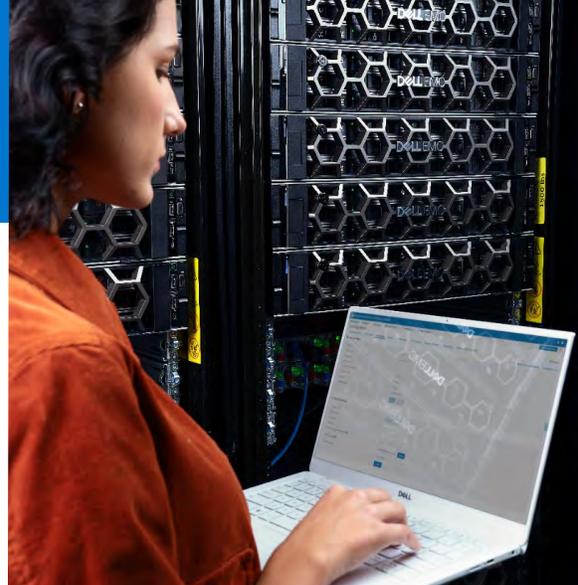


Engineered solution enables data-driven, global enterprises

Actifio saves clients time and money while helping them speed up digital initiatives through a database cloning solution powered by Dell Technologies.



Information Technology & Services

United States

Business needs

Actifio, a copy data management pioneer, experienced demand for a validated hardware platform to deliver clients a complete database cloning solution they could take into production immediately. Actifio also saw a business opportunity to help clients pursue data management objectives outside of the initial use case of database cloning through hybrid cloud enablement.

Solutions at a glance

Dell Technologies OEM Solutions

- [Dell EMC PowerEdge R740 rack server](#)
- [Dell EMC VxRail](#)
- [Dell EMC PowerFlex](#)
- [Dell EMC ECS](#)
- [Dell EMC PowerProtect DD Series](#)
- [Dell EMC Unity XT](#)

Business results

- Delivers working copy of 100TB databases in 20 minutes instead of weeks.
- Expands use cases for database cloning and cloud initiatives by enabling data reuse.
- Provides a complete, business-ready solution instead of requiring clients to take last steps.

Enables substantial

cost savings

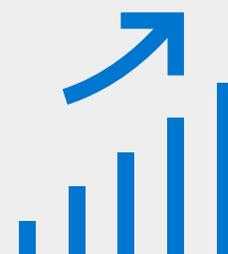
for clients.



Allows significant

solution growth

within accounts.



Actifio helps companies generate application-aware clones of their databases for data scientists, testing or DevOps use. Before companies learn about Actifio, they may spend a lot of time trying to manually copy databases or use legacy platforms, which can delay analytics, development and testing. Actifio allows rapid, self-service database cloning with practically unlimited scalability and data-masking integrations, driven by service-level agreements. Spanning across industries, Actifio serves more than 3,700 clients around the globe.

Meeting needs for unparalleled performance and scalability

Clients and industry insiders saw that Actifio purchased a lot of infrastructure to run its market-leading software. They recommended that Actifio partner with Dell Technologies and transition away from IBM. Actifio and Dell Technologies OEM Solutions discovered that they shared important values and views. Brian Reagan, chief marketing officer at Actifio, says, "Actifio and Dell Technologies align strongly in supporting customers who are in the middle of digital transformations and who may have comparable success criteria and similar needs for scalability, performance, services and support."

Then the two organizations jointly created the Actifio Database Cloning Appliance (DCA) powered by Dell Technologies, which incorporates either a hyperconverged Dell EMC VxRail or the software-defined Dell EMC PowerFlex and Actifio software. Hybrid cloud was the next important use case they approached jointly. Soon, they also assisted clients with more expansive, transformational goals requiring large storage capacities and superior performance from computing and storage. Actifio began using virtualized solutions together with the full Dell Technologies infrastructure portfolio, including Dell EMC ECS, Dell EMC PowerProtect DD Series and Dell EMC Unity XT.

"Our financial services client will save \$25 million over the next two years with an integrated Actifio and Dell Technologies solution."

Tom Gelson
Senior Vice President, Global Accounts & Alliances
Actifio

Saving time and expenses with immediate data access

By running Actifio software on technology engineered by Dell Technologies, clients can ensure compliance with data management policies and regulatory mandates and speedily advance strategic initiatives. Reagan comments, "A crucial benefit of the Actifio Database Cloning Appliance powered by Dell Technologies is rapid access to data, which helps clients accelerate their analytics, cloud and DevOps efforts. We see clients save hundreds of thousands of dollars per year and take 20 minutes instead of weeks to generate a full copy of databases as large as 100TB."

Delivering insight from enormous data stores

Several client success stories illustrate the effectiveness of the Actifio and Dell Technologies OEM Solutions partnership. In one instance, a large public utility wanted to generate better insight into power distribution planning and customer billing. The company stores telemetry and other data in massive databases in one of the world's largest Microsoft SQL Server environments running on PowerEdge servers. Deploying Actifio DCA provided the enterprise with a scalable, standardized foundation on which it can run sophisticated analytics. John Shields, VP of operations and business development at Actifio, says, "Our solution at the utility client runs on Dell EMC Unity XT. Since the first project a couple of years ago, we've already expanded it three times."



Enables
**time-saving,
self-service**
database cloning and
automated data masking
for developers, testers
and data scientists.

*“In our collaboration with
Dell Technologies OEM
Solutions, we gain the flexibility
to deliver complete solutions
and can meet the toughest
business challenges.”*

Eric Barbieri
Solutions Architect for Global Strategic Accounts
Actifio

Fueling the transition to the cloud

Another client, a U.S. federal agency, wanted to evolve its on-premises data center to a hybrid cloud infrastructure. The organization implemented Actifio DCA together with VxRail devices including 396TB of storage. “The Actifio Database Cloning Appliance Powered by Dell Technologies enabled our client’s journey to the cloud, starting with moving data off-premises,” Shields explains.

Reducing expenses by \$25 million

A global financial-services organization initially installed Actifio software on Hitachi hardware. The company switched to Dell Technologies—already the preferred infrastructure vendor—because it felt such solutions as PowerFlex and PowerProtect DD Series better fit its needs. About 5,000 Oracle and 2,000 SQL Server databases will soon be recorded on Dell Technologies hardware by means of Actifio software. Tom Gelson, Senior VP of Global Accounts and Alliances at Actifio, says, “Our financial services client will save \$25 million over the next two years with an integrated Actifio and Dell Technologies solution. Also, the IT department can now start up a new point-of-delivery for database cloning within a week instead of almost six months.”

Enabling a competitive edge for the client

Joint engineering by Dell Technologies OEM Solutions and Actifio helped achieve these outstanding results. Eric Barbieri, Actifio Solutions Architect for Global Strategic Accounts, says, “Partnering with Dell Technologies helped us make our solution more scalable for more use cases and workloads. The client could then develop an internal cloud and compete more powerfully against startups and technically advanced companies in the financial services industry.”

Driving growth with the Dell Technologies portfolio

On its own, Actifio might not have been able to address the challenges of its global finance client as effectively. “Ownership and control of the different storage technologies, protocols and hardware options are keys to the success of the Dell Technologies and Actifio partnership,” Barbieri says. “In our collaboration with Dell Technologies OEM Solutions we gain the flexibility to deliver complete solutions and can meet the toughest business challenges, when in the past we might have needed our clients to take the last steps in achieving this.” It also means Actifio can capitalize on more and larger opportunities for growth on client accounts. “We start with a small configuration and can scale to petabytes of deployed technology,” he adds.

Taking the next step in collaborative innovation

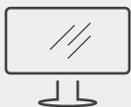
Actifio continues to innovate on its Dell Technologies OEM Engineered Solution. The team will perform additional engineering around ECS, PowerProtect DD Series and other solutions to support client scenarios that call for long-term data retention and vast scalability. Validating the deep integration of Actifio software and various Dell Technologies solutions for object storage in addition to databases will give clients more options to pursue their goals in digital initiatives. Reagan concludes, “Integrating our software with the next generation of Dell Technologies products enables us to make our joint solution even more powerful and flexible.”

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Brian Reagan
Chief Marketing Officer, Actifio

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