

# MIGRATE Less risk. More speed.

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# PROTECT Any NAS. Any cloud.

## DobiMigrate

Moving complex unstructured data from one platform to another is time consuming, costly, and risky, especially when you're talking about millions – or billions – of files. Your customers have become numb to the pain of storage platform migrations or worse still, avoid them completely. This is severely impacting your ability to sell a new storage platform and their ability to realize their ROI. **There is a better way.** DobiMigrate® has completely changed the way customers transition between old and new storage platforms. Take the dollars off the table and sell migration software or a delivered service.

## DobiProtect

Companies are struggling to properly protect their ever-growing NAS and object data from cyberattacks, insider threats, storage platform-specific hacks and bugs, and natural disasters. Most companies are barely managing the minimum protection of their NAS and object data, never mind keeping an essential golden copy off-site or in the cloud. **Until now.** DobiProtect® enables companies to quickly and cost-effectively protect their NAS and object data between any NAS, object storage, or cloud and without a prohibitive CAPEX outlay.

DobiProtect lets your customers:

- Keep a "Golden Copy" of data in a bunker or cloud behind an air gap.
- Protect edge data to a primary site in a heterogeneous environment.
- Keep a copy of data for cyber recovery in addition to, or instead of, disaster recovery.
- Keep a copy of data for backup where traditional backup software fails to deliver.
- Protect a copy of data for the long term in an archive site or the cloud.

### DobiMigrate

Boost your margin by adding DobiMigrate to any NAS or object storage deals.

#### Description

- 50TB Starter Pack software license
- Customer-led: Includes training and support\*

#### Part Numbers

Manufacturer SKU: LICNASMIGN2NDIR050  
Climb SKU: DD2 01101E01D

#### Description

- 10TB incremental software license after 50TB base package has been included

#### Part Numbers

Manufacturer SKU: LICNASMIGN2NDIR010  
Climb SKU: DD2 01101A01D

\* Full-delivery services also available.

### TECHNOLOGY PARTNERS\*



\*And many more.

### DobiProtect

Create new business and make great margin by positioning DobiProtect.

#### Description

- 50TB Starter Pack software license
- Includes training and support
- Annual subscription (can also be purchased on a CAPEX model)

#### Part Numbers

Manufacturer SKU: SUBNASREPN2NDIR050  
Climb SKU: DD2 02101L02D

Or

Manufacturer SKU: SUBNASSYNCN2ODIR50  
Climb SKU: DD2 05101L01D

#### Description

- 10TB incremental software license after 50TB base package has been included
- Annual subscription

#### Part Numbers

Manufacturer SKU: SUBNASREPN2NDIR010  
Climb SKU: DD2 02101L03D

Or

Manufacturer SKU: SUBNASSYNCN2ODIR10  
Climb SKU: DD2 05101L02D





Migrate NAS and object data from anywhere to anywhere.

### ELEVATOR PITCH

Migration is the single biggest barrier to achieving ROI on new NAS or object storage. Datadobi's unique software is the key to realizing outstanding ROI with fast and secure migrations saving you a lot of money and pain.

### WHEN TO PITCH

Talk about the storage solution with DobiMigrate software at the start and throughout the storage sales cycle:

- You will be seen as the partner providing the complete solution.
- Your competitors will be at a disadvantage using inferior tools or not offering a solution at all.

### POSITIONING THE SOLUTION

DobiMigrate is purpose built for NAS and object migrations. No other migration solution is built for the complexity of today's enterprise NAS and object platform migration challenges.

**POSITION TO MANAGEMENT IMPACTED BY ROI:** Quickly retire expensive legacy storage and get to the ROI on new storage much quicker (see example graph).

**POSITION TO INFLUENCERS PERFORMING MIGRATION:** DobiMigrate reduces:

- **MIGRATION TIME** – At least 10x faster than any other tool.
- **RISK** – Validates every single file and automates risky tasks.
- **DISRUPTION** – Substantially reduce business impact.
- **LABOR** – Set and forget, reducing labor by at least 10x.

### OBJECTION HANDLING

#### CAN'T I DO THIS IN-HOUSE WITH FREE TOOLS?

Old tools such as Robocopy and rsync, which date all the way back to 1996, are not made for the challenges of today's complex intraplatform migrations. They are not enterprise class, they don't come with any level of support, they are not scalable, nor do they check every single file to make sure it is migrated correctly (to name just a few disadvantages).

### WHY IS DOBIMIGRATE BETTER, FASTER, ETC. THAN OTHER TOOLS?

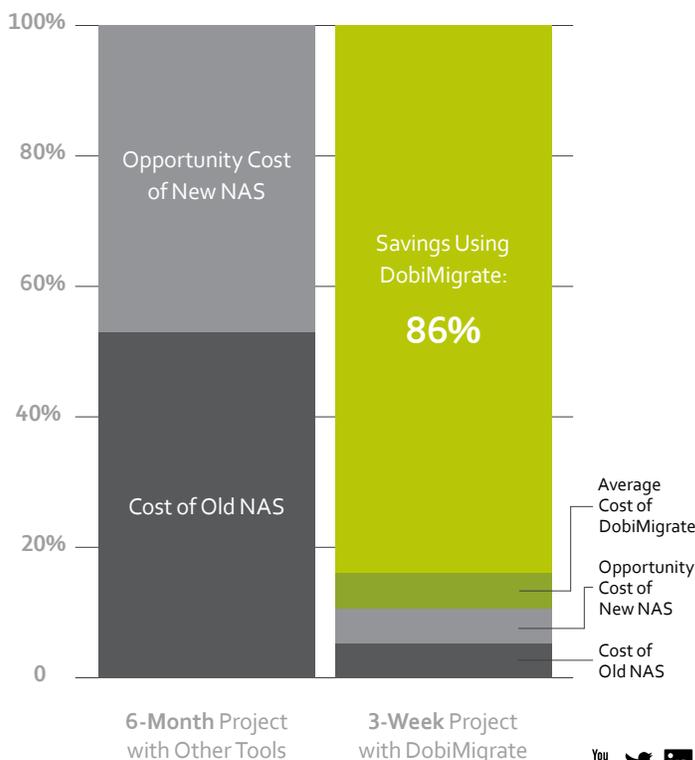
DobiMigrate is the only unstructured data migration software architected from the ground up to do nothing but migrations and is backed by the most experienced unstructured data migration experts in the world.

### HOW DO I KNOW THIS WILL SAVE ME TIME AND COST?

Hundreds of the world's largest companies – including storage vendors – use DobiMigrate to save them time and money. See our [online calculator \(www.datadobi.com/calculator\)](http://www.datadobi.com/calculator) to get a personalized report on your business case.

### WHAT A MIGRATION REALLY COSTS AND HOW MUCH YOU CAN SAVE

#### 250TB EXAMPLE





Protect NAS and object data anywhere.

### ELEVATOR PITCH

With business operations becoming increasingly reliant on having immediate access to unstructured data, DobiProtect provides a fighting chance to get activities up and running fast by helping to keep a golden copy of business-critical data. With DobiProtect, you can keep your business-critical data in a bunker site, in the cloud, behind an air gap, or bring it in from the edge to the core. The choice is entirely yours as DobiProtect gives you the freedom to choose any NAS or object storage on-premises or in the cloud.

### WHEN TO PITCH

Talk about data protection when:

- Selling a new storage platform.
- Discussing any kind of disaster recovery (DR) or backup.
- Discussing a cloud strategy.
- Discussing regulatory data retention requirements.

### POSITIONING THE SOLUTION

Position to those responsible for protection strategies, cloud strategies, legal auditing, and CIOs.

Unstructured data is woefully underprotected; as a result, it is the most likely target for ransomware attacks. Classic protection strategies do not go far enough to protect business-critical unstructured data.

It is vital to protect just your business-critical data because getting it back fast is key. It makes little sense to protect the vast amounts of redundant, outdated, and trivial (ROT) content that is mounting up in most companies.

DobiProtect is the quickest, easiest, and most cost-effective way to identify, protect, and recover business-critical unstructured data to get an organization up and running fast in a crisis.

## 1 Software Solution ⇨ 4 Opportunities



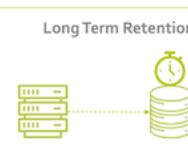
Air-gapped "Golden Copy"



Edge To Core



Second Copy and Backup



Long Term Retention

### OBJECTION HANDLING

#### DOESN'T MY DISASTER RECOVERY SOLUTION ALREADY DO THIS?

DR is not intended as a cyber-recovery strategy but more for high availability. In most circumstances, DR will simply exacerbate the problem by replicating corruption.

#### DOESN'T MY BACKUP VENDOR ALREADY PROTECT MY UNSTRUCTURED DATA?

Backup vendors are highly focused on VM and database backup. They mostly use very old technology for unstructured data that is not supported and doesn't provide any of the needs of today's enterprises. The unstructured data ecosystem with its myriad complexities is Datadobi's core business.

#### WHY WOULD I NEED TO PROTECT A SUBSET OF MY DATA WHEN I AM BACKING UP MY VMS?

Backups may or may not contain the business-critical data needed to get your business rolling again in case of a ransomware attack or similar. In addition, finding the right data to recover and then recovering to any NAS or object storage in a time of crisis is extremely difficult.

Focusing now on preparing for the future is key to being able to recover quickly in a time of crisis. This means already identifying your business-critical data (and not all the ROT data) in your organization and making sure that it is easy to get to in a time of crisis.