



EMC STRATEGY Journey to Cloud -Big Data

Agathi Galani

*Indirect District Manager Greece,
Malta, Cyprus*

5th December 2011

EMC²



EMC's Mission

To Lead Customers On
Their Journey To Hybrid
Cloud Computing

EMC²

The Journey to Your Cloud: Infrastructure

Private Cloud is the logical first step

Enterprise IT

Private Cloud

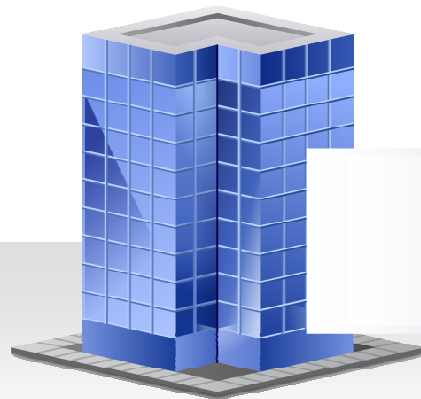
Public Cloud

Trusted
Controlled
Reliable
Secure

Simple
Low Cost
Flexible
Dynamic

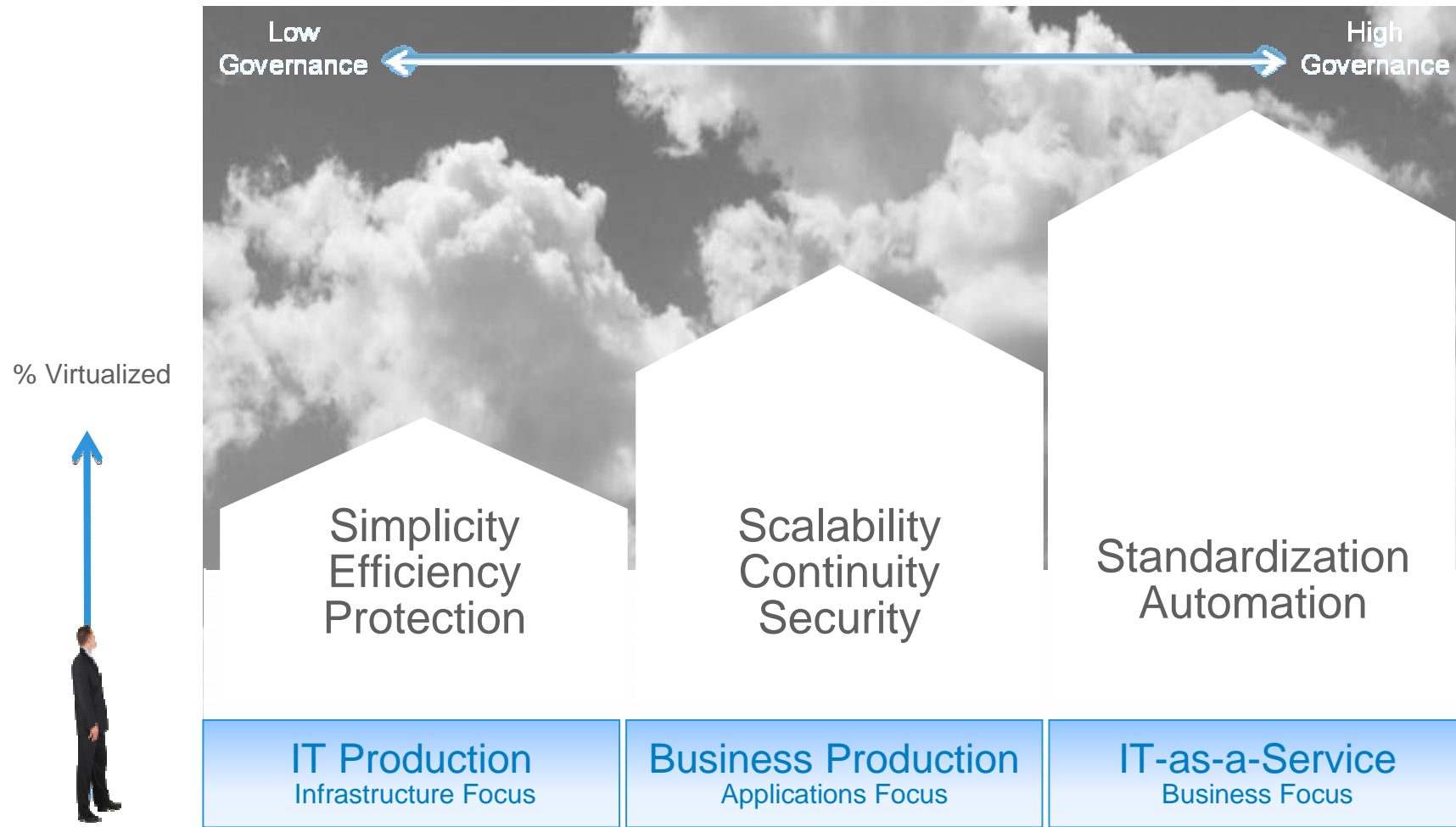
“70% Will Spend More On Private
Cloud through 2012”
GARTNER DATA CENTER CONFERENCE
2009

Infrastructure



EMC

The Journey To The Private Cloud



IT Production

Virtualize non-business-critical IT-owned applications

Challenges

- Islands of infrastructure
- CAPEX
- Power

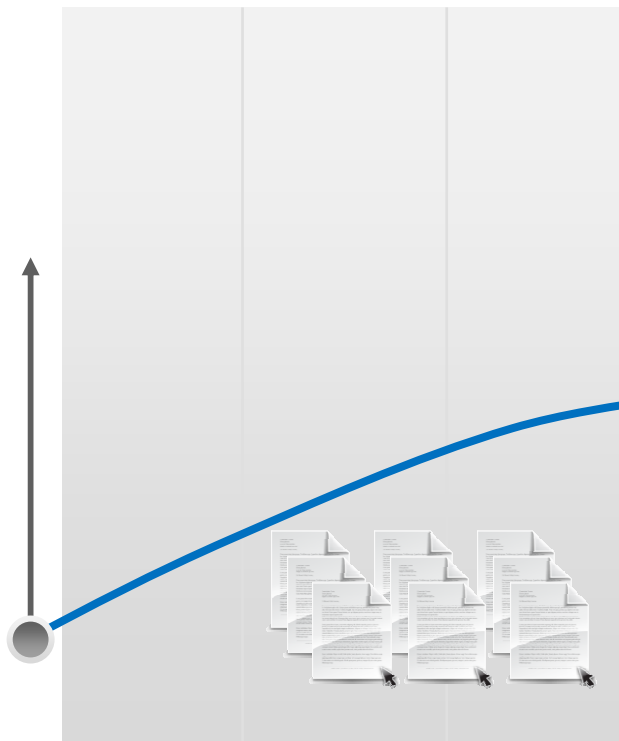
Approach

- Consolidated infrastructure
- Virtualized servers
- Tiered SANs
- Disk-based backup

Efficiency

EMC IT: IT Production Benefits Realized

IT Production Efficiency



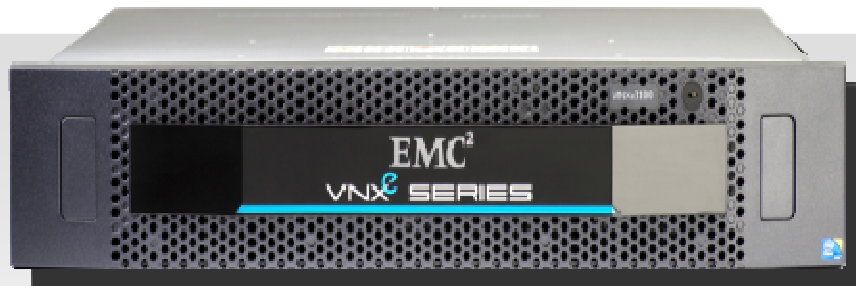
Phase 1
IT-owned Apps

EMC IT Department Benefits Realized

\$12M	Power and Space Savings
\$74M	Data Center Equipment Savings
170%	Gain in Storage Admin Productivity
34%	Increase in Energy Efficiency
60M	Pounds of CO ₂ Reduced

EMC²

VNX^e



Simple. Efficient.
Affordable.

“VNX^e is the easiest storage device we’ve ever used”

THE CITY OF SAFFORD

“Extremely well equipped, and starting at under \$10,000 represents excellent value”

COMPUTER RESELLER NEWS

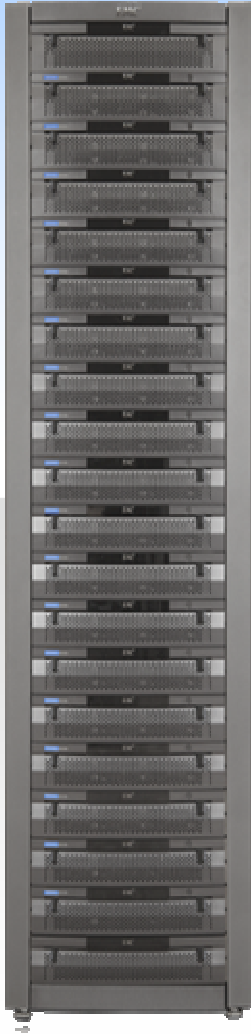
EMC²



EMC Data Domain.

World's Fastest Backup.
First Long Term Archive.

EMC²



EMC Avamar.

3x Faster VMware
Backup.

Data Domain Integration.

EMC²

Loomis: Next-Generation Backup

Avamar + NetWorker + Data Domain



8 Month Return On Investment.



232% Increase In Backup Performance.



67 Remote Sites Eliminated Tape.

EMC²

Journey, Phase 2: Business Production



1. Quality of service
2. Virtualize business-owned, mission-critical applications

Business Production

Virtualize business-owned, mission-critical applications

Challenges

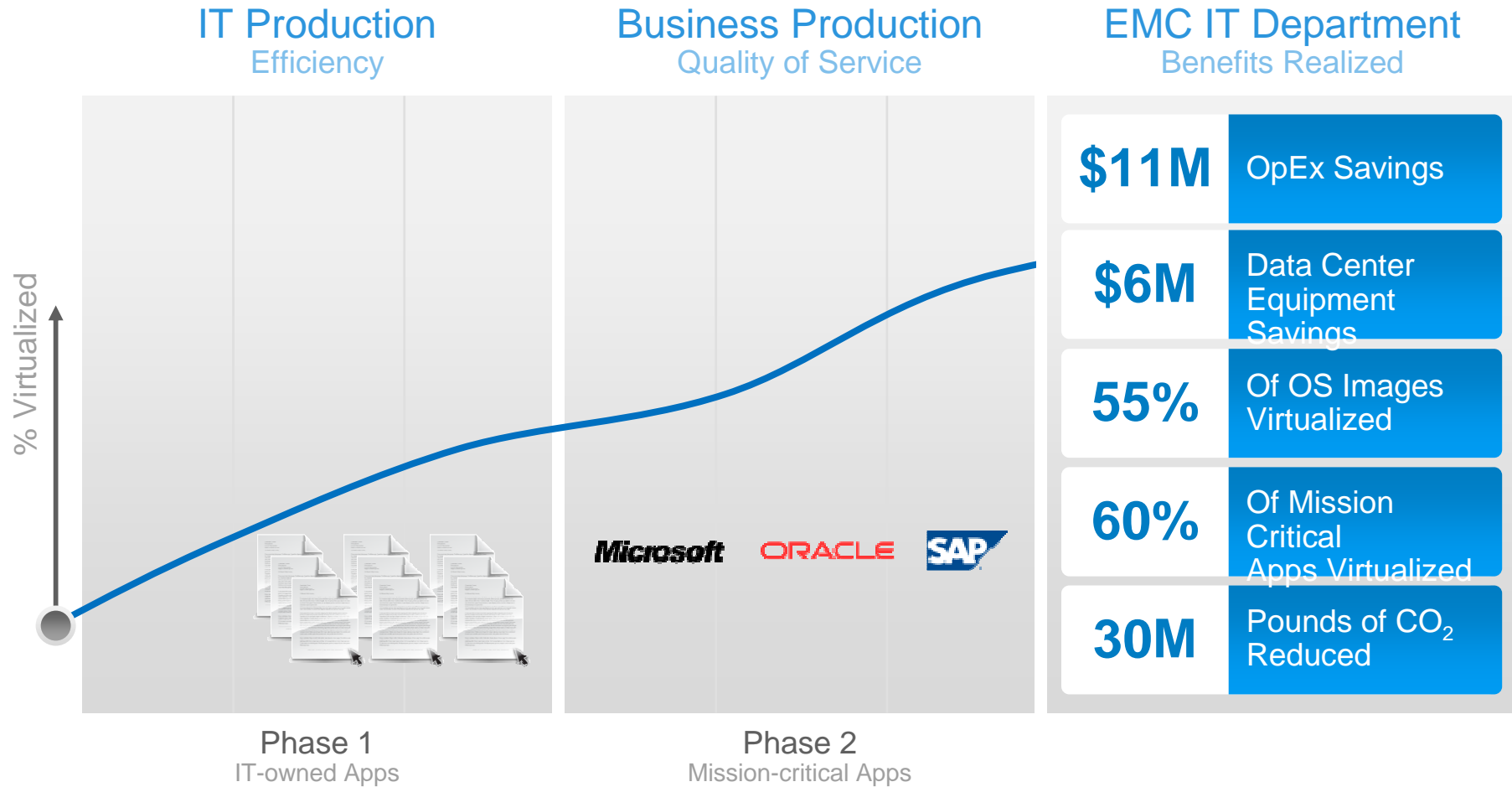
- Aging enterprise platforms
- Continued cost pressures
- Time to delivery

Approach

- Dynamic, shared capacity
- Tiered, virtual platforms
- x86 architecture
- Storage optimization
- De-duplicated backup, replication
- Integrated management
- Security

Quality of Service

EMC IT: Business Production Benefits Realized





EMC VMAX

Powerful. Trusted.
And Now Smartest.

EMC²

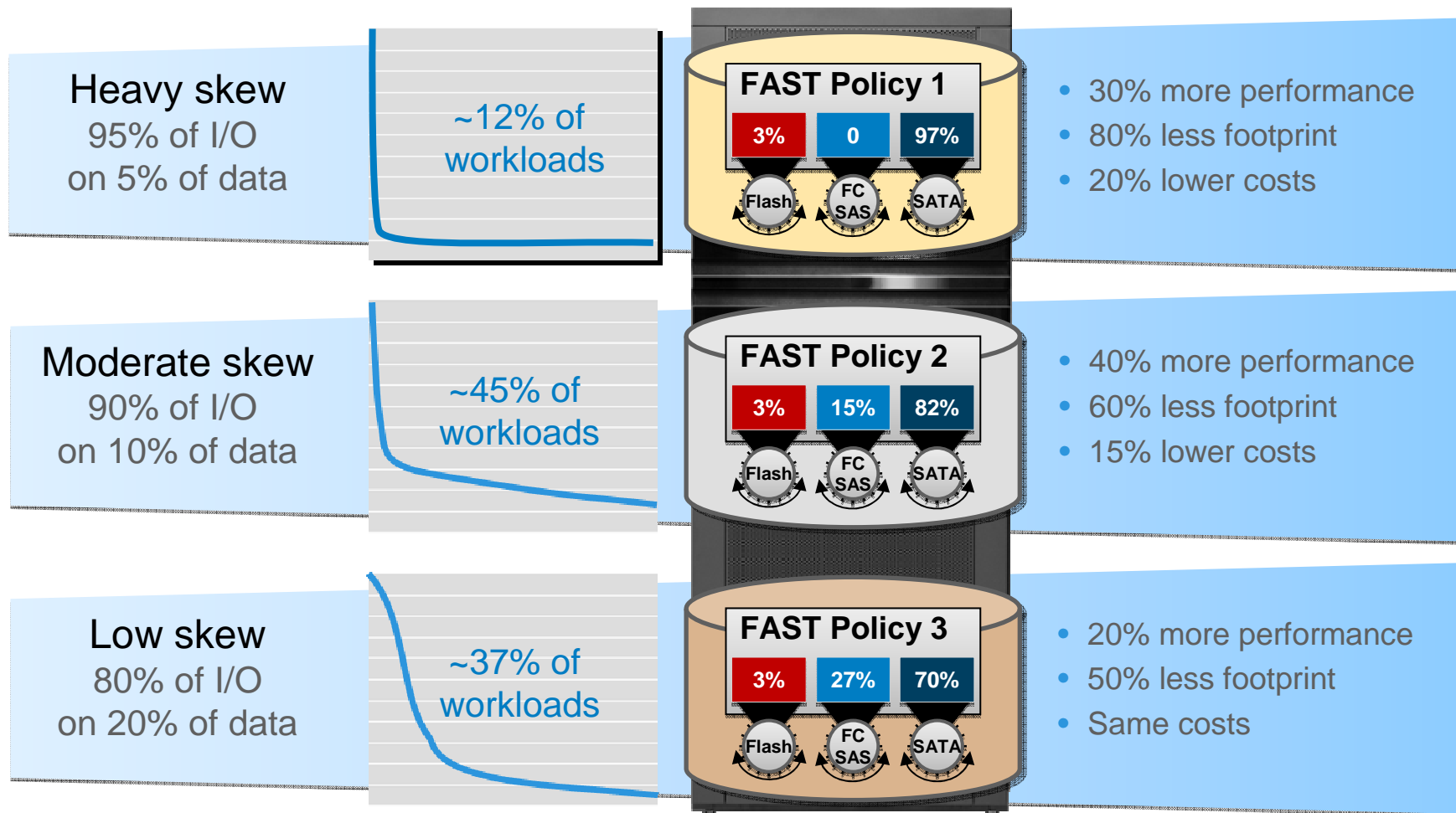


Fully Automated Storage Tiering

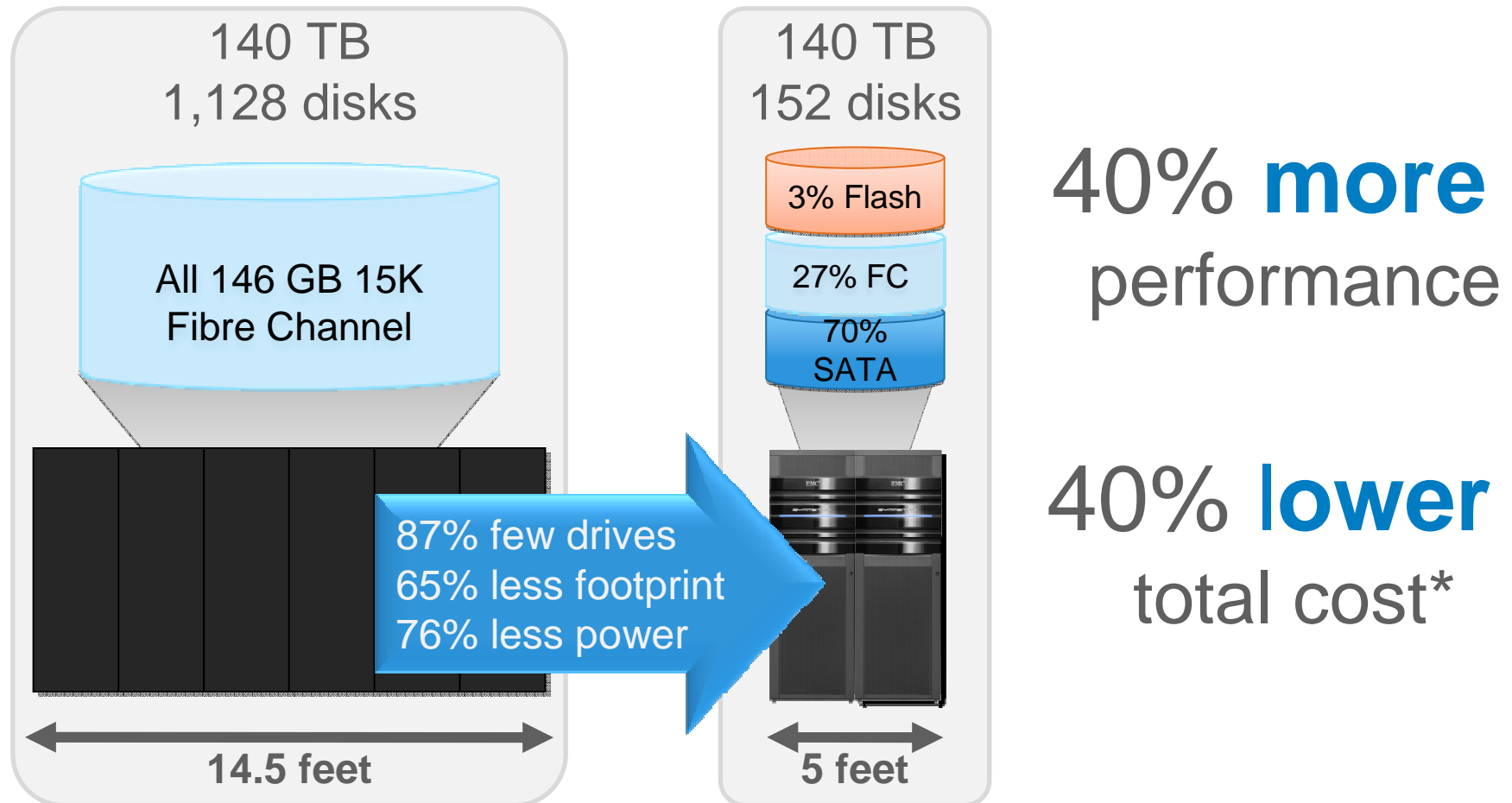
for Virtual Pools

EMC²

Recommended FAST VP Configurations



Smart Consolidation with FAST VP



* TCO based on acquisition costs with three years' maintenance

Journey, Phase 3: IT-as-a-Service



1. Agility
2. Create a catalog of services for the business

IT-as-a-Service

Run IT as a business

Challenges

- Service optimization
- Metering and chargeback
- Security
- What do you take on first?

Approach

- Automated services
- Standardized platforms
- Object storage
- Active-active replication
- New application architectures
- Secure governance, compliance

Agility

Our Journey To The Cloud/Big
Data =

EMC Isilon

BIG

EMC Atmos
INVESTMENT
**The Greenplum
Database**

EMC Hadoop

EMC²

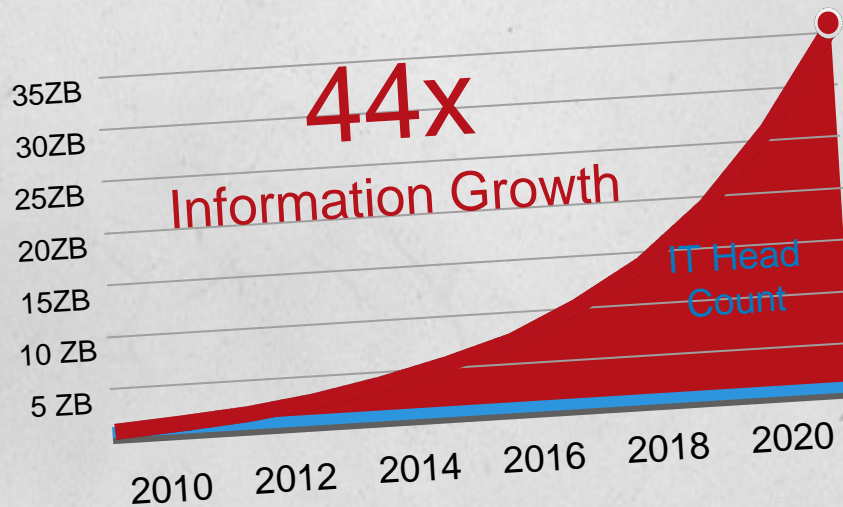
EMC World Times

MAY 10TH 2011

MORNING EDITION

Vol. 96

The Era of Big Data is Here!



>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec interdum justo. Suspendisse potenti. Maecenas hendrerit dui eget odio pharetra vulputate. Donec vitae ipsum vel lorem fringilla consectetur. Morbi enim lectus, varius a pellentesque sed, tincidunt sit amet nisi. Suspendisse cursus, enim eget tincidunt vestibulum, magna nunc commodo elit, quis dapibus risus ligula ut metus. Nam varius tristique mauris, nec luctus mauris ullamcorper ut. Pellentesque eleifend facilisis viverra. Maecenas mollis ullamcorper dolor, vel fringilla nunc aliquam nec. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In hac habitasse platea dictumst. Pellentesque egestas pulvinar metus, eget blandit turpis congue luctus. Morbi diam quam, placerat ut malesuada id, laoreet vitae velit.

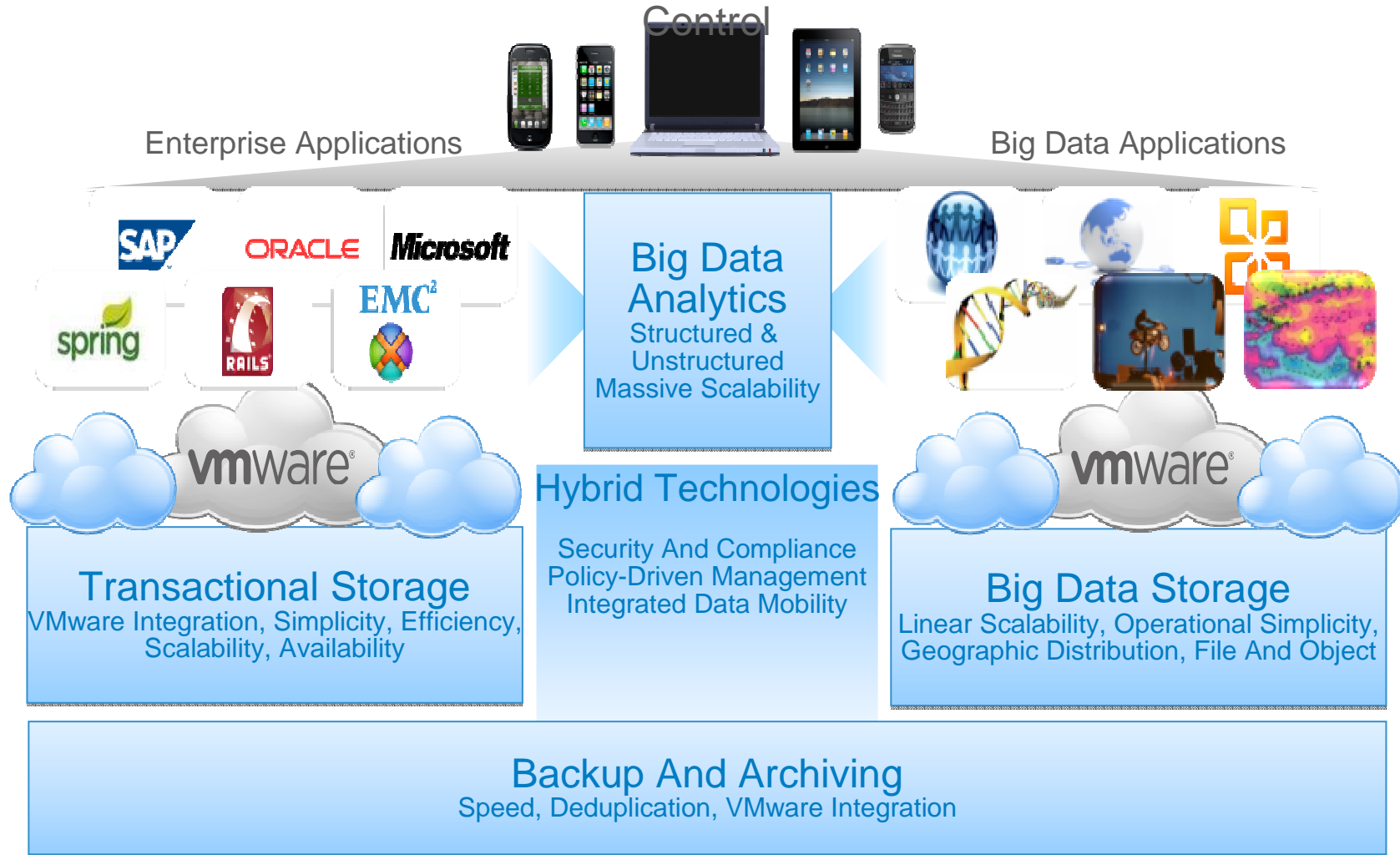
Mauris quis velit non neque placerat congue. Mauris sed ligula odio. Nulla porta pellentesque quam, et tincidunt est. Nam varius tristique mauris, nec luctus mauris ullamcorper ut. Pellentesque eleifend facilisis viverra. Maecenas mollis ullamcorper dolor, vel fringilla nunc aliquam nec. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In hac habitasse platea dictumst. Pellentesque egestas pulvinar metus, eget blandit turpis congue luctus. Morbi diam quam, placerat ut malesuada id, laoreet vitae velit.

Mauris quis velit non neque placerat congue. Mauris sed ligula odio. Nulla porta pellentesque quam, et tincidunt est tincidunt vitae. Quisque eget quam quis ante convallis laore-

EMC²

Requirements For The New IT Portfolio

Virtual Desktop Infrastructure: End-User Choice With IT



The EMC Portfolio

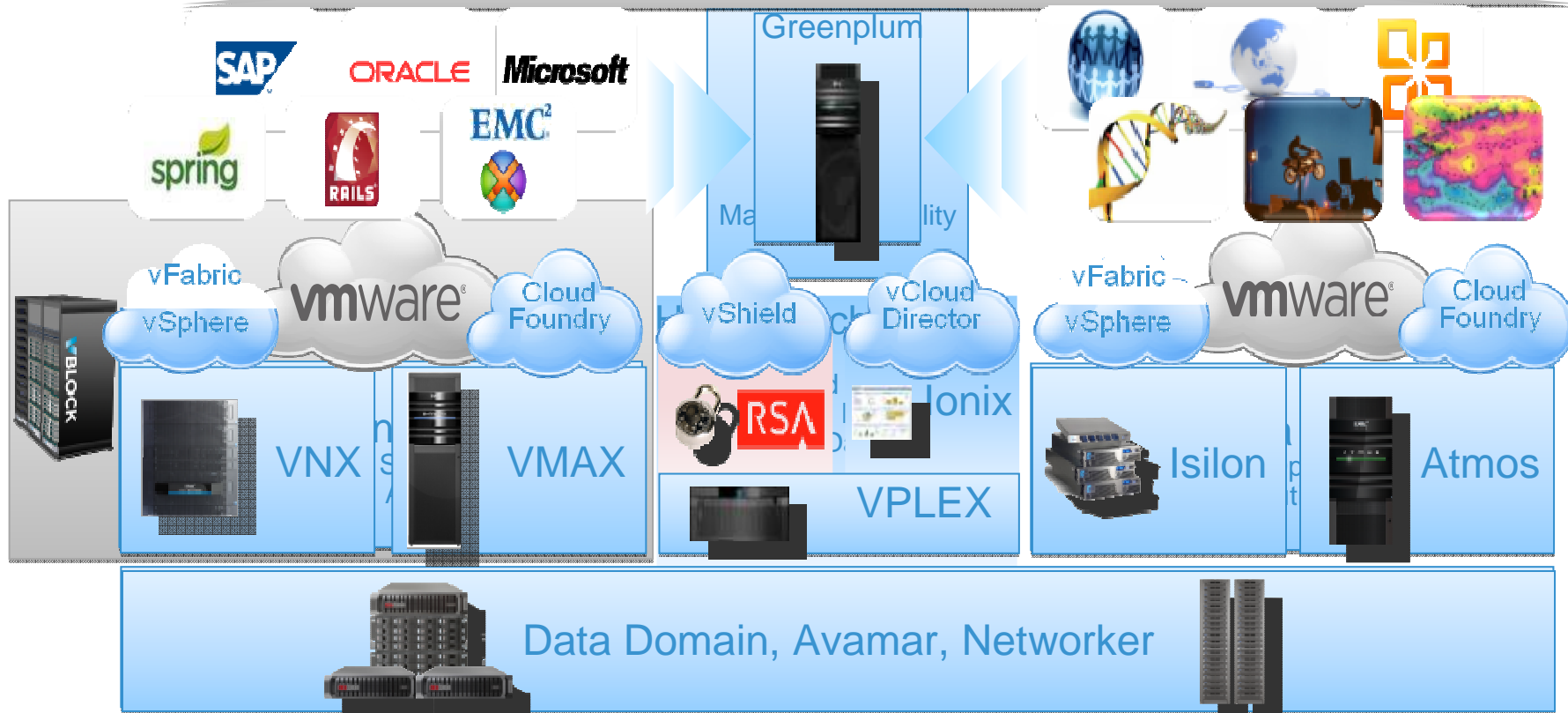
Virtual Desktop Infrastructure: End-User Choice With IT Control

vmware® View



Enterprise Applications

Big Data Applications



EMC²



New York City CITIServ Shared Services

Shared IT Services For **40 Agencies.**

Forecasts **\$100M Savings In 5 Years.**

20-1 Server Consolidation Ratio.

4x More Calls, **30% Less Budget.**

Mean time to repair reduced by **300%**

Cost per Service call reduced from **43\$ to 11\$**

EMC²

THANK YOU