

EMC Today



IT Information Management Challenges

managing **growth**

dramatic growth of information
increased infrastructure complexity

managing **risk**

protecting against information loss
securing against unauthorized access
complying with legal and corporate mandates

managing **effectiveness**

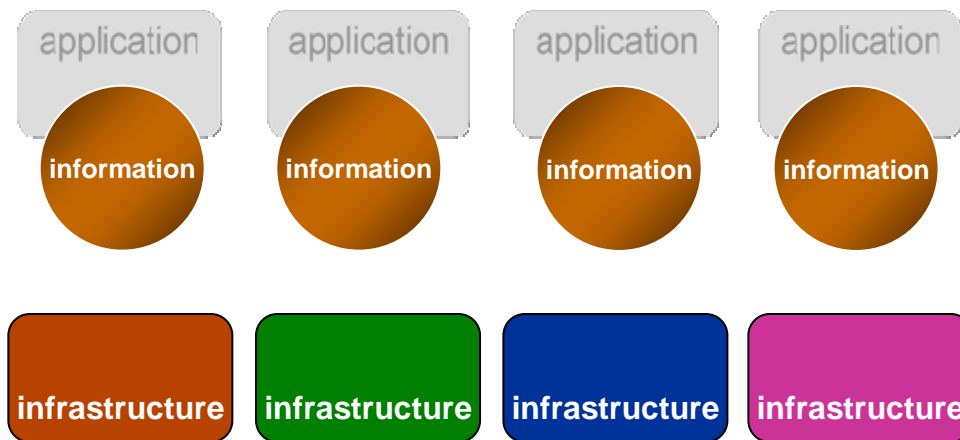
reducing capital and operational costs
improving flexibility and responsiveness
delivering service levels demanded by the business

creating **new value**

leveraging information in new ways
using infrastructure to drive the business

Do You Have an Information Strategy?

Information is the organization's most important asset,
but it's usually not managed that way



unnecessary costs

poor utilization and extra management effort

unknown risks

protecting information against loss,
securing against unauthorized access

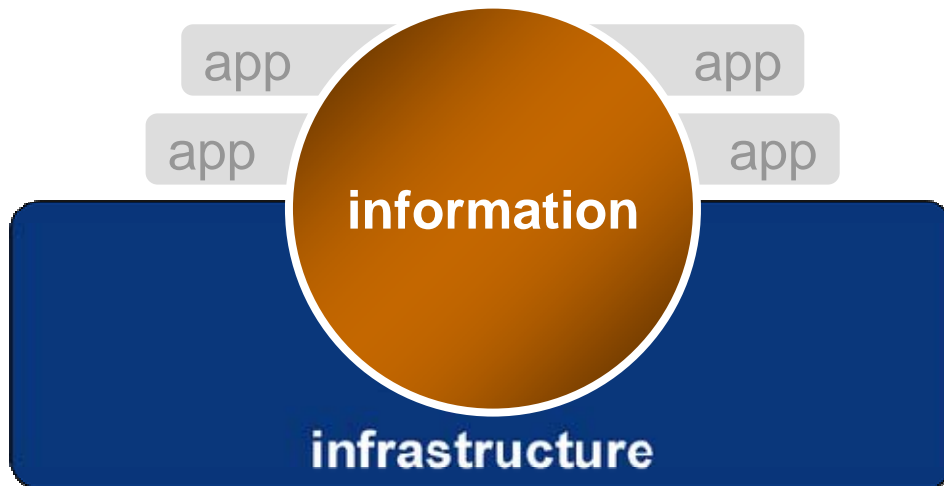
unexploited value

harvesting the value of information
in new ways for the business

Need a consistent approach to providing
shared information management services
store | protect | optimize | leverage

Building Information Infrastructure

Information is the organization's most important asset,
manage it that way



lower costs

increase utilization, reduce management effort

reduce risks

protecting information against loss,
securing against unauthorized access

exploit value

harvesting the value of information
in new ways for the business

A consistent approach to provide
shared information management services:

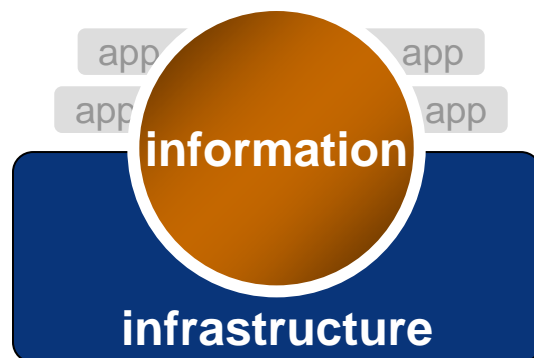
store intelligently

protect against loss and misuse

optimize infrastructure, management and service levels

leverage information assets to create new value

More than \$10 Billion in R&D and Acquisitions



leverage

enterprise content mgmt: **Documentum**
information acquisition: **Captiva, Acartus**
BPM, collaboration: **ProActivity, eRoom**
enterprise search: **AskOnce**

optimize

virtualization: **VMware, Rainfinity, Invista**
information mgmt: **Legato, Documentum, Infoscape**
resource mgmt: **ControlCenter, Smarts, nLayers**

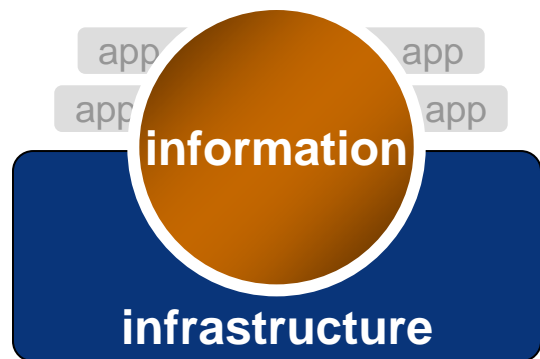
protect

array replication: **SRDF, MirrorView, etc.**
backup to disk: **Legato**
data de-duplication: **Avamar**
continuous data protection: **Kashya**
security: **RSA, Authentica, Network Intelligence**

store

SAN: **Symmetrix, CLARiiON, Connectrix**
NAS: **Celerra**
CAS: **Centera**

Storing Intelligently



store | protect | optimize | leverage

storing **information**
at the **right service level**
at the **right cost**

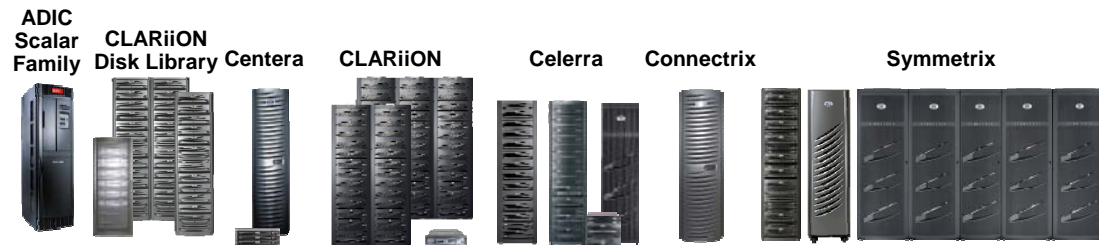
broadest choices for tiering

cost optimization

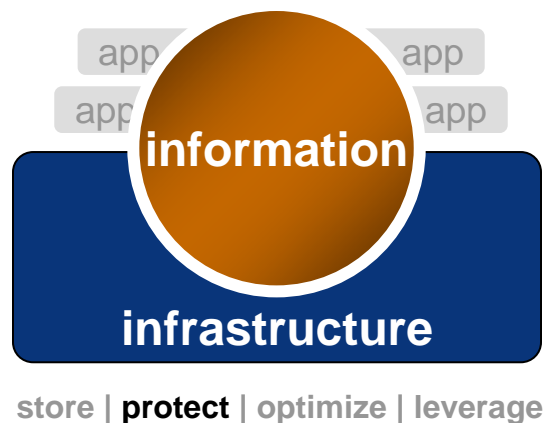
comprehensive services

meeting
business
requirements
at the lowest
overall cost

Key Capabilities:



Protecting Against Loss



protecting **information availability**
at the **right service level**
at the **right time**

archive before backup

application integration

proven, scalable technologies

**ensuring
access,
minimizing
cost**

Key Capabilities:

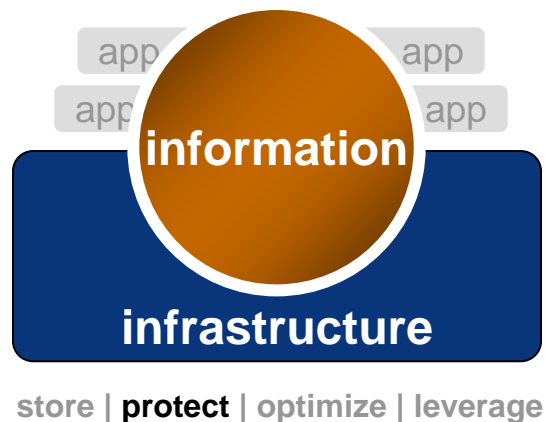
array based: **SRDF, TimeFinder, MirrorView, SnapView**

network based: **RecoverPoint (Kashya)**

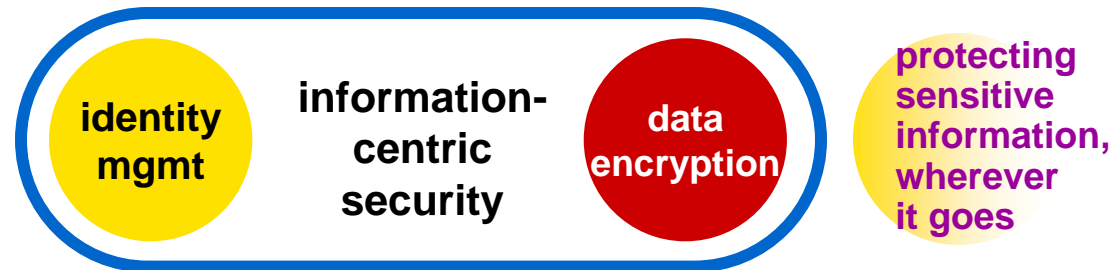
host based: **NetWorker, Avamar, RepliStor**

infrastructure: **AutoStart, PowerPath, VMotion**

Protecting Against Unauthorized Use



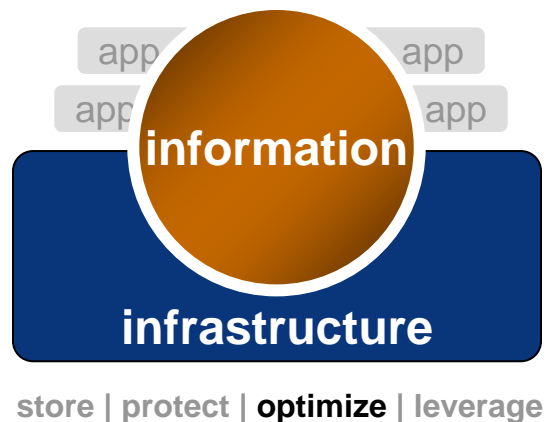
from securing **infrastructure**
to securing **information**



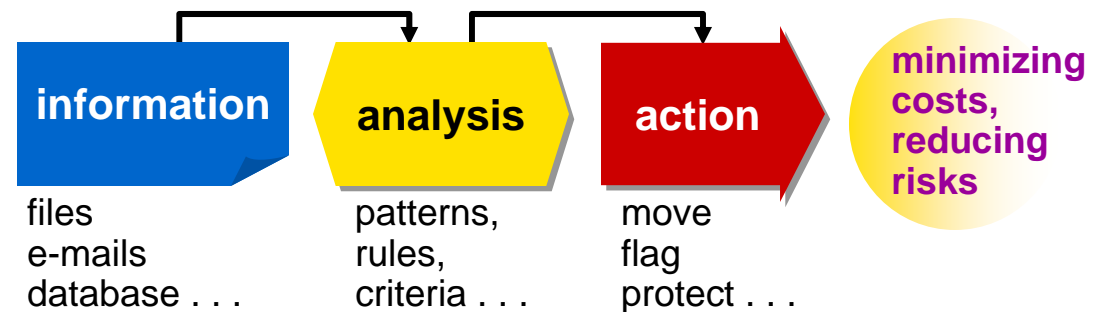
Key Capabilities:

identity mgmt, access control, encryption and key management: **RSA**
digital rights management: **Authentica, Documentum**
security information and event management: **Network Intelligence**
storage security assessment services

Optimizing Information Management



using **information**
to tell the **infrastructure** what to do



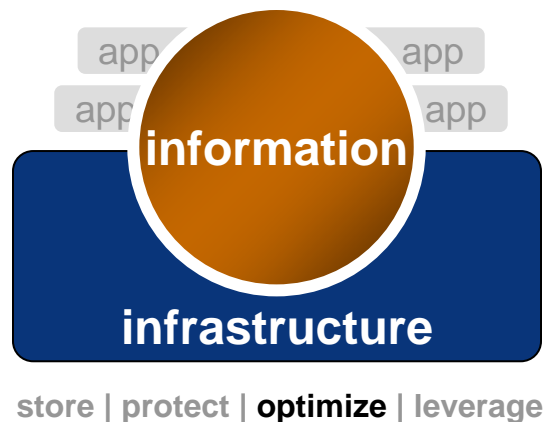
Key Capabilities:

applications: **EmailXtender**, **DiskXtender**, **DatabaseXtender**

content: **Documentum CSS**

file discovery: **Infoscape**

Optimizing Infrastructure



virtualization

makes for better consolidation

server virtualization

file virtualization

storage virtualization

improved
utilization,
increased
flexibility

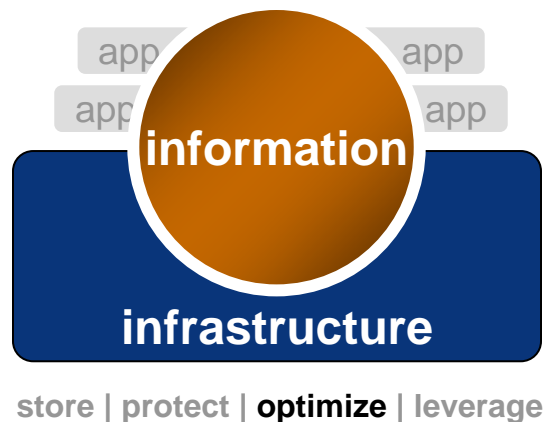
Key Capabilities:

server virtualization: **VMware**

file virtualization: **Rainfinity**

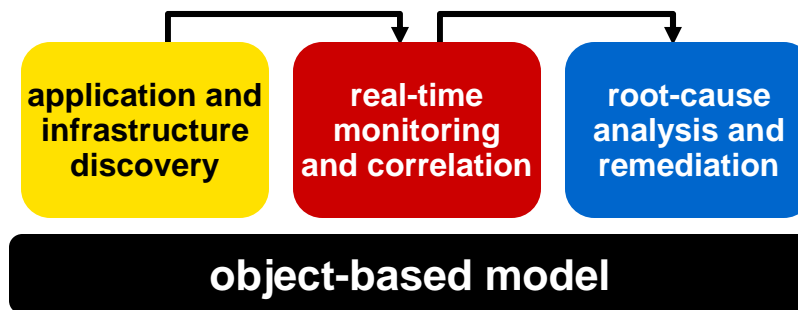
storage virtualization: **Invista**

Optimizing Service Levels



model-based management

is a “game changer” for service level mgmt

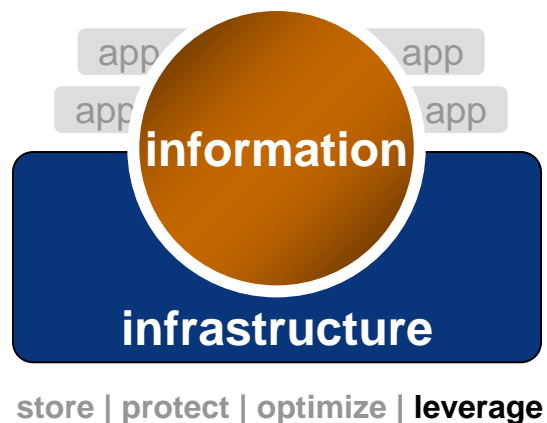


better
service level
delivery in
distributed
environments

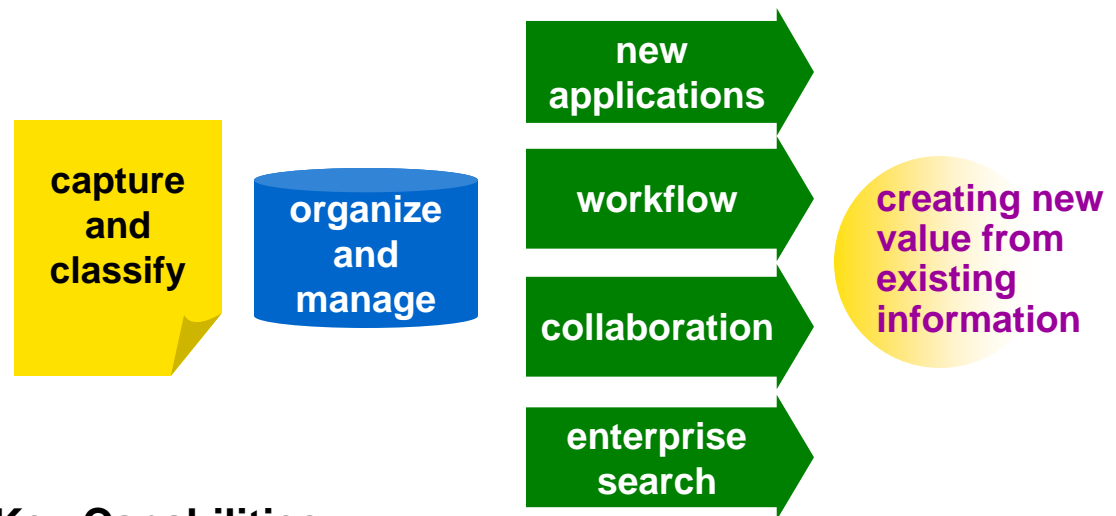
Key Capabilities:

application and infrastructure discovery: **ControlCenter**, **nLayers**
real-time monitoring, correlation, root-cause: **Smarts**

Leveraging Information



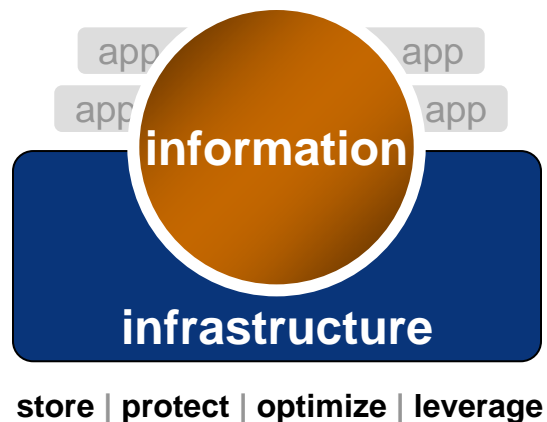
one framework
for unlocking the value of information



Key Capabilities:

enterprise content management: **Documentum**
 information capture and classification: **Acartus, Captiva**
 business process management: **ProActivity**
 collaboration / workflow: **eRoom**
 enterprise search: **AskOnce**

Completing The Solution



building **your**
information infrastructure

solution blueprints

infrastructure | application | information

professional services

assess | design | build | run

industry partnerships

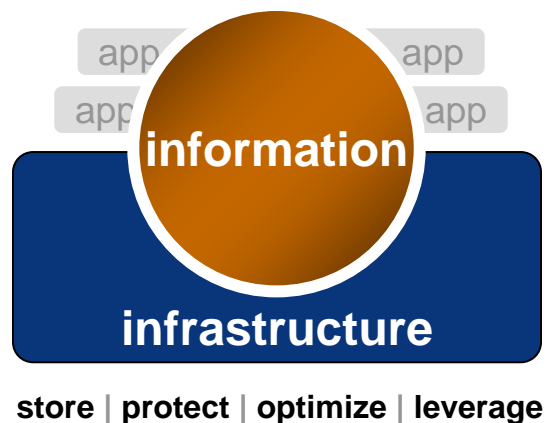
technology | integration | solution | VARs and integrators

customer partnerships

customer business reviews | strategic account management | executive sponsors

delivering
faster
time-to-value

Where We Can Engage



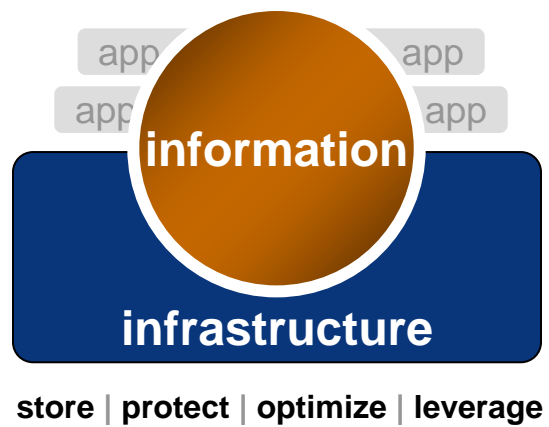
building **your** information infrastructure

strategic engagement examples

- information lifecycle management
- grid and virtualization
- preparing for service-oriented architectures

tactical engagement examples

- optimizing backup
- consolidation of servers and storage
- disaster recovery and business continuity
- e-mail optimization
- database optimization
- enterprise application optimization
- enterprise content management applications
- service level management
- managed services



we need to **talk**

EMC²
where information lives[®]