EMC²
where information lives®

VOLUME 3 SUMMER 2007 EDITION

EMC connect

Your Guide to EMC Solutions

Next-generation backup, recovery, and archiving

As the IT manager for your company, you've seen the amount of information your company produces become the proverbial snowball starting an avalanche. Adding various technologies may not have improved your backup, recovery, and archiving capabilities. You know it may only be a matter of time before you need to add something else. You wonder how you'll manage, and you ask yourself, "Isn't there a better way?"

At EMC, we continually ask the same question. While we provide best-in-class backup, recovery,

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Inside

- Virtualization
- Security
- Optimizing Microsoft
- Data Center Automation
- And more

Improving your infrastructure's energy efficiency

EMC energy efficiency advantages—reduce power and cooling costs by optimizing data center efficiency

Today's data centers face critical energy issues—power and cooling limitations, high energy demands and costs, and even outages from overburdened power grids. Meanwhile, information growth continues to accelerate. EMC can help with the advanced tools and services you need to optimize energy efficiency in your data center.

Conserving power means optimizing your entire information infrastructure. Through your information infrastructure strategy, you get more value from your data. EMC optimizes your environment with scalable, tiered storage solutions, advanced software and tools, and innovative new services.

EMC's entire storage platform family delivers scalable capacity and performance to consolidate systems, applications, and/or hosts while maintaining high service levels.

Our featured product in this edition, the EMC® Symmetrix® DMX-3 950, delivers a new entry point for high-end storage offering a compact footprint optimized for data centers with limited space, power, and cooling. It also provides unprecedented information availability as it is the most advanced and widely deployed business continuity platform.

EMC Energy Efficiency Services can help you make your data center as power efficient as possible. Our experts leverage comprehensive methodologies to evaluate power consumption within your current infrastructure and develop effective strategies for maximum power savings and future expansion. Tap our best practices and unequalled global services experience to recommend and design an energy-efficient solution.

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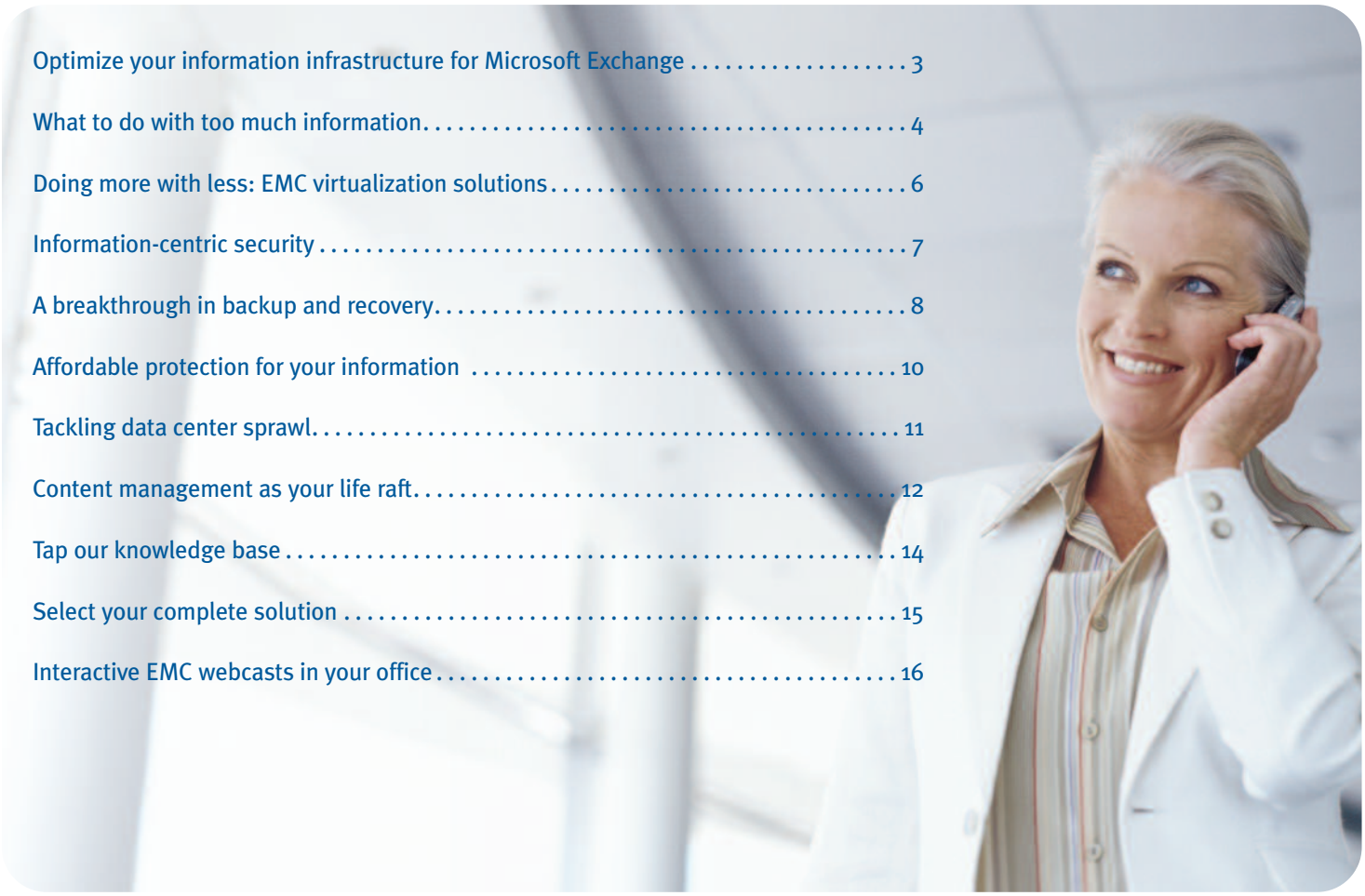

Look for the call-out boxes

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Get the latest edition of *ON* magazine, a quarterly publication of thought-provoking articles, interviews, and research at **www.EMC.com/connect.**

Have some feedback about this issue of *EMC Connect*? Send your comments to **comments@EMC.com.**

For more information on the products, solutions, and services highlighted in *EMC Connect*, call **1-866-464-7381.**

Optimize your information infrastructure for Microsoft Exchange 2007

Messaging stands as the lifeblood of today's business communications. While you want to stay on the cutting edge with the latest messaging products such as Microsoft Exchange Server 2007, a bigger issue is how to sustain the seamless flow of information throughout your IT infrastructure. As a valued Microsoft partner, EMC shares that concern. Together, EMC and Microsoft help you meet your escalating service levels in today's communications-intensive collaborative environment.

At EMC, we provide services to help you architect a messaging environment based on Microsoft Exchange and then integrate and extend your Exchange environment with systems, software, and solutions specifically designed for Microsoft Exchange. It's how we ensure that you get the most from your investments in both Microsoft and EMC products. Examples of these solutions include:

- Upgrading or migrating to a standardized Microsoft Server OS and messaging platform with directory services
- Consolidating and automating management of your network, server, storage, and desktop environments
- Protecting your information with business continuity and backup, recovery, and archiving solutions

EMC's Microsoft Practice expertise delivers a comprehensive set of services for Exchange 2007, ensuring increased availability and reliability without interruption to your operation.

Solutions include:

- Insight Workshop for Exchange
- Microsoft Migration Assessment and Design Service
- Unified Messaging
- Technology Roadmap and Planning
- Lotus Notes Migration to the Microsoft Platform
- Enterprise Collaboration

Microsoft GOLD CERTIFIED Partner

Check out these other core EMC solutions for the Microsoft platform including:

- Solutions for Microsoft SQL Server
- Solutions for Microsoft Office and SharePoint
- EMC Smarts Solution for Microsoft System Center Operations Manager 2007

www.EMC.com/mssolutions

More on our Microsoft Services

For more information on EMC's Microsoft Practice, e-mail us at **MicrosoftPractice@EMC.com**.

Go to **www.EMC.com/microsoftpractice** and see how EMC can accelerate and streamline your Microsoft deployments.

Featured Solutions

File Server Consolidation

Lower costs and improve service levels by reducing the number of your file servers. Gain efficiency by eliminating islands of direct-attached storage.

- Archiving solutions featuring our file system assessments, EMC Centera®, and EMC DiskXtender®
- Virtualization solutions with EMC migration and consolidation services and EMC Rainfinity®
- Consolidation solutions with EMC Celerra® migration services and other EMC Celerra offerings

Stranded Server Consolidation

Improve performance and lower costs in your IT operations by consolidating servers, applications, and storage arrays. Reduce configuration complexity to increase availability and protection.

- Assess your applications and current storage deployment with EMC Application Discovery assessment
- Consolidate your information onto our EMC CLARiiON® or Celerra platforms
- Optimize your operations with our EMC Navisphere® Quality of Service Manager and Virtual Provisioning capabilities

What to do with too much information

Petabytes? Exabytes? Enterprise IT organizations might want to get acquainted with these terms as the amount of information companies produce grows by 50-60 percent annually. Most experts agree this trend will continue through the end of the decade. While the "just store more" approach may have worked in the past, this kind of exponential growth mandates intelligent storage solutions—like classifying information, consolidating tiered environments, and virtualization. With EMC's platforms, software, and services, you'll know exactly what to do with all that information—and have a solution that optimizes performance while conserving precious energy resources.

Simplify daily storage management with ease-of-use tools from EMC

EMC looks beyond the one-time install to deliver ease-of-use advantages such as performance tuning, moving, and migrating your information and routine service across the CLARiiON, Celerra, and Symmetrix platforms.

Smarter Solutions

Integrated solutions from EMC

EMC Symmetrix

EMC Symmetrix Management Console (SMC) v6.0

Simple, efficient, and secure standalone Symmetrix device management

- An intuitive, Web-based, graphical user interface for managing EMC Symmetrix systems that delivers faster time-to-deployment by speeding system configuration.
- Provides discovery, configuration, monitoring, administration, and replication management.

The world's most trusted storage platform

- Tiered storage consolidation—saves money through "in-the-box" tiering
- Application integration—integration with more applications and independent software vendors
- Information-centric security—built-in with advanced RSA security technology

EMC CLARiiON

EMC Navisphere Management Suite

Your window into the award-winning EMC CLARiiON storage platform

- The EMC Navisphere Manager Task Bar, available with Navisphere Manager, reduces the steps for common management tasks by up to 70 percent.
- EMC Navisphere Quality of Service Manager provides an easy-to-use wizard-driven interface that allows you to define performance targets for high-priority applications to ensure specific service levels for your most critical jobs.

The proven midrange storage solution

- 99.999 percent availability—unique high-availability and data-integrity features
- Price/performance—the best in midrange storage
- Data mobility—non-disruptive "in-the-box" mobility and heterogeneous data migrations

EMC Celerra

EMC Celerra Manager

Simplify your NAS environment with Web-based management

- Celerra Virtual Provisioning simplifies provisioning, improves capacity utilization, and decreases ongoing management.
- With Celerra Automated Volume Manager (AVM), you get the most from your EMC Celerra solution by optimizing volume and filesystem configurations for specific workloads.

The industry's leading IP storage platform

- No-compromise availability—integrated, advanced clustering, managed as a single device
- Price/performance leadership—across the full line of integrated and gateway IP platforms
- Patented Multi-Path File System for iSCSI (MPFSi) combines iSCSI with file serving

Get more information

Learn more about today's choices for consolidation.
www.EMC.com/consolidate

Read the Clipper Group's report on information lifecycle management.
www.EMC.com/practicalILM

Doing more with less: EMC virtualization solutions

Advanced server, file, and storage virtualization technologies to solve your most pressing problems

Three critical requirements fight for space at the top of your priority list:

- More servers and storage to manage
- Greater demand for better utilization and efficiency
- Less tolerance for downtime

EMC's virtualization solutions help you address all three—manage more, more effectively, and with less downtime. Get the most out of your server environment with EMC's advanced solutions for VMware. With EMC's Rainfinity and Invista® products, EMC helps you tackle file and storage growth problems in your environment. And, EMC's virtualization and consolidation services can help you build the winning roadmap to get there sooner and with less effort.

Separately, each aspect of virtualization has a unique benefit for different parts of your environment. Put it all together and EMC can deliver an end-to-end strategy for server, file, and storage virtualization that saves money, saves energy, and keeps your business happier.

Virtual Software and Hardware Solutions

EMC Information Infrastructure for VMware

Advanced solutions for advanced VMware deployments:

- Storage optimized for advanced VMware deployments
- Integrated solutions for backup and business continuity
- Management solutions that work in physical and virtual environments
- Consulting services to assess, design, implement, and migrate to new VMware deployments

EMC Rainfinity Global File Virtualization

Optimize your heterogeneous file system environment—including NAS, CAS, and file servers:

- Improve capacity utilization and performance
- Accelerate consolidation with non-disruptive read-write access during migration
- Reduce TCO and capital expenditures through tiering and more-efficient use of existing storage
- Implement changes without impacting users
- Simplify management with a single interface for monitoring data movement

EMC Invista

Increase the flexibility of your storage infrastructure:

- Move data seamlessly and minimize storage-related downtime across multi-tiered, heterogeneous SANs
- Reduce management complexity and simplify storage allocation in heterogeneous SANs
- Choose from a wide range of intelligent SAN switches and arrays with an open, standards-based solution

More from virtual EMC

Read the white paper, "Virtualization: Transforming the IT Landscape."
www.EMC.com/ITlandscape

Discover what the Enterprise Strategy Group (ESG) says in its February 2006 lab validation report about EMC Invista, a SAN virtualization platform: "EMC Invista SAN Virtualization Platform."
www.EMC.com/sanvirtualization

Listen to ESG's virtualization webcast, "NAS Virtualization: Consolidating Systems at a Logical Level."
www.EMC.com/virtualwebcast

Watch a ZDNET whiteboard session, "Managing Networked Storage," to see how global file virtualization can meet your needs.
www.EMC.com/storagewhiteboard

EMC Virtualization and Consolidation Services

A comprehensive suite of services to assist your organization with consolidation and virtualization of your entire infrastructure, these services include:

- Assessment service for infrastructure virtualization
- Design services for infrastructure virtualization
- Build and management services for infrastructure virtualization

Featured Solution

Secure Enterprise Data

RSA Key Manager

Simplifies the implementation of encryption capabilities

- Secures data as soon as it's created
- Simplifies and centralizes key management

EMC Documentum® Information Rights Management Software

- The market-leading enterprise digital rights management solution

EMC Certified Data Erasure

- Securely erases data from any networked storage system
- Complies with U.S. Government Department of Defense standards

EMC Infoscape™

- Finds sensitive information in files or other unstructured formats to ensure adequate protection

The Classification for Information Security Service

- Inventories data, then classifies that data based on sensitivity

The Design and Implementation for Storage Encryption Service

- Analyzes tape or IP replication environments before installing best-of-breed encryption appliances from EMC partners

RSA
The Security Division of EMC

Ensure your information is an asset, not a liability

Your information is a tremendous asset—unless its security is compromised. EMC's information-centric approach enables you to secure your critical assets—protecting your information directly; enabling secure information access by employees, customers, and partners; and managing security information to ease the burden of compliance. By adopting EMC's approach and solutions you can accelerate your business with confidence and ensure your information remains an asset and never becomes a liability.

Our solutions:

- Secure Enterprise Data—protect critical data wherever it resides
- Manage Compliance and Security Information—collect, correlate, and analyze security audit data to ease the burden of compliance
- Secure Remote Access—enable remote users to work securely with corporate resources anywhere, anytime
- Secure Consumer Identities and Assets—ensure the safety of online identities, prevent fraud, and monitor transaction integrity

Stay secure

Dig into EMC's information-centric security approach. Read Enterprise Strategy Group's overview in its white paper, "The Time has Come for Information-Centric Security."
www.EMC.com/infosecurity

Hear what EMC Vice President Dennis Hoffman had to say to the U.S. House Veterans' Affairs Committee about the challenges and strategies of information security.
www.EMC.com/hoffman

Interested in seeing how efficient and effective EMC's backup solutions can be?

See what our customers are saying:

- Pacific Life Insurance Company
  www.EMC.com/pacificlife
- Argix Direct
  www.EMC.com/argix
- St. Peter's Hospital
  www.EMC.com/stpeters

Featured Hardware

EMC Disk Library 6000 Series

- New member of our Disk Library family
- Industry's first and only 1.8 PB high-end disk library

A breakthrough in backup and recovery

New capabilities to scale, manage, and protect your backup and recovery infrastructure

With exponential data growth, IT organizations are challenged to keep pace. Every gigabyte of growth in your production environment equates to two-and-a-half to eight-times growth in your backup environment. Traditional backup solutions, such as tape and optical, just cannot provide the service levels your organization requires to meet its business goals. EMC announces breakthrough solutions providing you with options to better scale, manage, and protect your backup and recovery infrastructure.

Scale it

The EMC Disk Library 6000 is the industry's first and only 1.8 PB disk library. It tops off a disk library family that starts with the EMC DL210 Disk Library. Designed for those requiring extra-large backup capacities, the Disk Library 6000 provides improved backup performance, faster restores, and the option to save time, resources, and electricity by consolidating your disk-based backups. The EMC Disk Library family leads the industry in experience, breadth, interoperability, and performance.

Manage it

EMC Avamar® 3.7 enhances EMC's backup and recovery offerings, particularly in areas like remote office/branch office and VMware backup. Avamar's de-duplication capabilities solve traditional backup management challenges by reducing the amount of the backup data at the source, before it is transferred across the network. Avamar's unique technology provides next-generation backup and restore capabilities and now includes new qualification and support for VMware environments and Celerra NDMP. In addition, integration with EMC Backup Advisor now provides advanced monitoring, analysis, and troubleshooting for Avamar environments.

Protect it

Industry-leading EMC NetWorker® 7.4 provides new capabilities to support global deployments, as well as improved software distribution capabilities. In addition, it offers new tools to support data archiving strategies and other usability enhancements. EMC HomeBase with its bare metal recovery capabilities simplifies server image backups and improves restore regardless of operating system type and complements EMC's suite of advanced backup solutions, including NetWorker and Avamar.

The backup/archive revolution doesn't end there. EMC EmailXtender® and DiskXtender each have policy engines that move static data out of production to more cost-effective storage. This greatly reduces the amount of data in the backup and archive systems.

Whether it's for litigation, compliance, or company policies, the amount of information people and companies retain is not going to decrease. The next generation of backup and archive solutions must meet the challenge head on. EMC is not only meeting that challenge, but changing the game. Care to play on our court?

Software Solutions

EMC EmailXtender

Lower costs, enable compliance, and mitigate risk

- Single, centrally managed e-mail archive to consolidate all electronic communication in the same archive
- Several patented or patent-pending technologies
- Proven, purpose-built, low-cost archiving platform that combines EmailXtender and EMC Centera

EMC DiskXtender

The #1 file archiving solution for Windows and networked-attached storage (NAS)

- Automatically migrates files for long-term retention
- Reduces backup data sets to improve backup and recovery operations
- Locates archived files for audit, analysis, and eDiscovery
- Automatically migrates files from EMC Celerra or Network Appliance NAS to archive storage

Hardware Solution

EMC Centera

The most simple, affordable, and secure archiving platform

- Single-instance storage—only one copy of information is kept no matter how many times it is requested to be stored
- Self-configuring, self-healing, and self-managing—administrators can manage up to 50 times more content

The next step toward backup and recovery

See "Why E-mail Archiving Makes Sense for Your Company." Read Osterman Research's white paper, sponsored by EMC, January 2007.
www.EMC.com/whyarchive

Consider the points made in "Starting Point for Backup, Recovery, and Archiving," an EMC Perspective paper.
www.EMC.com/startingpoint

Affordable protection for information you can't afford to lose

We have all been there. We have lost valuable information at work, at home, at school. Fire, flood, or human error...yelling, crying, or kicking the device won't get it back. Having a solution in place to protect your organization's information prior to any mishaps is a worthwhile investment. With EMC's wide range of business continuity products and services, you not only have a clear contingency solution, but an affordable one as well.

EMC's protection solutions include cost-effective, backup-to-disk and state-of-the-art local and remote replication capabilities. We also offer business continuity consulting services to help organizations develop a game plan for improvements to their current availability and recovery programs.

EMC RecoverPoint Family

One solution to protect all your data

- Recover data remotely or on site at any given time with cost-effective, Continuous Remote Replication (CRR) and Continuous Data Protection (CDP) solutions
- Maximize your existing IP wide area network using WAN acceleration technology
- Improve the automation and management to recover Microsoft Exchange and SQL applications
- Application-aware integration of RecoverPoint for backup and restore with Microsoft Volume Shadow Copy Service (VSS) and Virtual Device Interface (VDI) frameworks
- Help cut costs with patented compression and data-reduction technologies
- Ensure continuous replication while retaining write-order fidelity and without affecting performance

The RecoverPoint family has offerings to meet a wide range of customer requirements—from those requiring less than 4 TB of replicated data for Windows-based servers between two EMC CLARiiON arrays to those who require asynchronous remote replication over long distances with EMC Symmetrix, CLARiiON, and selected third-party arrays in the environment utilizing the Cisco SANTap Storage Services Module.

Learn about protection realities

Read about the increasing need for data protection and discover more about EMC's flexible (and budget-friendly) solutions in the EMC Perspective, "Affordable Data Protection: Now a Reality." **www.EMC.com/dataprotection**

Curious to see how RecoverPoint works? Visit **www.EMC.com/recoverpoint** to see its protection services.

Learn more about your choices for business continuity in our guide, "Today's Choices for Business Continuity." **www.EMC.com/bc**

"RecoverPoint has more than met our expectations. It provides the availability and RPO levels we need, and allows us to test as often as needed, but at a level of cost that is appropriate for an organization our size. It seamlessly integrated with our EMC CLARiiON SAN and helped us save 50 percent on bandwidth costs."

Anthony Ercolino
Vice President of
Data Center Operations
TradeCard

Business Continuity Services

EMC's business continuity consultants have helped more ***Fortune 100*** customers build information protection infrastructures than any other IT solution provider. We can help you too, whether you have a replication system in place or need one. Our experts will work with you to:

- Develop a plan to install or make improvements to your availability and recovery infrastructure and program
- Recommend feasible technology alternatives based on your specific business and infrastructure requirements

EMC positioned in "Leaders" Quadrant

EMC Corporation (NYSE:EMC), the world leader in information infrastructure solutions, announces that it has been positioned by Gartner, Inc. in the "Leaders" Quadrant of the "Magic Quadrant for Storage Resource Management and SAN Management Software, 2007"† report. EMC addresses this market with its Resource Management portfolio, which includes EMC ControlCenter®, Smarts®, and VisualSRM™ software families. Read the Gartner report at **www.EMC.com/gartner** and the EMC news announcement at **www.EMC.com/leadersquadrant**

Magic Quadrant Disclaimer

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†Gartner, Inc., "Magic Quadrant for Storage Resource Management and SAN Management Software, 2007", by Dave Russell and Robert Passmore, March 19, 2007

Tackling data center sprawl

Let's face it: after years of growth and expansion, there are just too many servers, data centers, storage solutions, networks, and applications to manage manually, particularly as businesses work to add, consolidate, and virtualize services. Quite simply, the more you can automate your environment, the more smoothly your IT operations will run.

EMC's resource management solutions automate your most difficult, error-prone, and time-consuming tasks while ensuring efficient delivery of IT services. Our ControlCenter and Smarts family products provide visibility and control into IT operations providing peace of mind that your critical IT services across the information infrastructure—applications, servers, networks, and storage—are always available.

Map your applications without losing your way

Through EMC Smarts Application Discovery Manager (ADM), enterprise organizations now have a tool to get their arms around their IT infrastructure. With ADM you can:

- More easily track changes to infrastructure
- Facilitate consolidation and virtualization
- Accurately manage change impact
- Quickly correlate infrastructure incidents to application impact
- Enrich or populate your configuration management database (CMDB) with realtime dependency mapping

ADM's capabilities provide the infrastructure for data center automation. This enables business agility and improved IT service delivery with faster mean-time-to-repair and lower operating costs.

"Implementing EMC Smarts ADM to get a better understanding of how our applications are deployed and used enables us to provide better service to our users, manage risks, and ensure compliance."

David O'Neill
Executive Director
Boise State University

See an easier way to manage your infrastructure

View a "chalk talk" to learn how EMC Smarts Application Discovery Manager can help you easily and cost-effectively manage your infrastructure applications. **www.EMC.com/smartsadm**

Read more about Boise State University's experience with EMC Smarts ADM. **www.EMC.com/boisestate**

Drowning in a sea of content? Make EMC enterprise content management solutions your life raft

Actually, you'll come to think of it as a cruise ship. EMC's content management and archiving (CMA) solutions do much more than help you manage all the unstructured information or content in your organization. CMA offers a variety of solutions to streamline your business processes and address common IT challenges, for example:

- Compliance—adhering to laws, regulations, and standards imposed by government, regulatory bodies, and internal policies
- Efficiency—increasing your organization's operational effectiveness by automating manual processes and enforcing business rules and standards
- Productivity—improving individual and team performance through better organization and access to content
- Archiving—preserving fixed content to address long-term compliance requirements, meet SLA targets, and increase content reutilization
- Consolidation—reducing total cost of ownership and vendor-related risks by eliminating information silos and leveraging economies of scale achieved through infrastructure standardization

CMA features six solution sets:

- compliance
- collaboration
- transactional content management
- interactive content management
- archiving
- platform

Here, we're going to focus on how implementing two of CMA's solution sets, transactional content management (TCM) and archiving, can benefit your organization. Be sure to check out future issues of *EMC Connect* for more details about our other enterprise content management solutions.

Featured Solutions

Transactional content management solution

Reduces costs for content-rich transactional processes

- Streamline operations such as invoice processing, mortgage and loan origination, and claims processing
- Reduce paper transactions and increase electronic transactions
- Use automated business processes to expedite your operations while providing secure, immediate access to all relevant supporting documents and information

EMC's archiving software portfolio

Enables organizations to retain and easily access unchanging information

- Address regulatory and/or eDiscovery requirements
- Meet operational objectives such as shortening backup windows for mission-critical applications
- Increase content reutilization capabilities

LEVERAGING CONTENT FOR COMPETITIVE ADVANTAGE

In addition to proven products for archiving specific content types (e.g., e-mail, files, and databases) and the industry-leading, purpose-built storage solution, EMC software allows enterprises to create an integrated content archive—leveraging a unified software platform and common services—that eliminates archive silos and simplifies the management of multiple content types.

As companies produce more information, they want to keep that information for longer periods. Compliance, litigation, customer and employee records (including e-mail correspondence), and any number of other factors put a premium not only on safeguarding content, but also on having easy access to those assets. As an IT professional, you know what a strain that can put on your storage platform.

A few quick transactions

To find out how effective EMC's transactional content management and archiving solutions can be, check out the following:

A 15-Minute Guide to Transactional Content Management **www.EMC.com/tcm**

Flash Overview Tour of Transactional Content Management **www.EMC.com/tcmoverview**

Gartner Report: "The Convergence of Enterprise Content Management and Archiving" **www.EMC.com/ecm**

Flash Overview Tour of Integrated Content Archiving **www.EMC.com/integratedcontent**

Automating loan application processes

Without EMC's TCM solution, an application in paper format would be routed throughout the organization gathering signatures from several different individuals. That involves overnight mail, faxing, and other forms of transmittal over the course of several days, with possible loss of the application.

With EMC's TCM solution, all parties have access to the electronic file of the loan application, and the automated loan process provides the ability to sign electronically, greatly expediting the loan processing.

Making it easier to become an EMC pro

Whether you're going for your EMC Proven™ Professional Certification or just want to learn a bit more about specific EMC products, we offer a wide variety of classes and training sessions to meet your objective (see **www.EMC.com/training** for course descriptions, schedules, and locations). Student-friendly delivery formats enable training without travel on topics ranging from modern storage concepts and principles (Storage Technology Foundations) and specific EMC products and applications to backup and archiving and consolidation. We also offer online practice exams to test your knowledge and convenient e-Learning packages to support our Associate Level certification.

Learn more

Discover how certification can help your organization and your professional development by going to **www.EMC.com/servicetraining**.

Learn more in the Customer Training Offerings Catalog at **www.EMC.com/customertraining**.

Hear what our customers and partners say about our Proven Professional training and certification framework at **www.EMC.com/provenprofessional**.

Tap our knowledge base

You want to get the most out of your investment in an EMC solution. We're here to help. That's why we set up several programs for our customers to help optimize their investments in EMC through tools, training, and best-in-class services.

Our EMC Performance Assessments give you an opportunity to proactively manage your existing EMC Symmetrix or CLARiiON platforms for the most value over time. Either as a single-event service or a subscription, we'll perform a thorough evaluation of your EMC information infrastructure and offer recommendations for maximizing performance. Through this service, you not only have a roadmap to maximizing performance, but the intelligence to manage and predict technology investments with capacity "what-if" analyses.

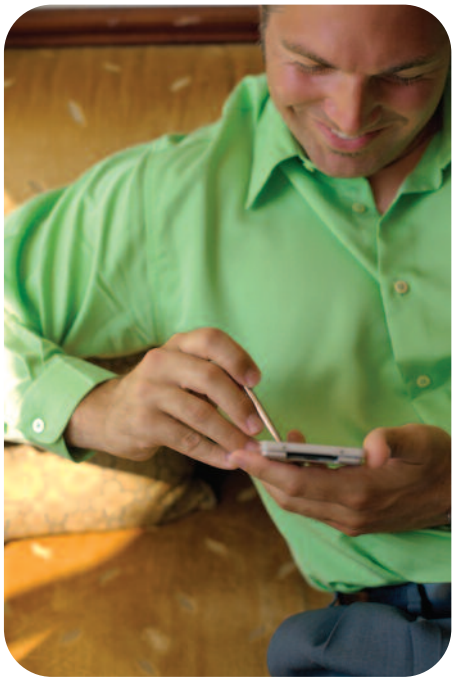
When you purchase an EMC platform, you also have access to several tiers of technical support: onsite service coverage, call center response, part replacement, and more. While some of these support services come with the initial warranty, you have the option of selecting additional support services to fit the needs of your organization.

Finally, EMC offers education and certification programs for IT professionals looking to gain the knowledge and expertise to maximize the potential of their EMC solution. Our EMC Proven Professional certification and accreditation programs cover a broad array of storage technologies and concepts. This helps your organization increase the ROI on its EMC investments while furthering enterprise-wide readiness.

Boost your EMC value

Read more at **www.EMC.com/performance** to choose the performance assessment that suits you.

EMC Education Services was recently honored as the top technology company in Training Top 125, winning third place overall. This is the fourth consecutive year EMC has been recognized for quality and innovation in education services.



EMC Select: When information comes together, your solution is complete

EMC Select offers a portfolio of EMC-qualified third-party products to meet your extended data center needs. Over 6,500 EMC customers have benefited from EMC Select's portfolio of third-party products from more than 30 hardware and software technology partners.

EMC Select eases the acquisition of "solution completers" that complement your purchase of EMC hardware, software, and services. EMC Select offers are E-Lab™ qualified and tested for interoperability—this saves you time and reduces the risk and complexity you face when building out complete solutions.

Discover EMC Select

Find out how the EMC Select portfolio can help complete your storage infrastructure with complete confidence.
www.EMC.com/emcselect

Next-generation backup

continued

and archiving hardware, software, and services, we look for innovative technologies to add to our portfolio. Avamar, a recent addition to the family, won ***Storage*** magazine's "Product of the Year" award for best backup and recovery software. Its patented data de-duplication technology identifies redundant data segments so you only need to back up data one time. That's right, one time.

EMC's cost-effective software and hardware solutions are tailor-made for the deployment of backup-to-disk solutions, yet complementary to tape-based systems. Our hardware and software offer cost-effective features and tools to streamline your backup processes and protect your information. Some of those capabilities include:

- Speed backups up to 83 percent faster than your current capabilities without changing your current operations or backup infrastructure
- Software-only backup solutions for any storage platform
- Managing storage and relocating data without restricting end-user access
- Searching for and retrieving e-mail within seconds or minutes, rather than days, weeks, or even months

Tomorrow's backup plan starts by taking a step back and rethinking the entire process by which your organization stores, protects, and retrieves information. By employing EMC's "next generation" of backup, recovery, and archiving solutions—including consulting and services to assess the best solution for your operation—you can create a backup plan that works for today and will scale in the future.

E-mail and File System Archiving Assessment

- Ensure success through accurate problem definition and planning
- Gain specific financial, operation, and procedural insights into your current environment and practices
- Receive detailed recommendations for your approach to backup and archiving

Achieve archiving success

Discover how the EMC Archiving Assessment process works by reading about our methodology in the EMC Solution Brief, "Backup, Recovery, and Archiving Assessment Service."
www.EMC.com/assessment

Improving efficiency

continued

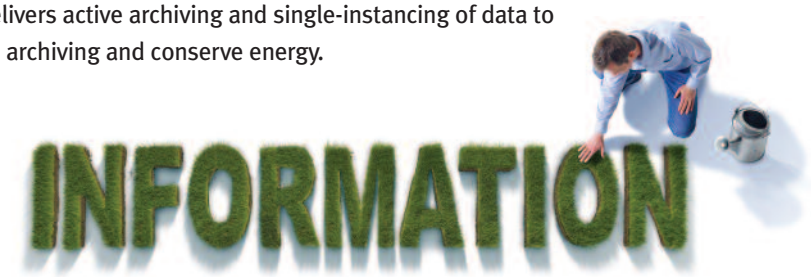
Using advanced tools like the EMC Power Calculator, EMC experts help you manage more data, more efficiently, while significantly reducing power and cooling costs. EMC platforms are designed to consume less energy per terabyte than alternative solutions. For example, in consolidated and tiered storage environments, the EMC Symmetrix DMX™ reduces energy use by as much as 70 percent compared to alternatives.

EMC's energy-saving software capabilities range from active archiving to virtualization.

Virtualization optimizes and consolidates servers, reduces IT costs, and enables lower energy consumption in your data centers. Powerful EMC virtualization solutions, such as VMware, can help you consolidate servers.

Data and file mobility software, such as EMC EmailXtender, DatabaseXtender, and DiskXtender, lets you move data seamlessly, enabling efficient tiered storage that saves power.

With backup, recovery, and archiving solutions, you can move data from your production environment to cost-effective, power-efficient archives. And EMC Centera content-addressed storage delivers active archiving and single-instancing of data to streamline archiving and conserve energy.



When information comes together,
everything's a little greener.

Go green

Listen to the EMC Energy Efficiency Advantages audiocast and learn how to address critical energy issues affecting your data center.
www.EMC.com/energy

Read the Pund-IT white paper entitled, "Power Conservation Inside and Outside the Box: A Systemic Approach to Energy-Efficient Information Management." This white paper highlights solutions to deliver storage efficiency.
www.EMC.com/power

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