Unified DataCenter

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EMC Portugal

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Cisco & EMC – A Shared Cloud Vision

Market Leaders in Storage and Networking

Shared Cloud Vision

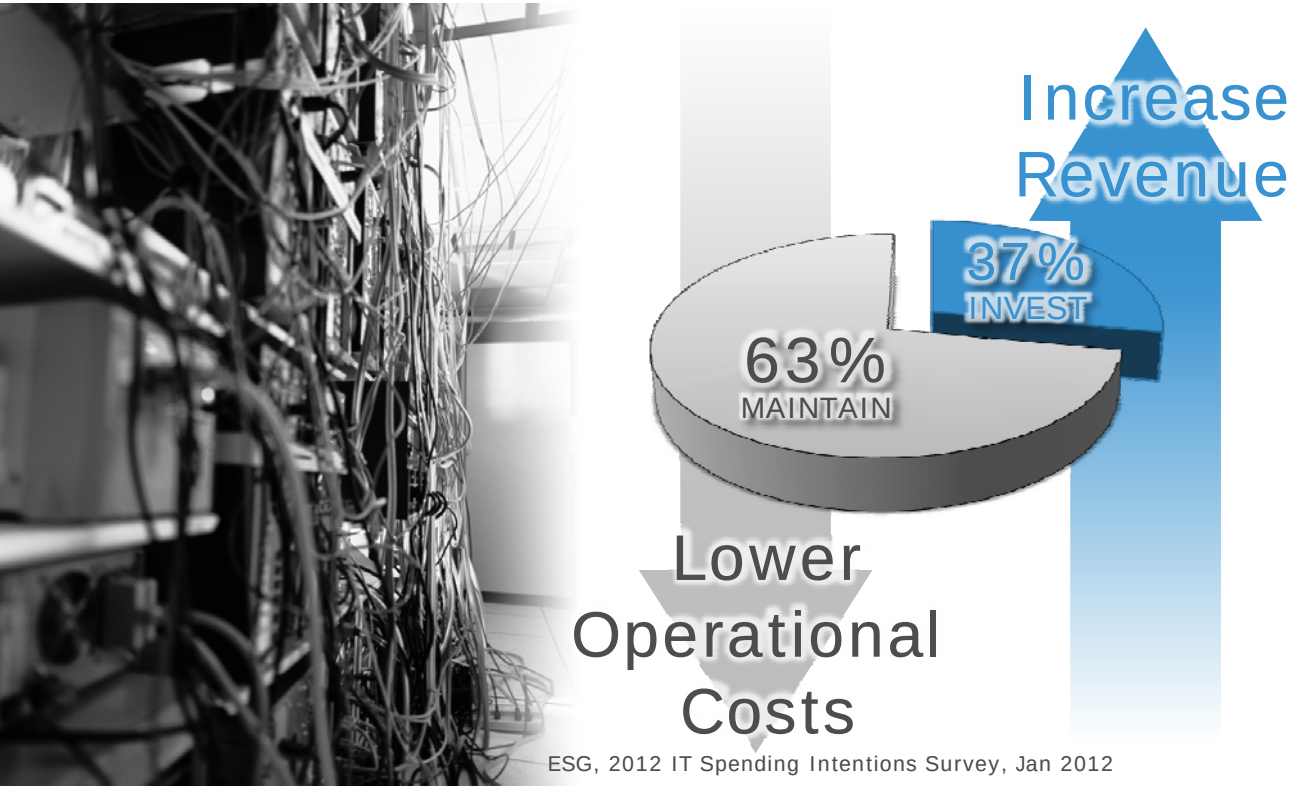
Deep Technology Alignment

Cooperatively Developed Offerings:
Products, Services, and Validated Solutions

Integrated Routes to Market

Joint Venture: VCE

Two Fundamental Challenges



ESG, 2012 IT Spending Intentions Survey, Jan 2012

Cloud Transforms IT

Increase Revenue

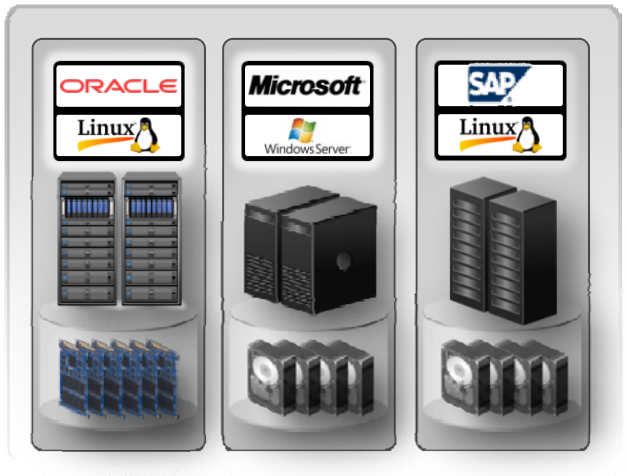
Cloud Computing

Lower Operational Costs

Cloud Transforms IT

Days/Months			Minutes/ Seconds
Helpdesk			Self-Service
IT-Issued			Choice Computing
Flat Tax			Metered
Silos			Services

Steps Of IT Transformation



Cloud Applications

Build Mobile & Predictive Analytic Apps

Cloud Operating Model

Run IT-As-A-Service

Cloud Infrastructure

Build A Software-Defined Data Center

Infrastructure Matters For Cloud Computing

CLOUD REQUIREMENTS	IDEAL INFRASTRUCTURE
Low-Cost Operations	• Simplified Management • Lower Service Provisioning Cost
Infrastructure-As-A-Service	• Integrated Compute, Network, & Storage Resources
Self-Service Consumption Model	• Physical Resources Deployed Through APIs & Policies
Elastic Resource Allocation	• Rapid Scalability Of Virtual & Physical • Automated Deployment
Shared Pools Of Resources	• Virtualization Optimized • Resource Abstraction

Three Paths To Cloud Infrastructure

EMC Products

Best Of Breed
Infrastructure Components

Partner VSPEX

Proven
Infrastructure

VCE VBLOCK

Converged
Infrastructure

Simpler, Faster, Lower TCO

Three Paths To Cloud Infrastructure

Products

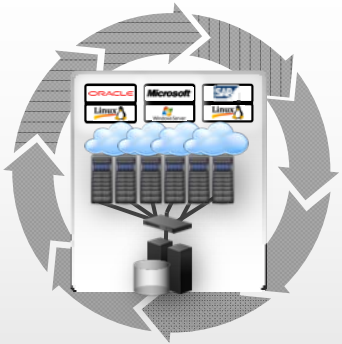
Best Of Breed
Infrastructure Components

Building Your Own Takes Time

DESIGN & DEPLOY

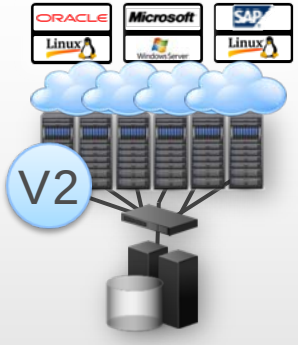
- Plan & Design
- Build & Test

MAINTAIN



- Code Matrix Monitoring
- Patch & Validate
- Stabilize & Optimize

EXPANSION & UPGRADE



- Plan & Design
- Build & Test

Cisco Unified Data Center

Infrastructure Solutions Designed For IT-As-A-Service & Cloud

UNIFIED FABRIC

Unified Fabric Solutions

- Nexus Portfolio
- MDS Portfolio (EMC Connectrix)
- L4 To L7 Services Portfolio

UNIFIED COMPUTING

Unified Computing Solutions

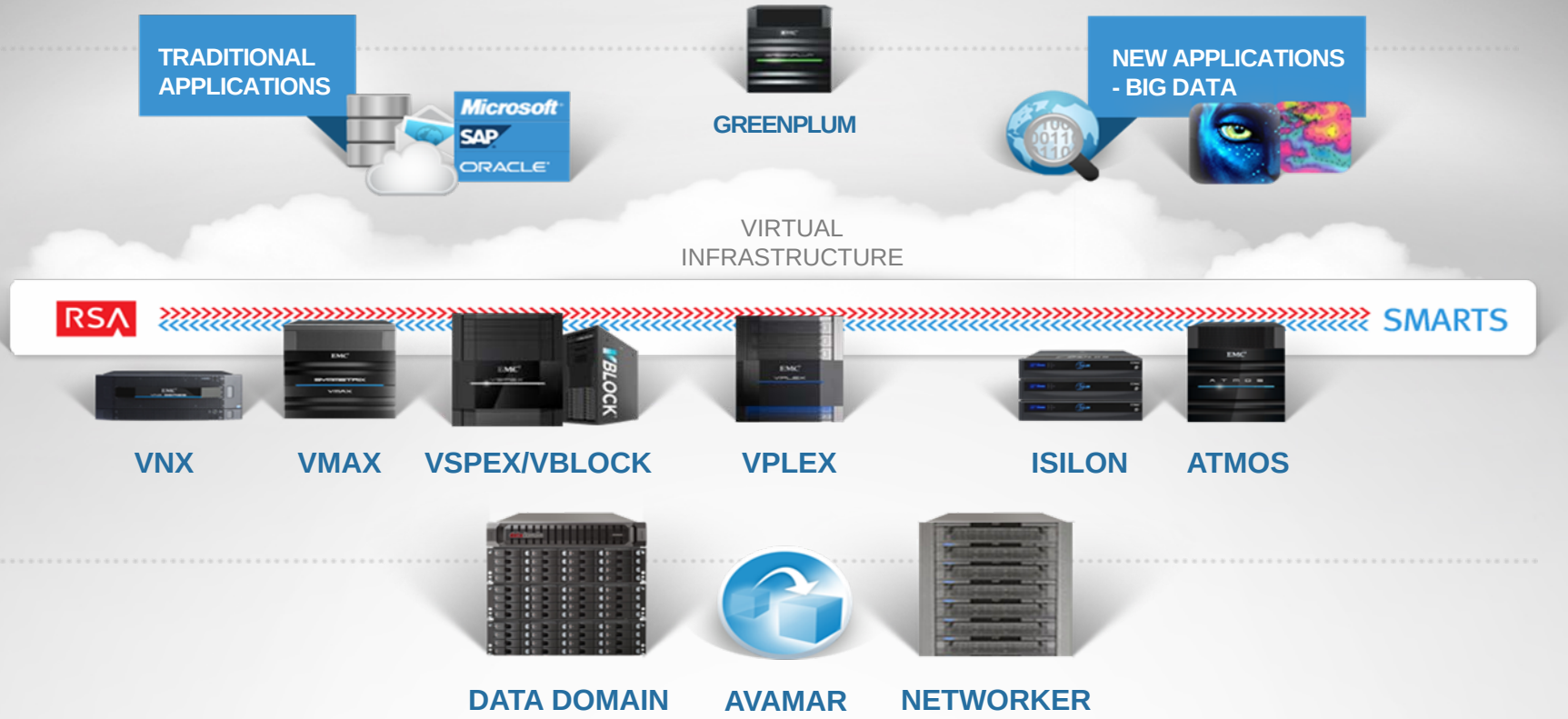
- UCS B-Series
- UCS C-Series
- Fabric Interconnects

UNIFIED MANAGEMENT

Unified Management Solutions

- Intelligent Automation
- Network Services Manager
- UCS Manager
- DC Network Manager

The EMC Portfolio



Three Paths To Cloud Infrastructure

Vblock Systems

Converged Infrastructure

Vblock Systems: The Fastest Path To The Cloud

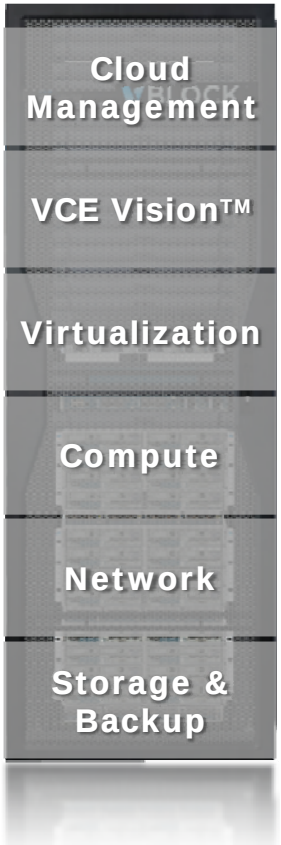
vmware EMC² CISCO

- Single Product
- Single Point Of Support
- Managed As Single Product
- Integrated Data Protection Options

vmware CISCO EMC²

Vblock Systems: The Fastest Path To The Cloud

Foundation For The Next Generation Data Center



OPEN

- Market Leading Components
- Engineered, Factory Tested Physical and Logical System Builds
- Simplified Management With Choice Of Management Tools
- Single Support

The Vblock Difference

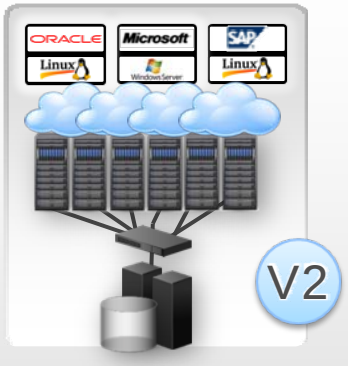
DESIGN & DEPLOY

- Single Product
- Factory-built & Logically provisioned

MAINTAIN

- Single Support
- Converged Operations

EXPANSION & UPGRADE



- Single Process with Life Cycle Assurance

The Vblock Difference

DESIGN & DEPLOY

5X FASTER DEPLOYMENT

- ✓ Single Product
- ✓ Factory-built & Logically provisioned

MAINTAIN

4X LESS STAFF RESOURCE TIME

- ✓ Single Support
- ✓ Converged Operations

EXPANSION & UPGRADE

83X BETTER AVAILABILITY

- ✓ Single Process with Life Cycle Assurance

AT 3X LOWER COST

Enabling Converged Operations

VCE Vision™ Intelligent Operations software

Vblock Solutions

Acceleration Suites

Vblock Systems Are Optimized To Deliver World Class Performance And Time-to-market For Mission Critical Work Loads.

Messaging	ERP	Virtual Desktop
Microsoft Exchange Server 2010	SAP, ORACLE	vmware

Collaboration	Database
cisco, Microsoft SharePoint	Microsoft SQL Server 2012, ORACLE

Vblock Systems Data Protection

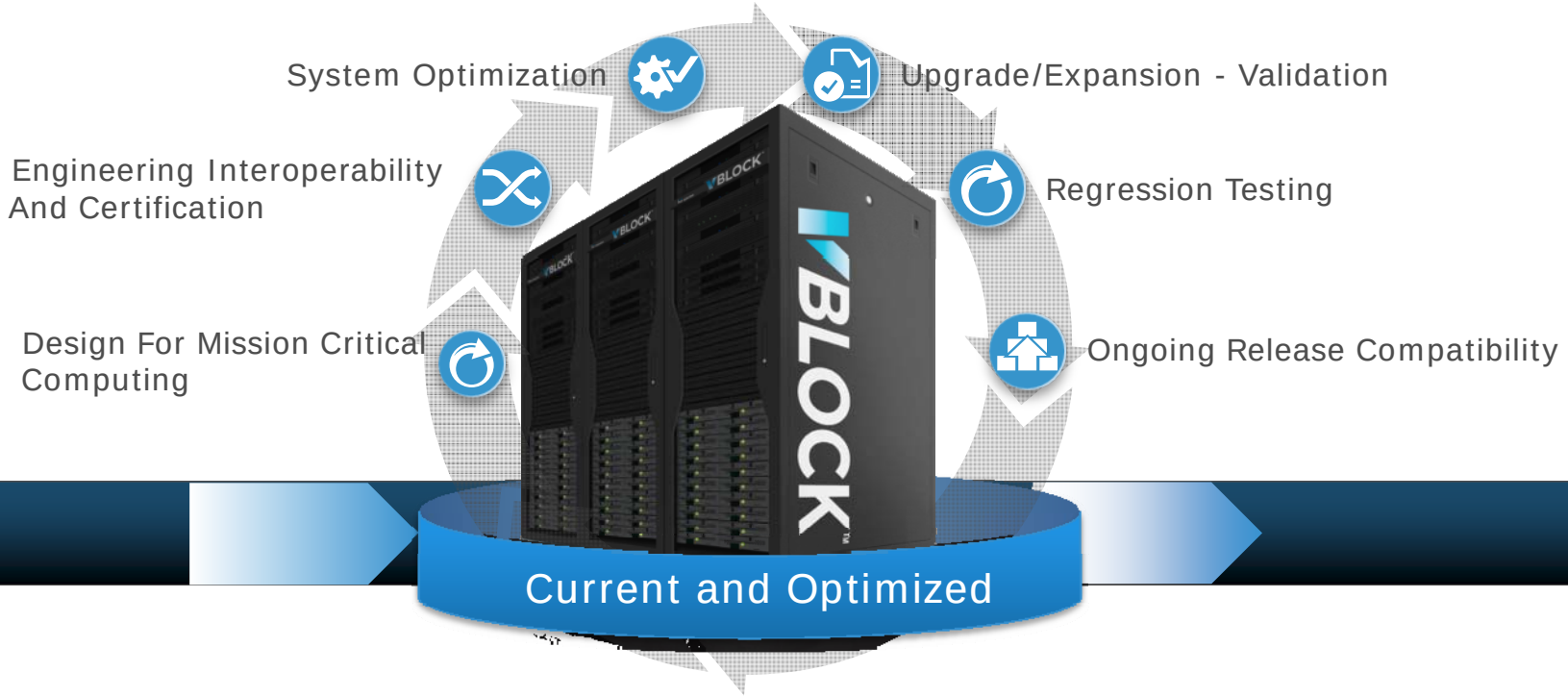
Industry Leading Data Protection Based On Data Domain & Avamar

Fast, Repeatable, Low Risk Deployments

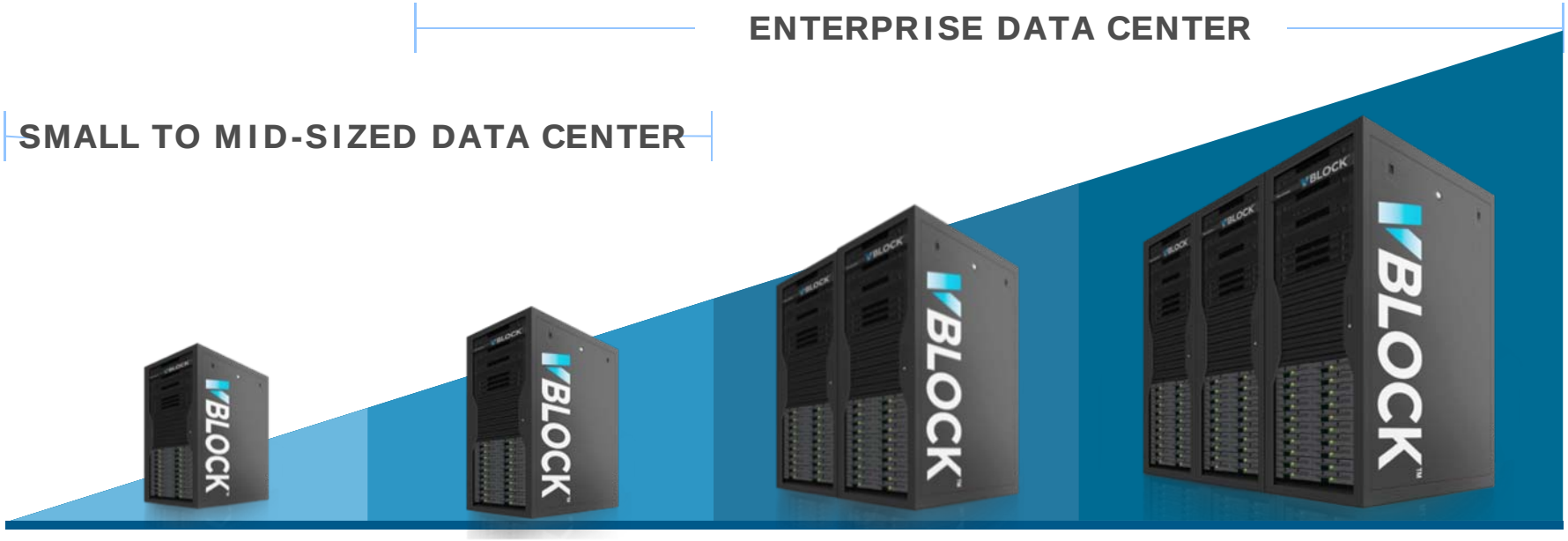
Consistently Implemented Across Entire Vblock Systems Portfolio

VCE Lifecycle System Assurance

Lowers TCO And Risk



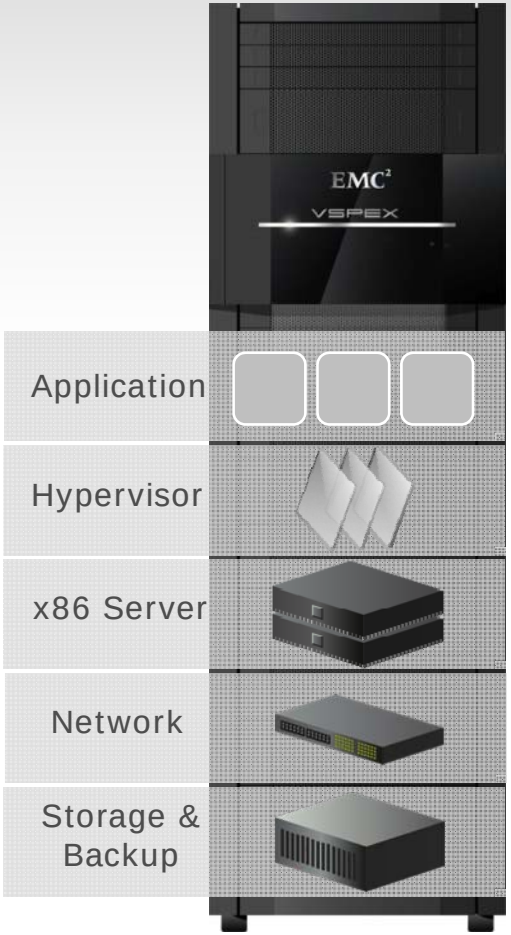
Positioning Vblock Systems



Three Paths To Cloud Infrastructure

Partner VSPEX

Proven Infrastructure



EMC VSPEX

SIMPLE. EFFICIENT. FLEXIBLE.

CITRIX
Windows Server 2012
vmware
CISCO
EMC²

- Reference Architectures Validated By EMC & Cisco
- Packaged By Partners
- Choice Of Hypervisor And Management

The VSPEX Family

PRIVATE CLOUD

50, 100, 125, 250
VIRTUAL MACHINES

Windows Server 2012 | vmware

END USER COMPUTING

250, 500, 1000, 2000
DESKTOPS

vmware

APPLICATION SPECIFIC VSPEX

ORACLE

vmware

SharePoint | Exchange | SQL Server

Windows Server 2012 | vmware

VSPEX - Cisco Validated Designs

PRIVATE CLOUD

50, 100, 125, 250
VIRTUAL MACHINES

vmware

Microsoft
Fast Track 3.0

50, 100,
VIRTUAL MACHINES

Windows Server 2012

END USER COMPUTING

2000 DESKTOPS

vmware

CITRIX XenDesktop

500 DESKTOPS

vmware

Cisco Validated Design

Three Paths To Cloud Infrastructure

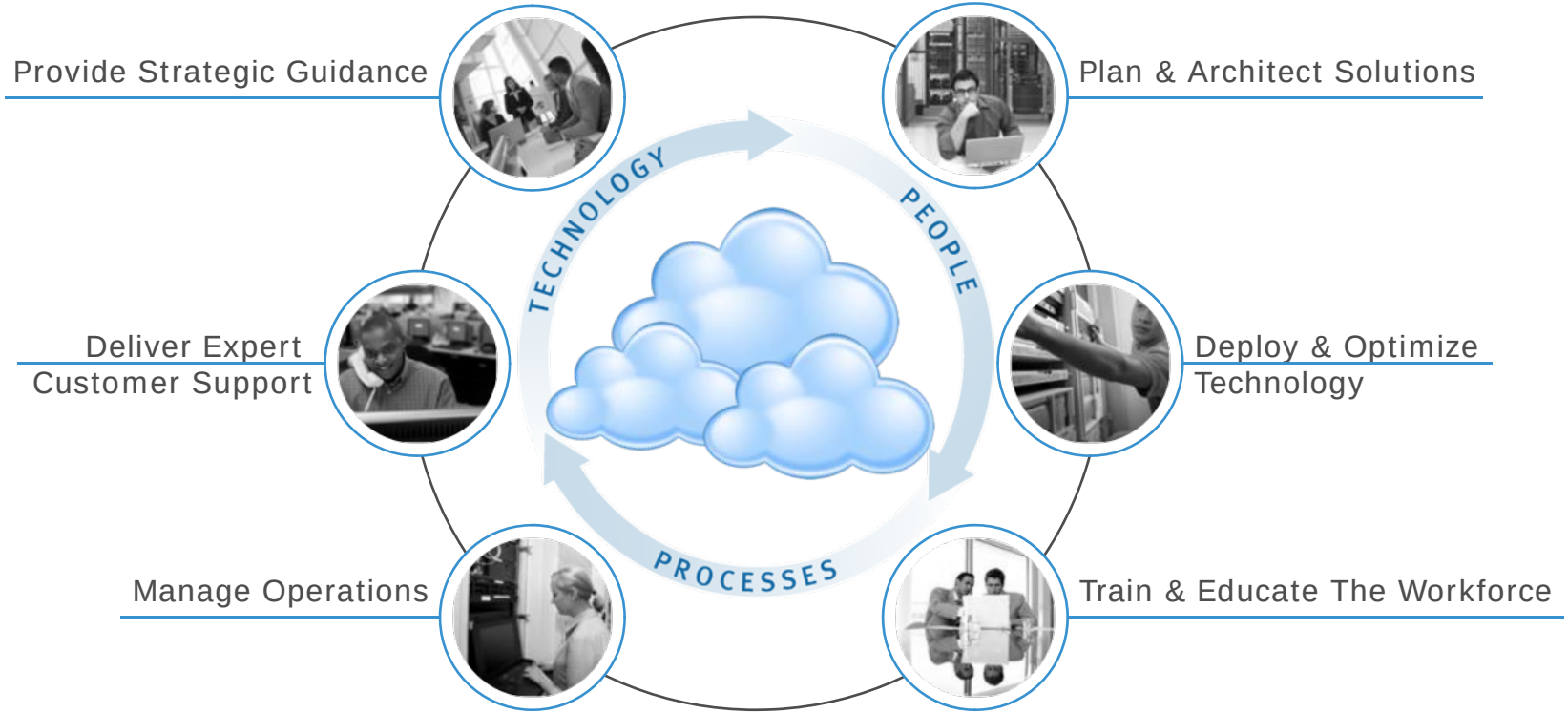
Products

Partner VSPEX

Vblock Systems

EMC & Cisco Services

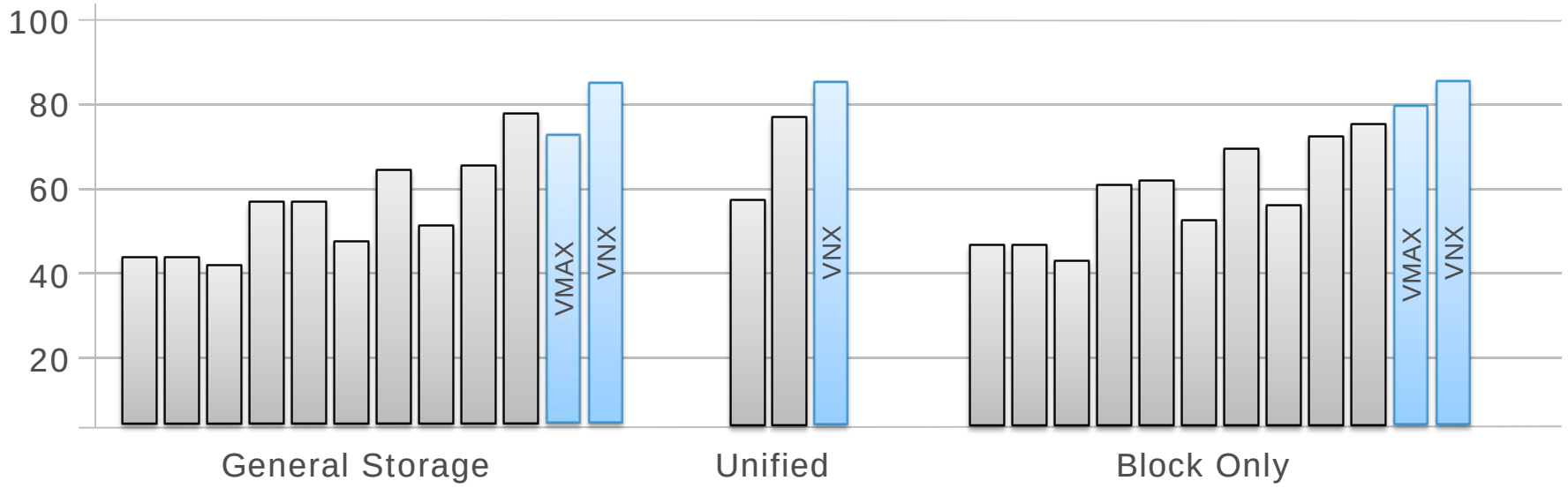
To Plan, Build, Run, & Optimize Our Integrated Solutions



EMC²

EMC Is The Most Integrated With VMware

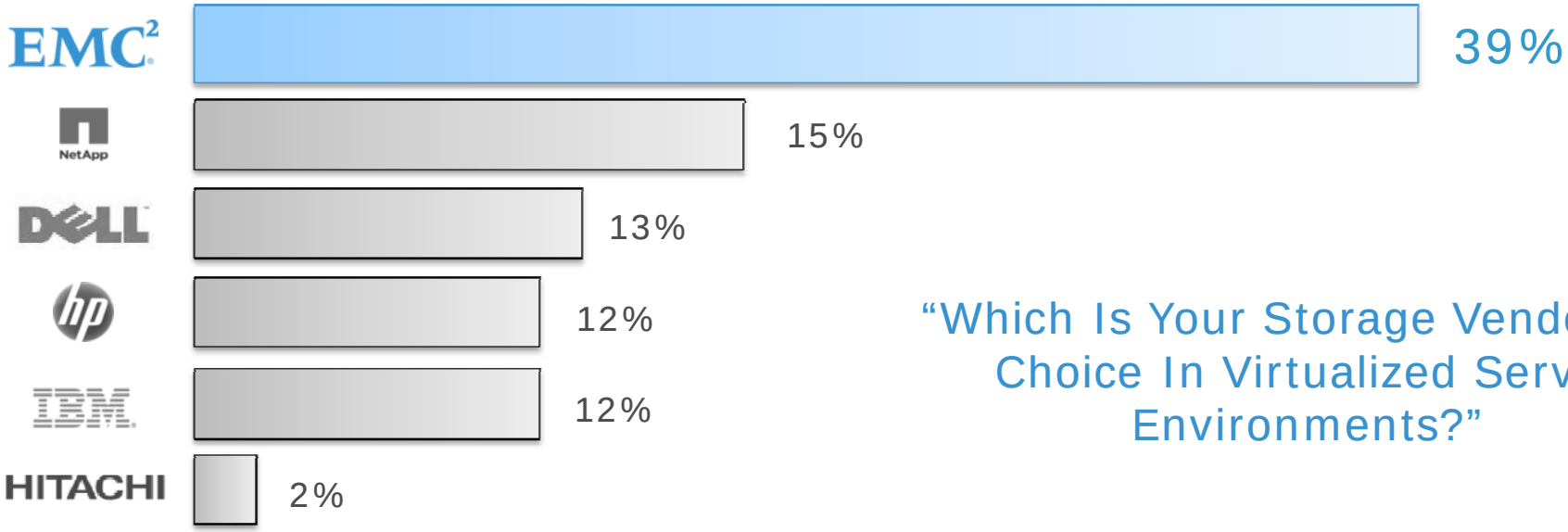
EMC Ranked #1 In All Three Categories Of Storage



Source: Wikibon Analysis & Survey 2012

EMC² Other Vendors

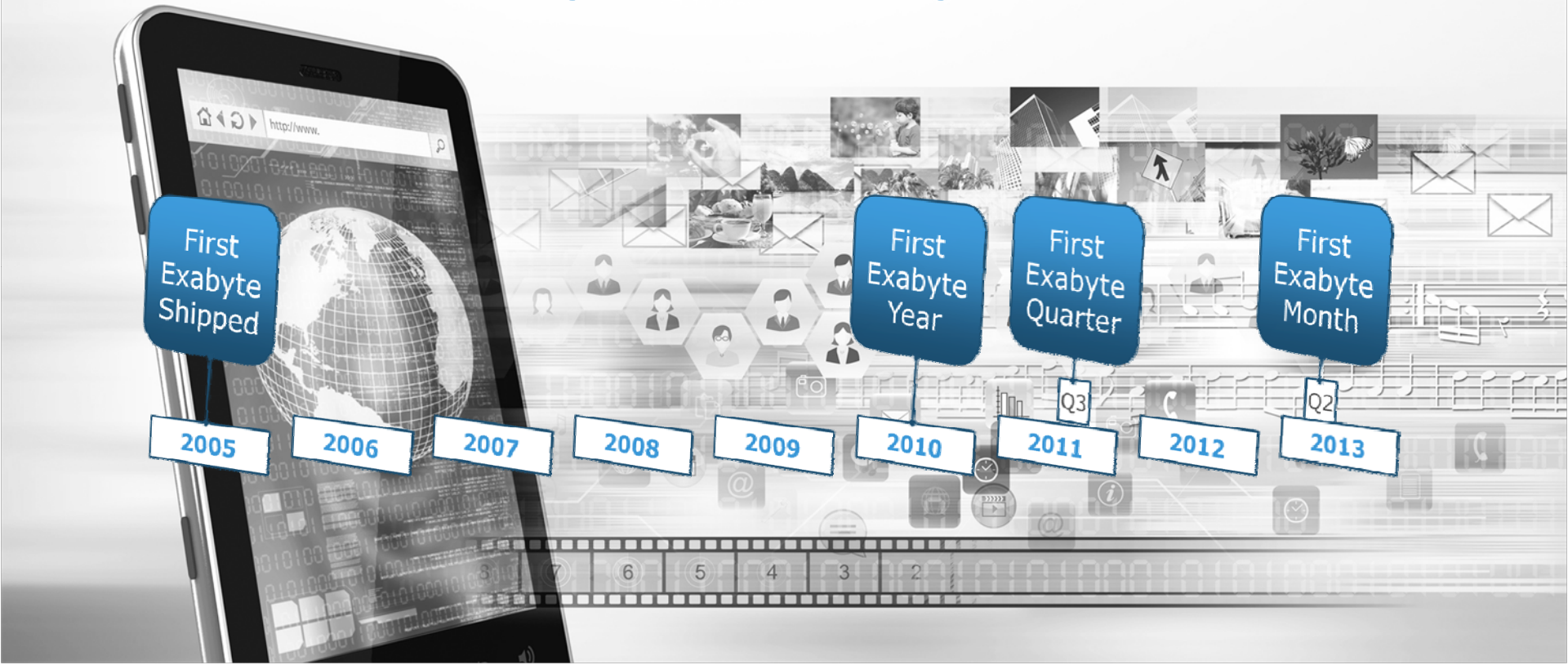
EMC Is #1 In VMware Environments



"Which Is Your Storage Vendor Of Choice In Virtualized Server Environments?"

Source: Goldman Sachs IT Spending Survey, July 2012.

The EMC Exabyte Journey



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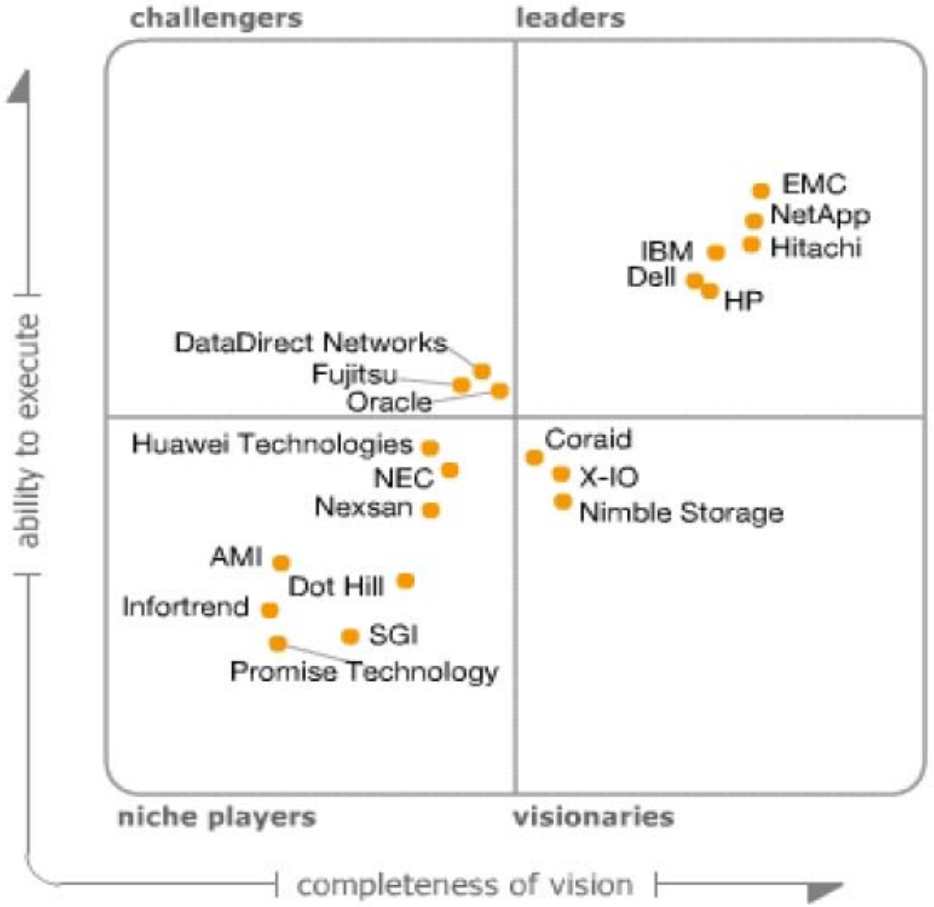
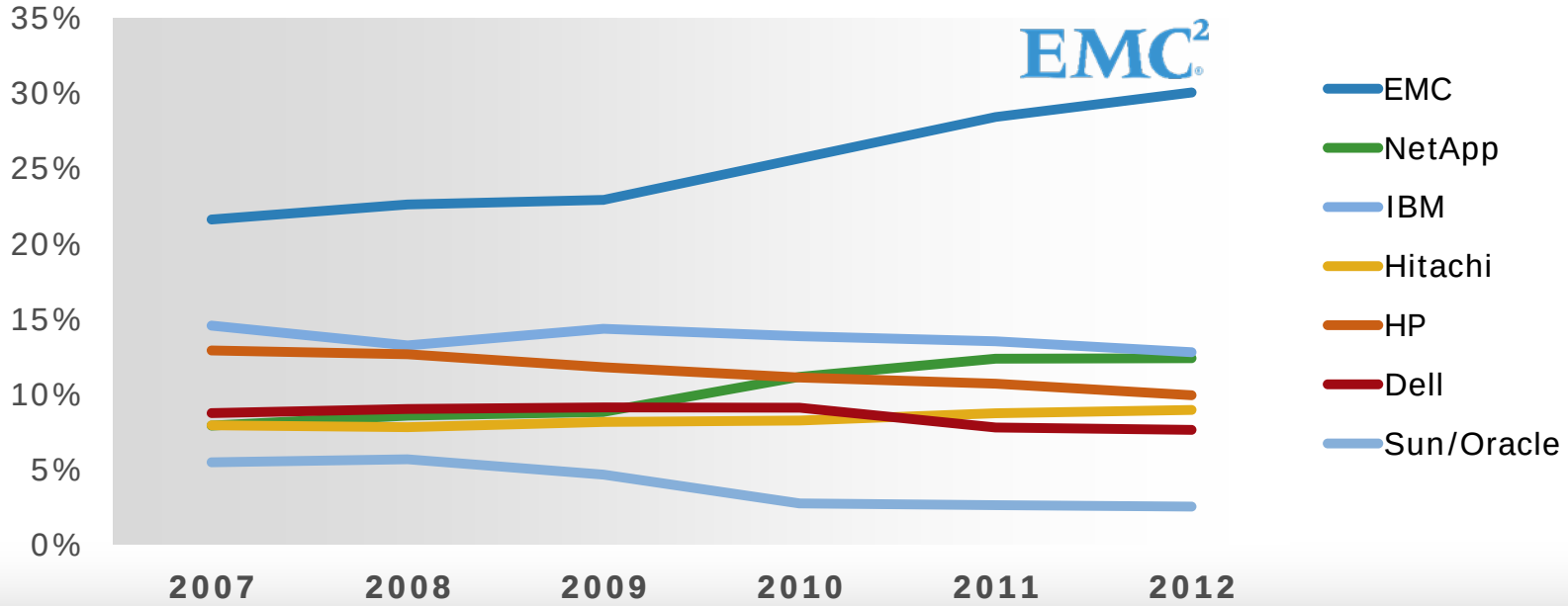
EMC Leading – Vision & Executiton



Source: Gartner (March 2013).

EMC Leading – Market Share

Worldwide External Storage Revenue Share



Source: IDC, June 2013

Why EMC & Cisco ?

- Best In Class Products
- Flexibility And Control In Your Cloud Infrastructure
- World-Class Partnership With Shared Vision

Accelerate To The Cloud

CISCO

EMC²