

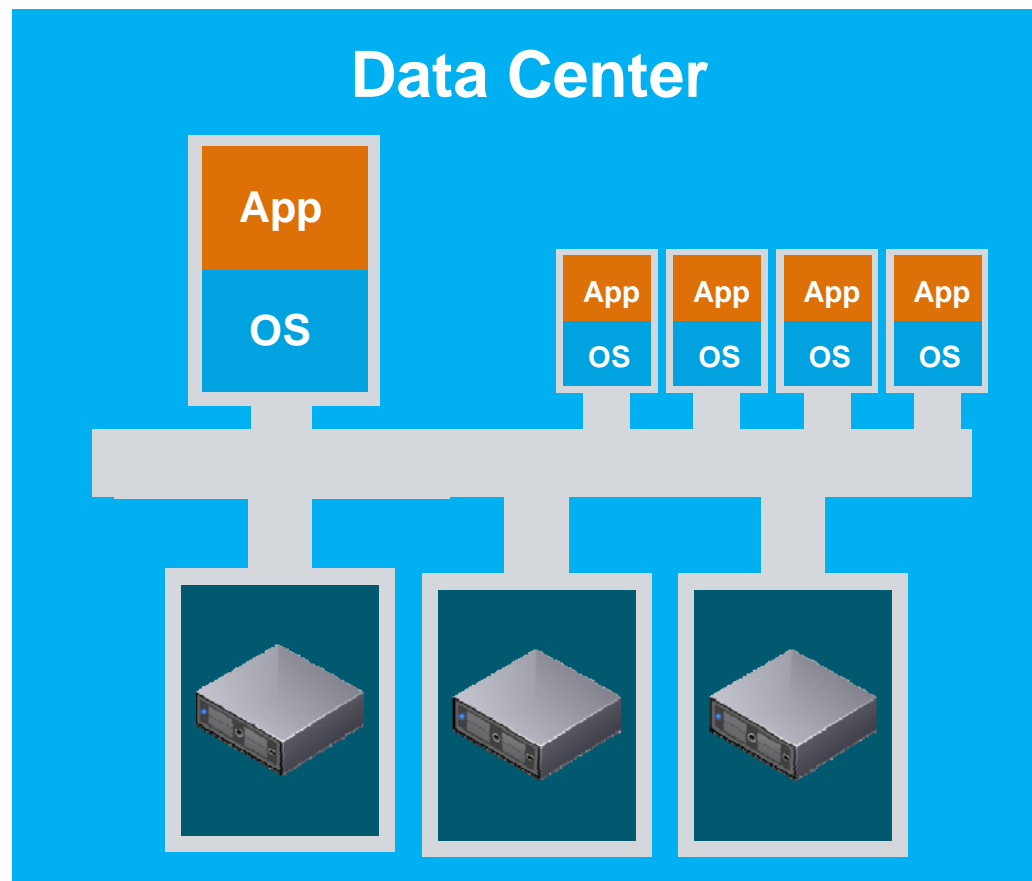
Enabling Cloud Infrastructure



A Tipping Point for Enterprise IT



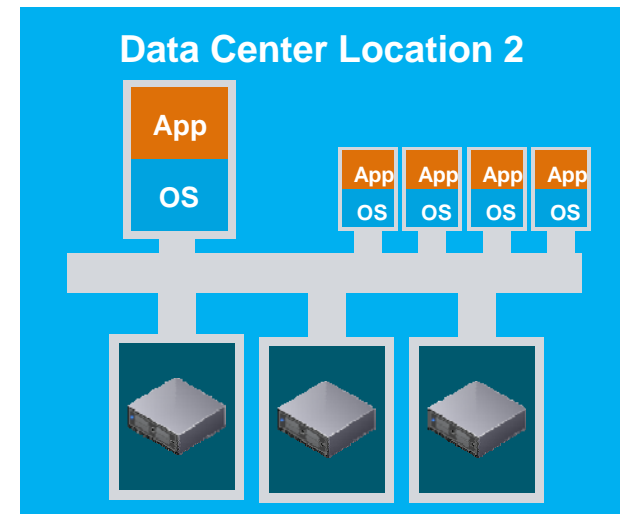
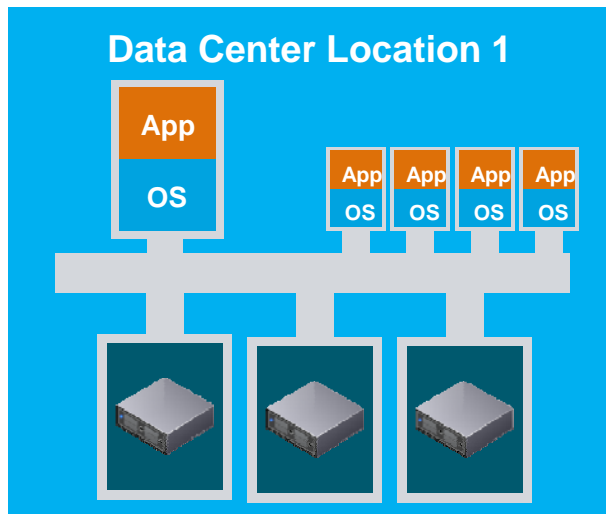
- Server virtualization:
IT saves big, Business served faster



A Tipping Point for Enterprise IT



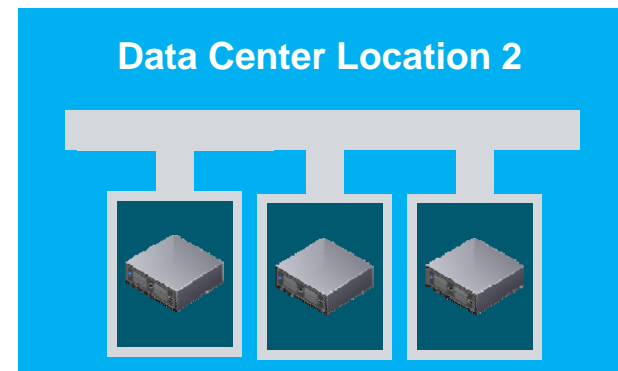
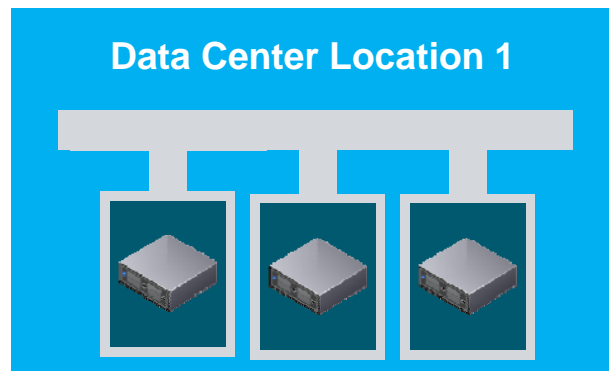
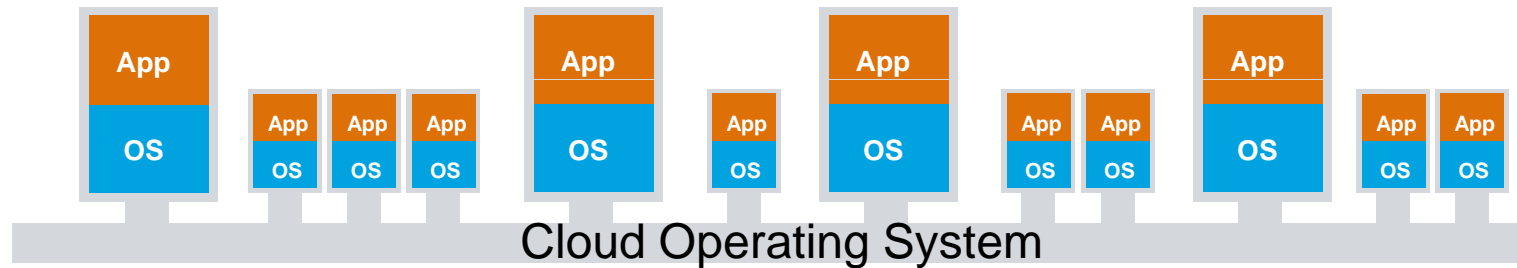
- Virtualization at Scale:
Extending virtualization beyond a data center



A Tipping Point for Enterprise IT



- Virtualization at Scale:
Extending virtualization beyond a data center

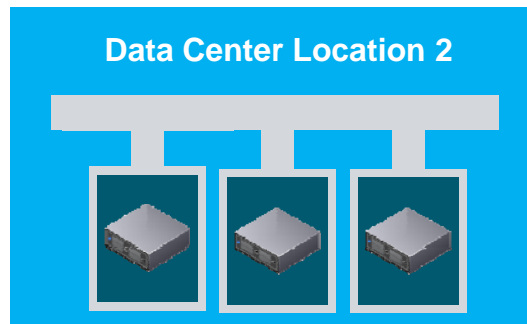
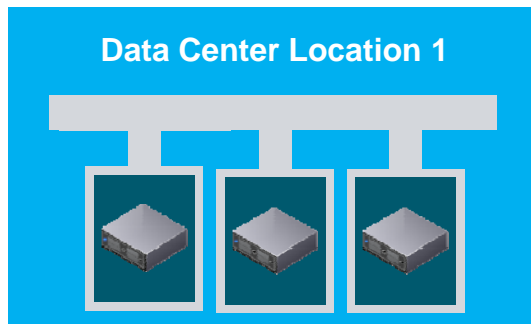
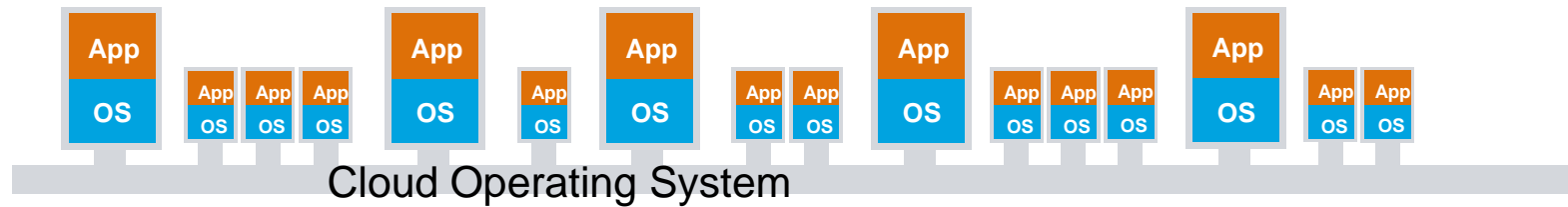


A Tipping Point for Enterprise IT



- **Private Cloud:**

A computing environment that spans internal resources and external cloud resources to present a seamless, managed service delivery to the business.



Can the Enterprise get the best of both?



Trusted

Control

Reliable

Secure

**Data
Center**

Flexible

Dynamic

On-demand

Efficient

**Cloud
Computing**

Private Cloud is the Vision



Trusted

Control

Reliable

Secure

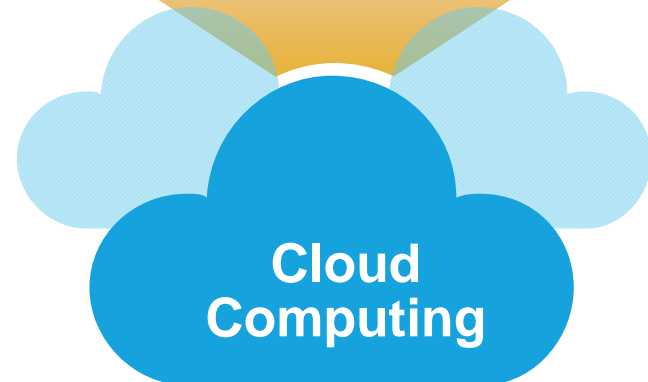


Flexible

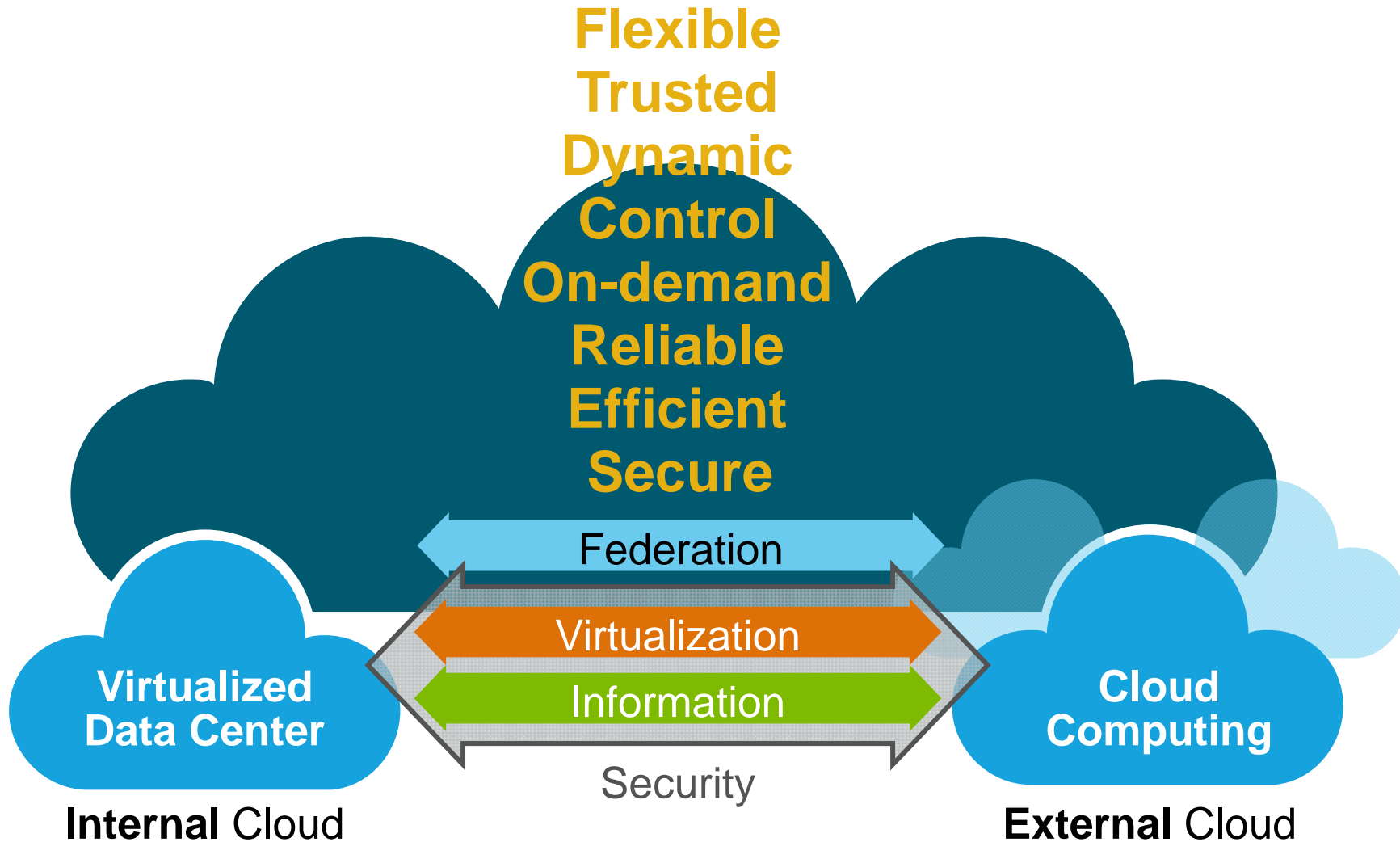
Dynamic

On-demand

Efficient



Private Cloud is the Vision



The Journey Has Started



federate
with compatible
service providers

CHOICE

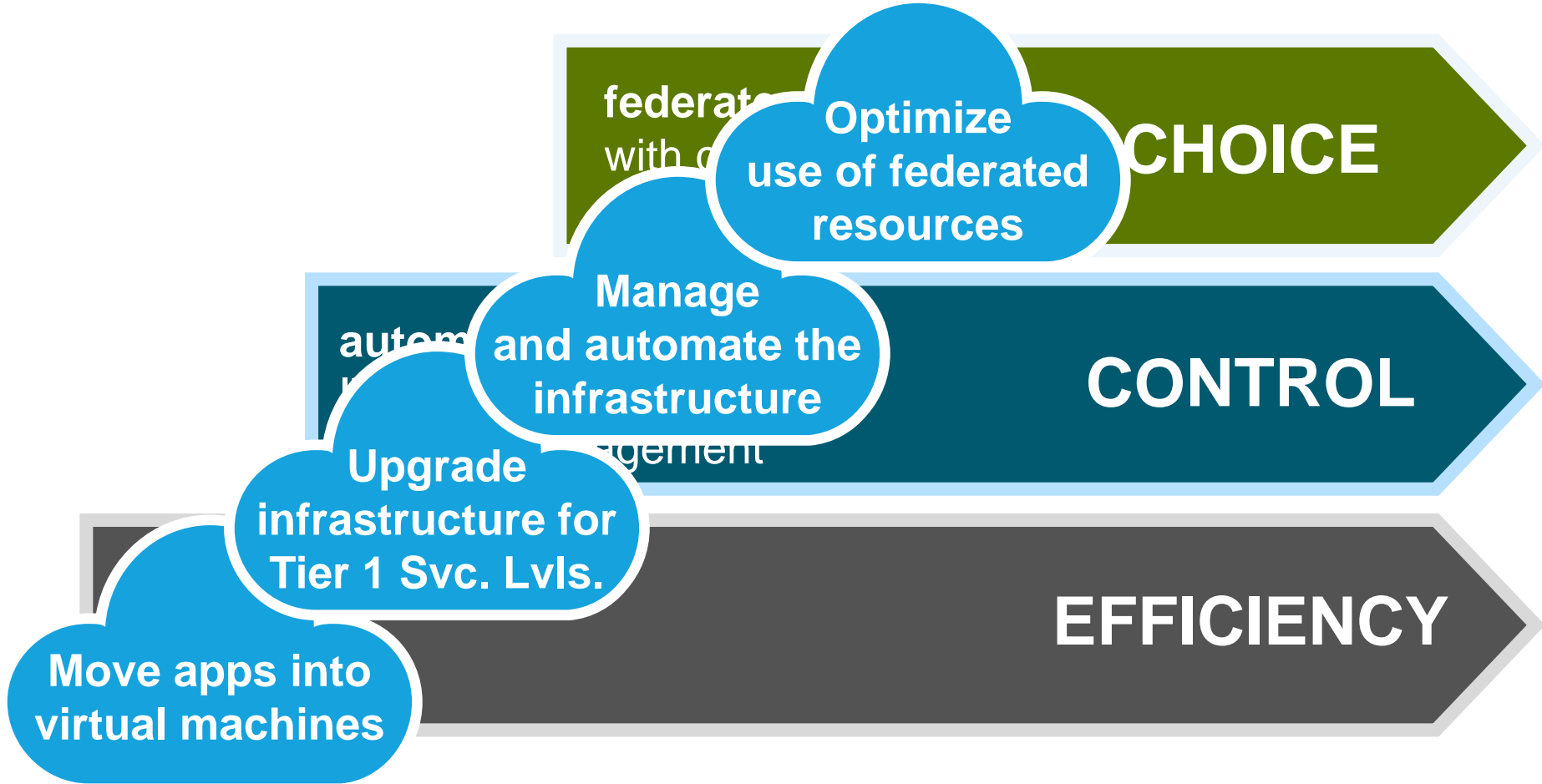
automate
IT resource and
security management

CONTROL

virtualize
datacenter
and desktops

EFFICIENCY

The Journey Has Started



It Starts with Today's Data Center



Trusted

Control

Reliable

Secure



It Starts with Today's Data Center



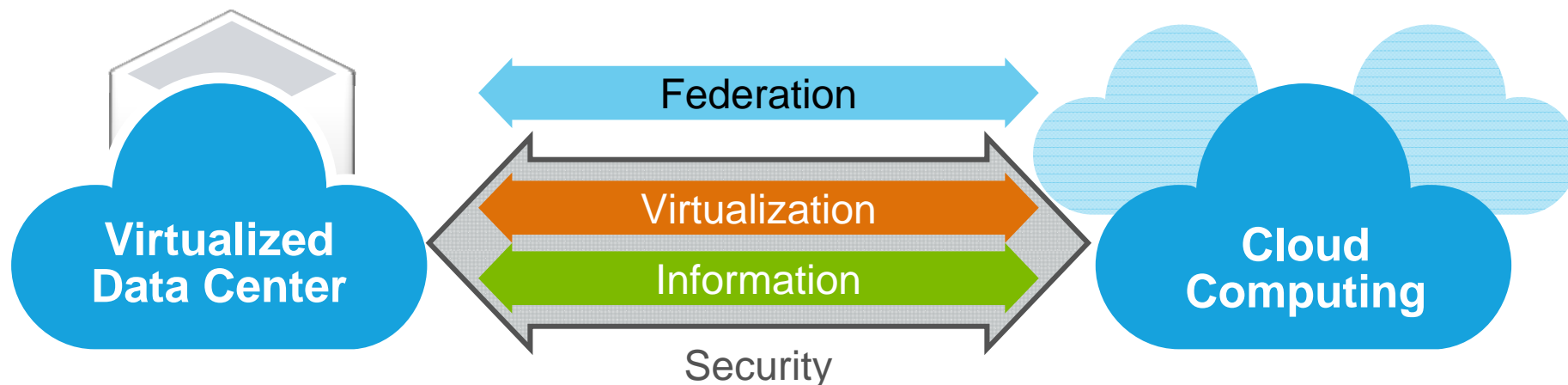
Trusted
Flexible
Control
Dynamic
Reliable
Simple
Secure
Efficient

Virtualized Data Center improves capabilities now

- **Tactical:** Lower CapEx and OpEx
- **Strategic:** Faster response to business needs, more effective delivery of the optimal service levels

Positioned to leverage cloud resources tomorrow

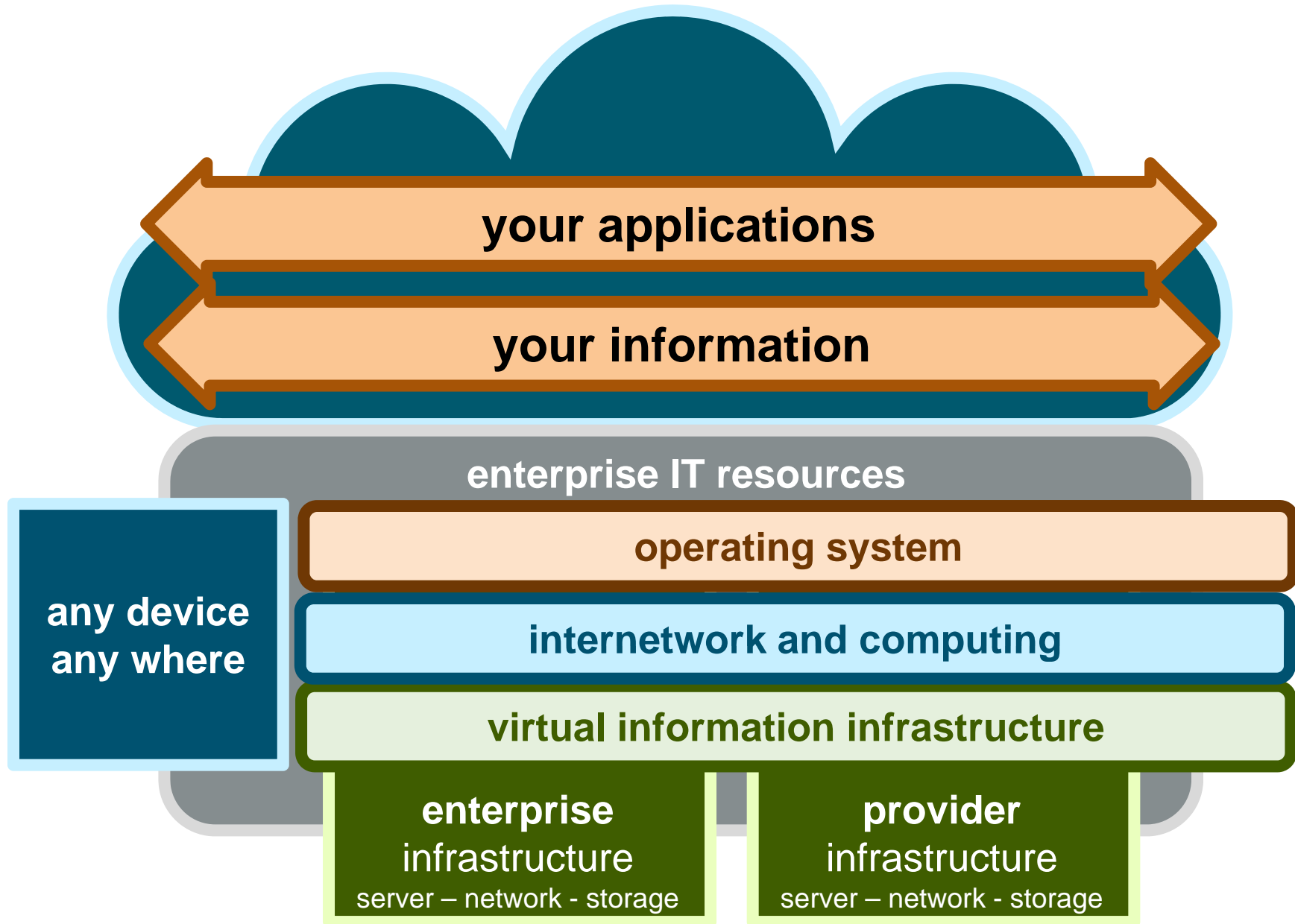
- **Tactical:** More improvements to cost and service levels
- **Strategic:** Shift fixed costs to variable costs, alignment of spend and return, service delivery platform for business



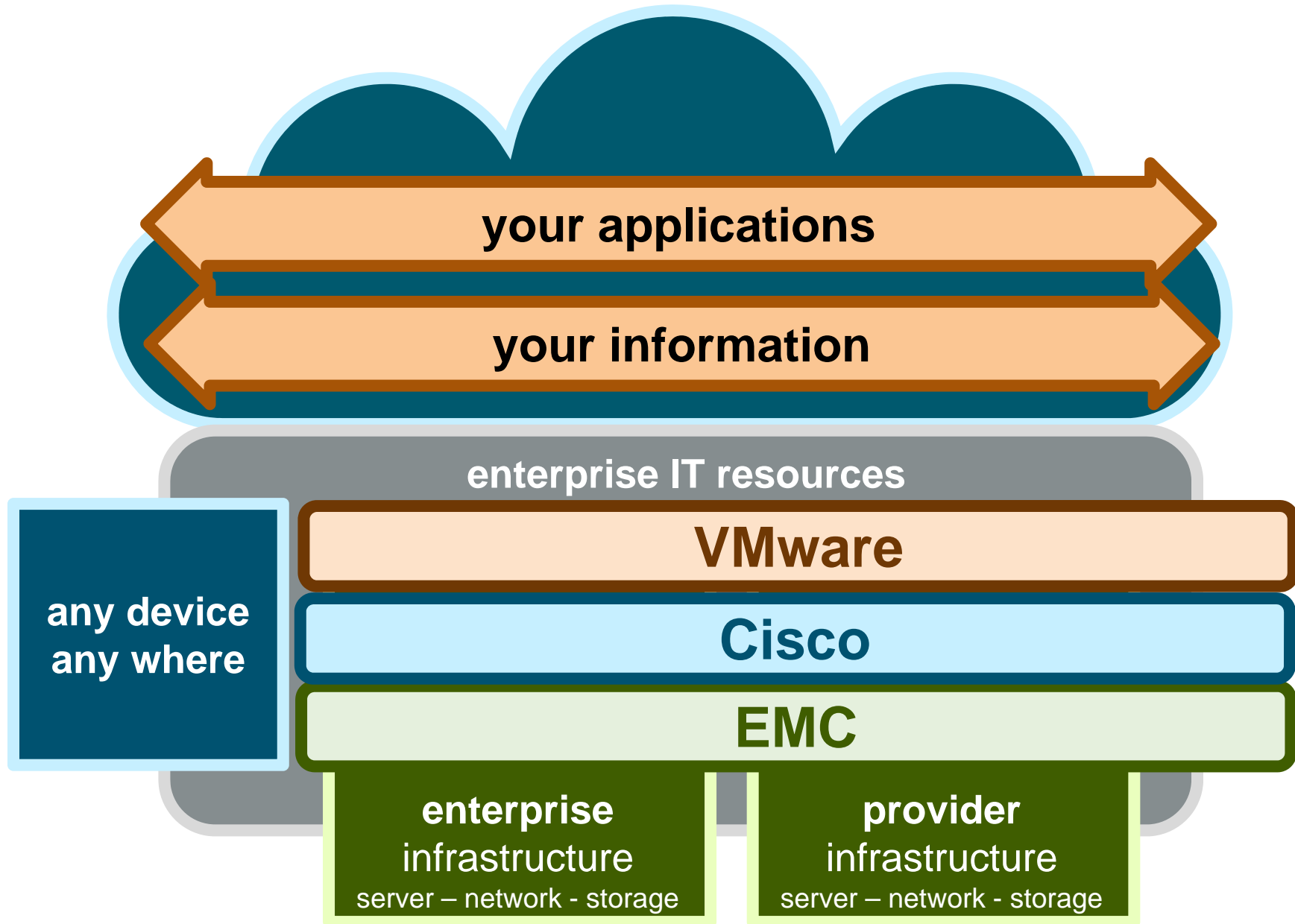
IT Infrastructure: Poised For Change



Building The Private Cloud



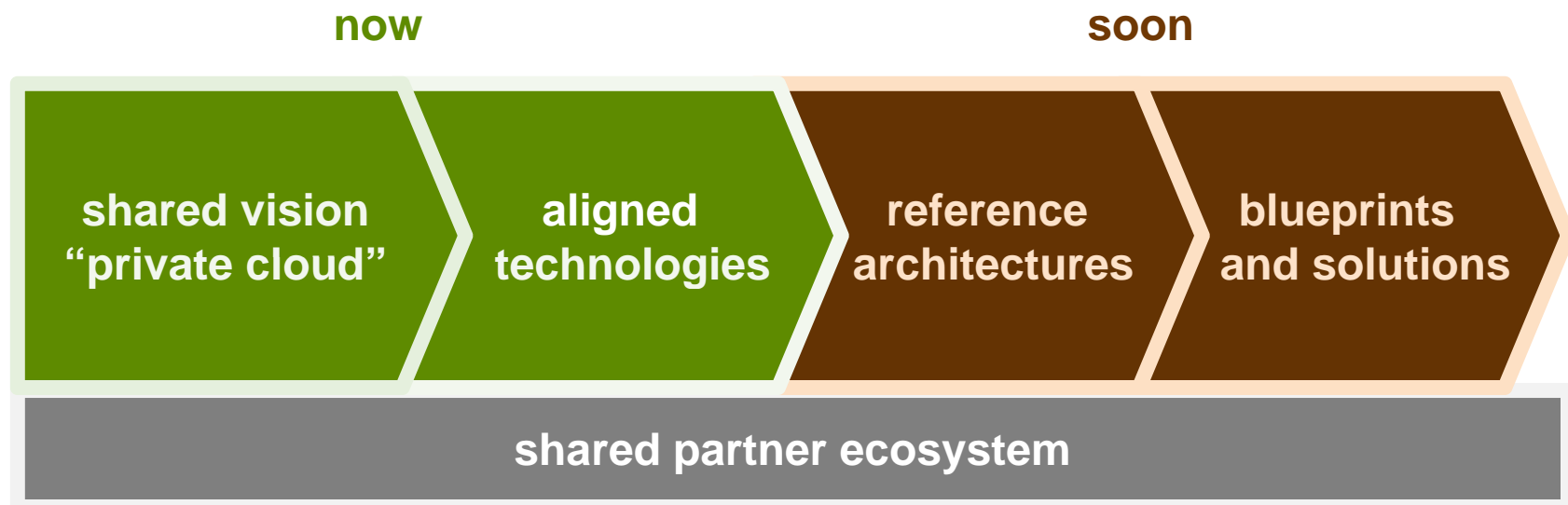
Building The Private Cloud



What is VCE?



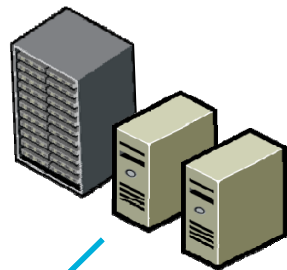
a strategic alliance of three industry leaders



The Path to Private Cloud



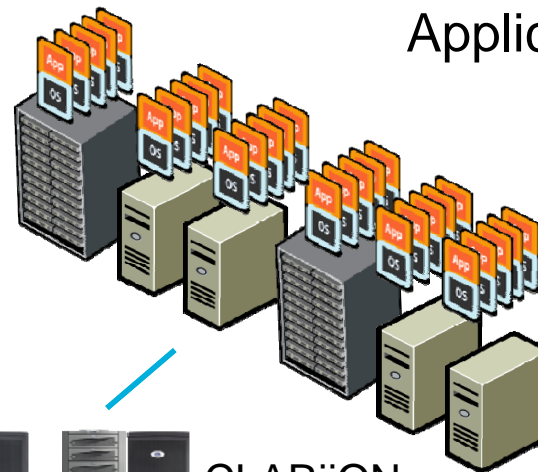
Tier 1
Applications



CLARiiON
Symmetrix
Celerra



Tier 2+
Applications



CLARiiON
Symmetrix
Celerra



The Path to Private Cloud

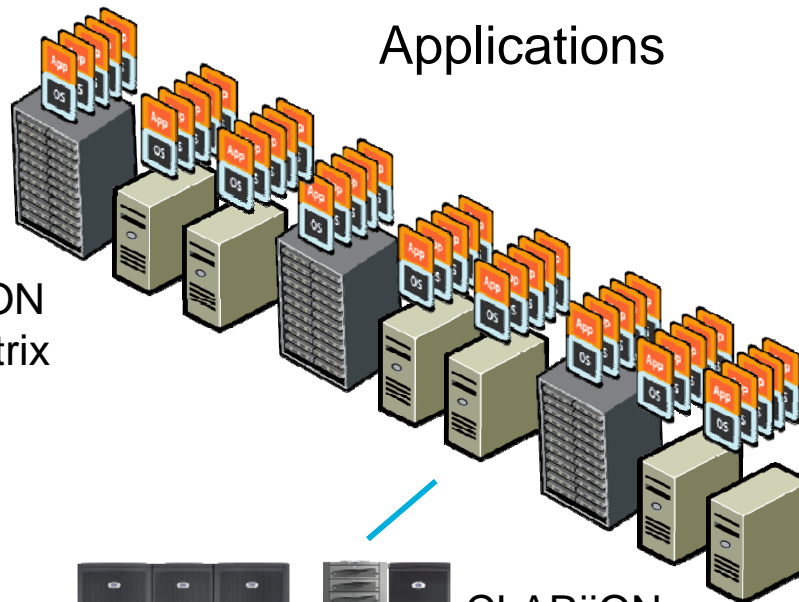


Reference Architecture s,
Proven Solutions
and EMC Consulting

All Applications



CLARiiON
Symmetrix
Celerra



CLARiiON
Symmetrix
Celerra

The Path to Private Cloud

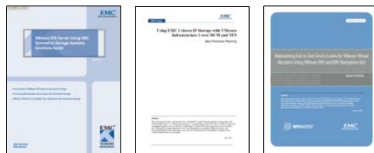


Start with Applications or Infrastructure

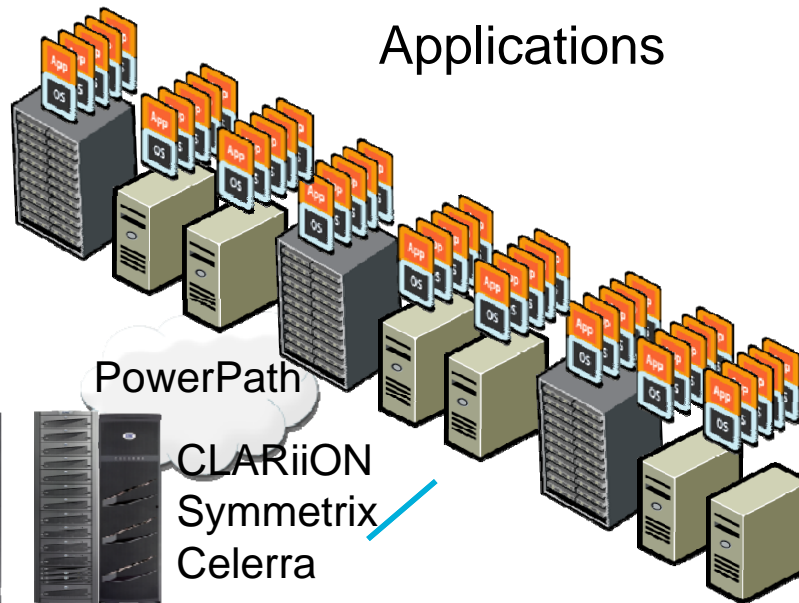


Reference Architecture s, Proven Solutions and EMC Consulting

Reference Architectures, Proven Solutions and EMC Consulting



All Applications



The Path to Private Cloud

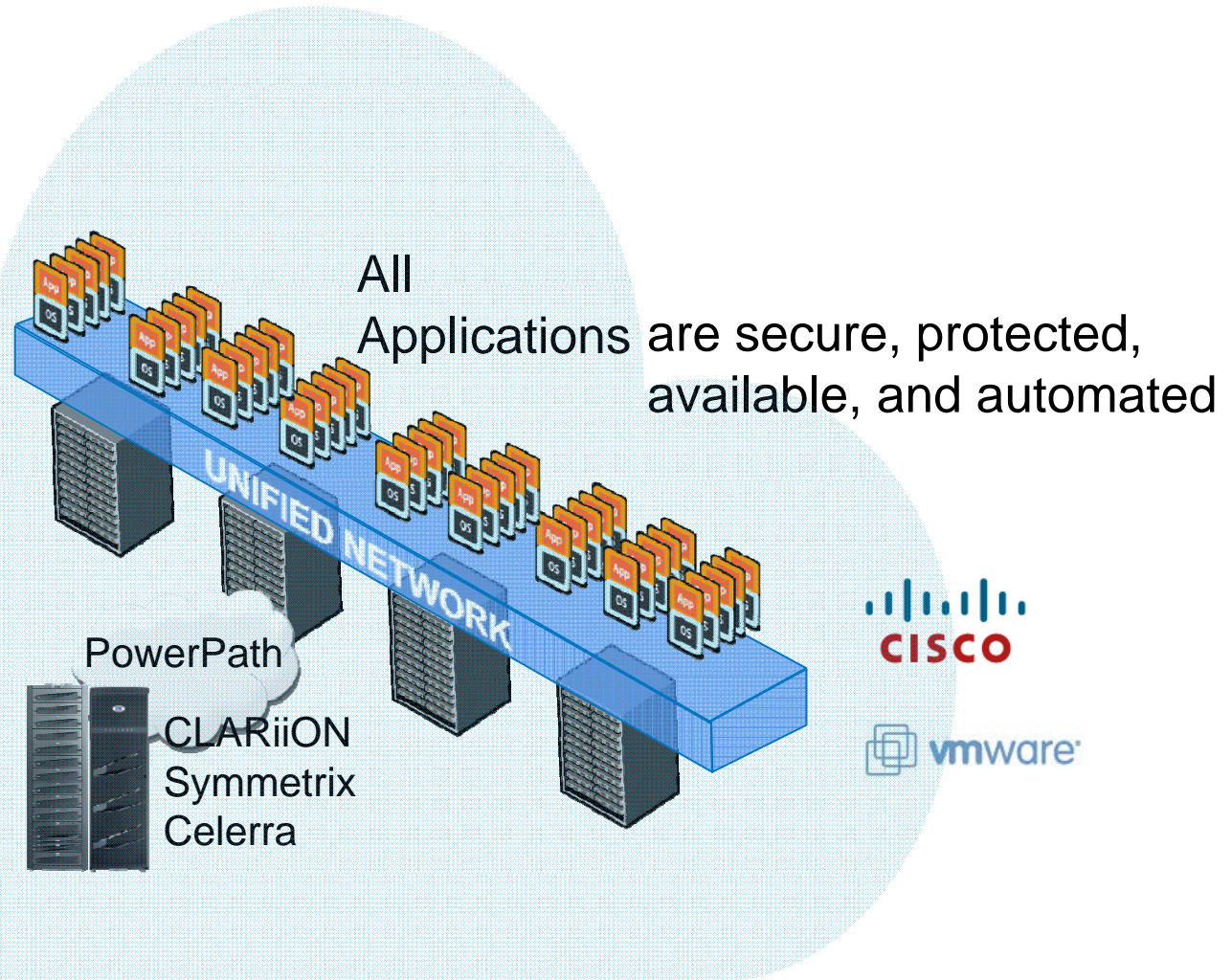


Management for the Virtual Data Center

Backup for the Virtual Data Center

Business continuity and high availability for the virtual data center

Security for the Virtual Data Center



Where do you want to start?



Cloud Oriented

- A cloud centric approach that architects cloud capabilities in at its core
 - Totally re-invents IT and transforms IT's role
 - Carrier Class IT service delivery is the goal
-

Infrastructure Oriented

- Creates an infrastructure optimized for all applications to run in a virtual environment
 - Higher potential return but a longer expected payback period
 - The goal is optimized IT and to be Private Cloud ready
-

Application Oriented

- Moves one application at a time into a virtual environment
- Infrastructure enhanced as needed
- “Save-as-you-go” approach that moves closer to Private Cloud step by step

EMC²[®]

where information lives[®]

virtualized