

# TOP TEN REASONS WHY EMC FOR VMWARE

Study after study shows that when using VMware for virtualization, more people choose EMC than any other storage, backup, and security vendor. Here are the top reasons why:

- 1 INTEGRATES across 90+ points** of the VMware suite, including storage, server, network, security, and management to transform your infrastructure to a software-defined data center and deliver IT as a service—with 10x faster provisioning and replication and 10x less host and network and load.
- 2 SPEEDS virtualized application** performance by as much as 300%, with 50% faster backups, 80% faster provisioning, 200% more TPM, and a full continuum of threat protection to support SLAs, maximize quality of service, and support any-user, any-device, any-location computing.
- 3 OPTIMIZES storage utilization** automatically within cloud environments, using full software automation—for up to 25% lower storage costs and the ability to serve up to 3x more users on the same arrays.
- 4 PROTECTS and manages** virtual data at every level—from local and remote backups to any-point-in-time snapshot recovery and active archiving—to deliver 3x faster backups, 30x faster recovery, and overall more rapid, reliable, manageable, and affordable disaster preparedness.
- 5 SUPPORTS mobility** of virtual data and applications for enhanced disaster avoidance, continuous availability, dynamic collaboration, nimble data center migration, and a seamless cloud computing user experience.
- 6 ENSURES security** from the perimeter to the data center to the end user with proactive risk avoidance, regulatory compliance, data analytics, and “anywhere” data access to provide a trusted, continuously available cloud experience.
- 7 OUTPERFORMS** other providers in storage IOPs, throughput, and scalability for virtual environments. With five million VMs on a scale-out cluster and two million IOPs on a single host, EMC enterprise storage gives you greater flexibility and control of virtual storage resources at greatly reduced cost.
- 8 TRANSFORMS storage intelligence** by providing powerful visualization and topology tools, as well as dynamic thresholding, to help you optimize performance, simplify operations, and deliver a better service experience.
- 9 SIMPLIFIES tasks** and lets you be more productive—as much as 10x more—by performing fewer clicks for common tasks, thanks to EMC-exclusive virtual storage and vCenter integration.
- 10 ACCELERATES IT transformation** with thousands of VMware-trained engineers to guide you—from strategy development to application deployment—and over 40 EMC Proven™ reference architectures to remove risk from your virtualization journey.

## **Commitment to a shared vision**

EMC and VMware collaborate to achieve a common vision and platform for cloud computing—the software-defined datacenter. Learn more at [EMC.com/VMware](http://EMC.com/VMware)