

EMC World 2009

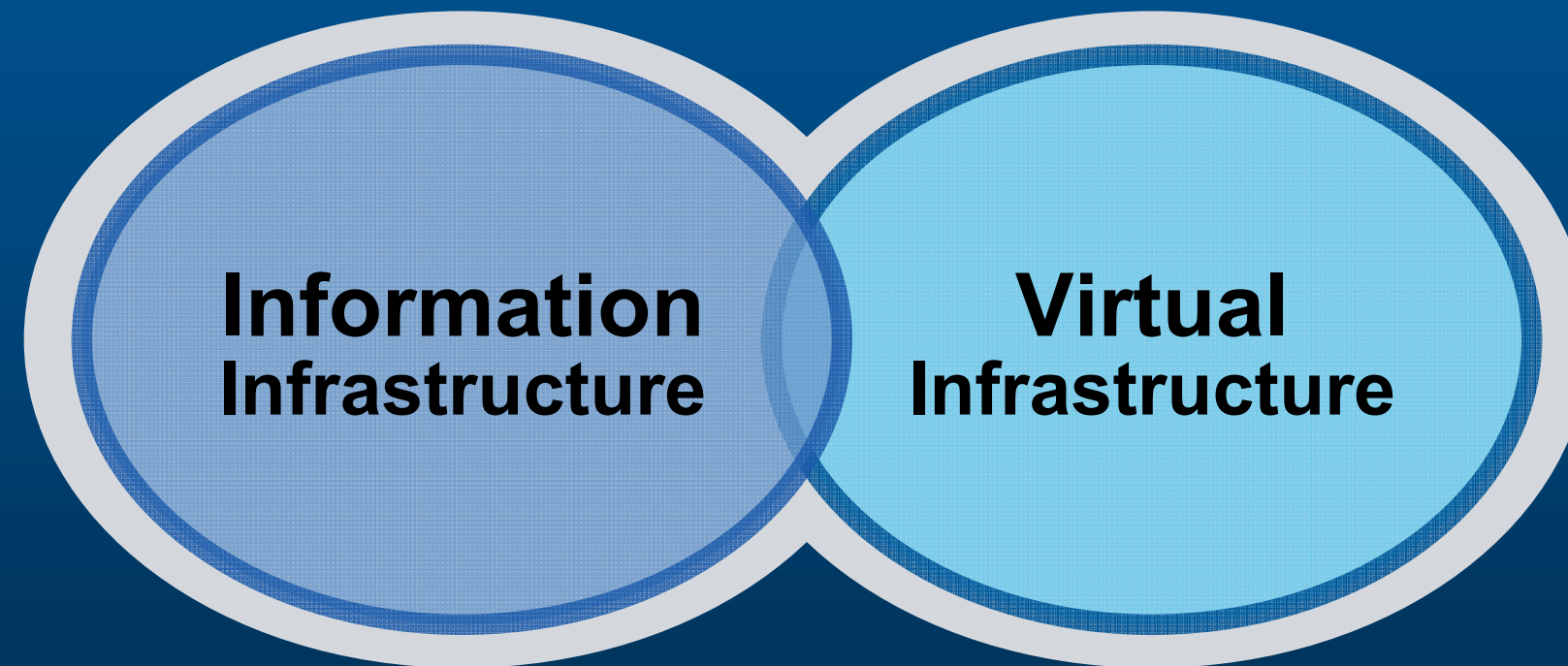
Joe Tucci
Chairman and CEO
EMC Corporation

EMC is a
TECHNOLOGY
company

EMC's focus is
IT Infrastructure

A Winning Strategy

EMC²
where information lives[®]



EMC's Long-term Results



Revenue

\$15B

\$10B

\$5B

0

2002

2003

2004

2005

2006

2007

2008

5-year CAGR
(2003-2008)

Revenue	19%
Net Income*	36%

Net Inc.

\$3.0B

\$2.0B

\$1.0B

0

*Excluding Stock-Based Compensation, Amortization of intangibles, Non-Recurring items and Restructuring Charges

© Copyright 2009 EMC Corporation. All rights reserved.



eWEEK: Joe Tucci named to the 100 Most Influential People in IT



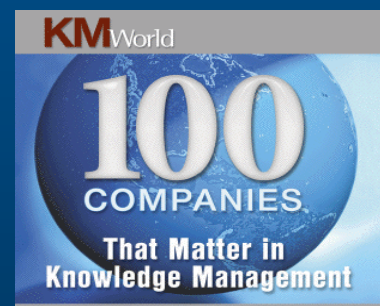
EMC Named Finalist for the Private Sector Company of the Year



FORTUNE:
EMC#1 Most Admired Company in Sector



InfoWorld: EMC recognized for Most Innovative Green IT Initiatives



KMWorld: Companies That Matter in Knowledge Management



EMC ranked #9 Among 100 Most Influential Technology Vendors



InformationWeek: EMC Ranked #208 Among Companies Who Exemplify Outstanding Use of IT



EMC Placed in "Leaders Quadrant" in Six Different Market Segments



BARRON'S 500:
America's Best Companies.



InternetNews.com: Joe Tucci Named One of Tech Industry's 10 Most Visionary CEOs



Worcester Business Journal: EMC Recognized for Energy Efficient Data Centers



Boston Globe 100:
EMC #5



BusinessWeek:
EMC Listed as One of the Best Places to Launch a Career

2008 Industry Recognition for EMC Corporate Performance: **72 Performance Awards**



“Company of the Year”

Microsoft

“Partner Of the Year Awards”



“Overall Program Excellence Awards”



“Channel Excellence Awards”



“Partner Excellence Awards”



“Best Vendor Awards”



CRN: Mitch Breen Among
Top 25 Channel Executives

ciena

“Global Resale Partner Of The Year”

ORACLE

“2008 Excellence Awards”



Linda Connly Named Among Most
Powerful Women in the Channel



CRN Channel Chiefs:
Gregg Ambulous &
Pete Koliopolous

2008 Industry Recognition for EMC Leadership: 18 Partner & Channel Awards



BusinessWeek:
Best Place to Launch a Career



Great Places to Work Institute Ireland:
Best Places to Work



Training magazine:
Best Workforce Training &
BusinessWeek



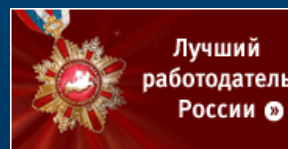
Selling Power Magazine:
Best Places to Work



COMPUTERWORLD:
100 Best Places to Work in IT



The Boston Globe:
Top 100 Places to Work



Federal Assembly of Russia:
Best Employer of Russia



CollegeGrad.com:
Top 50 Employer of
College Graduates



Poland's Gazeta Praca:
Best Places to Work



Brazil's Epoca:
Best Place to Work



Top 10 Places to Work



Triangle Business Journal:
Best Place to Work



Staffers Magazine
and Mercer:
China COE
Best Places to Work



Electronic Design:
Best Places to Work

2008 Industry Recognition for
EMC Leadership:
**16 “Best Place to Work”
Awards**



KM World: Documentum Content Server named winner

Info Security:
RSA
enVision
named
winner



Redmond Magazine: RSA SecuID named winner



Network Computing (UK): EMC DiskXtender named winner



EMC Celerra NS20 named Finalist in Hardware, Networking, Storage category



MacLife: Mozy Online Backup named 2008 Editor's Choice



Wikibon CTO Award for Best Storage Innovation: EMC's Introduction of Flash Drives



SearchStorage: Avamar, Centera, Celerra, ControlCenter All Named Finalists



EMC BURA Next Generation Backup Solutions User's Choice Awards (China)



InfoWorld Technology of the Year Awards Winner: VMware Workstation Desktop Virtualization Category



SYS-CON - Best Use of Web Services: EMC Documentum



EMC Documentum Reader's Choice Awards



EMC 2008 Star Award for Best Support Staff Practices Service & Support Professionals Association



SC Magazine: RSA Data Loss Prevention Suite, BSAFE, Access Manager and SecurID All Named Finalists

2008 Industry Recognition for EMC Innovation and Leadership: 42 Product and Service Awards

Fortune Magazine

EMC²
where information lives[®]

- Fortune Magazine World's Most Admired Companies
 - Top 10 in Product and Service Quality
 - The only technology company
- # 1 in Industry Overall
 - #1 in all categories

The screenshot shows the Fortune 500 website interface. At the top, there are navigation links for 'The Ladders' (THE MOST \$100K+ JOBS), a map of the United States, and a 'FIND JOBS' button. Below this is the 'CNN Money.com' header with navigation for News, Markets, Technology, Personal Finance, and Small Business. The main header features the 'FORTUNE 500' logo and a search bar. The main content area is titled 'FORTUNE 500' and includes a year selector set to '2008'. There are tabs for 'Full List', 'Near You', 'CEOs', 'Top Companies', and 'Top Industries'. The 'And the winners are...' section lists the top 10 companies: 1. Wal-Mart Stores, 2. Exxon Mobil, 3. Chevron, 4. General Motors, 5. ConocoPhillips, 6. General Electric, 7. Ford Motor, 8. Citigroup, 9. Bank of America, 10. AT&T. Other sections include 'Best to work for', 'The biggest losers', and '20 best investments'. A 'Fortune 500 Forum' section on the right contains news items like 'AmEx chief: Plan for the worst' and 'Obama amazing for brand U.S.A.'. A video player at the bottom right shows 'A CITY IN THE DESERT' with a 'CLICK FOR SOUND' button.

THANK YOU!

EMC in 2009

**GLOBAL
GDP**



**GLOBAL
IT SPENDING**



“Just-in-time,” “just enough” IT budgeting

Top Customer Needs



- Our customers are asking us for help to . . .
 - Meet their tight / reduced budget
 - Save \$ € £ ¥ 元
 - Implement their really strategic initiatives
 - Attain quicker ROIs
 - Reduce risk in their environment
 - Prepare for next-gen data center / technology evolutions

EFFICIENCY

Top Customer Needs



Information Infrastructure



**Information
Infrastructure**

Store

Protect

+Intelligence

**Virtualize
&
Automate**

Sales

Services

Solutions

Support

**Partner
Ecosystem**

Information Infrastructure



**Information
Infrastructure**



Sales

Services

Solutions

Support

**Partner
Ecosystem**

- Top Spending Priorities
 - Storage consolidation / utilization
 - Business continuity
 - Back-up to disk
 - Data de-duplication
 - Compression



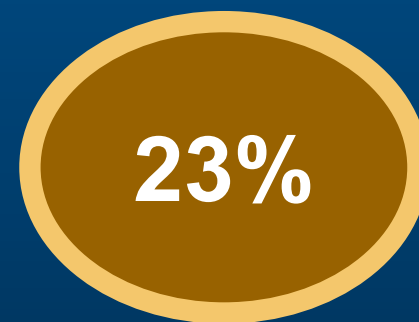
- Top Spending Priorities
 - Storage consolidation / utilization
 - Business continuity
 - Back-up to disk
 - Data de-duplication
 - Compression
 - Automated tiered storage
 - Virtual (thin) provisioning
 - Unified storage



Storage: Areas of Growing Interest



- Server virtualization influence on storage



External Disk



Networked
Storage



VMware
Environments

#1 Share in All Categories

*According to a Forrester Survey of 124 IT decision makers using x86 server technology.

Source: IDC, March 2009; Forrester, January 2009

© Copyright 2009 EMC Corporation. All rights reserved.

Storage: Areas of Growing Interest



- Server virtualization influence on storage
- FCoE
- Cloud-based storage
- Datacenter efficiency “**Green**”

The #1 New Interest in Storage



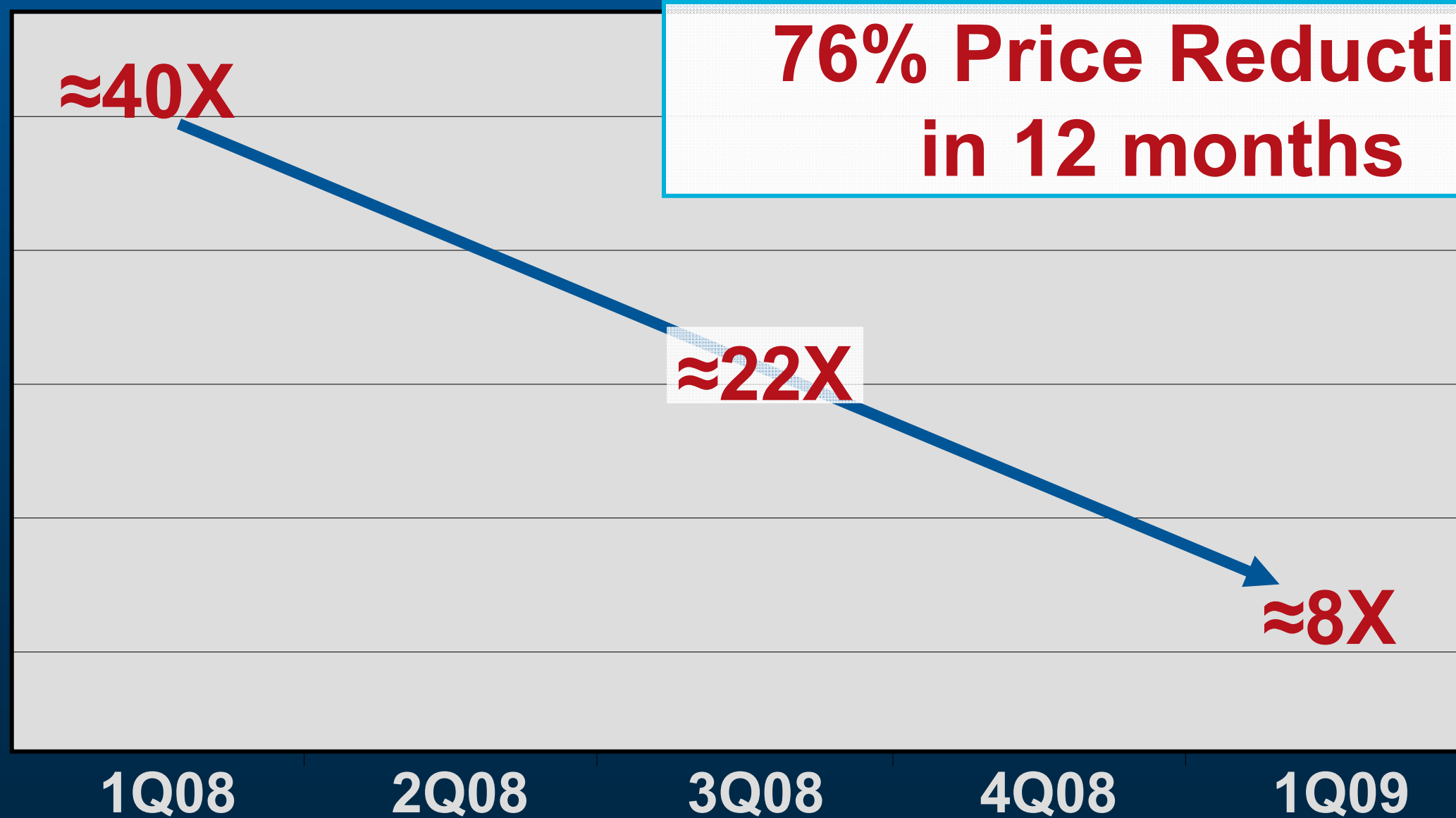
SSD Tuned Arrays
will
Totally Change
the Game

Enterprise Flash Drives Pricing Points

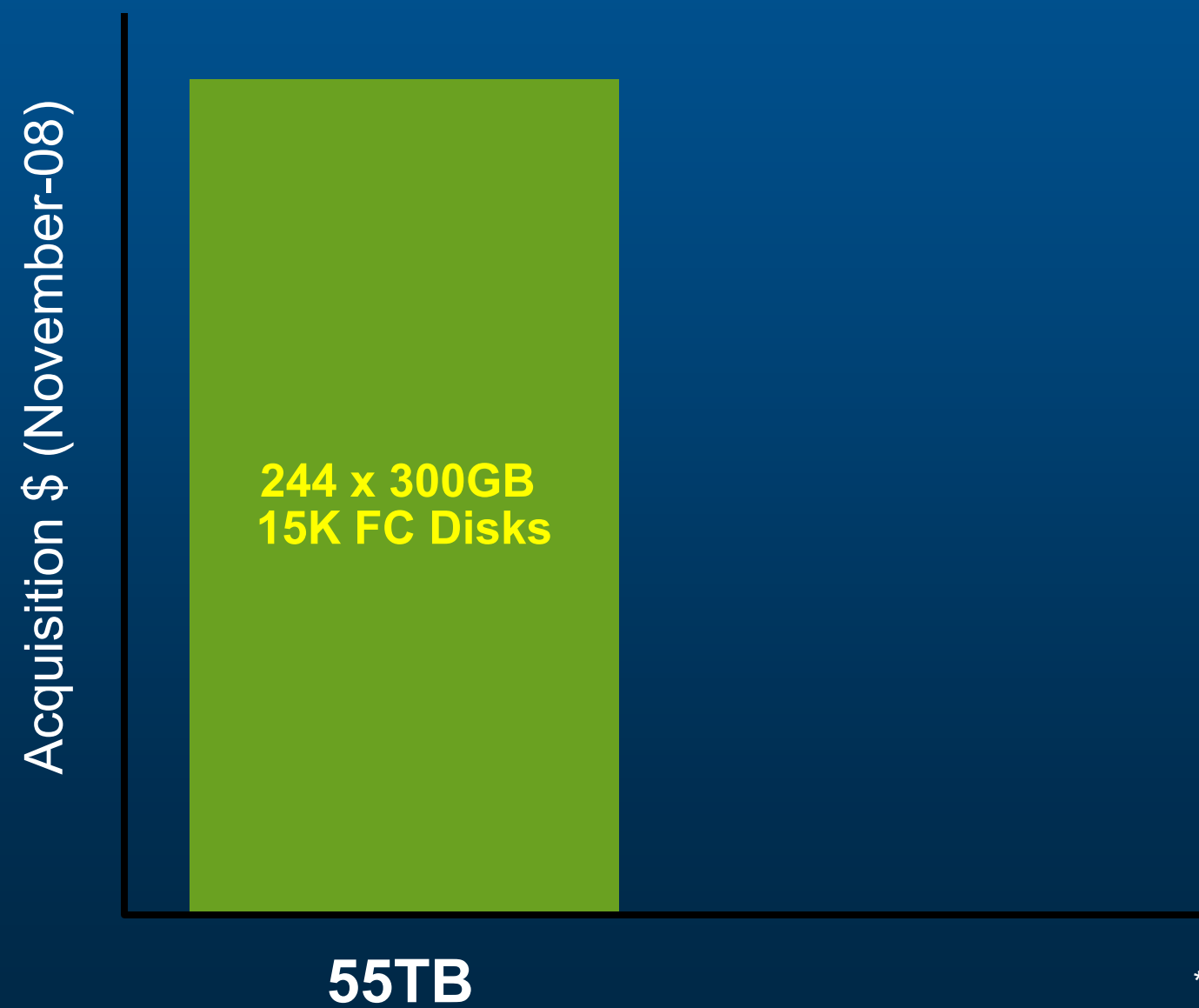


Flash Drives vs Fibre Channel Price Points

Cost/GB vs High Performance FC

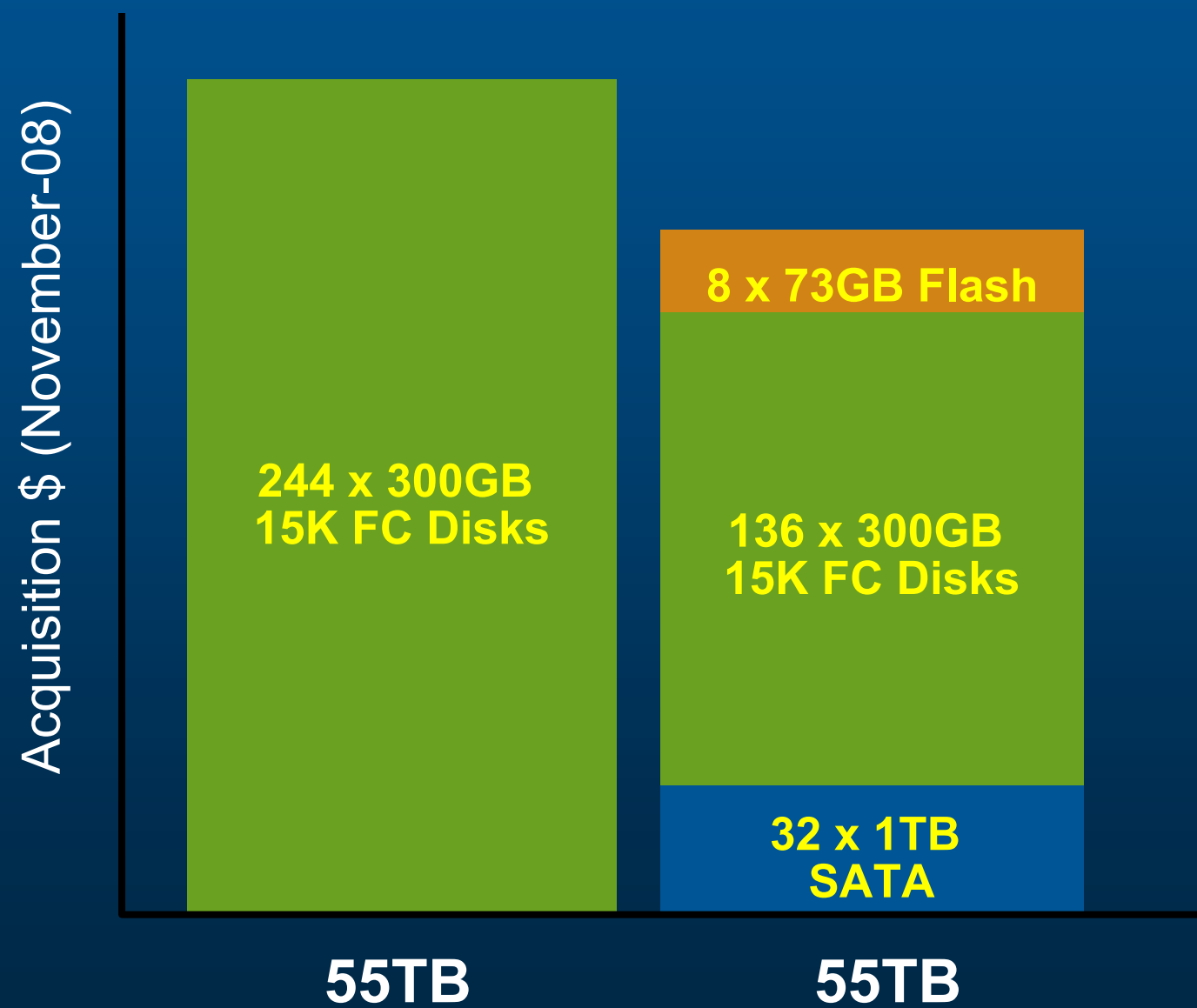


Symmetrix DMX-4 Flash Benefits Today

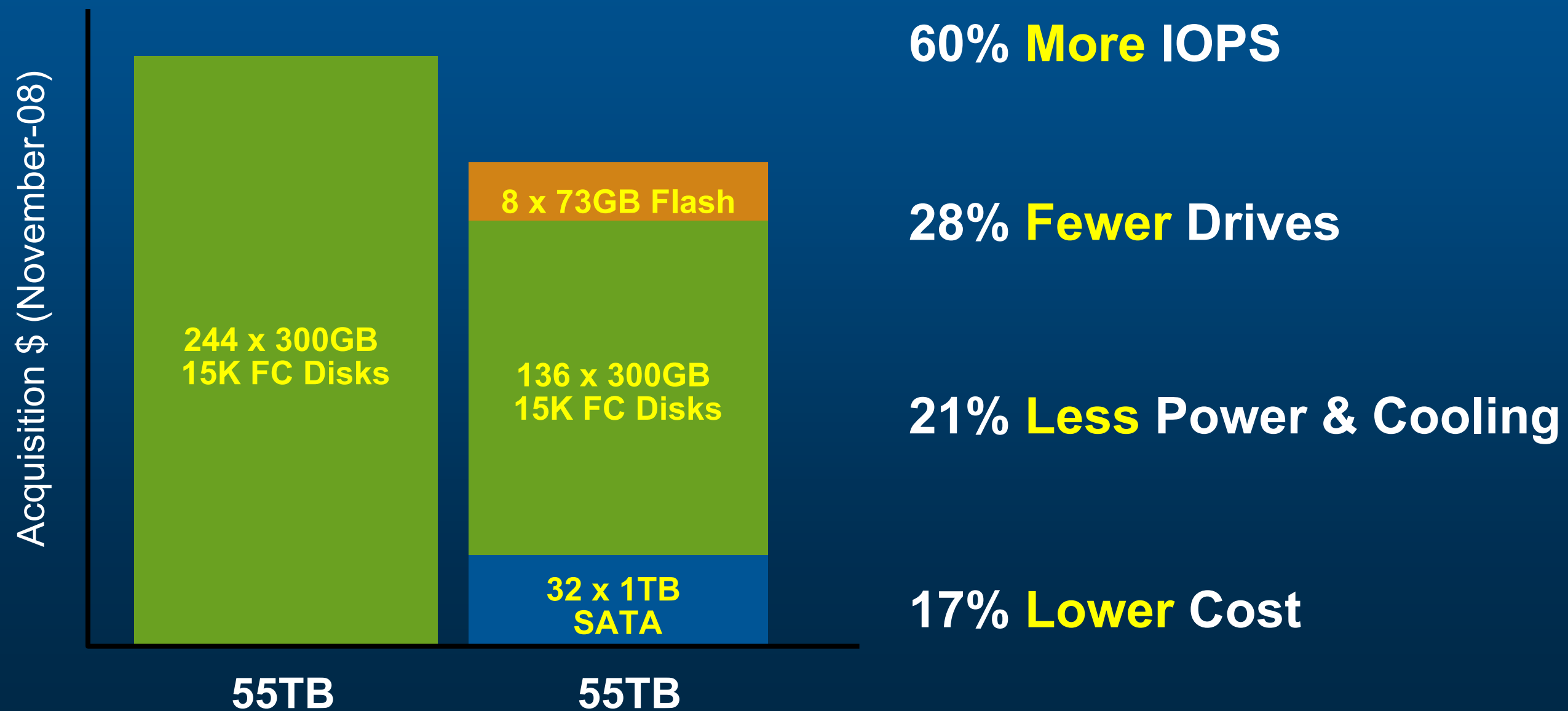


*EFD = 5,000 IOP/disk
FC 15K = 167 IOP/disk
SATA = 80 IOP/disk

Symmetrix DMX-4 Flash Benefits Today



Symmetrix DMX-4 Flash Benefits Today



Information Infrastructure



**Information
Infrastructure**

Store

Protect

+Intelligence

**Virtualize
&
Automate**

Sales

Services

Solutions

Support

**Partner
Ecosystem**

Continuous Availability Storage

Information Continuity
(Replication, B2D/Recovery)

VMware

Application Continuity
and Orchestration

Information Security RSA

Identity Protection
and Verification (IPV)

Data loss prevention

Security information and
event mgmt (enVision)

Governance Risk
and Compliance (GRC)

VMware

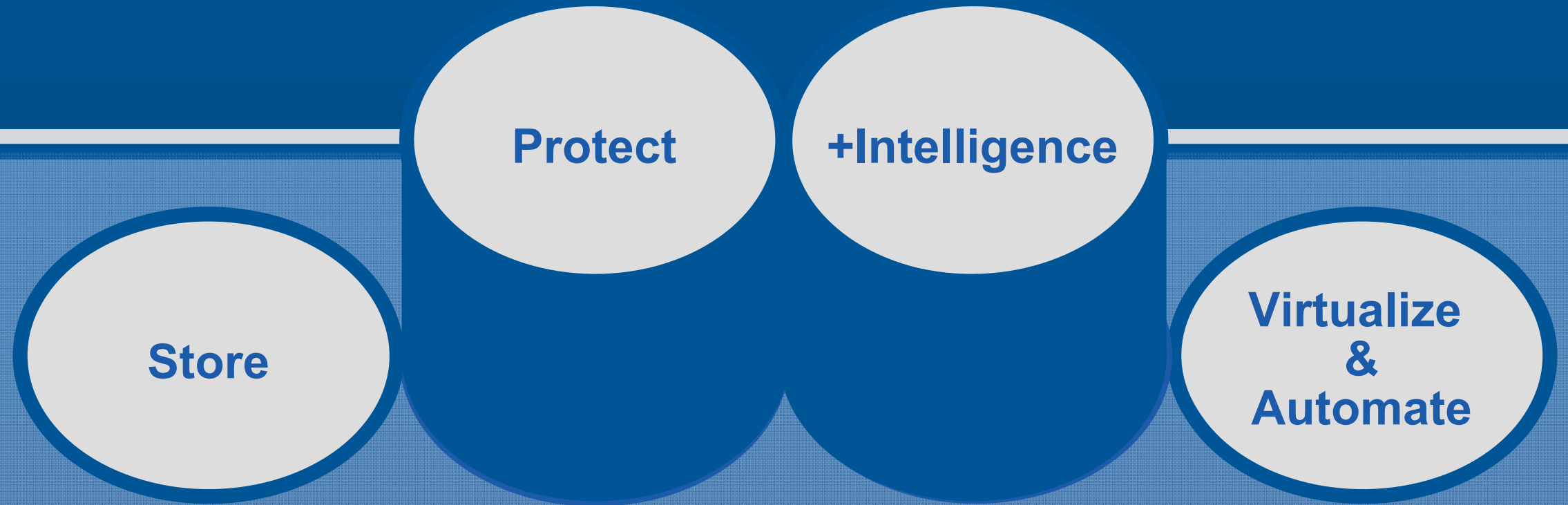
Virtual Infrastructure
security and protection



Information Infrastructure



Information Infrastructure



Sales

Services

Solutions

Support

Partner
Ecosystem

Policy-based Information-centric Management

- Information Intelligence
 - Transition from content management platforms to a more flexible framework
 - Federate across multiple repositories with a true policy management layer
- Information Governance
 - Deliver archiving with built-in eDiscovery and compliance
 - Delivered and enforced across applications



Information Infrastructure



**Information
Infrastructure**

Store

Protect

+Intelligence

**Virtualize
&
Automate**

Sales

Services

Solutions

Support

**Partner
Ecosystem**

Virtualization...
VMware



Virtualize and Automate

- Resource Management
 - Model-based automation
 - Managing the virtual world
 - IT Governance and compliance
 - IT service management



Services

Information
Infrastructure

Store

Partner Ecosystem

Virtualize
&
Automate

Sales

Services

Solutions

Support

Partner
Ecosystem

≈ 14k Professionals

- Consulting
 - Consolidation and business continuity
 - Application Services
 - Microsoft, (i.e., Exchange SQL Server)
 - Virtualization Services
 - EMC is a VMware Authorized Consultant
 - Governance, Risk, Compliance
- Storage Managed Services (SMS)



The Guide to Our Future . . .

EMC²
where information lives[®]

What's
Next
in **IT**

The Next Big Things in IT



**Virtual
Data Center**

**Cloud
Computing**

**Virtual
Clients**

**Virtual
Applications**

What Customers Like About the Data Center



Trusted

Control

Reliable

Secure

**Data
Center**

The Virtual Data Center



Trusted

Control

Reliable

Secure

**Data
Center**

Dynamic

Efficient

On-demand

Flexible

**Cloud
Computing**

The Virtual Data Center



Trusted

Control

Reliable

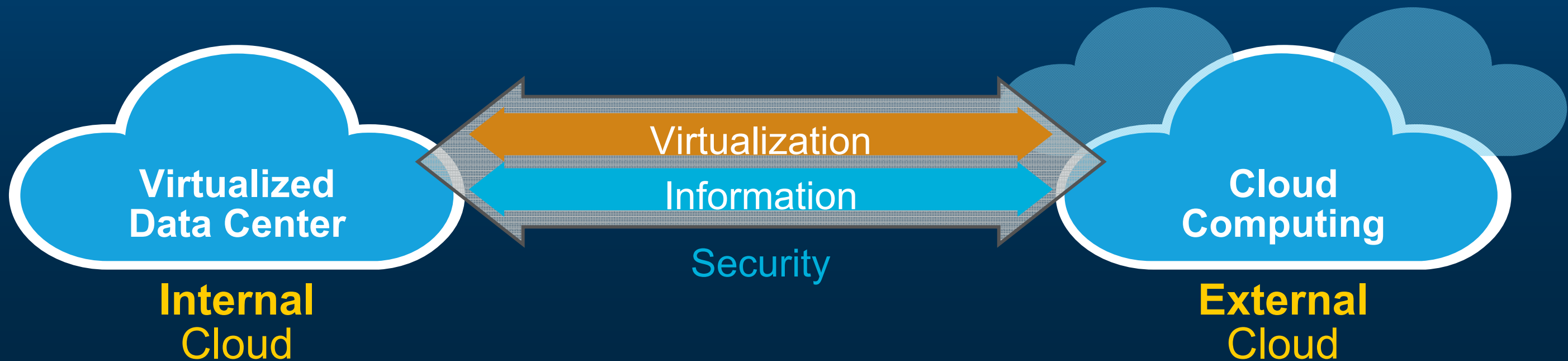
Secure

Dynamic

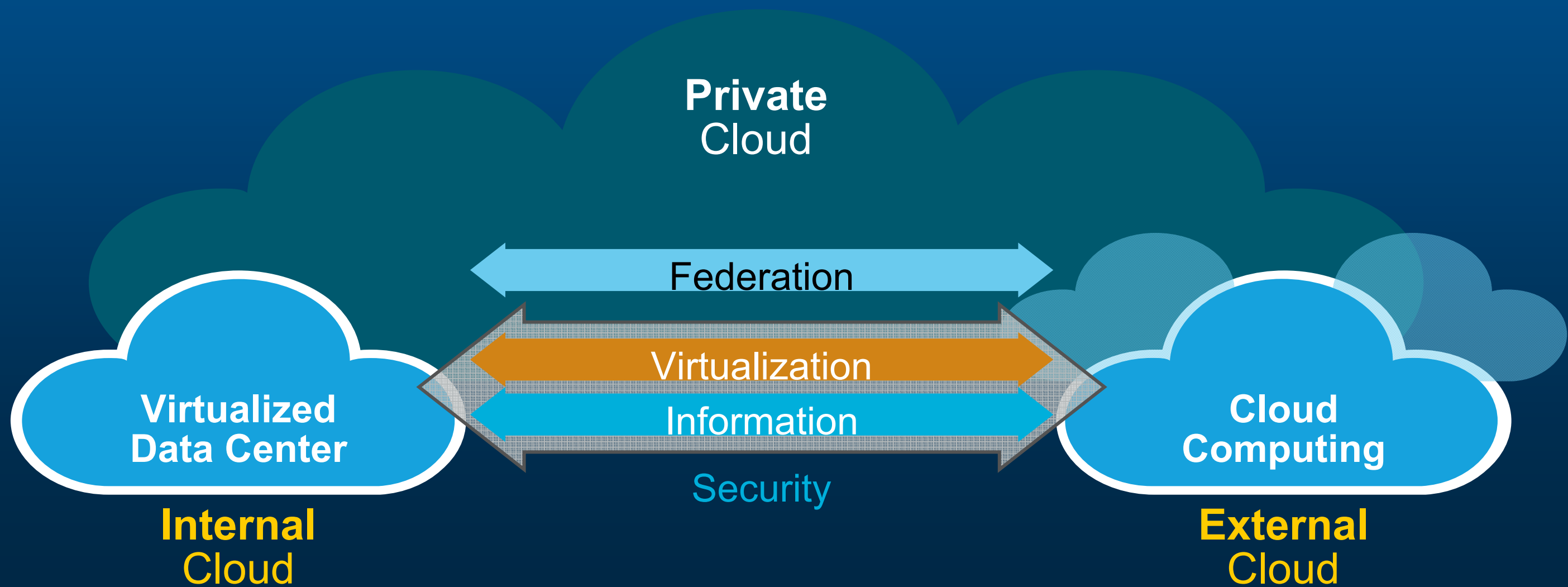
Efficient

On-demand

Flexible

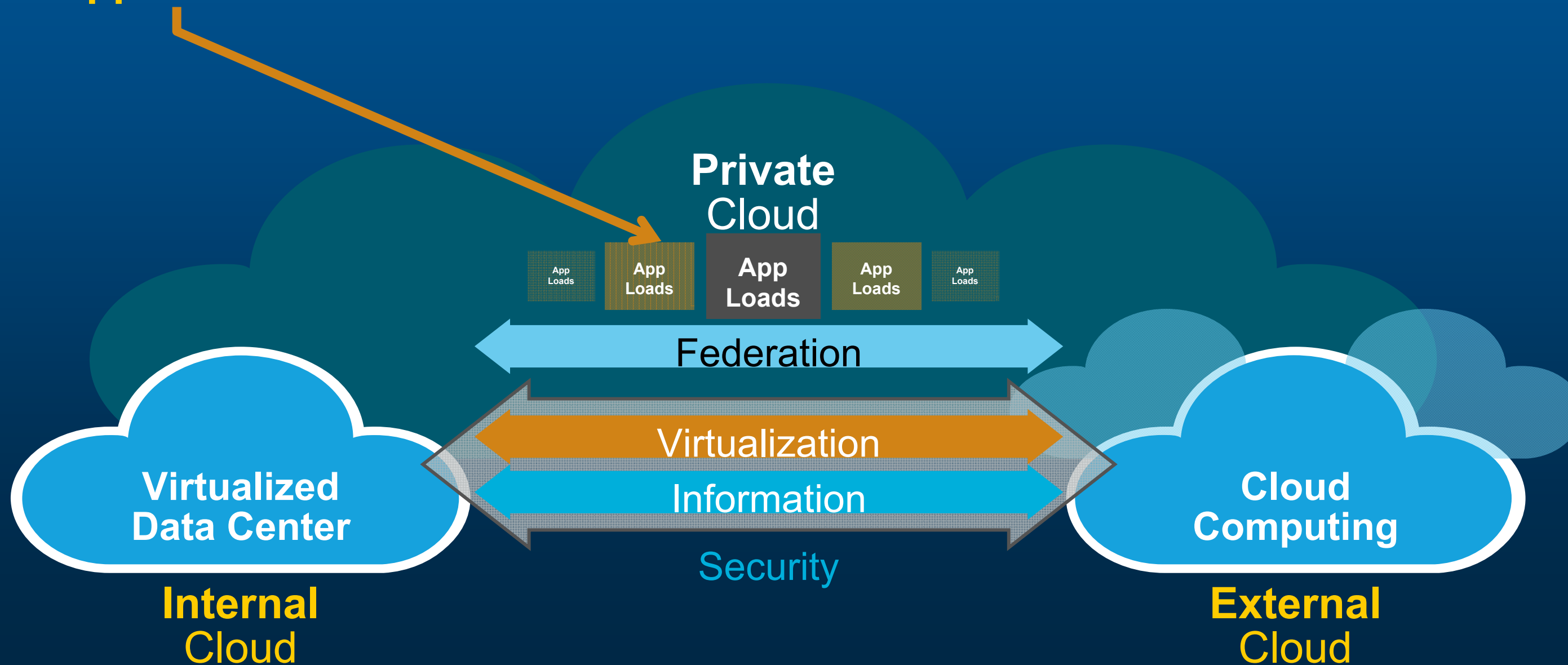


The Private Cloud

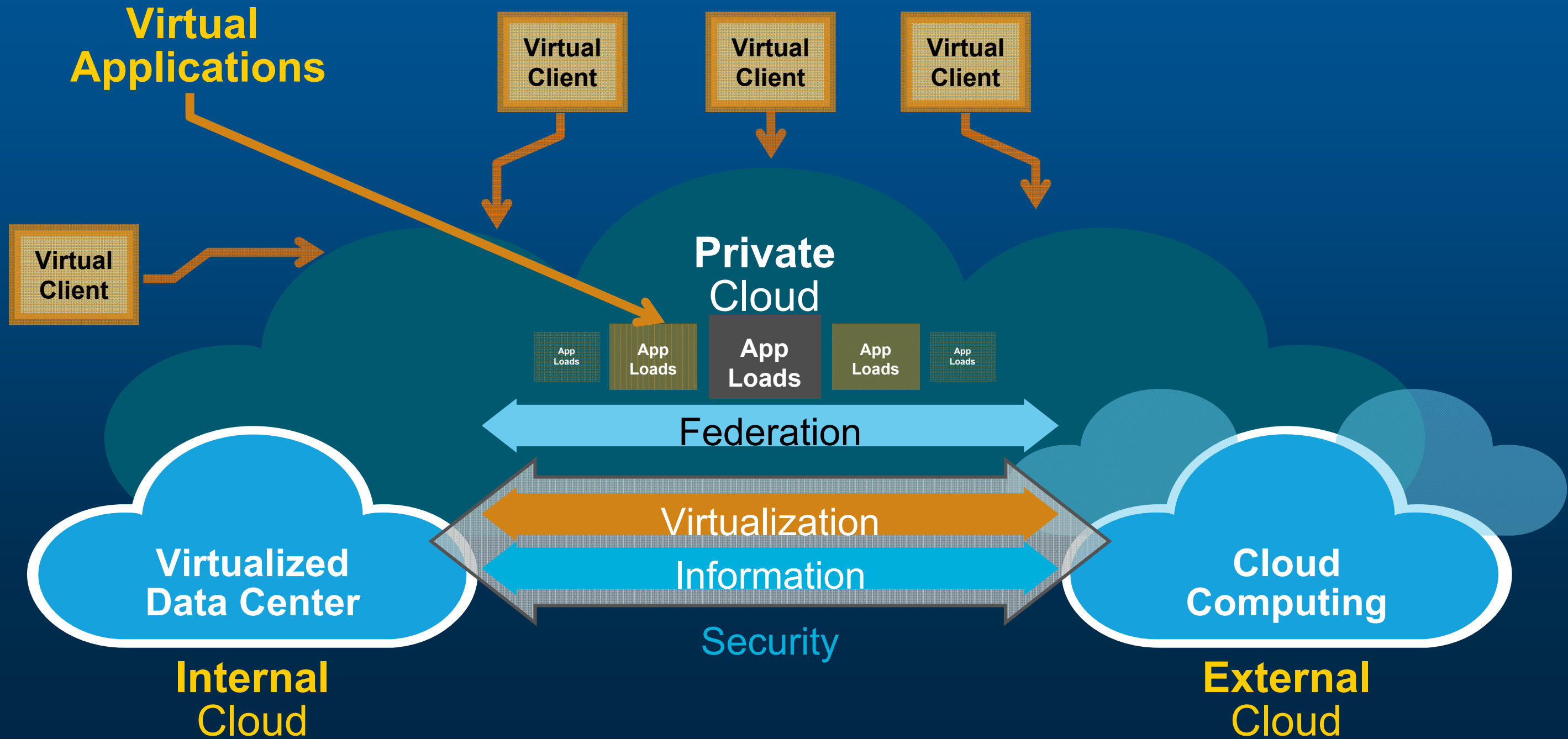


The Private Cloud

Virtual Applications



The Private Cloud



Our Guide to Success in a Turbulent 2009

Seven Principles Will Guide Our Approach in 2009



- Maintain our external focus, **staying closer than ever to our customers**
- Gain **significant market share**
- Retain, attract and develop **talent**
- Sharpen our discipline on costs and preserve cash
- **Sustain and** deepen our product technology edge
- Use “opportunistic M&A” to **strengthen our competitive position**
- Communicate, communicate, communicate **internally and externally**

EMC²[®]

where information lives[®]