

# PUND-IT RESEARCH

## Weekly Review

### In this issue:

- **EMC Introduces Automated Disaster Restart Solution**

Pund-IT, Inc.  
2776 Sulphur Drive  
Hayward, CA  
U.S.A. 94541

Phone: 510-909-0750  
Fax: 510-886-4937  
charles@pund-it.com  
www.pund-it.com

**February 14, 2007**

# EMC Introduces Automated Disaster Restart Solution

By Charles King, Pund-IT, Inc.

EMC unveiled EMC Geographically Dispersed Disaster Restart (GDDR), a new software product that automates comprehensive failover and restart operations in multi-site Symmetrix mainframe environments. According to EMC, GDDR software is faster to deploy, easier to manage and up to 50% less expensive than existing solutions such as IBM's Geographically Dispersed Parallel Sysplex (GDPS) which typically require lengthy planning processes, complex custom scripting, extended debug and test periods, and expensive, long-term service contracts. EMC GDDR software allows customers to take a holistic approach to automatically restarting host mainframe systems, critical applications and EMC Symmetrix DMX storage systems, thus enhancing information availability and minimizing the impact of unplanned outages. In addition, customers can leverage EMC GDDR software to automate failover operations during planned outages, such as maintenance operations and upgrades, and test their disaster restart operations without writing, verifying, and maintaining custom scripts. EMC GDDR software for Symmetrix DMX storage system customers with three-site mainframe configurations is available in Q1 2007 from EMC and its worldwide network of partners.

## The Pitch

EMC aims upstart GDDR at traditional mainframe restart solutions.

## Mission Accomplished?

What happens to businesses when unplanned or inconceivable disasters strike? During the past half decade or so, events ranging from 9/11 to Hurricane Katrina have ushered a new sense of urgency into disaster recovery planning processes, amplifying the importance of ensuring that business-critical information, applications, and processes survive worst-case scenarios.

IBM's System z mainframe solutions have long inhabited the upper reaches of system availability, a critical issue for large enterprises that depend on their IT infrastructures and an essential aspect of disaster recovery planning. For mainframe customers with the highest disaster recovery requirements, IBM GDPS defines the leading edge of mainframe disaster recovery, allowing enterprises to manage remote copy configuration and storage subsystems, to automate Parallel Sysplex operation tasks, and perform failure recovery from a single point of control. As a result, IBM GDPS helps automate recovery procedures for planned and unplanned outages to provide near-continuous availability and disaster recovery capability.

So what does this have to do with EMC's new GDDR software? Essentially, GDPS serves as something of a target for EMC GDDR. As powerful as it is, GDPS is a highly complex solution whose deployment requires extended efforts by highly skilled service professionals. As a result, IBM GDPS is largely a solution aimed at (and purchased by) mainframe customers with the business needs to require and means to purchase the highest levels of disaster protection.

EMC GDDR certainly understands the traditional customer base of GDPS. In fact, EMC cut its teeth on the mainframe market, altering it forever with innovative disk-based storage products at a time when many believed that all mainframes needed (and would ever need) was large form-factor disk. In a sense, the company aims to initiate a similar sort of transformation with EMC GDDR, leveraging its deep mainframe expertise to deliver a standardized software product that allows mainframe customers to enjoy enhanced disaster recovery capabilities in a fraction of the time (and at a fraction of the cost) of GDPS.

This does not mean EMC's GDDR will ever fully supplant GDPS. Given the cost and complexity of a GDPS investment, most enterprises that have IBM's solution are likely to stick with it. But EMC GDDR should find willing audiences among existing mainframe customers who want to enhance their disaster recovery capabilities but lack the budget for GDPS.

In addition, as IBM continues to expand mainframe sales and markets with imaginative new technologies and configurations (such as its System z9 Business Class (z9 BC) solutions), EMC GDDR could pique the interest of new mainframe users looking for disaster recovery alternatives. Overall, we believe that EMC's Geographically Dispersed Disaster Restart complements the company's other robust disaster recovery solutions and should offer a variety of mainframe customers precisely the protection they require.

© 2007 Pund-IT, Inc. All rights reserved.

***About Pund-IT***

***Pund-IT emphasizes understanding technology and product evolution and interpreting the effects these changes will have on business customers and the greater IT marketplace.***