

Simple, Powerful, Unified Storage from EMC

EMC Unified Storage Advantages

- Save money with low attachment costs and by storing more efficiently via consolidation, data deduplication, storage optimization and automated storage tiering, archiving, and virtualization.
- Save on infrastructure and management overhead—unified storage is compatible with all types of clients, applications, and networks, allowing you to leverage existing storage and networking skill sets.
- Save time and improve operations with simple system setup, centralized and easy-to-use management, and more-efficient backups.
- Reduce risk exposure by meeting compliance requirements, leveraging improved data protection options and improved performance.

With EMC Celerra unified storage you get simple, efficient ways to consolidate, back up, recover, archive, and protect your file serving and application information.



With the amount of data growing exponentially, EMC understands that consolidation is key—and with EMC[®] unified storage you can consolidate file-based servers with NAS (CIFS, NFS) and application block-based storage with iSCSI or Fibre Channel and further improve performance and scalability with Celerra Multi-Path File System (MPFS). Additionally, EMC Celerra[®] unified storage offerings support mixed application and mixed workload environments and address tiered storage needs either within the system itself or to other devices. No matter the size of your enterprise or how diverse your application requirements, EMC provides industry-leading unified storage from a single integrated system.

EMC: your best choice for unified storage

EMC offers many options for unified storage with the EMC Celerra family—from the entry-level Celerra NX4, to the midrange Celerra NS-120 and NS-480, and to the enterprise-class NS-960. Celerra also offers the most comprehensive suite of built-in features at no additional cost, such as snapshots and snapshot management to create read-only and read/write logical views for data protection and application testing, automated volume management to enable profile-based provisioning, virtual (thin) provisioning to optimize capacity utilization, data deduplication for increased storage efficiency, and file movement APIs for tiered storage and archiving. This means customers can buy a more complete solution for less money.

Ease of use

Celerra Manager provides a simple-to-use, web-based graphical user interface for configuring, controlling, and monitoring all Celerra platforms and functionalities. Celerra Manager provides wizards to simplify common administrative tasks as well as monitoring capabilities such as at-a-glance system status and detailed performance metrics.

High availability

Keep your information online—no-compromise availability means you continue running at the same performance and service levels even in the event of a failure. This unprecedented level of system availability is attributed to the robust design of the underlying EMC CLARiiON[®] architecture and the unique fault detection and isolation capabilities of Celerra's DART and CLARiiON's FLARE[®] operating environments.

Advanced protection

The EMC Celerra family offers multiple protection options to keep business up and running—from powerful snaps that allow file-level and application-level restores and disk-based logical copies, to LAN-free backups to improve the efficiency of backup operations, to remote IP-based replication for disaster recovery, backups, and testing. And you can also leverage the advanced data protection capabilities of Celerra Replicator[™] across all of the Celerra unified storage offerings. Celerra Replicator allows users to manage replications based on business-defined services levels and has proactive modeling capabilities to ensure that service levels can be met.

Advanced functionality

EMC provides the flexibility of adding optional functionality:

- Ensuring disk-based Write Once-Read Many (WORM) requirements are enabled with Celerra File-Level Retention (FLR)
- Web-based/wizard-driven intuitive management through Celerra Manager/Advanced Edition
- Improving performance and scalability over traditional NAS environments with Celerra Multi-Path File System (MPFS)
- Creating point-in-time copies with EMC Celerra Replicator
- Third-party integration with leading anti-virus providers and leading quota management vendors with Celerra Anti-Virus Agent and Celerra Event Publishing Agent, respectively

System flexibility

All of the Celerra offerings provide superior flexibility and investment protection to meet various customer business requirements—today and tomorrow. Celerra's flexibility spans connectivity, drives, availability options, size, and scale. Celerra unified storage systems provide flexibility and dedicated storage in a single packaged solution. All Celerra unified offerings support Fibre Channel, allowing hosts to connect to an integrated CLARiiON array.

Application flexibility

EMC offers a broad range of application support—to fit your environment. EMC's unified storage solutions enable you to deploy a consolidated, cost-effective infrastructure to address application and file server sprawl—and achieve the results you require for applications such as Microsoft Exchange, SQL, Oracle, and Windows and UNIX/Linux file servers. The Celerra family is also certified to support VMware®, Microsoft Hyper-V, and Xen deployments where customers enjoy the consolidation benefits a virtual environment offers. All EMC, Microsoft, Oracle, and VMware solutions are backed with industry-leading best practices and proven reference architectures for investment protection.



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Take the next step

For more information on EMC unified storage solutions, contact your local EMC sales representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at www.EMC.com.