

EMC Managed Services

Manage costs, meet service level agreements, and reduce risk with flexible storage management offerings from EMC

EMC® Managed Services help companies realize the benefits of information lifecycle management quickly and efficiently, in a manner that best suits their business model, resources, skills, and time frames.

Business Challenges

IT executives are under tremendous, across-the-board pressure to increase operational efficiencies in their businesses. They must reduce costs, improve service reliability and performance, provide higher and quicker returns on storage asset investments, fill skill gaps, protect data, achieve regulatory compliance, and meet project timelines and deadlines. Meeting these demands often stretches limited resources and budgets and threatens the ability to meet service levels. Adding headcount may offer some immediate relief, but a lack of qualified operational and technical expertise and proven policies, processes, and tools makes inefficiencies and/or missed service levels inevitable. Insourcing and outsourcing often raise concerns about lack of control, diminishing service levels, accountability issues, and loss of management intellectual capital. The EMC Managed Services portfolio provides the balance companies seek through a selection of information management offerings that can match individual customer's particular environments and circumstances.

Solution Description

EMC Managed Services solutions range from short-term services delivering technological storage expertise and experience to more complex service engagements that optimize and implement specific storage processes and operations. EMC can even manage some or all of your storage assets. Customers who want to structure the costs of storage infrastructure and management to meet an unpredictable business climate can combine flexible storage procurement with pay-as-you-grow management services. All services are delivered by dedicated EMC storage management specialists on your premises or in a third-party data center, and all are customized to meet your specific needs, including the level of assistance, the types of skills/knowledge, and the engagement duration you require. The EMC Managed Services portfolio includes the following three offerings.

Residency Services

Residency Services deploy experienced, specialized storage professionals at your site for a defined period of time to furnish the skills, technical knowledge, and expertise you need to assist in day-to-day storage operations. Services span the Plan, Build, and Manage IT lifecycle—from everyday operational storage tasks like provisioning and problem management to developing a long-term, ongoing storage strategy. All residency services are designed to yield operational benefits while reducing costs. EMC storage professionals leverage EMC's best practice library, EMC Knowledgebase, and extensive storage expertise to materially improve your infrastructure's operation. EMC's Residency Services portfolio includes Transformational Residencies, Operational Residencies, Technology Residencies, Transitional Residencies, and Support Account Management

Residencies. EMC also provides customized residency solutions leveraging both operational and technical experience, as well as specialized solutions in specific technology areas such as SAN, NAS, open systems backup and recovery, replication, and storage monitoring and reporting. Benefits of EMC's Residency Services include:

- Improved operational efficiency
- Greater and faster return on storage and information assets
- Narrowed staff, skill, and/or experience gap without additional headcount
- Increased internal customer satisfaction
- Expanded management and support
- Improved planning and operational insight

Managed Utility

Designed to deliver many of the benefits of pure utility without the prohibitive associated costs and loss of control, Managed Utility enables you to provision and pay for storage and storage management services on an as-needed basis and retain control over your infrastructure and information.

Managed Utility offers a flexible and affordable alternative to buying and provisioning storage assets and services, reducing the complexity, risk, and costs associated with the fluctuating demand for storage. The Managed Utility offering combines EMC's world-class storage operational services with pay-as-you-grow asset financing, enabling companies with fast-growing or unpredictable storage capacity requirements to align their expenses with their business needs. Benefits include:

- Improved financial ratios and flexible cost accounting
- Improved responsiveness to unpredictable fluctuations in storage demand
- Skills and experience to match specific needs and time frames
- Better predictability regarding future investments
- Improved operational efficiency
- Improved storage management reporting and analysis

Storage Management Services

For organizations that wish to focus more resources on business-building activities, Storage Management Services provide comprehensive onsite management of storage operations. Using EMC management and ITIL best practices and proven operational processes, a dedicated EMC team of storage management professionals assumes full onsite responsibility for all or part of your storage environment over a fixed term. If you choose to resume storage management operations at the end of a contract term, EMC ensures a seamless transfer of all storage responsibilities back to you, including the EMC "run-book" which documents the ITIL-based processes and best practices implemented in your organization. EMC Storage Management Services give you:

- The ability to focus in-house staff on other key elements of IT or the business
- Improved quality of storage service delivery and the IT environment
- More predictable costs by shifting from CAPEX to OPEX
- Proactive storage management planning with detailed reporting

Why EMC?

EMC is the world leader in products, services, and solutions for information storage and management, bringing unrivaled experience in storage and information management services and a unique strategic business focus to an industry-leading portfolio of management offers. Hundreds of EMC storage administrators report directly to Fortune 500 customers around the world, with delivery professionals providing information management services in thousands of engagements. EMC Managed Services draws on a wealth of exclusive EMC

resources—including our respected storage/information management interoperability lab and a continuously expanding set of defined, documented, and tested real-world processes and policies—to help our customers gain the greatest value from their IT investments.

EMC Services: Accelerating Information Lifecycle Management

EMC Services delivers results throughout the Plan, Build, Manage, and Support phases of the IT lifecycle, helping you achieve the benefits of information lifecycle management. From strategic consulting to world-class management services, EMC helps companies of all sizes assess their business objectives to design and align an information infrastructure that reduces risk, lowers cost, and delivers optimal business value. Our worldwide solutions professionals have developed industry-leading tools and methodologies to deliver comprehensive implementation and integration services, including consolidation of current resources and transformation of multi-data-center environments. EMC drives the value of your investment with a comprehensive portfolio of training and certification offerings—and as a four-time winner of the SSPA STAR award for outstanding mission-critical support, we help you keep your information available 24/7 to deliver competitive advantage and drive revenue.

Take the Next Step

Ask your EMC sales representative about the full spectrum of services from EMC that can benefit your organization, or visit our website at www.EMC.com/global_services/.



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