

# EMC Velocity<sup>2</sup> ISV Partner Program NAS Specialty

## Provide powerful, more capable solutions to your customers and expand market opportunities through integration with EMC network-attached storage (NAS) systems

Independent software and system vendors who have products that are complementary with EMC® NAS storage systems can leverage the power and range of EMC's industry-leading Celerra® NAS storage by becoming a member of the NAS Specialty within the EMC Velocity<sup>2</sup> ISV Partner Program. Through this program, members can license application programming interfaces (APIs) to enable their applications to monitor and/or manage Celerra or test the interoperability of their products with Celerra.

### EMC Velocity<sup>2</sup> ISV Partner Program NAS Specialty—Overview

The NAS Specialty is one of the product-focused specialties within the EMC Velocity<sup>2</sup> ISV Partner Program. Members of the Velocity<sup>2</sup> ISV Partner Program NAS Specialty provide powerful, more capable solutions to their customers and expand their market opportunities by supporting the NAS industry leader.

Integration/interoperability with EMC Celerra systems will enable you to:

- Increase the value of your product to our mutual customers
- Enhance your product functionality over your competition
- Exploit EMC product functionality and reliability
- Increase your market opportunity through EMC's worldwide customer base

### Programming Interfaces and Interoperability

Partners become a member of the NAS Specialty within the Velocity<sup>2</sup> ISV Partner Program when they commit to integrate their application with Celerra by licensing one or more Celerra APIs or commit to test and support the interoperability of their product with Celerra. The following application programming interface is available for Celerra today, with others planned for the future:

- **Celerra FileMover API:** Enables transparent file access across multiple storage tiers and enables integration of third-party policy and migration software applications to automate file movement within a Celerra or between Celerra and other storage platforms.
- **Celerra Management XML API:** Enables third-party management controls for monitoring and managing Celerra systems.
- **Celerra File-Level Retention (FLR) API:** Enables users and applications to manage WORM protection and retention of files within Celerra FLR file systems using CIFS and NFS protocols.
- **CEPA API:** Enables integration with third-party quota, content filtering, and indexing style applications to manage and control changes made to files in Celerra file systems.
- **Celerra Multi-Path File System (MPFS):** Enables clients to communicate over the IP network to share metadata and control information using the NFS or CIFS protocols. When the MPFS client receives a data request from the application, it uses Celerra-provided metadata to access the storage array directly using low-latency and high-performance SAN.

## Specialty Requirements and Benefits

The EMC Velocity<sup>2</sup> ISV Partner Program NAS Specialty offers a tiered model with four tiers (Associate, Advantage, Premier, and Signature) to reflect the degree of integration with Celerra storage and the success the partner has had installing their product at customer sites where Celerra storage is deployed. The requirements and benefits of the program are summarized in the following table.

### Benefits and Resources

NAS Requirements	Associate	Advantage	Premier	Signature
Contractual API Agreement – NAS Specialty	Required	Required	Required	Required
Provide product functionality demo using EMC Celerra simulator	Required	Required	Required	Required
EMC Celerra qualification testing or API intergration complete	–	Required	Required	Required
Successful joint installs/year (net new)	–	3 or more per year	10 or more per year	25 or more per year
Joint install reference accounts	–	–	1 or more	3 or more
<b>NAS Benefits</b>				
<b>Empower</b>				
Access to free online training and fee-based training	Yes	Yes	Yes	Yes
Consultation with EMC Celerra Engineering intergration resources	–	Limited	Yes	Yes
<b>Integrate (Requires API development)</b>				
Access to Celerra Simulator for integration and functionality testing	Yes	Yes	Yes	Yes
Access to EMC Celerra labs or equipment for interoperability and performance testing	–	Yes	Yes	Yes
<b>Market</b>				
Access to EMC Powelink Partner Portal and APIs dedicated to provideing resources for EMC partners	Yes	Yes	Yes	Yes
Partner profile listed on Velocity <sup>2</sup> Technology and ISV web pages (requires qualification or intergration)	–	Yes	Yes	Yes
Right to use Velocity <sup>2</sup> Technology and ISV logo (requires qualification or intergration)	–	Yes	Yes	Yes
Solutions Gallery (partner solutions brochure)	–	–	Yes	Yes
Eligible to sponsor and exhibit at EMC events	–	–	Yes	Yes
Co-branded joint success stories	–	–	Yes	Yes
Joint solutions data sheet	–	–	Yes	Yes
Listing on NAS Interoperability Matrix (if appropriate)	–	–	–	Yes
<b>Sell</b>				
Partner listing on EMC.com internal for field use	–	Yes	Yes	Yes
Inclusion in EMC website listing Celerra ISV Specialty Partner	–	Yes	Yes	Yes
Business planning with Global Alliance Manager	–	–	Yes	Yes
EMC SalesAdvantage coverage announcing joint solution	–	–	–	Yes
Webcast highlighting joint solution to overlay sales force	–	–	–	Yes



EMC Corporation  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381  
www.EMC.com

#### How to Become a Member

To apply for membership in the EMC Velocity<sup>2</sup> ISV NAS Specialty Program, visit <http://fusion.EMC.com>. Once you become a member, you can begin to take advantage of the benefits and resources that are offered in the program.