

# TECHNOLOGY PARTNER QUOTES

## EMC VNX FAMILY QUOTES

“Brocade and EMC are committed to delivering solutions that offer multiprotocol support, simplified management capabilities, and unparalleled performance. EMC’s announcement of its new unified storage platform delivers on this promise with a simplified, more efficient, and more powerful storage product line. Brocade is pleased to support EMC with our industry-leading Ethernet fabric, Fibre Channel, and IP networking products—delivering best-in-class solutions for building storage networks and private clouds.”

**DOUG INGRAHAM, VICE PRESIDENT OF PRODUCT MANAGEMENT, DATA CENTER PRODUCTS, BROCADE**

“We are working closely with EMC to help our mutual customers accelerate the adoption of virtualization and cloud technologies. The Cisco Data Center Business Advantage architecture includes the Cisco Unified Computing System and Unified Fabric and together with the EMC® VNX™ and VNXe™ unified storage systems provide a simplified, scalable, and high-performance solution for a dynamic data center.”

**JACKIE ROSS, VICE PRESIDENT OF MARKETING, SERVER ACCESS AND VIRTUALIZATION TECHNOLOGY GROUP FOR CISCO**

“The VNX and VNXe unified storage family and Automated Storage Tiering give customers the benefit of a broad array of easy-to-use storage solutions that augment the proven mission-critical benefits of Microsoft SQL Server 2008 R2. The new set of EMC offerings amplifies the “better together” functionality of EMC and Microsoft for database workloads environments.”

**CLAUDE LORENSEN, DIRECTOR, BUSINESS PLATFORM MARKETING, MICROSOFT**

“Virtualization of business-critical applications such as Oracle databases and Microsoft Exchange is a key requirement for customers on the journey to the enterprise hybrid cloud. EMC’s new VNX unified storage family brings together the benefits of several leading EMC storage products into a streamlined solution optimized for VMware® environments, delivering simplified, efficient, powerful, and affordable storage while improving performance and maintaining existing SLAs.”

**HATEM NAGUIB, VICE PRESIDENT, ALLIANCES, VMWARE**

## EMC SYMMETRIX VMAX QUOTES

“SAP and EMC share a strong focus in bringing our customers value through TCO reduction from both the application and supporting infrastructure. We are pleased that the Symmetrix® VMAX™ solution includes the newest version of EMC FAST, intended to drive additional efficiencies in SAP solution-based environments.”

**SANJAY K. KATYAL, VICE PRESIDENT, SAP ECOSYSTEM AND CHANNELS, SAP AG**

“VMware and EMC have worked together closely to ensure that our solutions are tightly integrated to maximize business benefits for customers and help them on their journey to the enterprise hybrid cloud. The next-generation VMAX storage platform combines innovative storage technology from EMC with VMware APIs for Array Integration and VMware vCenter™ Server to simplify storage management.”

**HATEM NAGUIB, VICE PRESIDENT, ALLIANCES, VMWARE**

## CHANNEL PARTNER QUOTES

### U.S.

“Fusion Storm is pleased to see EMC make giant strides in unified storage by delivering an SMB system that provides incredible performance. As we look at our SMB customers, the EMC VNXe represents great opportunity for them to get easy-to-use and cost-effective storage to scale at the pace that best fits their needs.”

**DAN SERPICO, PRESIDENT, FUSION STORM**

“The simple and affordable EMC VNXe series provides ICI, once again, with a new business opportunity to help extend our already successful SMB team. We can now offer SMBs a high performing, scalable, and intuitive solution for both physical and virtual infrastructures with industry-leading EMC technology in a market segment that we previously had been unsuccessful in representing EMC solutions. With the new VNXe solutions for virtual infrastructure and mission-critical applications, it will allow ICI to provide SMBs with real-world solutions at a fraction of the cost and with a deployment time of two hours for most applications and/or physical/virtual world.”

**JAMIE SHEPARD, EXECUTIVE VICE PRESIDENT, TECHNOLOGY SOLUTIONS, ICI AMERICA**

“EMC’s entrance into the SMB unified storage market presents a very enticing opportunity for Ingram, our partners, and the end-user community. The changes in the EMC Velocity™ Solution Provider Program to ease the authorization process as well as the supporting lead-generation and marketing programs will reduce barriers to entry for solutions providers seeking an SMB storage solution. The price/performance of the VNXe is very compelling for SMB users looking to augment their storage infrastructure. The combination of program and product values will provide solution providers a powerful addition to their portfolio to drive profitability and the expansion of their business.”

**SCOTT ZAHL, VICE PRESIDENT AND GM ADVANCED COMPUTING DIVISION, INGRAM MICRO**

“The new EMC VNXe unified storage systems for small and medium-size businesses are purpose-built to open new market opportunities for thousands of VARs who traditionally have not been equipped to sell EMC’s enterprise-level solutions. EMC is launching the VNXe series the right way. They understand how important it is to leverage distribution to recruit and enable a much broader partner base, they’ve created entry-level online training modules that are easy to access, and the VNXe series will be very competitive in terms of price and ease of use. The AIS Division is pleased to be a part of this important new unified storage solutions market opportunity, and we’re excited about the aggressive recruitment and enablement plans we’ve undertaken with EMC and our reseller partners.”

**CHUCK BARTLETT, VICE PRESIDENT AND GENERAL MANAGER, ADVANCED INFRASTRUCTURE SOLUTIONS (AIS) DIVISION, TECH DATA**

“EMC has made very impressive investments in the SMB space. They have developed a very solid new product line that is feature rich and easy to manage and service. That combination is especially attractive to the SMB customer who often has a more limited IT department. This SMB focus aligns very well with SYNnex’s strong SMB leadership within the channel. EMC also made the right decision to invest in more SMB-centric sales and technical resources. These changes, along with their simplified authorization process, all work together for a strong SMB solution.”

**STEVE ICHINAGA, SENIOR VICE PRESIDENT AND GENERAL MANAGER, SYSTEMS AT SYNnex**

“Specialist cloud infrastructure consultancy MTI is delighted with the introduction of EMC’s new VNX family of unified storage systems, which delivers to customers a unified storage solution that is designed and optimized for virtualized environments. The breakthrough efficiency, simplicity, and power of the VNX family offer our customers a better way to manage their demanding and growing environments—affordably.

**AAD DEKKERS, CHIEF MARKETING OFFICER AT MTI**

“In the past year, we have expanded our partnership with EMC. Our main business is in the small and medium-size business market, and until second half 2010, we only chose EMC products in the higher end of the market. In Q2 we had the opportunity to be a part of a test program, where we tested a couple of systems at our SMB customers with great success. In our opinion, the VNXe is perfect for SMBs—the simple management, performance, scalability, and the pricing of the product make it the perfect fit! With the VNXe family, EMC is the perfect fit for about 80 percent of our customers. We are looking into 2011 with great optimism, and these products will definitely change our storage business.”

**JOHN BARTRAM, SENIOR CONSULTANT VIRTUALIZATION AND STORAGE DESIGN, SYSKON SOLUTIONS A/S**

“In recent years, EMC has done an outstanding job in ensuring that product portfolios are catered to the requirements of small and medium-size companies. Business for the EMC Velocity partners has developed better than average in this area, and I am confident that with the launch of the VNX family, EMC and TIM will be able to build on their successful cooperation of recent years.”

**JÖRG EILENSTEIN, VORSTAND/COO, TIM AG**

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