

WHY EMC CONSULTING?

Realize your ambitions by bringing information to life

ESSENTIALS

EMC Consulting offers you the ability to:

- Increase business agility
- Create new revenue streams through information-driven opportunities
- Improve business productivity and operational efficiency
- Decrease time to market
- Manage risk
- Improve customer experience
- Work with industry experts, most with an average of 17 years of consulting experience

EMC® Consulting is in the business of helping clients realize their ambitions by bringing information to life. As the world's leading information-centric consultancy, our business and industry insight is joined with deep technology expertise to guide clients on transformational journeys. We specialize in building trusted relationships with businesses, IT, and service providers to help them gain competitive advantage, increase business agility, and maximize IT efficiency. Our strategic ability to execute helps us guide clients' transformations to:

- Accelerate the journey to cloud computing
- Unlock the business value in big data
- Ensure confidence, manage risk, and build trust

As data continues its exponential growth, businesses require agility to develop new business models and faster time-to-market capabilities. EMC Consulting prepares clients to think critically about their greatest challenges to develop strategies that rationalize and optimize the use of growing amounts of information. Our 2,000+ consultants across the globe have an average of 17 years consulting experience with specific expertise in business and industry challenges to provide the strategy, execution, and business acumen to deliver on the promise of cloud, big data, and trust.

THE VALUE EMC CONSULTING DELIVERS

CLOUD COMPUTING

Cloud computing—public, private, and hybrid—provides enterprises with economies of scale, agility, and flexibility compared to traditional IT environments. In order to gain the maximum benefit from cloud, strategies to leverage these new cloud models must be scalable and application focused. EMC Consulting is the industry leader in delivering the strategy required to architect, design, as well as build secure and trusted cloud infrastructures and scalable next-generation cloud applications. Our industry-informed understanding of applications that benefit from cloud is buoyed by extensive re-platforming and data virtualization technology expertise. We feature an innovative and unique approach to address all aspects of cloud deployment with a workload-based analytical service to model the true cost, functionality, and trust parameters of cloud.

BIG DATA

As the value of data becomes a significant priority among businesses, the increasing pace of data volume and its complexity is overwhelming existing analytical techniques and decision-making processes. An organization's technology and methodology must create insights aligned to business initiatives while new methods are required for collecting, organizing, and analyzing information. EMC Consulting delivers advanced analytics to combine data sources in novel ways to discover new business insights. We provide data quality, classification, and governance techniques to transform complex data into meaningful,

DATA SURGE

IDC says the world's data is doubling every two years. In its 2011 Digital Universe study, IDC predicts that:

- 1.8 zettabytes (1.8 trillion gigabytes) will be created and replicated in 2011
- By 2020 there will be 35 zettabytes of information created
- IT staff will grow at a rate of less than 50 percent over the next decade from 15 million in 2010 to just 22 million in 2020
- By 2015 nearly 20 percent of information will be "touched" by cloud computing service providers
- By 2015 over 20 percent of information running through servers will do so on virtualized systems

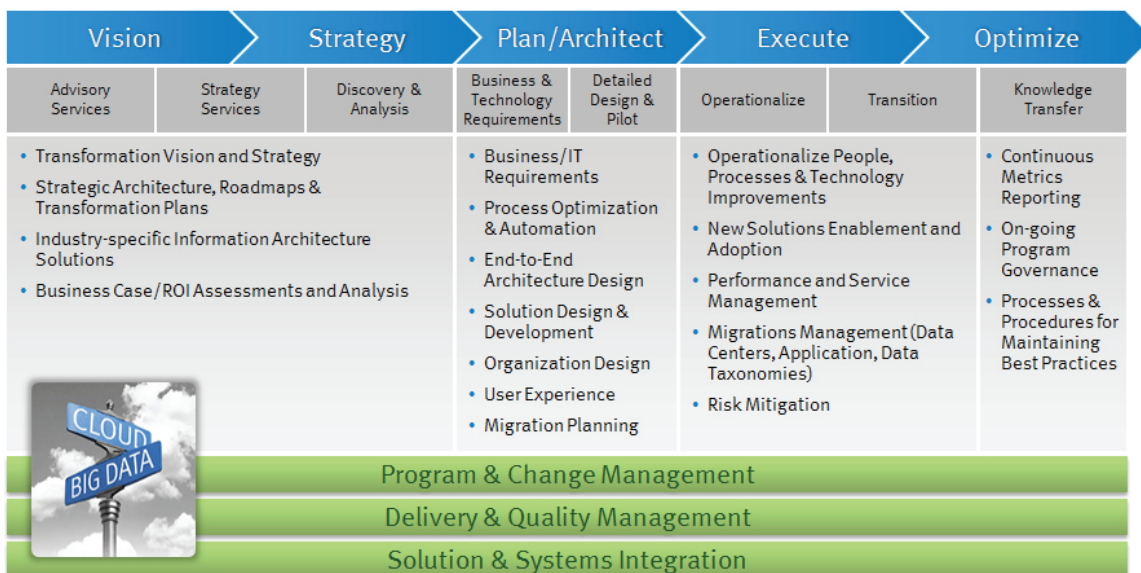
accessible, and trusted information. Improved business decisions are realized through data visualization, better user experience, and collaboration. Our industry expertise ensures businesses can seize new opportunities and capitalize on big data.

TRUST

The explosion of information and increasing amounts of virtualized IT infrastructure is causing data to become more fluid and dynamic than ever before. This requires a new class of advanced security controls to be implemented where information lives. Since trust in the cloud hinges on control and visibility, security and compliance requires a fundamental rethinking of long-standing security beliefs and practices. EMC Consulting provides proven methodologies for securing and protecting information from the desktop to the data center to the cloud. Backed by industry-leading security solutions with RSA® and industry understanding of trust issues, our expertise outlines the steps required for clients to ensure confidence, manage risk, and build trust.

LEADING TRANSFORMATIONAL JOURNEYS

EMC Consulting leads clients on transformational journeys with end-to-end solutions from vision and strategy through planning and architecture. We have the ability to execute on our plans and then optimize the necessary solutions required for the task. Along this comprehensive continuum, we offer program and change management, delivery and quality management, and comprehensive account management.



IN-DEPTH EXPERTISE AND INSIGHT

Our consultants are instrumental in the development of certification tracks for the EMC Proven™ Professional certification program, and possess top-level industry certifications including:

- EMC Certified Cloud Architect and EMC Certified Data Center Architect
- Program and Project Management: PMI Certified, Program Management Professional (PgMP), and Project Management Professionals (PMP)
- Microsoft®: Certified Professional, MVP, Ranger/Master, and Certified Architect
- Information Technology Infrastructure Library (ITIL), Disaster Recovery Institute International (DRII) certified, Cisco Certified Internetwork Expert (CCIE), and VMware® Certified Professional (VCP)
- Security: Certified in the Governance of Enterprise IT (CGEIT), Certified Information Systems Security Professional (CISSP), Certified Information Systems Auditor (CISA), and Certified Information Security Manager (CISM)

— Authors of *Smartsourcing*, *Internet Infrastructure: A Blueprint for Success*, *Broadband Infrastructure: The Ultimate Guide to Building and Delivering OSS/BBS*, and *An IT Tale: A Program Manager's Journey*, *DeMystifying the Virtual Desktop: Starting with Desktop Virtualization*

ACCOLADES

- Winner of three spring 2011 Technology Services Industry Association (TSIA) STAR Awards for Best Use of Metrics and Business Intelligence, Best Professional Services in Enabling Customer Success, and Best Education Services for Enabling Customer Success 2011
- Recognized as a Strong Performer for IT Consolidation Consultancy in 2010 Forrester Wave Analysis
- Received the highest ranking—"Excellent" in Consulting, Professional Service and Support category in Forrester's 2011 Business Continuity Management Software Market Overview
- Received the highest ranking—"Strong Positive" for execution and vision in Gartner's 2010 MarketScope for Storage Services
- Twenty-time Microsoft "Partner of the Year" Award winner
- Premier Partner in the VMware Partner Network
- Named by Fortune magazine as America's 10 Most Admired Companies for Quality of Products and Services: five years running

LET EMC CONSULTING HELP YOU REALIZE YOUR AMBITIONS

As part of EMC Corporation—the world's leading developer and provider of information infrastructure technology and solutions—EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With deep industry insight, EMC Consulting guides and delivers innovative and proactive thinking to help clients unlock the value of their information and accelerate IT transformation. EMC Consulting drives execution for clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

For more information, visit our website at www.EMC.com/consulting, or contact your local EMC Consulting representative.

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