

# EMC GLOBAL SERVICES

## Accelerate your transition to the cloud

### ESSENTIALS

#### The Promise of Cloud Computing

The advantages of the cloud are significant: lower entry cost, business agility, faster time-to-solution, and the flexibility of pay-as-you-grow.

The power and draw of cloud computing rest in the unprecedented “agility” it affords IT organizations—unrivalled flexibility to respond to the needs of the business—which is driving a change in the way organizations are delivering IT.

The multiyear journey to the cloud begins with pervasive virtualization, and involves changes to technology, operational models, consumption models, and applications.

EMC Global Services can help you create and execute against a roadmap to the cloud and realize benefits every step of the way—from near-term OPEX and CAPEX to ultimately transforming your IT department into a partner that can help create business agility and responsiveness in delivering IT as a service to the business.

### SUPPORT YOUR INFRASTRUCTURE FOR TODAY, TRANSFORM IT FOR TOMORROW

By maximizing the efficiency of your existing IT infrastructure and operations you can move beyond the day-to-day struggle just to “keep the lights on,” and focus your efforts and budget on creating new business value.

Leveraging technologies like virtualization helps reduce complexity, improve operational effectiveness, and lower costs. However, to meet the demands of IT and business in the future, you need to expand your virtualization initiatives across the enterprise and take advantage of new technology waves such as cloud computing.

The cloud model introduces significant new ways for IT to cope with the explosive growth of information, rising expectations for reducing capital and operational costs, and increasing business agility. It also introduces new challenges and concerns including:

- Understanding, building a roadmap for, and implementing new technologies
- Determining application and workload requirements for private, public, and hybrid cloud
- Governing, managing risk, and ensuring security and compliance of cloud environments
- Addressing new skills, knowledge, and resource gaps

EMC® Global Services offers comprehensive, end-to-end service capabilities for the physical, virtual, and cloud environment to help you achieve your cloud computing objectives while continuing to manage, protect, and leverage your information infrastructure and assets.

### GET EXPERT GUIDANCE TO CREATE ACTIONABLE STRATEGIES FOR TANGIBLE BUSINESS RESULTS

EMC Consulting, the world’s leading information-centric consultancy, delivers strategic guidance and technology expertise to help you exploit your information to its maximum potential and realize your ambitions in an information economy. By asking the right questions—and using industry best practices, proven methodologies, and best-in-class technologies—EMC Consulting enables:

- *Business transformation* to create new revenue streams through information-driven opportunities
- *Information transformation* to develop strategies for the governance, analysis, and management of information
- *Infrastructure transformation* to establish best-fit cloud architectures and tools to achieve Infrastructure-as-a-Service

Our more than 2,000 associates across the globe combine robust information management capabilities with deep industry expertise, understanding of business processes, and technology insight to enable your transition to the cloud and help you address critical enterprise challenges.

EMC Consulting can assist you in:

- Virtualizing your infrastructure and applications and implementing a cloud strategy
- Achieving goals for business agility, growth, innovation, and excellence
- Improving operational efficiency and productivity and reducing enterprise IT costs

## PLAN, DESIGN, DEPLOY, AND OPTIMIZE YOUR INFORMATION INFRASTRUCTURE

EMC speeds time to value of your technology investment by understanding your environment and quickly deploying solutions using best practices, proven delivery and program management methodologies, and tested and documented reference architectures. Our services span the full lifecycle of technology deployment—from assessment and planning to implementing and integrating new products to migrating data, securing information, and optimizing system performance. Transferring best practices to ensure operational self-sufficiency is also integral to every engagement.

EMC's experienced delivery professionals have extensive knowledge, training, and tens of thousands of industry-leading information and storage management certifications in EMC, third-party products, and industry standards. As technologies like virtualization and networking continue to converge with storage, EMC is rigorously trained and certified in these adjacent areas to help you advance and evolve your architecture as cloud becomes a more prevalent choice for business agility.

Our delivery team can help you:

- Speed adoption of new technologies and paradigms such as virtualization and cloud computing
- Reduce cost and minimize the risk associated with complex implementations and migrations
- Maximize and protect your information infrastructure investments

## FILL KNOWLEDGE, EXPERTISE, AND RESOURCE GAPS WITH CHOICE AND FLEXIBILITY

Meet your specific needs at every phase of your cloud deployment with EMC managed services. Augment or complement your existing resources with EMC residents who offer short-term, day-to-day technology, operational, and architectural support. You can also obtain longer-term support to help you implement and optimize specific storage processes and operations. In addition, EMC can manage some or all of your storage assets.

Choose the skill type, level, and duration you require, and combine onsite and remote delivery options for flexible, cost-effective, 24x7 support. EMC management experts have the most current skills, technical knowledge, and expertise to manage your information infrastructure—physical, virtual, or cloud—and leverage EMC methodologies, ITIL best practices, and proven operational processes to ensure consistent and optimum results.

Rely on EMC managed services to help you:

- Improve operational efficiency, control costs, and meet service-level agreements
- Accelerate successful adoption and utilization of new technology, policies, and procedures
- Free existing IT resources to perform other jobs, or get trained and certified on new technologies and computing paradigms such as cloud

## MANAGE THE DEMANDS OF DATA GROWTH AND NEW TECHNOLOGY DEPLOYMENTS

EMC delivers the resources you need to quickly resolve product-related issues and questions, and fully leverage the capabilities of your infrastructure. Proactive, preemptive procedures, integrated support capabilities, and advanced technologies help detect and correct issues before they impact your business operations.

Help is available anytime, anywhere, via our online, global and local coverage. Fast access to more than 6,000 technical support professionals is available using next-generation online support tools and resources, Live Chat, Secure Remote Support, live telephone support, and onsite from more than 620 global field service locations. In addition, more than 650 cooperative support agreements accelerate time to resolution for joint customers. EMC and partner support professionals are highly trained in EMC technology (including storage, backup, security, virtualization, and network), for any type of environment. The support team is backed by EMC's comprehensive knowledgebase and extensive network of engineering and technology experts.

Engage EMC support to help you:

- Meet rising expectations and service-level agreements
- Reduce service incidents and critical events, as well as minimize business impact
- Increase availability, reliability, and productivity with rapid response and time to resolution

## DEVELOP THE SKILLS TO SUPPORT TODAY'S INFORMATION MANAGEMENT DEMANDS

With EMC's industry-leading technology training and certification program, your company can build the needed expertise to drive any type of physical, virtual, or cloud infrastructure, and make your IT investments a key business driver.

EMC technology and role-specific learning paths offer the greatest number of specializations in the industry, and include critical current technologies such as virtualization, cloud, data deduplication, and information security.

Formal validation through EMC Proven™ Professional certification ensures that your employees have the skills and confidence to address the challenges of complex heterogeneous environments and growing information demands. Instructor-led training is available at over 90 global classrooms. In addition, a variety of video, online, and e-learning modes provide options for training without travel.

Draw from EMC's technology training and certification programs to:

- Close skill gaps and fill new roles created by new storage technology and computing paradigms
- Accelerate skill readiness and improve performance, productivity, and agility
- Exploit the full functionality of your EMC products and technologies

## WHY EMC GLOBAL SERVICES?

In the tradition of EMC's 30-year information technology heritage, EMC Global Services continuously expands and evolves to keep ahead of the rapidly changing business landscape, as well as our customers' ever-growing business and IT challenges. The result is a unique, holistic blend of traditional and new capabilities to help you evolve your infrastructure. With more than 14,000 information-focused service professionals and support experts worldwide, plus a global network of alliances and partners, EMC delivers the support you need, when and where you need it—with an unending commitment to service excellence.

### CONTACT US

Learn how EMC Global Services can help you. Contact your EMC sales representative or visit us on the web at [www.EMC.com](http://www.EMC.com).

EMC<sup>2</sup>, EMC, EMC Proven, and the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2011 EMC Corporation. All rights reserved. Published in the USA. 04/11 Service Overview H5857.4