

EMC CONSULTING PRIVATE CLOUD ACCELERATION SERVICES

Gain cost and agility benefits with a private cloud strategy

ESSENTIALS

- Optimize applications for performance, scalability, availability, and capacity
- Improve the flexibility of the data center and provide choice to business stakeholders
- Improve time to market by making IT a strategic asset
- Dramatically lower capital and operating expenditures
- Simplify infrastructure and IT operations
- Benchmark success against key indicators to keep business stakeholders engaged

Business pressures are forcing you to adapt your products and services ever faster. The rigidity of today’s IT infrastructure and operations often limit your ability to meet the changing needs of your business. Private clouds deliver unprecedented flexibility and economies of scale by leveraging the speed of virtualization and preparing you to federate applications in a hybrid cloud across private and public clouds. Leveraging the benefits of private cloud requires the development and execution of a virtualization strategy across your data center infrastructure and applications. This journey requires long-term program and planning to accelerate the benefits of private cloud adoption. A private cloud built with EMC® Consulting’s guidance can provide the flexibility and choice that your business stakeholders need to overcome their challenges.

BUSINESS CHALLENGES

As an IT executive, how should you respond to this challenge? For many, the goal is to leverage private cloud resources to focus on application needs and provide flexibility and choice to your key business. Many customers are taking the first step by virtualizing their data centers.

Virtualizing your data center with a private cloud model changes the architectural underpinnings of infrastructure and applications—including compute, network, and storage resources. Instead of rigid, siloed physical configurations, resources are pooled and dynamically provisioned at the enterprise level. Realizing the cost and flexibility advantages of private cloud requires a transformational approach that addresses application, infrastructure, and governance considerations across the enterprise. You need to execute a strategy that balances an ambitious architecture and a solid operational framework.

Applications

Virtualize Tier 1 applications

- Rationalize applications against business requirements
- Develop a strategy for virtualizing applications
- Leverage virtual application architecture and validated configurations

Infrastructure

Optimize virtual infrastructure and service levels

- Achieve service-level requirements for virtual infrastructure
- Develop strategy and roadmap: compute, storage, network
- Deploy tested solutions built on market-leading technologies
- Protect virtual environment: security, backup and disaster recovery

Governance

Manage the virtual program, processes and environment

- Engage business stakeholders throughout virtualization initiative
- Establish program management to drive milestones and ROI
- Manage and automate the dynamic virtual infrastructure
- Develop an operational model for the virtual data center

SERVICE DESCRIPTION

Private Cloud Acceleration Services from EMC Consulting address all stages of your transformation including strategy, design, and implementation. Our depth of knowledge and experience will speed your transition from your current state to a private cloud model. With consultants and architects certified in a variety of virtualization technologies, we provide assistance across a wide spectrum of platforms.

The journey to private cloud involves many different activities—from data center virtualization to private cloud strategy. EMC Consulting offers a range of services to assist you on this journey:

- **Data Center Virtualization Assessment Service** is tailored to customer requirements including high-level migration candidate identification, operations process recommendations, and a transformation roadmap.
- **Data Center Virtualization Strategy** includes virtualization reference architecture, business case with full TCO, roadmap, quick wins, service catalogue alignment, and information/storage strategy.
- **Data Center Virtualization Migration Planning and Management Service** includes infrastructure assessment, proof of concept, run books, migration access database, and full project management.
- **Private Cloud Sourcing Strategy Service** helps customers understand options for federating applications between external and internal resources. EMC provides an assessment of risks (including business continuity and disaster recovery), security, costs, and service levels.
- **Security Virtualization Assessment Service** assesses the security aspects of the virtualized infrastructure to increase virtualization ratios and lower risks.
- **Virtualization for Business Continuity and Disaster Recovery Service** includes VMware® vCenter™ Site Recovery Manager and business continuity/disaster recovery integration workshops, and integration with recovery plans and test planning.
- **Assessment for Virtualization of Enterprise Applications Service** helps you understand the business impact, develop a strategic plan with resource requirements and alignment, and assess the readiness of your current environment for integrating virtualization into enterprise applications.
- **Design and Implementation of Virtualized Applications Service** helps you implement virtualization technologies that can enhance and optimize the performance of enterprise applications.

SUMMARY OF BENEFITS

Private Cloud Acceleration Services from EMC Consulting help you unlock the full potential of your virtualized environment at enterprise scale, and prepare you to drive additional flexibility and cost savings with public and hybrid clouds. Our expertise in applications, virtualization, and information infrastructure makes us the partner of choice for helping you address the challenges of virtualizing your enterprise IT. Specifically, EMC Consulting delivers the following benefits:

- Optimize applications for performance, scalability, availability, and capacity
- Improve the flexibility of the data center and provide choice to business stakeholders
- Improve time to market by making IT a strategic asset
- Dramatically lower capital and operating expenditures
- Simplify infrastructure and IT operations with advanced management tools and processes that are optimized for private cloud
- Benchmark success against key indicators to keep business stakeholders engaged

EMC CONSULTING

As part of EMC Corporation, the world's leading 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 vertical industry understanding, EMC Consulting guides and delivers innovative and proactive thinking to help clients accelerate their journey to the private cloud. EMC Consulting drives execution for its 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 www.EMC.com/consulting or contact your local EMC Consulting representative.

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