

EMC WORKSHOP FOR CLOUD MESSAGING

Choose the right cloud messaging model for your business

ESSENTIALS

- Understand business impact of various cloud messaging options
- Evaluate business priorities against various cloud models:
 - Public cloud
 - On-premise private cloud
 - Off-premise private cloud
 - Hybrid cloud
- Receive detailed recommendations and next steps

BUSINESS CHALLENGE

With increased economic and business pressures, organizations of all sizes are looking at various cloud models to reduce costs while improving service levels to the business. Organizations want to provide IT as a service and are seeking greater agility, increased simplicity, and pay-for-use—all while maintaining a user-centric approach.

Taking traditional IT functions and delivering them “as a service” is fundamentally different from existing operations. Doing so requires driving greater efficiency and control through automation, a more dynamic and elastic infrastructure that enables the acquisition or provision of capacity on demand, and increased visibility into costs and service levels.

Enterprise messaging is one function where multiple options exist for a cloud-based service model. Evaluating these options against business requirements necessitates skills in cloud infrastructure, messaging architectures, and migration.

SOLUTION DESCRIPTION

The EMC® Workshop for Cloud Messaging is specifically designed to help you evaluate your business priorities against various cloud models and rapidly provide a set of recommendations based on the key findings. Typical cloud messaging models evaluated are based on your requirements, but could also include:

- Public enterprise messaging cloud solutions
- Off-premise private enterprise messaging cloud solutions
- On-premise private enterprise messaging cloud solutions
- Hybrid cloud solutions

During this three-day workshop, EMC Consulting works with your key stakeholders to analyze candidate cloud solutions, and quickly provides guidance on which one would be most appropriate to pursue based on the strategy and goals of your organization.

Day 1—Insight is gained from the key business stakeholders on the needs and desires of the organization. A short list of up to three candidate solutions is created for further evaluation.

Day 2—Armed with the business insight into the key requirements and needs of your business, EMC Consulting leverages our Assured Performance methodology to evaluate the candidates using our Cloud Messaging Scoring Matrix. The Scoring Matrix and its weighting model are adjusted and tailored to reflect the needs of your organization.

Requirements evaluated and scored include: privacy, compliance, security, sustainability, service levels, and cost (upfront and ongoing). We score and assess each candidate for organizational fit for both short- and long-term goals and objectives. The results from the Scoring Matrix enable EMC Consulting to quickly provide guidance as to which solution would be most appropriate to pursue based on the strategy and goals of your organization.

Day 3—The EMC Consulting team returns to review key findings and the pros and cons of each evaluated cloud solution. Our recommendations are summarized in an executive presentation along with suggested next steps.

SUMMARY OF BENEFITS

The EMC Workshop for Cloud Messaging helps your organization refine and clearly articulate both short- and long-term goals and objectives in moving to a cloud-based messaging infrastructure.

We leverage our years of experience in messaging implementations, migrations, and cloud infrastructure to give you an independent, impartial evaluation of your messaging requirements against the benefits and drawbacks of each cloud solution. The results will provide you with a clear set of options to pursue, and will enable you to make a fact-based decision on which enterprise messaging platform is best for your organization.

EMC CONSULTING

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 worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. 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.

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