

SAP, EMC, AND VMWARE CREATING CUSTOMER VALUE THROUGH INNOVATION

ESSENTIALS

The SAP, EMC, and VMware partnership enables:

- Accelerated deployment and time to value—Testing of customized solutions in a joint Center of Excellence
- Operational flexibility and effectiveness—Cloud-like benefits with consistently high performance, fewer mechanical failures, and better asset utilization through SAP on Vblock
- Ease of management—Improved end-to-end operations based on proven, tested best practices from SAP, EMC, and VMware
- Cost savings—Increased data center efficiency and decreased infrastructure costs including energy use and floor space

THE BALANCING ACT

Against a backdrop of escalating data volumes and information complexity, companies are increasingly challenged to support ever-higher performance demands, 24x7 availability, and non-stop growth. At the same time, a mandate to drive down costs is fueling a movement to consider cloud architectures, consolidation initiatives, and alternative approaches to large scale SAP deployments.

THE SAP, EMC, AND VMWARE PARTNERSHIP

SAP, EMC, and VMware have partnered successfully for multiple years, engaging in several joint technology and marketing initiatives. The three companies have formal agreements to provide mutual customers with the highest level of service. EMC® infrastructure with VMware's virtualization technologies delivers enhanced flexibility, accelerated deployment, and time-to-value for SAP solutions. In addition, SAP customers are able to better manage application lifecycle demands through:

- Significantly reduced IT operational costs supported by proven processes to run business-critical SAP applications in a virtualized data center
- Improved end-to-end operations based on proven, tested best practices from SAP, EMC, and VMware.
- EMC and VMware offer differentiated, simplified cloud solutions that reduce total costs for deploying and maintaining SAP landscapes, and enable IT to respond faster and more efficiently to changing business needs. In combination with SAP technology and expertise, these jointly developed solutions create an on-demand IT environment that simplifies SAP deployments and upgrades, improves service levels, streamlines hardware refreshes, and enables comprehensive, low-cost high availability and disaster recovery—while maintaining the highest levels of performance and security.

SAP, EMC, and VMware have built joint solutions that showcase the best use of our technologies in areas such as monitoring and performance, business continuity, system cloning, virtualization, landscape management and design, replication management, and archiving.



vmware®





JOINT KEY INITIATIVES 2011

SAP, EMC, and VMware are focusing on several key initiatives that will help our customers better position themselves for the future, now.

SAP CLOUD WITH VBLOCK

Reinforcing a commitment to help customers reap the benefits of virtualization and cloud computing, SAP, EMC, and VMware are delivering enhanced agility while reducing TCO for customers looking to transition to next-generation data center architectures. Through the Virtual Computing Environment (VCE) coalition and its Vblock™ Infrastructure Packages, Cisco, EMC, and VMware® have committed to extensive and ongoing innovation with SAP to unleash the benefits of pervasive virtualization and speed the journey to private cloud computing.

Vblock Infrastructure Packages are integrated IT offerings that include best-in-class virtualization, compute, storage security, and management technologies. These include the Unified Computing System and Multilayer Director Switches (MDS) from Cisco, EMC Symmetrix® VMAX™ and EMC CLARiON® CX4™ storage systems (secured by RSA®), and the VMware vSphere™ platform. This initiative marks an important step toward running SAP software reliably and securely on internal and external cloud environments, and also underscores integration with the SAP NetWeaver Adaptive Computing Controller tool to help customers increase flexibility and save costs in their data centers. In lab-based tests, potential TCO reductions were demonstrated by running SAP software on Vblock.

Demonstrated benefits of SAP on Vblock include the ability to:

- **Lower TCO for SAP solution landscapes by up to 30 percent**, while delivering increased value to the business.
- **Improve business agility** through on-demand provisioning and resource scaling, and rapid cloning for test and development.
- **Reduce management costs** by simplifying and automating tasks, such as provisioning, configuration, monitoring, and maintenance.
- **Extend high availability and disaster recovery** across entire SAP solution landscapes simply and cost-effectively.
- **Leverage cloud-like benefits** with consistently high performance as well as better asset utilization.
- **Lower IT spend** with reduced risk.





NEXT-GENERATION IN-MEMORY ANALYTICS

Organizations today are battling a growing wave of information assets on technologies that have outlived their ability to perform. This makes responding to the needs of your business in real time a significant challenge. To address this concern, SAP, EMC, and VMware are partnering on a joint strategic effort to transform the speed and economics of data retrieval. Next-generation in-memory analytics and products like SAP HANA, along with scale-out technology from EMC unified platform will enable access to your big data in seconds, with uncompromising reliability, scalability, and security.

SAP CENTER OF EXCELLENCE WITH EMC

EMC's infrastructure knowledge is incorporated with SAP's application expertise to build more innovative solutions for customers in a joint customer Center of Excellence. Based in Santa Clara, California, the Center of Excellence is managed and operated by SAP Value Prototyping and is supported by EMC infrastructure. It offers a co-innovation platform and new Virtual Landscape Management Services.

The data center enables the testing of customized solutions, executing proof of concepts, and prototyping configurations for optimization. Validation of a private cloud implementation is also provided. This EMC-SAP collaborative effort helps customers reduce deployment risks, increase insight into testing new configurations, and accelerate time-to-value.

A STRATEGIC ADVANTAGE

Leverage SAP, EMC, and VMware expertise, technology, joint testing, and ongoing collaboration to help you optimize your SAP environment and rein in costs for maximum value to your business.



CONTACT US

Visit our online community to learn more:
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