

EMC Information Infrastructure for SQL Server 2008

The Big Picture

- The amount of digitally born information is increasing dramatically, enabled by new types of information such as digital imaging, video, and RFID sensor data.
- Microsoft Data Platform is a complete end-to-end solution that delivers innovations in four key areas including mission-critical platform, dynamic development, beyond relational and pervasive insight.
- As a Data Platform component, SQL Server 2008 meets the needs of the next generation of data-driven applications.
- EMC is uniquely positioned to support the Data Platform. We have the largest breadth of experience in customizing and optimizing a mission-critical infrastructure for whatever data types are important to your business.

Building a mission-critical information infrastructure

If you need a comprehensive, mission-critical data platform that is secure, reliable, manageable, and scalable, Microsoft SQL Server 2008 is the answer. Yet the data platform that your company counts on is only as robust as the information infrastructure that supports it. That's why so many organizations rely on EMC.

Enabling mission-critical SQL Server

An information infrastructure from EMC supports application environments that leverage the new dynamic development features of SQL Server 2008 and deliver the ability to move beyond relational data.

What's more, EMC® Global Services offers deep Microsoft expertise that is underpinned by our leadership position in information storage, movement, and management. This is critical because "data" must be captured, massaged, accessed, and shared to become the information you use to make decisions. EMC delivers mission-critical Microsoft infrastructures that provide:

- Low-risk upgrades and migrations
- Consolidation
- Successful data management and repurposing
- Business continuity
- Backup and rapid restore

Low-risk upgrades and migrations

EMC offers services to assist you in upgrading from previous versions of Microsoft SQL Server to the SQL Server 2008 platform. With information obtained from the SQL Server Readiness Assessment, EMC uses application-specific knowledge to recommend and implement the path to SQL Server 2008. This optimizes the move, saving valuable time and implementing lessons learned and industry best practices from EMC's extensive deployment experience.

Consolidation

EMC has data-layout solutions for SQL Server on EMC storage—the industry's leading choice for mission-critical deployments—to ensure the best performance, better utilization/TCO, and high availability of the overall system, and to enable consolidation and simplified deployments. EMC software can decode heterogeneous network traffic to provide a map of the services that are inter-related to an SQL Server database, reducing risk during consolidation efforts. Our breadth of tiered storage platforms and protection schemes enables you to consolidate databases and match performance and protection to the criticality of your data.

Business continuity

EMC has deep experience in high-availability and business-continuance solutions for SQL Server environments. Unifying EMC and Microsoft technologies, these solutions combine hardware platform reliability with advanced software product features. And EMC's local and long-distance replication solutions are validated and supported by reference architectures and proven best practices.

EMC's offers "consistency" technology within our replication solutions. This can protect application dependencies during a disaster or unplanned outage, prevent data corruption, and enable the rapid restart of business operations.

Backup and rapid restore

EMC has a complete offering for backup and recovery. It includes tiered service levels for performance and recovery, disk-based recovery options, integration with point-in-time replication, and advanced software solutions for recovery management. These advanced tools offer LAN-free data protection solutions that are tightly integrated with Microsoft applications and SQL Server software.

Successful data management and repurposing

The expansion of user data types within SQL Server raises questions about how to most efficiently store, protect, and manage that information. EMC offers solutions that allow you to gain cost-effective management of extreme volumes of data (terabytes) in a tiered-storage solution. Infrastructure cost is reduced as business intelligence data ages from high-performance storage to higher-density storage, and over time, to the highest-density (lowest-cost) storage available. EMC technology augments the database partitioning capability in SQL Server to bring information lifecycle management (ILM) to SQL Server database environments.

With EMC technology, you can also revolutionize the loading of a reporting server or the provisioning of a test and development application. Our technology simplifies this process with roles-based management. This allows application administrators to make their own copies and ensure high-speed processes with little or no impact on production.

EMC Proven solutions for SQL Server 2008

The quality of a combined EMC and Microsoft solution has often given our joint customers the confidence to deploy SQL Server in environments they once trusted only to other, more expensive databases. These EMC Proven™ solutions—available from EMC Global Services worldwide—are lab validated to ease upgrades and migrations, ensure high performance through efficient data layout, and optimize database recovery via local and remote recovery solutions.

EMC Proven solutions deliver value with:

- Greater asset utilization
- Lower operating costs
- Higher availability
- Improved service levels

EMC's SQL Server experience translates into service excellence with a comprehensive range of offerings to assist you in every stage of planning, deployment, and management.

EMC Readiness Assessment for Microsoft SQL Server

The EMC Readiness Assessment for Microsoft SQL Server service provides an assessment of your existing Microsoft SQL Server production and test environments for the purpose of recommending a path to Microsoft SQL Server 2008.

EMC Upgrade and Migration for Microsoft SQL Server

EMC offers services to assist you in upgrading from previous versions of Microsoft SQL Server to the SQL Server 2008 platform. With information obtained from the SQL Server Readiness Assessment, EMC uses application-specific knowledge to recommend and implement the path to SQL Server 2008. This optimizes the move, saving valuable time and implementing lessons learned and industry best practices from EMC's extensive deployment experience.

EMC Performance Optimization for Microsoft SQL Server

The EMC Performance Optimization for Microsoft SQL Server service enhances your existing SQL Server production environment. Using the results from the SQL Server Readiness Assessment, EMC addresses the performance bottlenecks identified in an effort to improve database throughput and implement best practices for the SQL Server platform.

EMC Application Optimization for Microsoft SQL Server

This service provides an assessment of a selection of representative Microsoft SQL Server databases to determine the opportunities for consolidating those databases on a single platform. The assessment serves to gather system and performance data in order to make the recommendations addressing data layout, backup and recovery, SQL Server version, consolidation, virtualization, and infrastructure.

EMC Business Continuity for Microsoft SQL Server

EMC Business Continuity for Microsoft SQL Server provides a set of fully tested and validated EMC Proven solutions and services for Microsoft SQL Server enterprise customers. It includes assessment, design, and implementation services to deliver complete business continuity solutions using EMC's local and remote data mirroring and replication products. EMC backs these solutions with rigorous testing, reference architectures, and best-practice technical documentation.

EMC Business Intelligence Planning for Microsoft SQL Server

The EMC Business Intelligence Planning for Microsoft SQL Server service assists those who want to leverage the business intelligence capabilities available in the Microsoft SQL 2008 platform. Using industry best practices for business intelligence and data warehouse technologies, EMC provides the foundational planning for an enterprise reporting platform built on SQL Server.

Microsoft Alliance

You'll also benefit from the investments EMC makes in our alliance with Microsoft.

- Decade-long technical and business partnerships renewed with significant mutual investments focused on customer solutions
- Joint EMC and Microsoft support center in Atlanta
- EMC participation in key Microsoft programs like the Technology Adoption Program (TAP) and the SQL Server Always On Technology Program

Experience and service

EMC's experience has grown through a number of formal and informal Microsoft programs. For instance, EMC gained valuable experience in exploring SQL Server data warehouse best practices with Microsoft during SQL Server Project REAL. This project documented best practices in designing a data warehouse on SQL Server, leveraging 2 TB of actual customer data. EMC provided significant resources and expertise in the project, including the storage systems, data protection, and backup solution.

Not only does EMC have vast experience on Microsoft projects but it also remains the storage infrastructure provider of the largest SQL Server deployments anywhere, evidenced by Winter Corporation in their last WinterCorp TopTen Program survey.

EMC Microsoft Practice

The EMC Microsoft Practice experts enhance EMC's ability to accelerate the business value of Microsoft SQL Server 2008. This includes comprehensive business intelligence services based on Microsoft best practices. With capabilities across the United States and growing in Europe and Asia, it offers a broad portfolio of strategic consultation, planning, delivery, and support across the entire IT lifecycle, from envisioning through day-to-day operations. The EMC Microsoft Practice is part of EMC's Global Services group with more than 10,000 technology experts worldwide providing technical, architectural, and overall project leadership expertise.



EMC Corporation
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

Take the next step

For more information about EMC Solutions for SQL Server contact your EMC sales representative or visit our website at www.EMC.com/microsoftsolutions.