INTELLIGENT INFORMATION MANAGEMENT

For a Big Cloudy World
The Value of EMC
The Value of EMC

EMC²
where information lives

INFORMATION INFRASTRUCTURE PRODUCTS

- Information Intelligence Group
- RSA Security
- Greenplum Data Computing
- Backup & Recovery Solutions
- Storage
Value Creation in the Information Economy

VALUE CREATION DURING THE INDUSTRIAL REVOLUTION

RAW MATERIALS → FINISHED GOODS = VALUE
Value Creation in the Information Economy

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VALUE CREATION IN THE INFORMATION ECONOMY

RAW DATA → INFORMATION & ANALYTICS = INSIGHT & ACTION
Value Creation in the Information Economy

**VALUE CREATION DURING THE INDUSTRIAL REVOLUTION**

RAW MATERIALS → FINISHED GOODS = VALUE

**VALUE CREATION IN THE INFORMATION ECONOMY**

RAW DATA → INFORMATION & ANALYTICS = INSIGHT & KNOWLEDGE

Strategic Business Transformation vs. Operational Efficiency

We have entered the era where information drives strategic transformation, not just operational optimization
Driving Strategic Business Transformation

INSURANCE

BANKING

PUBLISHING
The Opportunity

Internal IT has a Unique Opportunity
Evolve into a “Line” function

Business has a Unique Opportunity
Be the Disruptor rather than the Disrupted

Compliance has a Unique Opportunity
Accelerate the Pace of Disruption

We have a central role to play, if we choose to...
TRENDS
3D Information Growth Contributes to “Big Data”
The New User

Social Computing Usage Surpasses Email

Users Self Provision

Users Want Choice
Implications

CHOICE COMPUTING

DATA CENTERS UNIFY, BUT DATA DISAGGREGATES

NEW ROLES
- The New Developer
- The Cloud Architect
- The Data Scientist
- The New User
OUR MISSION

To help our customers get maximum leverage from their information
Our Strategy

- More content types
- Apps
- Information
- Services
- Governance
- Analytics
- Location independence
- On-premise
- Public cloud
- Private cloud
- Mobile
- Customer communications
- Web experience management
- Case management
- E-discovery
- Retention/policy management
- Content management
The Information Fabric

The Information Fabric consists of...

The Information Fabric can enable new classes of applications

- Big data-enabled applications
- Social process-enabled applications
- Trust-enabled applications

Process + Analytics + Content Management + Governance + Social Collaboration
Big Data-Enabled Applications

1. Petabyte Scale
   - Store
     - EMC Isilon + Atmos

2. Structured & Unstructured
   - Analyze
     - EMC Greenplum + Hadoop

3. Real Time

4. Collaborative
   - Act
     - EMC Documentum xCP
Social Process-Enabled Applications
Social Process-Enabled Applications
Social Process-Enabled Applications
Trust-Enabled Applications
Key Themes and Strategic Priorities

1. The New User
   - User Experience
   - Choice
   - Agility

2. Transform
   - Enterprise readiness
   - Accelerated Composition
   - Information Types

3. Journey to the Cloud
   - OnDemand
   - Cloud Architecture
   - Information in the cloud

4. Pervasive Governance
   - Enhanced Agility and Efficiency
   - Increased Insight, Accessibility, and Transparency
   - Trust in the Cloud
EMC OnDemand
A new enterprise-class hybrid cloud deployment model managed by EMC experts
First Set of Applications on EMC OnDemand

- ENTERPRISE CAPTURE
  - CAPTIVA
- CONTENT MANAGEMENT
  - DOCUMENTUM
- CUSTOMER COMMUNICATIONS
  - DOCUMENT SCIENCES
- CASE MANAGEMENT
  - DOCUMENTUM XCP
- INFORMATION GOVERNANCE
  - EMC SOURCEONE

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End-to-End Cloud Services Platform

EMC²
Cloud Services

EMC²
IIG Applications

RSA

CISCO

STRATEGIC ALLIANCE

VMware
Additional Elements Needed for Highly-Architected Applications

- SINGLE Pane OF
- APP STORE
- DNS & TIME SYNC
- ROLE & IDENTITY
- INTEGRATION
- ENTITLEMENT
- BATCH SCHEDULING

...  

Essential Elements for Highly-Curated Cloud Applications

- vCLOUD DIRECTOR
- vFABRIC
- VIEW MANAGER
- vSHIELD
- vCENTER
- vSPHERE
- HYPERIC

...
EMC OnDemand Off-Premise

VCUBE Manager
- OS Services
- Patch Management
- VCUBE Management
- Monitoring
- Central Services
- Identity Management

VCUBE
- OnDemand
- VMware Management Stack
- Off-premise Data Center
EMC OnDemand On-Premise

VCUBE Manager
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OnDemand VMware Management Stack

OnDemand Data Center

Customer Data Center
Current process

- **6 MONTHS**
  - 5 wks  Acquire hardware
  - 2 wks  Rack and cable hardware
  - 2 wks  Install Operating Systems
  - 1 wk   Install DBs
  - 1 wk   Install App Servers
  - 1 wk   Install Batch Scheduler
  - 1 wk   Install DEV Servers
  - 3 wks  Record and test desktop installation
  - 1 wk   Push install desktop products to locked down desktops
  - 1 wk   Install TEST Servers
  - 2 wks  Install PROD Servers
  - 2 wks  Configure Backup, Monitoring
  - 3 wks  Test PROD fault tolerance, backup, monitoring

EMC OnDemand process

- **2 HOURS**
  - 15 min  Login, review and approve work order
  - 60 min  Monitor provisioning progress
  - 15 min  Sanity test provisioned environment
  - 30 min  Configure secure network to customer site
For More Information:

• {Insert your regional call to action here}
• Examples might include the Cloud Campaign page, the OnDemand Press Release or talking to a consultant
THANK YOU