The Business Drivers

- Respond faster to drive new revenue
- Increase visibility & control
- Refocus resources toward business value
- Increase agility
Today’s IT Service Delivery Challenges

Traditional Ways Have Become...

**INFLEXIBLE**
- Lengthy Time-to-Provision
- Static Resources
- Complexity
- Added OPEX

**INEFFICIENT**
- Application & Mgmt Silos
- Underutilization
- Stranded Investments

**REACTIVE**
- Lengthy Service Requests
- Flat Tax To Users
- Difficulty Meeting Data & Business Growth

**RISK-PRONE**
- “Shadow IT”
- Loss Of Control & Visibility
- Added Risk, Cost, & Complexity
ENSURING OUR CUSTOMERS HAVE WELL RUN HYBRID CLOUDS
The Well Run Hybrid Cloud

**BROKERED**
AS WELL AS BUILT

**CONSUMERIZED**
CHOICE OF DEVICE

**STANDARDIZED**
SERVICES

**SELF**
PROVISIONED
WITHIN BUSINESS POLICY

**TRANSPARENT**
PRICING
AND SERVICE LEVELS

**AUTOMATED**
DEPLOYMENT
Hybrid Clouds → More Than Technology

Align Workloads With Most Suitable Cloud Model And Empower Them For Mobile And Big Data Solutions

Build a Cost-Efficient, Agile Infrastructure to Enable Private and Hybrid Cloud

APPLICATION TRANSFORMATION

INFRASTRUCTURE TRANSFORMATION

OPERATING MODEL TRANSFORMATION

Package And Orchestrate Services For Agile IT Operations And Convenient Consumption

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EMC Hybrid Cloud Solution For VMware

Greater Agility, Leverage Existing Skills & Process

CONVERGED INFRASTRUCTURE EMC² VMware

SOFTWARE-DEFINED DATA CENTER

- Compute
- Storage
- Network

VIPR SW-DEFINED STORAGE

EMC² DATA PROTECTION

- VMAX
- VNX
- Isilon
- Data Domain
- Avamar
- VPLEX & RP

SERVICE PROVIDER

V CLOUD HYBRID SERVICE

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Build-A-Hybrid Cloud LIVE: Use-Cases

- Provision Applications across Clouds
- Workload Mobility across Clouds
- Workload Protection using Cloud Backup
- High Availability Workloads across Clouds

- Deploy VMs, Network, Storage
- Deploy Microsoft Applications
- Deploy Oracle Applications
- Deploy SAP Applications
- Deploy Syncplicity Users
- Deploy Pivotal
- Platform-as-a-Service

- Build-A-Hybrid-Cloud LIVE
- Software-Defined Storage
- Software-Defined Data Center
- Network Virtualization
- Backup-as-a-Service
- Monitoring-as-a-Service
- Financial Transparency - Chargeback
End User View – IaaS Services

Self Service Portal

Policy-enabled Cloud Service Provisioning

IaaS

Apps

Backup Policy & Retention Choice
- Daily Backup with 1 Year Retention
- On-Demand Restore

Storage Choice
- Platinum
- Gold
- Silver
- Public Cloud
End User View – Everything *aaS

EMC Hybrid Cloud Enables Anything-As-A-Service

Self Service Portal

PaaS

AaaS

Backup Policy & Retention Choice

Storage Choice

Automation & Service Level Selection
"Everything As a Service" Delivery
We Bridge The Gap Between Today & Tomorrow

Today’s Data Center

Traditional Applications

<table>
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<th>Value</th>
<th>Increase</th>
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<td>30%</td>
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Reduce Operating Expenses

Software-Defined Data Center

Next Gen Cloud Applications

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<tbody>
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<td>300%</td>
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<tr>
<td>2013</td>
<td>11M</td>
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</tbody>
</table>

Invest In New Model
EMC Global & Educational Services

Offerings and Capabilities for Hybrid Cloud

- Benchmark & identify gaps
- Plan and architect solutions
- Develop service-oriented organization
- Create service catalog & self-service portal
- Skill up IT leaders & staff
- Deploy process excellence

People, Process, and Technology
EMC Hybrid Cloud Automation Services

- **Management and Orchestration Jumpstart** designs and implements IaaS and is built with vCloud Automation Center with a vCenter Operations management dashboard.

- **vCloud Suite Enablement** automates your DevOps tool environment by implementing vCloud Suite and Puppet PaaS.

- **Dynamic Financial Management** makes IT costs and policies for your hybrid cloud more clear with VMware’s IT Business Management Suite.

- **Unified Self Service Portal** provides self-service via an intuitive, role-aware portal that enables business professionals to easily consume services.

- **Service Catalog Strategy and Design** helps you to simplify the services you deliver and align them with the business.
Transforming Into A Service Broker

A NEW IT BUSINESS MODEL
Service-oriented
Market-driven
“P & L” Focused
Broker & Builder

ENABLING TECHNOLOGY
Private, Hybrid, Public Clouds
End-To-End Automation
Financial Transparency
Self-service Capabilities

SKILLS, ROLES & ORGANIZATIONAL ALIGNMENT
“Front Office” Capabilities
Service Accountabilities
Technology Breadth
Traditional Operations

Labor-Intensive
Multiple Mgmt Tools
Separate Teams

Cloud Operations
Software-Defined Data Center

Integrated Operations Portal

Rationalized Processes

Cloud Operations Team

Disconnected Processes
Transformation to IT as a Service
Transforming IT for the cloud

BUILD CLOUD INFRASTRUCTURE

DEFINE SERVICE LEVELS

ESTABLISH METERING & REPORTING

EXPAND SERVICES: BUILD, BUY, OR PARTNER

SERVICE CATALOG

TRADITIONAL ROLES

SYSTEMS ADMIN
STORAGE ADMIN
BACKUP & RECOVERY ADMIN
NETWORK ADMIN
SECURITY

NEW ROLES

CLOUD ARCHITECT
CLOUD ADMIN
CLOUD CAPACITY PLANNER
IT AUTOMATION ENGINEER
SVC MGMT
Cloud and ITaaS Education for the Entire Organization
‘Open’ Courses* to Accelerate IT Skills Transformation

**Audiences**
- Business Leaders
- Business Leaders and Managers
- Architects and Designers
- All IT Professionals

**Course Offerings**
- Introducing Cloud and IT as a Service for Business Transformation **90+ minute module**
- Cloud and IT as a Service for Business Transformation **1 day**
- IT as a Service Planning and Design **5 days**
- Virtualized Data Center and Cloud Infrastructure Planning and Design **5 days**
- Cloud Infrastructure and Services **5 days**

*Unique course focused on technology concepts, principles, and case studies that can be applied to all IT environments.*
Want More EMC Hybrid Cloud?

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EMC Community Network (Demos & Details):

https://community.emc.com/docs/DOC-34950