“MASSIVE CHANGE, MASSIVE OPPORTUNITY”

A MESSAGE FROM EMC CHAIRMAN & CEO JOE TUCCI

WHAT OUR CUSTOMERS ARE TELLING US

“I spend about 60 percent of my time traveling and visiting with customers and partners, and I consistently hear three themes or pain points that IT organizations have.”

“The first comes under the heading of the IT budget dilemma. Almost three-quarters of IT budgets – 73 percent on average – goes to maintain existing legacy systems, both infrastructure and applications. Only 27 percent is spent helping propel the company or the organization to be more competitive, more intimate with its customers, and getting competitive advantage. Customers want to invest more on the 27 percent side.”

“The second is the data deluge. The Digital Universe study from IDC says the data deluge will grow 44 times larger by the end of this decade. About 90 percent of that information being created is unstructured. In 2011, the digital universe contains 300 quadrillion files to manage. Information is growing at a phenomenal rate, yet IT staffs will grow by less than 50 percent this decade.”

“If there’s going to be this much data in the world, the person who can help organizations take that information and propel their business, or help a government give better service to its constituencies, that’s going to be an incredibly valuable person. We’ll see a whole new category of data scientists to capitalize on the opportunity of Big Data.”

“The third theme I hear from customers is security. From a corporate board level on down, there’s a tremendous amount of attention on governance, risk, compliance and security. This is the number one issue from board members that concerns IT.”

“We believe the IT answer to these dilemmas is the cloud, delivering IT as a service. We have to ensure that our customers receive much more efficiency and productivity, much greater control of their environment, significantly more choice, and a whole new level of automation and agility.”
TRANSFORMATION OF INFORMATION TECHNOLOGY

“In response to these challenges, customers are moving from a traditional enterprise stack of IT and are transforming their infrastructures into X86-based clouds. So, there is tremendous change, disruption, and opportunity occurring at the information infrastructure layer.”

“Enterprises are making a big move to the private cloud. And, at the same time, there’s a move to the public cloud. The winning model is going to be moving your internal infrastructure to private clouds and then federating and taking service provider partners into your cloud typology. This will let you balance workloads across your own private cloud datacenters and across your public cloud partner’s datacenters using the same sets of technology, with you having all the control, giving you higher levels of efficiencies, and not having to buy for peak loads anymore. We believe the hybrid cloud will become the de facto enterprise model to maximize opportunity and efficiency, minimize costs, and provide maximum control and agility.”

“The next layer of IT that's transforming is the way applications are processed and being written. There’s a big move underway to transform existing applications like SAP and Oracle and Microsoft and many others, and run them in virtual containers or virtual machines inside clouds. Also, as new applications are mostly being built now in these frameworks — whether Ruby on Rails, Spring, or Python, or PHP, or the others that are out there — these new applications are much more intimate with virtualization and cloud infrastructures. So, applications are going through an incredible transformation, whether they are existing applications, which are being encapsulated and virtualized, or whether they're new applications that are being built from scratch in these frameworks.”

“In this new world of hybrid computing, where you’re going to move these applications across your private datacenters and public datacenter clouds to form the hybrid cloud, you’re going to want to move security policies with the applications very dynamically, not statically. So rather than clamp, say, a firewall onto a wire, you’re going to basically virtualize that and as you move the application load to, say, your public cloud partner, or another datacenter in another part of the country or world, you’re going to move security policies that underlie that with it.”

“The third level of IT that’s being totally changed and transformed is the end-user device, the end-user platform layer. We are coming from a PC-only world to a world of PCs and Macs, iPads and other tablets, RIM and Android devices, and many others. The choice of what device you use will be decided by the individual. But the way to provision those and manage them in a simpler way is going through significant change.”

“This is the new layering of IT, and why I think this cloud wave is so disruptive. In my 40-year career in this industry, I've seen infrastructures go through transformations. I've seen applications go through transformations. And, of course, end user devices have gone through transformations. But never have I seen each one go through transformations at exactly the same point in time. So, this new layering of IT represents massive change, equaling massive opportunity.”

“This is why we have dedicated ourselves to our mission of helping customers on their journey to cloud computing, which is really the total transformation of IT.”