Frequently Asked Questions:
XtremIO™ $1M Guarantee & Rescue Program*

**Question:** What is the XtremIO™ Million Dollar Guarantee?
**Answer:** EMC is so confident that XtremIO™ inline data deduplication and inline data compression services are inline, all the time – it’s guaranteed. The first customer to demonstrate that enabled in-line compression functions (XIOS v. 3.0 and newer only) or the data deduplication service on the data written has been temporarily switched-off, is not running, or has been throttled back, during normal operation will get $1 Million dollars from EMC.

**Question:** Is this a contest?
**Answer:** No – it’s a guarantee. The Guarantee terms are drafted as a special warranty that covers specific activities by the array. If a customer demonstrates that the enabled in-line compression functions (XIOS v. 3.0 and newer only), or data deduplication service on the data written is not running, has been throttled back, or was temporarily disabled while under normal operation and while under uninterrupted EMC support and maintenance coverage, EMC will pay the first customer to do so $1 Million dollars. This is an exclusive remedy that if paid and accepted, replaces any other warranty claim the customer may have.

**Question:** In what currency is the $1 Million?
**Answer:** The $1 Million is in U.S. Currency.

**Question:** Who is eligible? What is the time frame for this offer?
**Answer:** This XtremIO™ $1 Million Guarantee applies to all original end user purchasers (“End User(s)”) of EMC XtremIO arrays installed by EMC or an authorized services partner (EMC will honor this guarantee if installed by EMC Partners that were officially authorized by EMC to offer installation and implementation services for XtremIO arrays) (“Qualified Array(s)”) between November 14, 2013 and 12:00:00 PM on December 30, 2016 Eastern Time (the “Guarantee Term”). Please refer to the specific posted program terms for details.
**Question:** How many customers can receive a $1M Guarantee payment?

**Answer:** Only one customer can receive this payment under the Guarantee guidelines. The first customer to bring forward a validated claim is eligible for payment.

**Question:** How does a customer make a claim?

**Answer:** A customer can make a claim by submitting it to EMC by registered letter with all necessary supporting material between 12:01:00 PM on January 1, 2016 and 12:00:00 PM on December 30, 2016. This must be their initial claim.

**Question:** What is in-line data deduplication?

**Answer:** Inline Data Reduction (Inline Deduplication) is the removal of redundancies from data before it is written to the flash media. XtremIO™ arrays automatically and globally deduplicates data as it enters the system. Data reduction is performed in real-time and not as a post-processing operation. With XtremIO arrays, there are no resource-consuming background processes and no additional reads/writes (which are associated with post-processing). Therefore, it does not negatively affect performance of the storage array, does not waste the available resources that are allocated for the host I/O, and does not consume flash wear cycles. Competitor arrays with post-processing deduplication services can also cause capacity planning problems where applications can run out of space very quickly and come off-line.

**Question:** Do the competitor all flash arrays have these architectural capabilities?

**Answer:** Unfortunately, many customers made investments in other all flash arrays and many of these clients have asked if we can help salvage their investment when they migrate to XtremIO™ arrays. This is because post-processing operations are such labor intensive processes, that with many competitor products they see latency spikes into the hundreds of milliseconds which is worse than even a 1980s floppy disk.

There is another impact from this that is incredibly damaging to customer environments that chose a product with post-processing deduplication technologies. When the array is busiest, at clearly the worst possible time for an application to have an issue, their data deduplication will dramatically throttle back or simply turn off. It is
impossible for customers to capacity plan properly if they can’t in fact count on data deduplication to be consistent.

**Question:** What is the EMC Rescue Program?

**Answer:** EMC is introducing a Rescue Program for customers who purchased a competitor’s all flash array and want to move to XtremIO™ arrays to experience better performance and more consistent and predictable IOPs and latency.

**Question:** What will we offer for swap of competitor all flash arrays?

**Answer:** EMC will offer the current book value of the customer’s all flash array as a swap credit. The book value will be determined on a case-by-case basis working with the XtremIO™ sales team and XtremIO business manager. Customer must be willing to purchase an XtremIO system.

**Question:** What are the eligibility requirements for the EMC Rescue Program?

**Answer:** The following requirements determine eligibility for this program:

- Must swap an all flash array from Cisco Invicta (Whiptail), HP 3PAR AFA, IBM TMS, Kaminario, NetApp or NetApp/SolidFire, Nimbus, Pure Storage, SanDisk/Fusion-IO, Skyera, or Violin Memory
- Must agree to purchase twice (2X) the raw capacity of the competitor system being replaced.
- The EMC replacement system must be an XtremIO™ array with similar specifications to the system being replaced (except for the 2x raw capacity requirement) as was configured by the competitor-manufacturer at the time of its initial purchase by Customer. Enhancements later added to the competitor system are not covered under the program.
- The swapped array must be returned to EMC in proper working order.
- Customer must be the sole owner of, and have clean title to the competitor system being replaced.
- Must purchase the replacement XtremIO array between January 1, 2016 and December 30, 2016.

**Question:** How do I execute the program?

**Answer:** Engage your EMC Sales team to initiate, gain approval for, and manage the required Rescue swap credit process. This includes registering the competitor asset (array) with GFS.
**Question:** What if the customer doesn’t want to purchase 2X their system capacity?

**Answer:** Refer to the standard GFS swap values for all flash arrays.

**Question** How long does the Rescue Program last?

**Answer:** The Rescue Program will run through December 30, 2016.

**Question** What does EMC do with the AFA we rescue?

**Answer** EMC will take it back. This program, of course, only applies if the client owns title to the product.

**Question:** How does the Rescue Program apply to other (EMC internal) sales programs?

**Answer:** The Rescue Program will be consistent with the EMC standard GFS Swap and Trade program and will provide price floor protection for the value of the Rescue Program swap credit.

**Question:** Who can I contact for more information?

**Answer:** Please contact your EMC Sales team or XtremIO™ specialist.

* EMC reserves the right to change or terminate either promotion at any time at its sole discretion without notice; see their respective terms and conditions for details. Should that be required, orders accepted prior to or as of the effective date & time of such changes will be honored according to the terms then in effect.