EVERY BUSINESS WILL BE REDEFINED
CREATING A MAJOR PAIN POINT FOR CIO’S

MANAGE RISK

CHASE GROWTH

REDUCE COST

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A UNIQUE FEDERATION OF COMPANIES
STRATEGICALLY ALIGNED, DEDICATED TO OFFERING OUR CUSTOMERS CHOICE!

Pivotal
OPEN CLOUD DEVELOPMENT PLATFORM
BIG DATA SUITE
AGILE APPLICATION DEVELOPMENT

vmware
SOFTWARE-DEFINED DATA CENTER
HYBRID CLOUD
END USER COMPUTING

EMC II
INFORMATION STORAGE & PROTECTION
INFORMATION INTELLIGENCE

VCE
CONVERGED INFRASTRUCTURE

RSA
IDENTITY, SECURITY ANALYTICS, GRC

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FEDERATION SOLUTIONS INVESTMENT

ACCELERATING TIME TO VALUE WITH ENGINEERED SOLUTIONS

• 500 People, $100M OPEX, $14M CAPEX

• Two Federation Sites:
  – Palo Alto, CA: Hybrid Cloud Solutions
  – Durham, NC: Big Data Solutions

• Cloud:
  – 74 Person Years - 19,110 Person Days - 152,880 Person Hours

• Big Data:
  – 24 Person Years - 6,305 Person Days - 50,440 Person Hours
FEDERATION SOLUTIONS
ACCELERATING THE OUTCOME FOR FEDERATION CUSTOMERS

ENGINEERED SOLUTIONS
SOFTWARE ENGINEERING
PRE-DEFINED OUTCOME

ENTERPRISE HYBRID CLOUD
BUSINESS DATA LAKE
CLOUD FOUNDRY
DEVELOPER PLATFORM

REFERENCE ARCHITECTURES
INTEGRATION TESTING
ROADMAP ALIGNMENT
BEST PRACTICES

SECURITY ANALYTICS
END USER COMPUTING
FEDERATION ENTERPRISE HYBRID CLOUD

UP & RUNNING IN AS LITTLE AS 28 DAYS
FEDERATION ENTERPRISE HYBRID CLOUD
BUILT ON FEDERATION TECHNOLOGY
FEDERATION ENTERPRISE HYBRID CLOUD
AVAILABLE AS A CONVERGED SOLUTION

PRE-DEFINED SERVICES & WORKFLOWS

vRealize Operations
Operational Management

vRealize Automation
Self-Service & Automation

vRealize Business
Financial Transparency

EMC Cloud Service Providers
vCloud Air™ Network
HYBRID CLOUD
IN AS LITTLE AS 28 DAYS
EHC 3.0

- Multi-Tier Application Self-Service
- Network Microsegmentation With NSX
- Enhanced Data Protection Options
- Policy-based VM Encryption (Preview)
- VSPEX Blue (Preview)
Simpler & More Powerful Network Security

- Security Independent Of Network Topology
- Security Policy Can Be Based On Attributes From VM & App
- Ability To Isolate Specific Applications & Resources, Even Tiers Within Applications
EMC ACQUIRES

SECURE THE CLOUD. TRUST THE CLOUD.
Encrypt, control and monitor VMs across the hybrid cloud
SecureVM Boot Process

SecureVM pre-boot authentication & authorization based upon:

- IP address
- Cloud platform
- Operating System
- Boot volume unique ID
- VM integrity value

1. SecureVM agent boot request
2. CloudLink verifies VM identity & integrity
3. CloudLink approves and provides decryption key
4. VM decrypted and running
5. Data always encrypted in physical storage
**Benefits**

- No lock-in to proprietary solutions
- No additional cost incurred
- Leverages existing key management investment

**Optional External Key Stores**

- Windows Server
- Azure Key Vault
- Amazon S3
- HSMs (roadmap)
- 3rd Party Key Managers (roadmap)
FEDERATION ENTERPRISE HYBRID CLOUD

REDUCE COST AND INCREASE AGILITY IN TRADITIONAL IT

PRE-DEFINED SERVICES & WORKFLOWS

vRealize Operations
Operational Management

vRealize Automation
Self-Service & Automation

vRealize Business
Financial Transparency

EMC Cloud Service Providers

vCloud® Air™ Network

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GET STARTED WITH MODERN APPS
PIVOTAL CLOUD FOUNDRY AVAILABLE TODAY ON THE ENTERPRISE HYBRID CLOUD

PRE-DEFINED SERVICES & WORKFLOWS

PIVOTAL CLOUD FOUNDRY

vRealize Operations
Operational Management

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vRealize Business
Financial Transparency

EMC Cloud
Service Providers

vmware
vCloud® Air™
vCloud Air™ Network
FEDERATION BUSINESS DATA LAKE
STORE, MANAGE & ANALYZE ALL YOUR DATA
BUILDING DATA LAKES CAN BE HARD

MAP ANALYTICS USE CASE, ANALYTICS PLATFORMS, AND STORAGE

Customer Sentiment Analysis
Product Recommendation Engine
Product Performance & Reliability
Competitive War Games
Supply Chain Optimization

?  ?  ?

mongoDB  Pivotal  Hortonworks

?  ?  ?

MySql  cassandra  ?
FEDERATION BUSINESS DATA LAKE
BUILT ON FEDERATION TECHNOLOGY; AN OPEN ECOSYSTEM

- Pivotal
  - Cloud Foundry
- Third Party Products
- Pivotal
  - Big Data Suite
- vSphere
- EMC²

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FEDERATION BUSINESS DATA LAKE
AN ENGINEERED SOLUTION: AUTOMATION, SELF-SERVICE & POLICY

Data & Analytics Catalog

Pivotal
Cloud Foundry

Third Party Products

Pivotal
Big Data Suite

vSphere

Platform Manager

Data Governor

EMC²

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APPLICATIONS RUN ON THE DATA LAKE
PACKAGED APPS FROM THE FEDERATION & OTHERS; CUSTOM APPS

PACKAGED APPLICATIONS

CUSTOM APPLICATIONS

FEDERATION
BUSINESS DATA LAKE
FEDERATION SOLUTIONS WRAP-UP

• Federation Solutions Accelerate Time To Value
  – Reference Architecture: Validation & Best Practices
  – Engineered Solutions: Pre-defined Outcomes

• Big Federation Investment
  – 500 people, $100M Annually
  – 2 Federation Labs Sites

• Federation Solutions
  – Engineered Solutions: Enterprise Hybrid Cloud, Federation Business Data Lake, CloudFoundry Developer Platform
  – Reference Architectures: End-User Computing, Security Analytics