

ENTERPRISE HYBRID CLOUD

Driving Agility and Cost Savings for CIO and CTO Executives



CIO AND CTO EXECUTIVES

Challenge

In an increasingly digital world, CIO and CTO executives are under pressure to drive business value, increase revenue and boost innovation. Providing a clear path to deliver IT services with greater speed, agility and security, while keeping costs under control are proving to be extremely difficult.

Solution

With Enterprise Hybrid Cloud you can:

- Deliver cloud services on-demand
- Empower IT consumers through a self-service catalog
- Protect applications and data with always-on Infrastructure-as-a-Service
- Secure applications and encrypt virtual machines
- Communicate the value of IT services

PRIORITIES AND KEY CONCERNS

Organizations are looking to drive more business value, redefine their business models, and build an enhanced customer experience in an increasingly digital world. IT must fundamentally change how they deliver value to the business with demands dictating the delivery of traditional enterprise applications with greater speed and agility, while reducing costs and minimizing risks. Groundbreaking ideas are being brought to life with software at an unprecedented pace. CIO and CTOs are responsible for enabling IT to meet and even exceed business demands faster than ever before. A hybrid cloud helps organizations innovate rapidly while still delivering enterprise-grade performance, resiliency and security. Implementing a hybrid cloud with the scale, data protection, security and control the business needs isn't easy – until now.

HYBRID CLOUD MADE SIMPLE

HYBRID CLOUD PLATFORM FOR DELIVERING CLOUD SERVICES

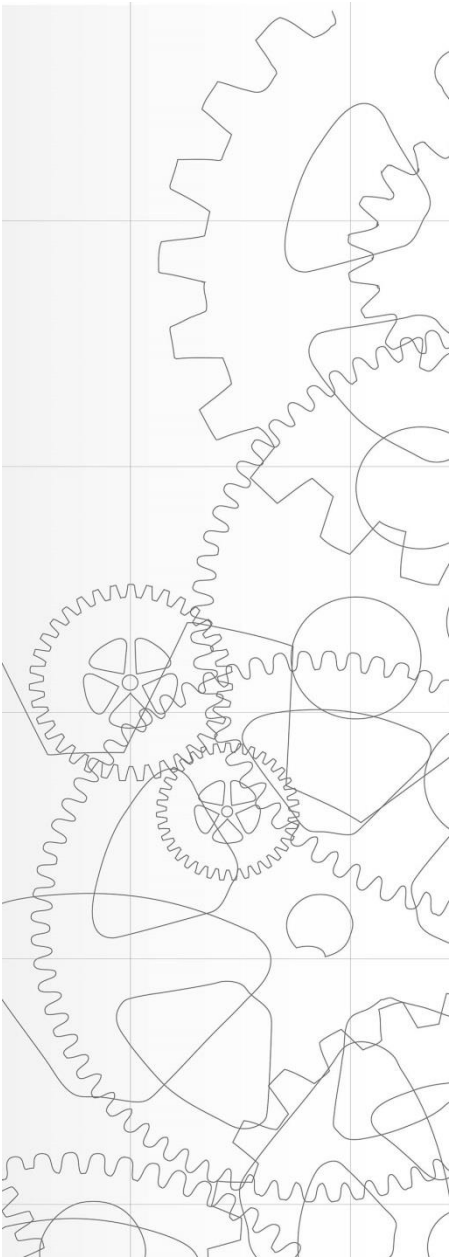
Enterprise Hybrid Cloud is designed, integrated and tested by EMC with automated workflows and application blueprints. The engineered platform is built on VCE converged and hyper-converged infrastructure to deliver a hybrid cloud platform making Enterprise Hybrid Cloud the foundation for Infrastructure-as-a-Service. Add-on options deliver services for data protection, disaster recovery, continuous availability, applications, VM encryption and application lifecycle automation for continuous delivery. Ecosystem extensions provide integration with core operational processes for application configuration, IPAM and service management and more. Enterprise Hybrid Cloud can be planned and implemented two times faster than building your own hybrid cloud.

AUTOMATED, ON-DEMAND ACCESS TO TRADITIONAL ENTERPRISE APPLICATIONS AND IT RESOURCES

A self-service catalog empowers IT admins, developers and business analysts alike to access and deploy traditional enterprise applications and IT resources on-demand. IT maintains the control and visibility by setting the policies through which the self-service catalog operates. What used to take months to provision, now takes minutes. Invest savings from improved efficiencies into new applications and innovations.

ALWAYS-ON INFRASTRUCTURE-AS-A-SERVICE

Deliver always-on Infrastructure-as-a-Service for traditional enterprise applications with active-active provisioning and data protection options to meet service level demands. The platform provides a continuum of data protection options such as backup, disaster recovery and continuous availability. With a well-run hybrid cloud, you can be confident that your IT consumers' infrastructure will always be available when they need it.



SECURE APPLICATIONS AND VIRTUAL MACHINES

IT consumers can secure each VM workload with a unique encryption key, helping guard against data theft. Secure isolation protects against unauthorized access across development, test and production workloads while network micro-segmentation delivers granular firewall protection between application layers.

PROFESSIONAL SERVICES ACCELERATE YOUR CLOUD JOURNEY

EMC along with VMware offer a holistic portfolio of services designed to help prepare for your hybrid cloud journey and quickly deploy Enterprise Hybrid Cloud. Services can extend the platform to meet unique business requirements for ongoing operational success. If you prefer a fully managed service, Enterprise Hybrid Cloud is available as a managed service via Virtustream.

SINGLE CONTACT SUPPORT MAKES IT SIMPLE

Enterprise Hybrid Cloud comes with world-class support through EMC. That means no matter where in the platform stack a problem may arise, you can simply contact EMC to resolve the problem.

TAKE THE NEXT STEP

Contact your EMC or VCE sales representative or authorized reseller to learn more about the Enterprise Hybrid Cloud and how it can benefit your organization.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller, visit www.emc.com, or explore and compare products in the [EMC Store](#).

EMC², EMC, the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. VMware is a registered trademark or trademark of VMware, Inc., in the United States and other jurisdictions. © Copyright 2016 EMC Corporation. All rights reserved. Published in the USA. 8/16 Handout H14626.5

EMC believes the information in this document is accurate as of its publication date. The information is subject to change without notice.

The EMC logo is located in the bottom right corner of the page. It consists of the letters "EMC" in a bold, white, sans-serif font, with a small superscript "2" to the right of the "C". The logo is set against a solid blue rectangular background.