



LINE OF BUSINESS MANAGERS AND APPLICATION DEVELOPERS

Challenge

As businesses struggle to stay relevant in today's digital era, the importance of accelerating delivery of new applications and services has heightened along with the ability to push out new code quickly.

Solution

With Enterprise Hybrid Cloud you can:

- Access IT resources on-demand via a self-service catalog
- Ensure consistency between environments
- Rapidly deploy new applications and services
- Scale IT resources on-demand
- Understand the cost of consumed IT resources
- Manage application protection

ENTERPRISE HYBRID CLOUD

Self-Service for LoB Managers and Application Developers

PRIORITIES AND CONCERNS

Application Developers play a strategic role in a company's success regardless of the industry. With mobile, social, cloud and big data in the spotlight, app developers are driving change like never before. However, in order to move the business forward they need the right IT resources to accelerate innovation. Line of Business Managers need instant access to IT resources that won't drain the budget.

ACCESS APPLICATIONS AND IT RESOURCES ON DEMAND

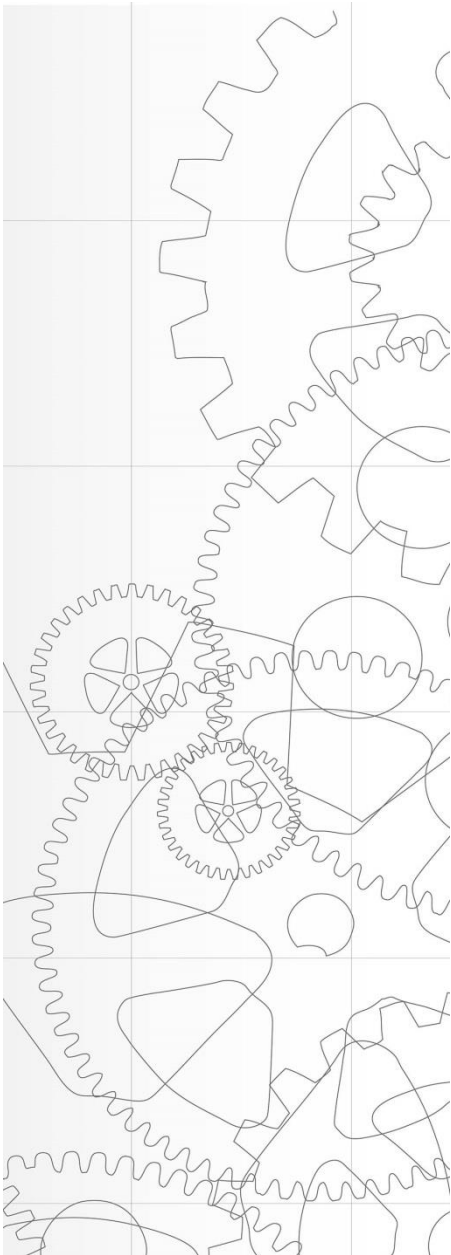
Enterprise Hybrid Cloud can help accelerate application development with access to modifiable application blueprints for deploying traditional enterprise applications and IT resources. Application blueprint defined by the Cloud Administrators, eliminate environment inconsistencies between development, test and production environments and are available on-demand through a self-service catalog. Orchestration of the application release lifecycle allows developers to deliver new services as soon as code is ready through continuous application development, integration and deployment management. Scale IT environments up or down quickly as workload requirements change. On-demand access to IT resources enables developers to invest more time innovating and creating business value.

METERING AND SHOW-BACK DELIVER FINANCIAL TRANSPARENCY

Built in dashboards deliver financial transparency; providing the visibility to match application workloads to the right cloud – private or public. Understand consumption costs, including comparisons between clouds based on pre-loaded industry data. With greater insights, you can align workloads with your cost, security, reliability and performance objectives.

ALWAYS-ON SECURE INFRASTRUCTURE-AS-A-SERVICE

Active-active provisioning across sites with built-in disaster recovery ensures your infrastructure is always on. Choose data protection and security options such as backup, disaster recovery, continuous availability and VM encryption for applications – all from the self-service catalog. As workload requirements change, modify resources accordingly. And you need not worry about data security or loss of control of application data; role-based policies prevent unauthorized users from gaining access. Secure isolation protects against unauthorized access across development, test and production workloads while network micro-segmentation delivers granular firewall protection between application layers.



FULLY ENGINEERED BY EMC

Engineered in EMC labs, Enterprise Hybrid Cloud can be planned and implemented two times faster than building your own platform. Add-on options deliver services for backup, disaster recovery, continuous availability, applications, VM encryption, continuous delivery for application release orchestration and more.

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.

Enterprise Hybrid Cloud continues to evolve, with new capabilities added as part of the platform release cycle with EMC testing the entire platform end-to-end, including upgrades from previous versions. Professional services are available to assist with upgrading the platform from one version to the next – protecting your investment.

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](#).

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