



## IT MANAGERS

### CHALLENGE

It can be difficult to bring together the security, compliance and reliability of private cloud with the simplicity, flexibility and easy access public clouds offer, while maintaining control and visibility – until now.

### SOLUTION

With Enterprise Hybrid Cloud you can:

- Deliver cloud resources with confidence and control
- Empower users via a self-service catalog
- Rapidly add new services and applications
- Manage environment health with intelligent monitoring
- Provide financial transparency to users

# ENTERPRISE HYBRID CLOUD

## Delivering Private and Public Cloud Resources for IT Managers

### PRIORITIES AND 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.

### DELIVER A HYBRID CLOUD WITH CONFIDENCE

Enterprise Hybrid Cloud can help organizations innovate rapidly while still delivering enterprise-grade performance, resiliency and security. Now you can combine the control, reliability and confidence of private clouds with the simplicity, flexibility and cost efficiency of public clouds to transform the delivery of IT services.

### BOOST PRODUCTIVITY WITH AUTOMATION AND SELF-SERVICE

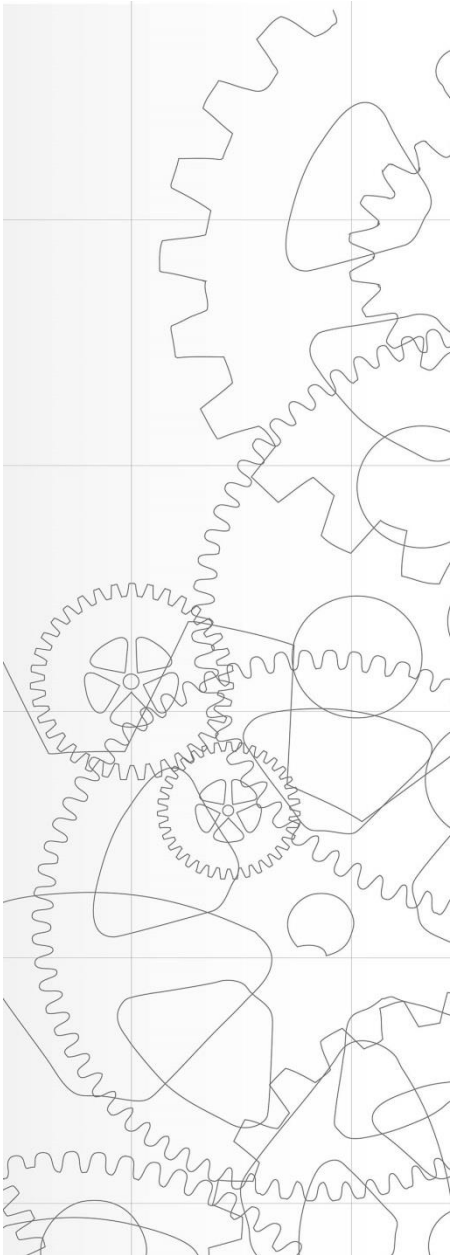
Free IT staff from manual, error-prone provisioning and boost productivity with automation and self-service. Workflows and application blueprints transform what was once manual into automated infrastructure provisioning and service delivery. Users are empowered to access traditional enterprise applications and IT resources via a service catalog, on-demand. IT maintains control and visibility by setting the policies through which the self-service catalog operates. What used to take months to provision, now takes minutes.

### ALWAYS-ON SECURE INFRASTRUCTURE-AS-A-SERVICE

Deliver always-on Infrastructure-as-a-Service for traditional enterprise applications with active-active provisioning across sites and data protection options to meet service level demands. Allow users to choose from a continuum of data protection and security options such as backup, disaster recovery, continuous availability and VM level encryption. With a well-run hybrid cloud, you can be confident that your users' infrastructure will always be available when they need it.

### INTELLIGENT OPERATIONAL MONITORING TO ENSURE CLOUD HEALTH

Automated and intelligent analytics-based monitoring helps minimize issues. Visibility into the health and performance of the hybrid cloud environment allows you to easily pinpoint problem areas and make adjustments to resolve them quickly.



### **METERING AND SHOW-BACK PROVIDE FINANCIAL TRANSPARENCY**

Communicate the value of IT services through built-in dashboards providing users with financial transparency to match application workloads to the right cloud – private or public. View cost comparisons between private and public clouds based on pre-loaded industry data. With better visibility users can select the performance and protection service levels that align with their workload and cost objectives.

### **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](http://www.emc.com), or explore and compare products in the [EMC Store](#).

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