The Pivotal Story

Leo Spiegel, SVP Strategy and Corporate Development
Forward Looking Statements

This presentation contains “forward-looking statements” as defined under the Federal Securities Laws. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in information technology spending; (iii) the relative and varying rates of product price and component cost declines and the volume and mixture of product and services revenues; (iv) competitive factors, including but not limited to pricing pressures and new product introductions; (v) component and product quality and availability; (vi) fluctuations in VMware, Inc.’s operating results and risks associated with trading of VMware stock; (vii) the transition to new products, the uncertainty of customer acceptance of new product offerings and rapid technological and market change; (viii) risks associated with managing the growth of our business, including risks associated with acquisitions and investments and the challenges and costs of integration, restructuring and achieving anticipated synergies; (ix) the ability to attract and retain highly qualified employees; (x) insufficient, excess or obsolete inventory; (xi) fluctuating currency exchange rates; (xii) threats and other disruptions to our secure data centers or networks; (xiii) our ability to protect our proprietary technology; (xiv) war or acts of terrorism; and (xv) other one-time events and other important factors disclosed previously and from time to time in EMC’s filings with the U.S. Securities and Exchange Commission. EMC disclaims any obligation to update any such forward-looking statements after the date of this presentation.

This presentation contains non-GAAP financial measures which include, but are not limited to, non-GAAP Gross Margin, non-GAAP Operating Margin, non-GAAP EPS, non-GAAP Net Income, Free Cash Flow and Non-GAAP Income Tax Rate.
Powering Digital Transformation

Pivotal enables enterprises to provide modern software-driven experiences for their customers and workforces.
Every Business is Becoming a Digital Business
Anatomy of a Modern Digital Business

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<tr>
<th>BUSINESS DRIVERS</th>
<th>“Catch people or things in the act and affect the outcome”</th>
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<td>• New systems of engagement</td>
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<td>• New business models</td>
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<td>• Internet of Things</td>
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<th>CAPABILITIES NEEDED</th>
<th>Compelling, Unique User Experience/Model</th>
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<td>Existing Systems</td>
<td>Data</td>
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<td></td>
<td>Analytics</td>
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<td>Platform</td>
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<td>Agile Product Development Culture</td>
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<th>ENABLED BY</th>
<th>The Private / Public Cloud</th>
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<td>“Infinite, inexpensive compute storage”</td>
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Building a Modern Digital Business

CEO/CMO
- How do we become an agile, digital business?
- People and organization
- Where/how do we start?

IT/DEVs
- How do we architect for agile, micro-services, continuous delivery, containers, security, etc.?

CIO
- Meet future business needs while simplifying and taking cost out of legacy?
- Avoid lock-in again?
- People and organization
Modern Approach for Digital Business

AGILE PRODUCT DEVELOPMENT
Agile practices and collaboration for product and culture transformation

- World class application development services
- Proven transformational methodology

BIG DATA
Modern, open, highly parallelized platform

- Hadoop, in-memory, and database software
- Industries most complete big data analytics offering

CLOUD NATIVE PLATFORM
Modern, open, highly automated cloud platform

- Platform-as-a-Service (PaaS) software with multi-cloud support
- Record-breaking sales growth and adoption
Pivotal Cloud Foundry for Open Cloud Computing
Pivotal Big Data Suite – Open and Cloud-Ready

Data Processing
- Spring XD
- Spark
- Pivotal HD

Advanced Analytics
- Pivotal Greenplum Database
- Pivotal HAWQ

Apps at Scale
- Pivotal GemFire
- Redis
- RabbitMQ
- Pivotal Cloud Foundry

Pivotal Big Data Suite
on Pivotal Cloud Foundry
Open Source is the New Standard

• Address the core needs across community
• Differentiated features/value-add
• OSS also enables customer-specific backlogs/features
Cloud Foundry: The Industry’s Open Cloud Standard

**PLATINUM**

EMC²  IBM  Intel  Pivotal  HP  VMware  SAP

**GOLD**

GE  Hortonworks  Capgemini  NTT  BNY Mellon  SAS

accenture  stackato  Swisscom  Ericsson  Verizon  CenturyLink

**SILVER**

Akamai  Alpine  Fujitsu  MimaCom  Mendix  CloudCredo

AppDynamics  anynines  Azul Systems  Altros  Bluebox

docker  JFrog  TOSIBA  Produban  Canopy

redislabs  StarkWayne  TELUS  MongoDB  Pivotal

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Open Data Platform Initiative

Rapidly accelerated certifications, ecosystem development and enterprise-grade quality

“ODP offers stability end users can invest in. That stability offers a catalyst for mainstream Hadoop adoption.”
"The senior leadership and stakeholders at Sundance all agreed that we needed to create the right digital infrastructure, and a partner like Pivotal could help us get there over the long-term."
PHILIPS

Philips chose Pivotal Cloud Foundry for a common digital platform

- Maturity and adoption
- Provisioning, configuration, control, monitoring and updates
- Elastic runtime service
- Choice of IaaS
- Built-in services
- Custom service brokers
Global communications group transforms into analytics business

- Real-time decision support system with direct client access
- Analysis of structured and unstructured consumer data, including campaign, search, social and mobile
- Real-time course corrections on ad campaigns in 57 countries
- Significant revenue improvement
"We chose Pivotal because it provides a 360-degree view of the process. This means delivering an enterprise-grade, commercially-supported platform based on Cloud Foundry. It means delivering best-in-class data technologies and enabling them on their platform. We are leveraging Pivotal’s experience and skills to deliver new applications for us."
Trusted partner for IT innovation and digital transformation

New mode for cloud-computing – open and enterprise ready

Gold standard for modern software development
EMC Federation of Companies

Pivotal
OPEN CLOUD DEVELOPMENT PLATFORM
BIG DATA SUITE
AGILE APPLICATION DEVELOPMENT

vmware
END USER COMPUTING
HYBRID CLOUD
SOFTWARE-DEFINED DATA CENTER

EMC II
INFORMATION STORAGE & PROTECTION
INFORMATION INTELLIGENCE

VCE
CONVERGED
INFRASTRUCTURE

RSA
IDENTITY
SECURITY
ANALYTICS
GRC