EMC Consulting
Visionary strategy, practical results
Aligning IT with business objectives.

Today’s IT decisions must be based on business criteria and backed by clearly defined strategic plans and direction.

CIOs with the vision of IT empowering business and delivering competitive advantage start by aligning IT and business objectives. Accomplishing this in an environment of 40 to 60 percent annual information growth, expanded regulatory compliance, new types of digital records, and flat or minimally increasing IT budgets—all while maintaining or improving service levels to users—is the challenge facing these same CIOs.
EMC Consulting can accelerate the process of maximizing IT impact through the strategic alignment of information and infrastructure. This strategy of proactively managing all your information assets while matching service levels to business requirements results in organizational transformation—making IT a vital partner in delivering value to the enterprise.

A powerful combination of business objectivity and IT expertise.

EMC Consulting combines business objectivity with the unparalleled technical resources and information lifecycle management expertise of EMC.

EMC Consulting takes an objective look at your IT information service requirements and their impact on and value to your business. Only then do we look at the role of technology and determine how it can support your information storage, management, protection, security, movement, and archiving needs—while helping you meet or exceed service-level requirements and assisting lines of business in achieving their objectives.

Our process begins with an in-depth dialog to clarify your business objectives. We look at how efficiently your information is currently used—both where it’s dormant and where it’s needed—to help optimize its availability. We conduct a gap analysis to highlight the differences between your business objectives and your current IT capabilities to support those objectives.

Once we fully—and mutually—understand your current IT environment and how it needs to support the business’s current and future requirements, we make recommendations on designing and implementing an information lifecycle management (ILM) strategy and the most appropriate IT infrastructure to support those requirements.

Implementing an ILM strategy gives you the ability to cost-effectively and strategically align your information infrastructure with your business needs based on your information’s changing value over time. As the world leader in ILM innovation, EMC can assist you in extracting the most value from your information—at the lowest possible cost—throughout its lifecycle.
“Echostar Communications Corporation needed to relocate its primary data center and called on EMC Consulting for planning and coordinating the entire project. In addition to a very successful move—on time and under budget—another benefit was that we now understand our internal business and IT infrastructure better. By carefully reviewing over 300 applications in a short period of time, we learned that there were capabilities we were not leveraging. EMC knows Echostar like our employees know Echostar, and EMC helped us focus on the strategy and not jump right into the tactical.”

Scott Piper
Vice President of Information Technology, EchoStar Communications Corporation

“EMC Consulting was invaluable in helping CheckFree develop our high-availability and disaster recovery strategy for the next 3-5 years. EMC’s vendor-agnostic approach and knowledge of industry-leading availability/recoverability solutions allowed us to develop a cost-effective solution that is aligned to meet current and future business needs.”

John Frech, Senior Vice President, CheckFree Corporation
EMC is the world leader in information lifecycle management.

EMC Consulting has the knowledge, experience, and proven track record of achievement necessary to move your business forward.

Today’s IT executives know that information, not servers or storage, is the most important corporate asset they manage. EMC’s information-centric approach differentiates our services from others because we focus on helping customers classify, consolidate, protect, manage, and leverage their information. We offer a unique perspective on IT and a comprehensive understanding of today’s information-related challenges as well as insight into emerging technologies.

- EMC works with some of the largest and most challenging information management and storage requirements in the world. We understand enterprise-scale demands and execute against our customers’ high expectations.
- EMC consultants have deep storage domain experience and use best practices gathered from over 1,000 consulting engagements, for customers of all sizes, around the globe.
- On average, companies implementing a tiered storage strategy will reduce storage costs by 20 percent when working with EMC Consulting—while at the same time optimizing service levels to accelerate application objectives such as revenue generation and customer service.
- EMC uses field-tested tools, proven methodologies, and industry standards such as Information Technology Infrastructure Library (ITIL) best practices to drive measurable, predictable, and consistent results.

EMC and ITIL

EMC Consulting leverages the newest chapter of the ITIL—Business Service Management—capturing its best practices and framework for managing storage. When combined with EMC’s highly experienced storage consultants—offering deep storage domain expertise—it is more likely to successfully leverage the full value of critical IT assets. This combination offers a practical approach that focuses on using existing technologies rather than a significant new technology implementation.
A unique mix of infrastructure experience and strategic business focus.

We blend infrastructure management strategy and operational best practices to achieve the results you need.

EMC Consulting works with you to define the lifecycles of varying types of business information, set policies to manage that information, and automate those policies through the most appropriate archive or data movement technology. Our portfolio of services includes:

**Classification and Policy Services** to identify business service-level requirements, develop a supporting tiered storage architecture, and then align applications to new tiers for cost and service-level optimization. Additional services include developing policies for the management and automated movement of data to meet changing business requirements over time.

**Infrastructure Consolidation Services** help customers optimize data center, application, server, and storage computing assets into a more efficient architecture that aligns with business requirements. We develop a strategy for customers to reduce the number of data centers, provide a business case and technology assessment, and develop a comprehensive migration plan. EMC assesses the current infrastructure to identify redundant or underutilized server and storage resources and process inefficiencies. We also examine your business objectives and operating model in order to align resources to optimize asset utilization, lower costs, and eliminate management challenges. The result is a simple, cost-effective, and flexible tiered architecture.

**Business Continuity Services** deliver business continuity capabilities to meet business requirements. These services include identifying the cost of business process outages, mapping the systems that support critical processes, identifying system vulnerabilities, and then offering strategies, to mitigate risk. Information Protection services also help customers improve backup and recovery performance.

A large element of an information protection strategy is disaster recovery planning. As organizations try to develop these comprehensive plans there are increasing challenges to consider. These can include regulatory pressure dictated by Sarbanes-Oxley, HIPAA, and Basel II; understanding the complexity of application interdependencies; and leveraging new technologies and planning for changes in the IT infrastructure. Strong recovery programs need to be built upon careful analysis of business requirements and all supporting components from hardware, software, network, and other facilities that comprise your IT environment.

**Information Technology (IT) Service Management** engagements recommend ways to improve the performance of data center operations. We help customers define IT management policies, processes, and procedures, as well as organizational roles and responsibilities. After prescribing how a company can best manage its technology infrastructure, EMC often helps customers automate their procedures by leveraging data center tools.

“If the Financial Times looks to work with sophisticated partners who help us adapt to the evolving needs of our business. Working with EMC Consulting, we found many areas within our storage infrastructure that could be refined to deliver significant business benefits and cost savings. We asked EMC Consulting to help us develop our information management infrastructure and strategy and manage the environment. EMC Consulting has provided us with the expertise to manage the infrastructure moving forward and helped remove a lot of complexity from the Financial Times’ IT infrastructure.”

Chris Hunter, Head of Services Delivery
Financial Times
EMC Consulting can help you realize your business objectives.

As the industry’s only information-focused consultants, EMC Consulting draws on both business and technical expertise to deliver end-to-end services that help companies of all sizes, in all industries, around the world align IT with business requirements. The result of this alignment enables businesses to realize objectives such as increased cost efficiency, improved information protection, achieve regulatory compliance, and attain business process efficiencies.

Data Classification

EMC Consulting has developed a unique framework for aligning information with infrastructure to meet business objectives. This framework assesses and classifies all of your applications and infrastructure to match the service levels required by specific lines of business. These service levels encompass four major categories of service capabilities:

• Primary Storage Services
• Archival Services
• Operational Recovery Services
• Disaster Recovery Services

Through the delivery of an enterprise-wide assessment and classification, information can be mapped to infrastructure to align and optimize service levels. The related dialogue created between IT departments and lines of business can result in savings, efficiencies, and a closer partnership in meeting business strategy and objectives.

Producing real results for our customers.

• EMC reduced the cost of storage for one of the world’s largest banks by 45 percent and reduced provisioning time from six weeks to 11 days.
• EMC helped a large healthcare provider identify over $13 million in storage-related savings—and attain over half of those savings in less than one year.
• EMC assisted a global brokerage firm in identifying over $19 million in savings over two years—and realizing $16 million in the first 18 months.
• EMC delivered a 24 percent operating expense reduction for a European utility company through information classification and tiering.
• EMC showed a major U.S. payroll outsourcer how to cut its backup time by 50 percent and save $1.6 million in hardware, software, and media.
• EMC designed and built a record retention strategy to address regulatory risks for a global pharmaceutical company.
• EMC developed a service catalog and information management policy for the treatment of information for a major life sciences company, enabling the IT department to operate as a break-even service.

Through hundreds of engagements, EMC Consulting has developed the service-level infrastructure classifications shown above and can apply them to your business.
Visionary strategy, practical results: the EMC difference.

EMC Consulting has extensive global resources that leverage the in-depth experience and knowledge of EMC’s technology and service professionals and EMC’s expertise, focus, and best practices in information storage and management. This experience includes thousands of information and infrastructure alignment engagements.

Proven methodologies developed by EMC Consulting can deliver significant results in IT service levels and cost savings. For example, on average, customers implementing a tiered storage strategy can reduce their storage costs by 20 percent with the help of EMC Consulting—while at the same time improving service levels to accelerate application objectives such as revenue generation and customer service.

Talk with your EMC account executive about how EMC Consulting can drive transformation in your business.

To learn more, visit www.EMC.com or call 1-866-464-7381.