EMC STORAGE MANAGED SERVICES

Improve utilization, reduce costs, and increase operational efficiencies with comprehensive managed services

THE BIG PICTURE
• Improve and align service levels
• Manage costs
• Leverage storage management skills and expertise
• Deliver IT as a business service
• Improve operational processes
• Focus resources on strategic initiatives

BUSINESS CHALLENGE
IT executives are under tremendous pressure to increase operational efficiencies in their businesses while keeping up with new technology trends. They must reduce cost, improve service reliability and performance, provide higher and quicker returns on storage asset investments, fill skill gaps, protect data, achieve regulatory compliance, and meet project timelines and deadlines. Meeting these demands often stretches limited resources and budgets and threatens the ability to meet service levels. Adding headcount may offer some immediate relief, but a lack of qualified operational and technical expertise and proven policies, processes, and tools makes inefficiencies and/or missed service levels inevitable. Customers who wish to focus more resources on business building activities and ensure that they consistently meet service level agreements can gain significant benefits from EMC® Storage Managed Services (SMS).

SOLUTION DESCRIPTION
EMC SMS support comprehensive management of your information infrastructure to reduce total operations costs—making them more predictable and improving storage platform utilization. This increases overall operational efficiency and quality of service. The SMS offering includes storage and backup resource management functions that are outsourced and staffed by a team of skilled EMC service professionals.

PORTFOLIO OF STORAGE MANAGED SERVICES CAPABILITIES
These engagements leverage EMC management and ITIL best practices, proprietary operational processes, and EMC management oversight. EMC SMS can be customized to meet your specific needs, and are available through the following delivery models.

• SMS Manage only—EMC provides operational labor support only, and you would acquire storage management assets under a separate agreement. Labor resources can be located either at your current site and/or remotely, depending on the specific scope and your needs.

• SMS Assets only—EMC provides storage hardware and software assets to you on a “right-to-use” basis. The assets are located on your premises and you pay only for resources consumed.

• SMS Manage and Assets—EMC provides the full storage environment, assets, labor, and charges.
DELIVERING VALUE

SMS provides you with access to a service model with EMC proven talent on a contract basis and offers contractual SLAs with penalties for under-performance. With SMS, you are able to leverage lower and more predictable costs that flex up and down based on actual consumption. This type of engagement assists in building a tiered storage structure that offers options for data placement based on data importance and cost. SMS leverages ITIL (Information Technology Infrastructure Library) best practices and standards for its delivery approach. Key elements of the delivery model include:

- Implementing common processes across the enterprise
- Documenting and/or monitoring inputs, outputs, and activities
- Documenting and monitoring controls

EMC will manage the successful transition to the SMS model—both for migration of data, if necessary, and the transition from your current support model.

“One of the main benefits of switching to a managed services paradigm is the fact that the staff can now focus almost exclusively on improving the way it designs cars instead of worrying about storage management and growth, aside from telling EMC how much capacity the company needs in any given month.”

WALDEMAR KLEMM,
 SENIOR MANAGER, IT, TOYOTA MOTORSPORT

SMS REPORTING SERVICES

One of the key benefits of an SMS engagement is the comprehensive and detailed reporting that is provided via the SMS portal. The SMS portal provides you with convenient web-based and e-mail methods to access details on your storage environment. The reporting is available 24x7 through the secure EMC portal, Powerlink®. The comprehensive reporting includes backup reporting, failures within the environment, billing audits, charges by geo/asset/tier, and asset management. It also provides automated trending analysis and forecasting. Chargeback data is available to feed even the most detailed chargeback systems, thus providing business units’ data on what you actually use. This enables you to manage your consumption and costs, and use the data in new project cost analysis.
WHY EMC?
EMC is 100 percent focused on information/storage management. Our organization uses a real-world defined, documented, and tested set of processes and policies based on ITIL and EMC best practices to help you gain the greatest value from your IT investments. We invest over $700 million each year on research and development for extensive information management. We employ over 3,000 engineers focused on developing information management products and services. We have more than 300 storage administrators, serving Fortune 500 customers around the world, and we invest in comprehensive training programs, for all SMS resources.

ABOUT EMC GLOBAL SERVICES
EMC Global Services provides the strategic guidance and technology expertise organizations need to address business and information infrastructure challenges and realize maximum value from their information assets and investments. We are committed to exceptional total customer experience through service excellence. Our 13,000+ professional- and support-service experts worldwide—plus a global network of alliances and partners—leverage proven methodologies, industry best practices, experience, and knowledge derived from EMC’s 30-year information-centric heritage to address the full spectrum of customer needs across the information lifecycle: strategize, advise, architect, implement, manage, and support.

TAKE THE NEXT STEP
Ask your EMC sales representative about the full spectrum of services from EMC that can benefit your organization, or visit our website at www.EMC.com/services/portfolio/managed-services/index.htm.