TOP 10 REASONS WHY CUSTOMERS DEPLOY VIRTUALIZED ORACLE ENVIRONMENTS ON EMC UNIFIED STORAGE

1. **SIMPlicity**
   It’s easy to deploy a “setup” wizard with application-centric provisioning.

2. **FLEXIBILITY**
   Run NAS and SAN together—all in one box.

3. **SCALABILITY**
   Expand storage, migrate data, and balance IOPS—all without downtime.

4. **EFFICIENCY**
   Fully Automated Storage Tiering (FAST VP) reduces a database administrator’s workload and optimizes storage allocation as database workloads change.

5. **PERFORMANCE**
   Deploying EMC FAST Cache increases Oracle IOPs by 180 percent and dramatically decreases database response times compared to all-Fibre Channel (FC) configurations.

6. **OPTIMIZATION**
   Oracle DBAs can reduce storage costs by up to 15 percent while improving performance with EMC FAST sub-LUN capability.

7. **RECOVERY**
   Reduce Oracle backup windows from hours to minutes with space-efficient snapshots, and gain between 84 to 92 percent storage savings.

8. **MANAGEMENT**
   Create virtualized Oracle environments using VMware® templates, taking advantage of the advanced management capabilities available in VMware® vSphere™.

9. **EASE OF INTEGRATION**
   EMC has over 60 points of integration with VMware to enhance backup, security, and storage management.

10. **PRODUCT KNOWLEDGE**
    In partnership with Oracle for over 15 years, supporting 70,000 joint customers, EMC provides the most complete solutions for optimizing your Oracle environments.

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To learn more about how EMC products, services, and solutions help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.