

TOP 10 REASONS WHY CUSTOMERS DEPLOY VIRTUALIZED MICROSOFT APPLICATIONS ON EMC VNX

1 SIMPLE

EMC® Unisphere® lets you manage growing volumes of information and provides access to simple Wizards and automated technologies that simplify complex tasks and enable systems to adapt easily to unforeseen changes.

2 EFFICIENT

EMC arrays are more efficient out-of-the-box using our FAST Suite. By using a small amount of Flash, FAST™ provides Flash performance to busy workloads, with the economic savings of cheaper rotating drives storing the idle workloads (reduce drive count by up to 66% while increasing performance, according to IDC).

3 POWERFUL

Track, tune, and boost performance across your entire system using Fully Automated Storage Tiering (FAST VP) and FAST Cache extended cache functionality. Run virtualized SQL database 3x faster.

4 UNIFIED

VNX® unified storage arrays let you easily run SAN and NAS together—all in one box, managed from the same interface. Connect and configure block storage or file shares utilizing FC, NFS, CIFS, SMB3, or FCoE.

5 SEAMLESS

EMC storage plugs directly into VMware® and Microsoft System Center for seamless and simple management using EMC Virtual Integrator (VSI) and EMC Storage Integrator (ESI) plugins. EMC was rated #1 for virtualization in 2011, 2012, and 2013 according to analyst firm Wikibon.

6 AUTOMATED

EMC FAST VP auto-tiering technology moves data to the right drive technology based on activity levels to reduce overall costs for database storage. Studies show that auto-tiering can reduce storage costs for SQL databases by up to 40 percent and reduce power costs by up to 45 percent and save up to 80% of DBA's tuning as opposed to manual database tuning.

7 JUST-IN-TIME

Avoid upfront "over-provisioning" and move toward dynamic capacity management with EMC VNX thin provisioning. Start small and grow storage as needed, reducing upfront costs—especially for large Microsoft Exchange mailbox databases and Microsoft SharePoint content databases. Sherweb, an EMC customer, avoided large upfront storage costs and allocated 80 percent less storage to its Exchange mailboxes.

8 SPACE-EFFICIENT

Reduce backup windows from hours to minutes with application-consistent space-efficient snapshots controlled by EMC AppSync™. New Trier High School, an EMC customer, reduced Exchange backup time from five hours to 30 minutes using EMC replication management technologies.

9 RESILIENT

EMC gives you the most protection options from built-in RAID and snapshots, to next-generation backup, and low RPO CDP (RecoverPoint) and continuous availability solutions (VPLEX®).

10 TRUSTED

As the world leader in storage, EMC provides more external storage than any other company for SQL, Exchange, and SharePoint. EMC VSPEX® architectures provide simple, flexible, efficient converged infrastructures based on extensive lab testing and deliver practices and deployment guidance. EMC Unisphere connects directly to a vast network of online support resources including live chat, community forums, and proactive dial-home integration.

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—or visit us at www.EMC.com.

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