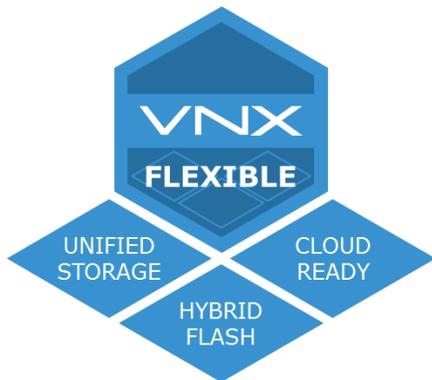


TOP REASONS WHY VNX FOR YOUR CLOUD



IT is under pressure to deliver increased value to the business and adapt to changing demands with greater speed in a more efficient way. Organizations want speed, simplicity, and flexibility but at the same time they don't want to give up trust, visibility and reliability. Deploying an EMC® hybrid cloud strategy allows you to achieve all of this. Whether you are interested in building out a private, public or hybrid cloud, a Software Defined Data Center (SDDC) or in offering IT-As-A-Service (ITaaS), Infrastructure-As-A-Service (IaaS), Backup-As-A-Service (BaaS) or Disaster-Recovery-As-A-Service (DRaaS), EMC VNX® has you covered.

With deep integration into major virtualization offerings, like Microsoft Hyper-V, VMware, Citrix and Openstack, and simplified and automated cloud tiering, the VNX is the most economical and flexible mid-tier solution for your private, public or hybrid cloud. Gain the financial advantage of greater efficiency and control by utilizing VNX to deliver IT-as-a- service.

TODAY'S HYBRID CLOUD WORLD



1

AGILITY

With support for private, public or hybrid clouds, VNX allows you to choose which cloud option best suites your needs. With unified support, for both file and block workloads, and deep integration with virtualization options from Microsoft, VMware, Citrix and Openstack, deploying a VNX based cloud will allow you to deliver those cloud services that drive value without compromising on choice. Build out your own cloud strategy and/or engage with a leading EMC [Regional Cloud Provider](#)

2

ECONOMICS

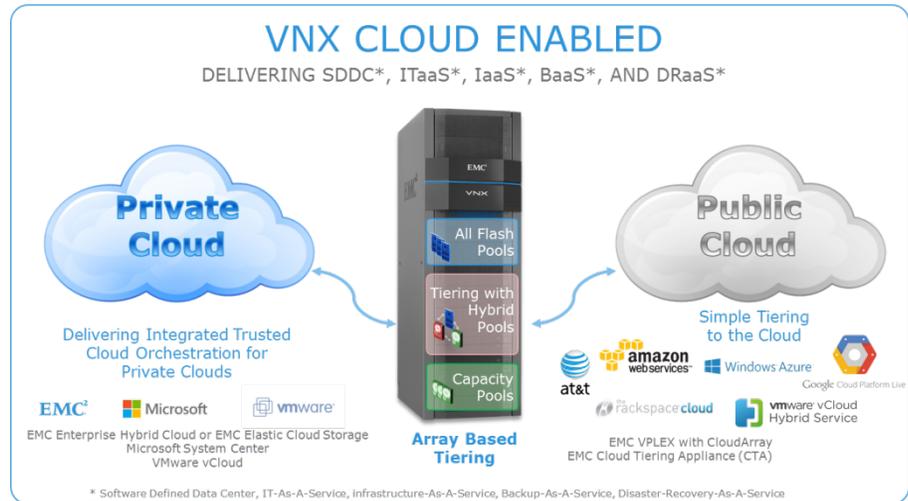
VNX's array- based tiering enables you get the performance of flash with the cost advantage of disk. Setting up all flash or capacity based pools, and tiering within hybrid pools is easier than ever with VNX. VNX delivers the best, consistent, economics without compromise. Consolidate all your workloads onto a VNX based private cloud and deliver IT-As-A-Service for the best efficiencies across your business. Add simple, automated policy based file tiering to the cloud to further reduce costs while expanding the abilities of IT departments to quickly deliver a catalog of services.

3

CLOUD INTEGRATION



VNX is a great foundation for a private, or hybrid cloud. With deep VMware and Microsoft HyperV integration, VNX ranks as a top cloud accelerator for both private and hybrid clouds. Delivering integration into all aspects of your cloud infrastructure is key, this includes workflow integration, application integration, virtualization integration, management, and storage to name a few. Simplified management orchestration delivered through the cloud allows you to manage your IT-As-A-Service. With a VNX based cloud, this can be achieved through leading integration with Microsoft System Center and VMware vCloud Automation. In addition, VNX offers free management plug-ins to Microsoft and VMware management tools (EMC Storage Integrator (ESI) and Virtual Storage Integrator (VSI) respectively). In addition, with EMC VPLEX and CloudArray integration and EMC Cloud Tiering Appliance support, you can now move your VNX data to the public cloud to further reduce costs.



4

DATA PROTECTION

All good cloud strategies include comprehensive integrated data protection practices. These practices should include backup and recovery, archival, continuous availability and disaster recovery practices. VNX integration with EMC Avamar and EMC Data Domain provide a backup infrastructure that is integrated into virtualization orchestration layers allowing you to quickly and easily set up multiple customizable data protection policies. With support for EMC VPLEX and VMware vSphere High Availability, you have the ability to federate across multiple data centers. And with EMC ViPR and EMC RecoverPoint integration you can select the disaster recovery option that meets your specific needs.

5

TRUSTED AND PROVEN

Designing, implementing and supporting an effective cloud strategy can be what sets your IT apart. Not only is it important to have and to utilize individual components, it is equally important to build in the workflow orchestration, to enable seamless data protection and to ensure your IT provides your business with reliable-IT, agile-IT and cost effective-IT. The way to do this is to utilize a trusted partner with a proven track record. EMC and our leading [Regional Cloud Providers](#) are such partners. Together we have deployed many VNX based cloud solutions.

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, visit www.emc.com, or explore and compare products in the [EMC Store](#).