

EMC VIRTUAL DATA CENTER SERVICES

Accelerate virtualization to reap benefits faster

Virtualization brings dramatic cost and flexibility benefits. EMC® Consulting Virtualized Data Center Services help you realize these benefits faster by building an enterprise-scale architecture that is flexible, agile, and aligned with your business requirements.

Private cloud provides business and IT operational benefits and enables you to deploy IT as a service to your partners and stakeholders. An important first step in your journey to private cloud is the virtualization of your data center.

In partnership with EMC Consulting, you can realize a fully virtualized data center that enables you to meet the business expectations of the most demanding stakeholders, while maximizing the efficiency of your IT environment and accelerating IT transformation.

BUSINESS CHALLENGES

While many organizations are realizing the benefits of virtualization, they often lack a comprehensive strategy that consistently addresses the needs of IT operations and critical applications. Only when operational teams and processes are optimized for virtualization will its promise of flexibility be realized. Only when data security, data protection, and compliance concerns are addressed will application stakeholders be comfortable with virtualization.

The challenge is one of maturity and execution. Finding the time for such a fundamental transformation of IT is difficult when budgets are tight and day-to-day tasks consume so much effort. You need the guidance of an experienced partner.

SCOPE AND APPROACH

EMC Consulting accelerates your return on virtualization investments. We expedite virtualization through a comprehensive approach spanning all phases of your initiative and addressing all aspects of your virtual infrastructure.

We address both your business objectives and virtualization technology needs with consulting engagements aligned to a common methodology derived from years of experience. By creating an enterprise center of excellence for your virtual data center initiative, we assure maximum impact and consistent results. We leverage consolidation, encapsulation, and automation to improve the efficiency and agility of the IT environment.

We focus on:

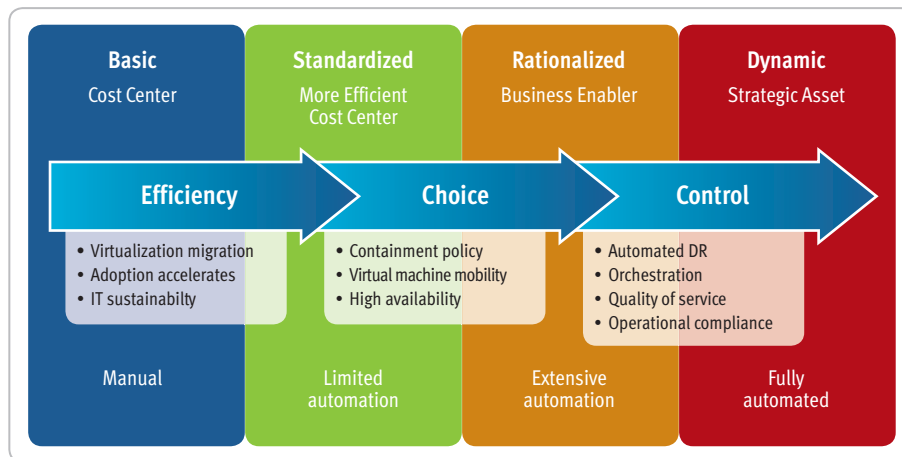
- **Transformation:** Delivers virtual data center migration planning, virtualization assessment, proof of concept, physical to virtual (P2V) migration, and information strategy for a rapid transformation
- **Sustainability:** Provides a detailed service catalog, business case, service deployment, and information strategy for sustaining the transformation to the virtual environment
- **Management:** Refines data center processes, technology, and the people who support it—while leveraging automation to lock in process improvements

- **Resiliency:** Protects the virtual environment with guidance and best practices for business continuity and backup, combined with security technology from RSA®, The Security Division of EMC

Taking an information-centered, holistic approach, EMC professionals minimize risk and business disruptions as you consolidate and build-out your virtual infrastructure. Our skilled delivery teams collaborate with you to develop customized engagement models to fit your needs throughout a virtualized data center deployment.

Ambition realized for major commercial bank

- Established a virtualization center of excellence
- Virtualized 2,500 servers over 18 months
- Projected \$9 million in savings



SERVICE VALUE

With EMC Consulting, you'll significantly increase the agility of your business through the flexibility of virtualization at enterprise scale. Our deep-domain expertise in virtual information infrastructure and extensive experience in data center operations and management ensures you avoid the pitfalls that can delay or sidetrack progress to virtualization benefits.

EMC Consulting—in partnership with key players in the virtualization market and through close coordination with you—drives the realization of your virtualization ambitions. We prepare you for further agility benefits from private-cloud approaches to IT, and accelerate IT's transformation into a strategic partner for the business.

EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions

in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

For more information about EMC Consulting, contact your EMC Consulting representative or visit www.EMC.com/consulting.

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