ENABLING BUSINESS and IT TRANSFORMATION
EMC FEDERATION CLOUD SOLUTIONS
2012–2014 The Relative Sizing

Platform 2.5 is Platform 2 Self-Service Automation

Platform 3 is defined by the capabilities in the application availability modular, scale-out, with infrastructure and services to match

Platform 2 is defined by availability of the infrastructure and Hypervisor

BILLIONS OF USERS

HUNDREDS OF MILLIONS OF USERS

PC

LAN/Internet Client/Server

Mobile Cloud Big Data Social Mobile Devices
FEDERATION ENTERPRISE HYBRID CLOUD
REDUCE COST AND INCREASE AGILITY IN IT
Federaion Enterprise Hybrid Cloud

Thousands of Engineering Hours

Engineered Solution
Designed, Tested, Proven
Hardware & software integration

28 Days to be Up and Running

Services Delivery
Services for any phase—prepare, deploy, extend, manage

Single-Call Support
Across all solution components

Empowering ITaaS Transformation

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Build Your Own ≠ Engineered Solution

BUILD: 6–18 Months

Federation Enterprise Hybrid Cloud <1 Month

Agile IT at the Speed-of-Business
Placing Business at the Driver Seat

FEDERATION ENTERPRISE HYBRID CLOUD

Simplified Self-Service IT

ANYTHING-AS-A-SERVICE

Backup Policy and Retention Choice
- Daily backup with 1 year retention
- On-demand restore

Storage Choice
- Platinum
- Silver
- Gold
- Public Cloud

Automation and Service Level Selection
- High availability for workloads
- Automated disaster recovery
Automating Application Deployments

FEDERATION ENTERPRISE HYBRID CLOUD

SERVICE BLUEPRINTS

End user
Self-provision multi-tier apps within minutes

IT admin
Create/customize FEHC application blueprints

Dev/Test

Production

Request
Provision
Manage
Retire

Agile and Simplified App-as-a-Service

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...By Delivering IaaS as the Foundation for ITaaS

FEDERATION ENTERPRISE HYBRID CLOUD

PRE-DEFINED SERVICES AND WORKFLOWS

Operational Management
vRealize Operations

Self-Service and Automation
vRealize Automation

Financial Transparency
vRealize Business

Self-Service and Rapid IT
Best-of-Class Cloud Management

VIRTUALIZED Infrastructure

vSphere
NSX

CA and DR
VPLEX
RecoverPoint

Backup and Recovery
Data Domain
Avamar

Converged
Hyper-Converged
Accelerated Deployment
Converged Infrastructure

Infrastrucure Choices

Engineered Solution

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Ability to Broker Services from Public Cloud

FEDERATION ENTERPRISE HYBRID CLOUD

SERVICE CATALOG

Operational Management
vRealize Operations

Self-Service and Automation
vRealize Automation

Financial Transparency
vRealize Business

VIRTUALIZED Infrastructure

vSphere

CA and DR
VPLEX
RecoverPoint

Backup and Recovery
Data Domain
Avamar

BYO

Accelerated Deployment
Converged Infrastructure

Delivering Best of All Worlds

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XaaS with Add-On Modules

FEDERATION ENTERPRISE HYBRID CLOUD

- Application Self-service
- Encryption Services
- Big Data App Self-service
- Disaster Recovery-as-a-Service
- Backup-as-a-Service

IaaS
- Operational Management
- Self-Service and Automation
- Financial Transparency
  - vRealize Operations
  - vRealize Automation
  - vRealize Business

CA and DR
- VPLEX
- RecoverPoint
- Backup and Recovery
  - Data Domain
  - Avamar

VIRTUALIZED Infrastructure
- vSphere
- NSX

Virtualized Infrastructure
- vRealize Business
- vRealize Operations
- vRealize Automation

Converged Infrastructure
- BYO

Enabling the Path to ITaaS
XaaS with Add-On Modules—3rd Party Integration

FEDERATION ENTERPRISE HYBRID CLOUD

Puppet Enterprise Integration
Palo Alto Networks Integration with NSX
InfoBlox Integration w/ vCenter Orchestration
ServiceNOW CMDB Integration

IaaS

Operational Management
Self-Service and Automation
Financial Transparency

vRealize Operations
vRealize Automation
vRealize Business

CA and DR
VPLEX RecoverPoint

VIRTUALIZED Infrastructure

vSphere
vRealize
vCloud Air

Backup and Recovery
Data Domain
Avamar

Converged Infrastructure
BYO

Extended Ecosystem for Your Environment

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Built-in Security

Network Micro Segmentation via VMware NSX Integration

Policy Based VM Encryption—New and Existing Workloads

FEDERATION ENTERPRISE HYBRID CLOUD

IaaS

VM

BYO

Converged Infrastructure

vRealize Business

Financial Transparency

Operational Management

Self-Service and Automation

vRealize Automation

VIRTUALIZED Infrastructure

EMC Cloud Service Providers

FEDERATION ENTERPRISE HYBRID CLOUD

Minimized Risks

No Communication Path

Controlled Communication Path
Always on IaaS

FEDERATION ENTERPRISE HYBRID CLOUD

Non-Stop Business

DEPLOY FED EHC TO MULTIPLE SITES
ACTIVE WORKLOADS ON BOTH SITES
BACKUP POLICIES TRAVEL WITH VMs
VM SITE AFFINITY
ACTIVE/ACTIVE SITES

SITE 1

VM

VM

VM

VM

VM

SITE 2
IaaS with Data Protection-as-a-Service

FEDERATION ENTERPRISE HYBRID CLOUD

1. Automate end-to-end DR (failover and failback)
2. VPLEX for near zero RTO/RPO and transparent workload mobility between sites
3. RecoverPoint Replication across unlimited distances for Point-in-Time recovery
4. Avamar/Data Domain—optimized daily backup, without data ever leaving Vblock and offline copies without security risk of tapes/truck

Always On Data Protection
XaaS + Data Protection + Ease of App Deployment

Only Cloud Solution to Deliver All!
SINGLE CALL SUPPORT

EMC²

Cross-trained EMC and VMware Resources

VCE customers continue to call VCE
Federation Enterprise Hybrid Cloud

Contact Any Federation Company

Collaborative Issue Analysis, Diagnosis and Resolution

Leveraged Investment

FEDERATION PARTNER ENGAGEMENT

Federation Joint Lab

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Ready—Foundational Services

SOLD WITH BASE FEDERATION ENTERPRISE HYBRID CLOUD SOLUTION

ARCHITECTURE AND DESIGN

Customer-specific implementation and integration planning for the pre-engineered FEHC solution

IMPLEMENTATION

Rapid deployment per Solution BOM and 30 days of transitional operations support

OPERATIONAL FEHC

• Operational FEHC
• 3 deployed IaaS Blueprints (S/M/L—Win or Linux)
• 30 days out-tasking Operational Management

Delivering to Your Needs
Extend—Foundational Services

APPLY THE SOLUTION TO YOUR REQUIREMENTS

Populate Your Hybrid Cloud
Extend AaaS Blueprints (Desktop, ORCL, Microsoft, SAP, other apps) to Enterprise Applications

Add Service Blueprints
• Additional IaaS Blueprints (w/wo Advanced HA and BCDR)
• PaaS Blueprints (Agile App Development)
• AaaS Blueprints (Desktop, ORCL, Microsoft, SAP, other apps)

Operationalize Your Hybrid Cloud
• Skill enhancement with Educational Services
• Transform the operating model (people and process)
• On-going operations with Managed Services

Integrate Additional Hardware and Software
• Management Frameworks (e.g., ServiceNow)
• Enterprise Software (e.g., Directory Services, DNS, CMDB)
• Enterprise Hardware (e.g., Firewalls, Networking)

Extend Resiliency
Provide continuous availability and Disaster Recovery

Scale-out to Public Cloud of Choice
Extend services to preferred Public Cloud providers (e.g., vCloud Air)

Delivering to Your Needs

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Bimodal IT—More Than Just Infrastructure Transformation

APPLICATION TRANSFORMATION

TRADITIONAL

NEXT GENERATION

INFRASTRUCTURE TRANSFORMATION

VIRTUALIZED Infrastructure

vSphere  NSX

Converged Infrastructure  BYO

Self-Service and Automation

vRealize Operations  vRealize Automation  vRealize Business

Financial Transparency

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A Strategic Partner for Your Success

Fastest Time-to-Value
Instant access to the hybrid cloud, and data lake with industry-leading converged infrastructure

Best-in-Class, Together
Best-of-breed solutions from each of the Federation companies, engineered to work together

Unified Support & Service
Seamless support and service experience across different Federation companies

Choice and Flexibility
No vendor lock-in means customer choice, confidence, and future flexibility