

EMC Velocity² Technology and ISV Program for OEM Partners

Meet your customer requirements with embedded software from a global technology leader

The Big Picture

- Embed the most open, extensible information infrastructure platform
- Store, manage, protect, and share information with best-in-class offerings
- Lower development costs by leveraging EMC's R&D investment and new product releases
- Focus your core competencies on meeting specific market requirements
- Speed time to market by leveraging dedicated technical support, training, testing, and certification services
- Expand market reach with differentiated offerings
- Shorten sales cycles with certified offerings

Gain a competitive edge by embedding EMC[®] software

Your customers demand (and deserve) the features and functionality that fit the specific needs of their business or industry. For you to be successful as a software developer, you must meet these customer requirements by delivering the right product—on time and on budget.

You can count on EMC to help you meet those requirements. Through an OEM partnership with EMC, you can deliver a complete customer experience, either through an on-premise delivery or as an SaaS (Software as a Service) offering. EMC's OEM partnership program has been built from the ground up to meet your business needs, including a flexible pricing model to suit your requirements. And EMC helps and supports its OEM partners with enterprise-class products, technical expertise, engineering resources, and integration support—all designed specifically for OEM partners like you.

As an EMC partner, you'll work with the sixth largest software vendor in the world. There are clear benefits to working with a leader like EMC, which offers the only open, extensible information infrastructure platform available for integrating content, applications, and servers. That's good for you because it means you can focus on your own business or industry expertise and embed information management capabilities to support your development.

Embedding best-in-class software to store, manage, protect, and share information enables you to reduce development costs, expand market reach with differentiated offerings, and deliver your products to market faster. Let us help you gain that competitive edge and deliver the integrated solutions your customers demand.

Enhance your product with a best-in-class platform

EMC provides a complete range of complementary technologies to meet the needs of your customers, from enterprise content management and information rights management solutions to scanning and image processing solutions and backup and recovery technology.

Partner success stories

OEM partners who have found a competitive edge with EMC report stronger product offerings and faster time to market, resulting in increased profitability.

Personalized enterprise communications solutions provider:

Serving content-driven organizations worldwide, this company chose to embed EMC software because of its integrated, highly scalable content management platform. Leveraging EMC's R&D investment has accelerated time to market, and enabled customers to deploy more quickly with a pre-tested, accredited application.

Healthcare information technology systems provider:

A leading provider of healthcare information systems wanted to focus its internal development efforts on the healthcare-specific functionality of its software. The company embedded EMC ApplicationXtender and DiskXtender, benefiting from the applications' ability to manage a large amount of data using tools and technologies consistent with its software architecture.

At EMC, we're committed to delivering open-architecture technologies that work across multiple environments, integrate with third-party applications, scale with your needs, and deliver the performance your customers expect. A full set of documented APIs and seamless integration across multiple environments and third-party applications provide the flexibility to meet the needs of your customers. Because EMC solutions are scalable and standards-based, they work within your existing IT infrastructure.

And by building on EMC technologies for core information lifecycle management, you can help your customers extend the investment they've already made in EMC products. You'll simplify implementation and reduce customer ownership costs by streamlining their procurement, support, installation, and configuration. And you'll shorten *your* sales cycles by offering certified products proven to integrate with the EMC information infrastructure platform. One-stop shopping and out-of-the-box licensed solutions offer your customers a value proposition they won't find anywhere else.

In short, when you embed EMC technology in your application you can be sure it will work—for you as well as for your customers.

Leverage market-leading products

EMC software can be embedded into the packaged applications and service offerings you develop, distribute, or host. Where appropriate, EMC software can be completely re-branded to meet your needs. EMC products that can be embedded in your applications include:

- **Archiving software**—including the EMC DiskXtender®, EMC EmailXtender®, and EMC DatabaseXtender™ products
- **Backup and recovery software**—including the EMC NetWorker™ and EMC Replication Manager products
- **Business continuity and availability software**—including NetWorker and Replication Manager
- **Collaboration software**—including EMC Documentum® eRoom®
- **Content management software**—including the EMC Documentum, EMC Captiva®, and EMC ApplicationXtender® products
- **Intelligent information management software**—including EMC Infospace™

As an industry first, we've designed the first embeddable enterprise content management platform: EMC Documentum Content Server OEM Edition. This customized OEM version provides enterprise-level functionality and benefits such as security, scalability, and support for distributed environments. With single-button installation, a small application footprint, and minimal administration, Documentum OEM Edition enables you to deliver richer content-based applications while lowering your development costs.

Lower costs and get to market faster

You can rely on EMC to help your organization develop more complete and differentiated products while reducing product development costs and speeding time to market. Our dedication to building an underlying information infrastructure while ensuring technically superior offerings frees your organization to focus efforts on your core competencies and applications. In just the last three years, for example, EMC has invested nearly \$10 billion in R&D and acquisitions to further product development. Our new products along with product enhancements and features enable you to quickly modify your existing solutions or present entirely new solutions to your customers.

Partner success stories [cont'd]

Outsourced services provider for the investment community:

The objective for this company was a single enterprise content management system that could tie more than 100 different document types into the business processes managed by its software. EMC software fit the bill because of its wide range of functionality and flexible APIs for extensive customization, and its strong technical resources to support the integration.

Provider of digital office equipment:

With a goal of offering its customers outsourced document management on demand, this leading provider of digital office equipment chose to embed the EMC Documentum platform. The partnership has expanded the joint market opportunity with a hosted, enterprise-class solution delivered on demand and pre-configured for departments within enterprises or small to medium businesses.

You can also rest assured knowing that EMC will provide the specific application interoperability testing and certification you require. You save time and money while we stand behind you with strong technical expertise, engineering resources, training, and integration support to accelerate your success.

Get a fast start with the EMC Velocity² Technology and ISV Programs

Companies interested in embedding EMC products can join the Velocity² Technology and ISV Program. This best-in-class program provides a range of business and technical benefits and entitlements to fit your requirements as an OEM partner, whether you deliver a solution through on-premise delivery or as an SaaS offering.

Benefits to Velocity partners include technical support, access to training, application interoperability testing, and certification. A four-tiered model reflects the degree of integration or certification with EMC products as well as partner effectiveness in influencing, co-selling, or reselling EMC products. While partners experience multiple benefits at every level, the highest levels provide additional sales and marketing support.

As a partner, you'll also be able to ensure quality and compatibility with EMC products through the Application Developer Program. This specialized program, available only to members of the EMC Velocity² Technology and ISV Program, provides a complementary and comprehensive set of benefits to help you target, design, develop, and promote your offerings. Participation helps you gain in-depth knowledge about EMC product architecture, upcoming releases, and longer-term roadmaps, providing an opportunity to future-proof your investment.

Furthermore, by participating in the Application Developer Program you have access to pre-release software, application architects, application-specific interoperability testing and certification, "FirstLook" release analysis articles, and design workshops.

Partners may also submit an offering to be Designed for EMC accredited. Once the evaluation process is complete, an offering that has demonstrated compliance with the required criteria (as stated in the Designed for EMC specification) receives additional marketing promotion and is included in the EMC Partner Application Portfolio.

“We chose to embed EMC Documentum OEM Edition because EMC is a market leader in enterprise content management and archiving. The OEM partnership enables us to focus on our competencies and to benefit from EMC’s R&D investments. We have been able to get to market faster with greater functionality by leveraging the well documented APIs and EMC’s dedicated technical resources. This has expanded our market reach with a differentiated solution for real-time, dynamic content publishing and has enabled customers to deploy more quickly with a pre-tested, accredited application.”

- Nasser Barghouti,
Chief Technical Officer,
Document Sciences Corp.

Partner with the recognized market leader

The EMC partner ecosystem is critical to multiplying the value that customers derive from their solutions, and EMC carefully nurtures its global network of technology partners, ISVs, OEMs, and systems integrators.

When you partner with EMC, you work with a company recognized globally as a technology leader in products, services, and solutions for information management and storage. You have a partner committed to excellence in multiple categories and markets spanning financial services, energy, manufacturing, healthcare, and more. You benefit from the resources of a company with more than 30,000 employees worldwide and over 2,000 product patents. And you profit from partnership with one of the top ten technology companies in the world.

Take the Next Step

To learn more about how an OEM partnership with EMC can help you gain a competitive edge, visit <http://software.EMC.com> or call **800.607.9546** (outside the U.S.: +1.925.600.5802).



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