

EMC PRIVATE CLOUD ACCELERATION SERVICES

Accelerating IT services to the business

Data centers are at a critical juncture, caught between changing business requirements and the constraints of legacy applications and infrastructure. A private cloud, controlled and run by IT, comprised of internal and external IT infrastructure, and operated as a service can enable your transformation from a legacy IT organization to a strategic business partner. Doing this successfully requires you to assess technology and operational dimensions as well as develop a long-term plan.

BUSINESS CHALLENGES

Accelerating your adoption of a private cloud requires a transformational approach to IT. Private cloud changes the architectural underpinnings of infrastructure and applications, including compute, network, and storage resources. Instead of rigid, siloed physical configurations, these resources are pooled and dynamically provisioned at the enterprise level. This requires a consistent virtual architecture to address the service-level requirements of application owners, and easily adapts to changing business needs.

Operational processes will need to leverage what has worked in your existing operations and tune new processes for the flexibility of virtualization technology and its associated management tools. To manage the dynamic virtual infrastructure most efficiently requires an operational model optimized for virtualization. For example, in a private cloud, backup and business continuity processes must change to reflect the new architecture and capabilities of virtualized enterprise applications. These new processes require a transformation not only in technology, but also in the skills of data center personnel.

The implementation of a private cloud is a long-term investment in the enterprise IT environment which requires engagement of business stakeholders throughout the initiative. Project expectations must be effectively managed, and benefits need to be realized to ensure executive management support for the overall goals of the initiative.

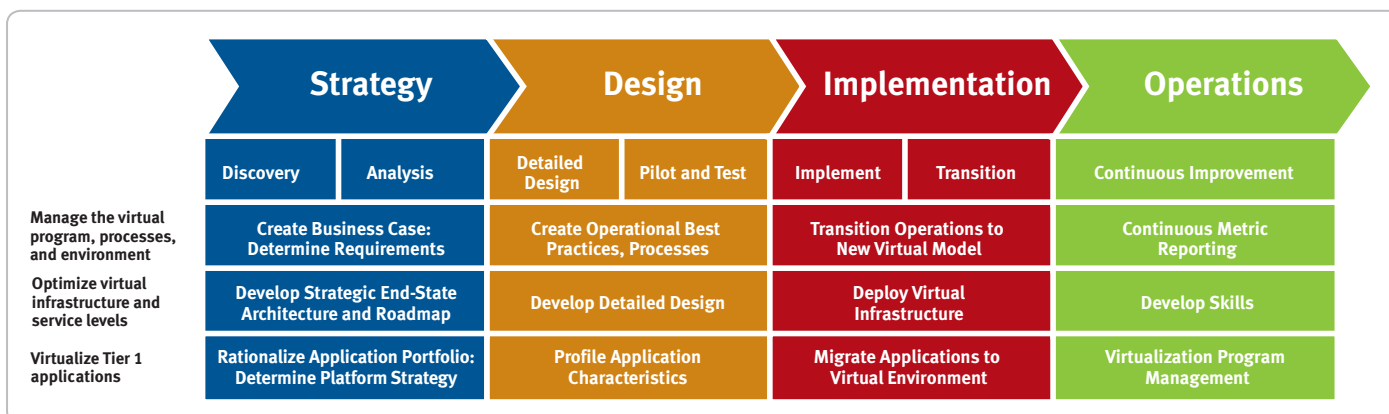
SERVICE DESCRIPTION

EMC® Global Services provides capabilities to help customers tackle their most important issues and develop solutions to these challenges. We offer a full range of consulting, implementation, residency, management, and education services to drive every phase of your private cloud initiative. We provide the guidance and expertise to help you define the optimal virtualized architecture to achieve your business objectives.

To obtain maximum value, we deploy services using a lifecycle approach that considers the strategy, design, implementation, and operations of your business initiatives. Specifically our services help you with the following phases:

- **Strategy**—we provide consulting services to explore the possibilities of the private cloud and help you define a business case, rationalize application portfolios, and develop an end-state architecture and roadmap.
- **Design**—we provide planning and blueprinting services to develop detailed architectural designs and migration plans.

- **Implementation**—we provide implementation services to flawlessly execute the private cloud deployment plan.
- **Operations**—we provide residency and education services to drive continuous improvement through skills development. We also benchmark using metrics reporting and maximize overall effectiveness by automating procedures based on best practices.



Why EMC Global Services for private cloud

- Leading, information-focused services organization
 - 13,000+ Global Services professionals
 - Over 1500 trained virtualization resources
 - 350+ registered VMware® Certified Professionals (VCPs)
 - Premier partner in VMware Partner Network
 - VMware Authorized Training Center
 - EMC Proven™ Solutions for VMware:
- 7 Global Solutions Centers
- Microsoft® Gold Certified Partner with 11 competencies
 - Alliances with SAP, Oracle, and Microsoft

SERVICE VALUE

Private Cloud Acceleration Services from EMC Global Services help you advance on your strategic journey to the private cloud. We enable you to unlock the full potential of your virtualized environment. Our expertise in applications, virtualization, and information infrastructure make us the partner of choice to help you address the challenges of virtualizing your data center. EMC services enable you to:

- Dramatically lower capital and operating expenditures
- Accelerate IT's transformation into a service provider to the business
- Drive efficiencies by accelerating the utilization of server, desktop, application, and storage infrastructures
- Simplify IT operations with advanced management tools, backup, and disaster recovery processes that are optimized for private cloud
- Address the concerns of application stakeholders and demonstrate best practices for virtualizing Tier 1 applications
- Meet service-level requirements to protect critical information with backup, business continuity, and security for the virtual environment
- Benchmark the success of your virtualization initiative against key indicators to keep business stakeholders engaged

WHY EMC GLOBAL SERVICES?

EMC Global Services creates fully virtualized private clouds for our customers, leveraging our deep domain expertise in virtualization, IT operations, and data center infrastructure to transform IT from a technology center to a strategic asset of the corporation.

With 13,000+ services professionals worldwide, plus a global network of alliances and partners, EMC Global Services provides the full spectrum of strategic guidance and technology expertise that organizations need to address their business and IT challenges and derive the maximum value from their physical and virtual information assets and investments.

CONTACT US

To learn more about EMC Private Cloud Acceleration Services, contact your EMC representative or visit www.EMC.com/services.

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