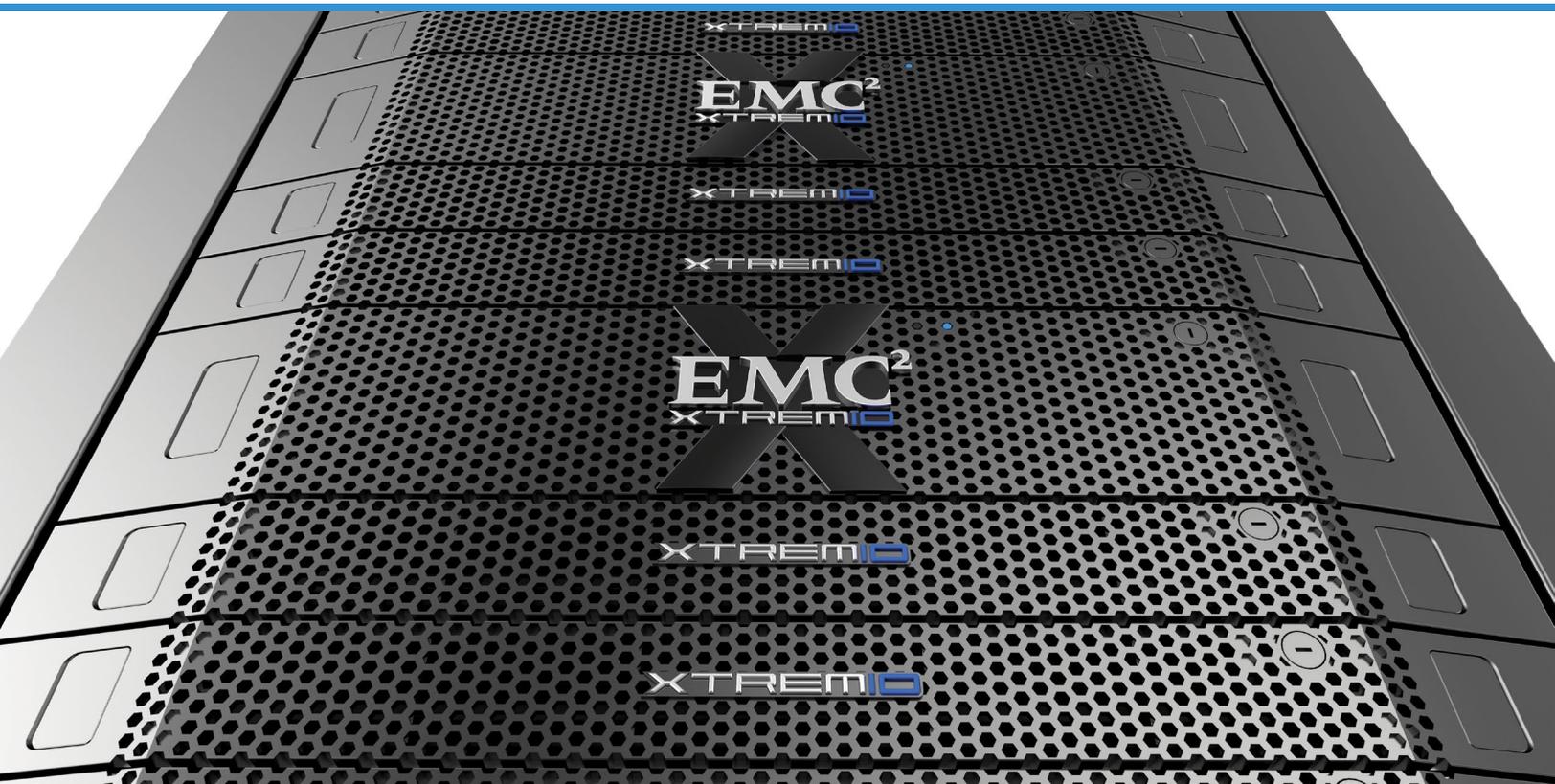


WELCOME TO YOUR
AGILE DATA
CENTER

Transformed by XtremIO – The World's #1 All-Flash Array

"Next-generation AFAs with scale-out architectures can fundamentally change the way we operate, both in the data center and all the way out to the lines of business."

– George Crump, Chief Analyst
Storage Switzerland



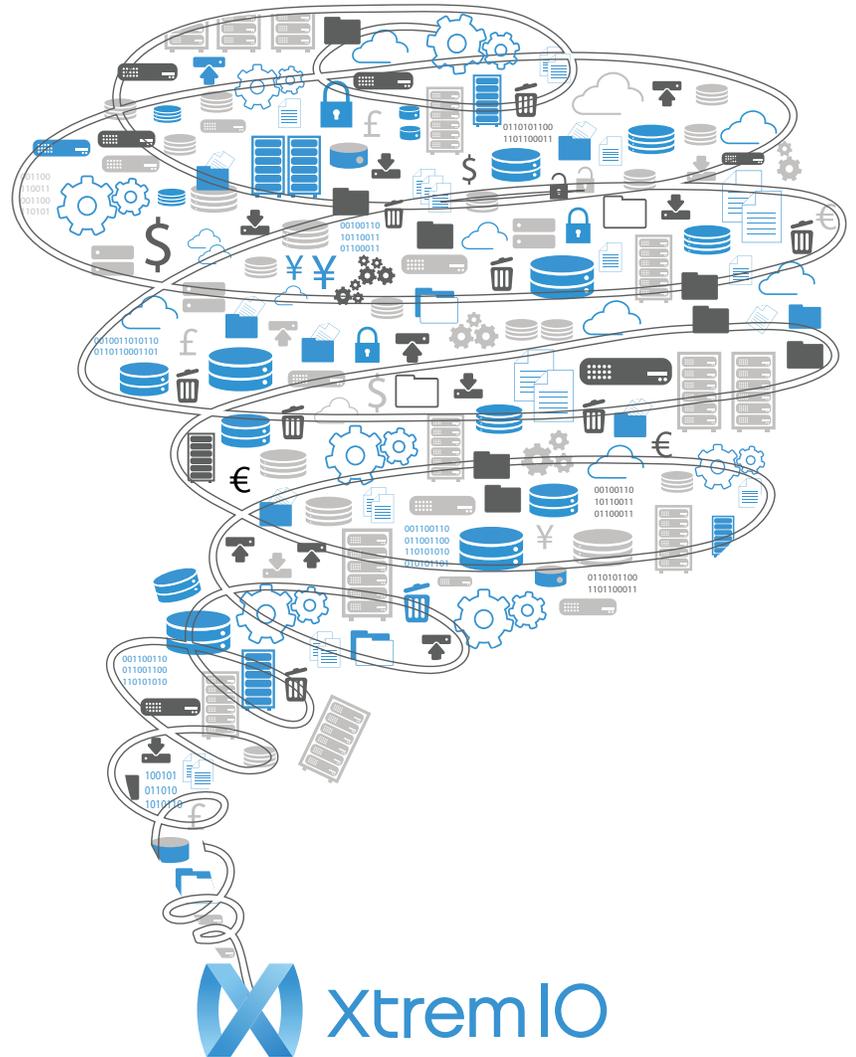
XTREMIO – MUCH MORE THAN SPEEDS AND FEEDS. IT'S ABOUT BUSINESS TRANSFORMATION.

Your data center struggles with competing requirements from your lines of business and the finance, security and IT departments. While some executives want to lower cost and increase efficiency, others want business growth and responsiveness.

But today, most data center teams are just trying to keep up with application service levels, complex workflows, and sprawling infrastructure and support costs. These processes are anything but agile, often requiring:

- Up to 10x the storage footprint to support a single application across its production and non-production lifecycles
- Hours or days to generate analytics on what you need to know now
- Long development and testing cycles where only partial data sets and user loads are used in order to contain costs

If this seems familiar to you, data storage is likely a bottleneck in your business. There's a solution. **With XtremIO all-flash arrays (AFAs), you can have a dynamic data services platform.**



XTREMIO: STORAGE REINVENTED TO UNLOCK INNOVATION AND AGILITY

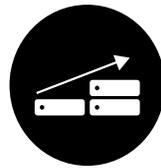
WHAT'S AN **AGILE DATA CENTER?** **ONE THAT MOVES AS FAST** AS YOUR BUSINESS.

In IT circles, agility is a common but elusive goal, especially when you are managing initiatives such as private/hybrid cloud, Database-as-a-Service, VDI or broad consolidation for Oracle, SAP and Microsoft applications. To be agile in a complex environment, your storage must be able to:

- **Consolidate workloads**
to get the performance and scale to run everything on a single array with headroom for tomorrow's application demands.
- **Eliminate storage "sprawl"**
through advanced copy data management features, and deliver all-flash performance across *entire* workflows, not just for production.
- **Automate storage and application processes**
so you can quickly and easily create copies, map them to appropriate servers and refresh development and test instances at will – all instantly and without a hiccup in performance.

Only XtremIO offers these capabilities in an all-flash array. And with them comes a new world of possibilities that have never been attainable until now.

STORAGE AGILITY BENEFITS FROM XTREMIO



Infrastructure

- Linear scale-out performance – always consistent, sub-millisecond
- Pooled storage and on-demand expansion
- Mixed-workload consolidation across production/non-production and workflow applications
- Incredibly easy to use – nothing to configure or tune



Applications

- Exceed the toughest SLAs for consolidated and growing workloads
- Enable real-time analytics and agile dev/test
- Self-service operations for infrastructure and application teams
- Unparalleled array-based copy data management



Business

- Data-center-driven business innovation
- Up to 50% lower OPEX and CAPEX
- 2x longer storage product lifecycles

BOSTON SCIENTIFIC GETS **AGILE**

"I've never seen anything in the IT world set up so easily. Our team had the whole array set up in 30 minutes. And in under an hour, we were deploying (VDI) desktops to the array running at 42,000 IOPS...There are few things in history that have a significant impact on advancing technology. I see XtremIO as one of those technologies."

– Craig Englund

[Read full case study](#)

TOP USE CASES FOR XTREMIO ALL-FLASH ARRAYS

The solution areas and use cases for XtremIO AFAs continue to proliferate. Customers often begin with a single workload, but once they experience the transformational workflow first hand, they come back for more. **In fact, about 50 percent of XtremIO's typical sales come from repeat customers.**



Private/Hybrid Cloud and Mixed Workloads

XtremIO enables the first true Database-as-a-Service and Application-as-a-Service solutions. Whether it's private cloud, hybrid cloud or a physical environment, XtremIO transforms them all. Together. [Visit our Private/Hybrid Cloud Solution page.](#)



Databases and Analytics

XtremIO provides a revolutionary scale-out database storage platform that consolidates and accelerates production, dev/test, and BI/analytics workflows with incredible data reduction and copy services. XtremIO transforms databases including Oracle, SQL Server, DB2, NoSQL databases like MongoDB and Cassandra, and analytics platforms such as SAS and Splunk.

[Visit our Databases and Analytics page.](#)



Software DevOps

XtremIO can dramatically lower build times, increase testing coverage, launch products faster and improve deployment sprint, test and iteration cycles. [Visit our Software DevOps Solution page.](#)



Enterprise Business Applications

SAP, Oracle, and Microsoft applications power virtually every business, but they struggle with performance at peak times. XtremIO delivers consistent performance with sub-millisecond latency, enabling you to meet all your SLAs 24 x 7 x 365. [Visit our Enterprise Applications page.](#)



Virtual Desktop Infrastructure (VDI)

XtremIO enables complete enterprise-scale VDI for all your users across all desktop types. It offers a consistent local-flash user experience coupled with data reduction efficiencies that make it more cost effective than traditional storage. New initiatives including BYOD, 3D Graphics, or Desktop-as-a-Service (DaaS) are easy with XtremIO's scale-out performance and radical simplicity.

[Visit our VDI Solution page.](#)



Microsoft Exchange Server

Are you experiencing mailbox and message volume sprawl? XtremIO instantly makes your Exchange Server environment more agile and scalable. It fundamentally changes how the Exchange application and databases consume capacity, resulting in unprecedented efficiency, workflow speed and consistent user performance.

[Visit our Exchange Server page.](#)



Electronic Medical Records (EMR)

XtremIO delivers what Epic, Meditech and Cerner customers have sought for years: consistent, predictable latency at massive scale, under huge loads, with multiple consolidated instances for the most productive healthcare experience and regulatory compliance. [Visit our EMR Solution page.](#)

CLAL INSURANCE RECOVERS \$900,000 IN LOST BUSINESS AND PRODUCTIVITY

This leading insurance company was challenged by monthly and annual reporting, which prevented its customers and 600 internal users from accessing the system for approximately a whole day each month. By setting up a virtualized environment with EMC XtremIO, VPLEX and RecoverPoint, reporting times improved dramatically. [Read the case study](#)

ALL OF THE ABOVE. AND MORE.

Many XtremIO customers combine multiple mixed workloads in their agile data centers. Every day, XtremIO customers are discovering new use cases and solution areas. What will you innovate?

SOLUTION SPOTLIGHT:

TRANSFORM YOUR ANALYTICS AND DATABASE WORKLOADS.

CASE STUDY: BAILLIE GIFFORD CONSOLIDATES ITS ORACLE WORKLOADS FOR BREAKTHROUGH RESULTS

The leading UK investment management firm consolidated all of its workloads into an agile all-flash data center for 54% TCO savings.

Databases are the heart of your business, but it's hard to keep up with their growth and SLAs. Even worse, copy operations across the database lifecycle, analytics and other downstream applications are incredibly slow, painful and wasteful, usually requiring hours or days to create brute-force copies.

The result? Too many limitations and a static environment that's difficult to change and grow. With the combination of XtremIO's unique scale-out all-flash architecture, data reduction and copy services, you get the IOPS, bandwidth and effective capacity required to safely consolidate all the database and analytics workloads across your data center, with consistent sub-millisecond latencies to meet all SLAs.

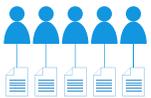
And that's just the beginning. With these powerful copy services, your teams can deploy as many copies as frequently as they want, with on-demand reporting and ETLs for real-time analytics. The result is not only dramatically simplified infrastructure at much lower cost, but true workflow agility across the entire database lifecycle and all the downstream applications that rely on it.

Dev/Test



Before: 25 copies using 39 TB of

slow storage and a painful development process



With XtremIO: 50 copies that would have consumed 125 TB on conventional storage only

consume 4 TB of flash on XtremIO - a 31:1 reduction! Instant refreshes enable an agile development cycle 30% faster than before.

Production

Before: inconsistent performance, missed SLAs

With XtremIO: always beat SLAs with 30% business process time and 40% user query time improvement

Reporting

Before: slow processing limits decision support

With XtremIO: accelerated decision support



Infrastructure

Before: sprawling storage floor space and power footprint

With XtremIO: footprint reduced by 70%

Administration

Before: everything managed by storage admins

With XtremIO: everything transitioned to IT ops so storage team can focus on innovation

Typical Database Storage vs XTREMIO

Limited copies	→	Limitless copies
Partial copies	→	Full datasets for superior testing
Brute-force copy creation	→	Instant creation through advanced copy data management
Static refreshes	→	Dynamic, instant refreshes to the latest production copy

SOLUTION SPOTLIGHT:

TRANSFORM PRIVATE CLOUDS AND APPLICATION-AS-A-SERVICE.

Even for the most sophisticated private cloud operations, legacy storage keeps your application and infrastructure teams in reactive mode. XtremIO's flexible private cloud platform allows you to consolidate applications and data, providing consistent and predictable scale-out performance for all workloads and all end users.

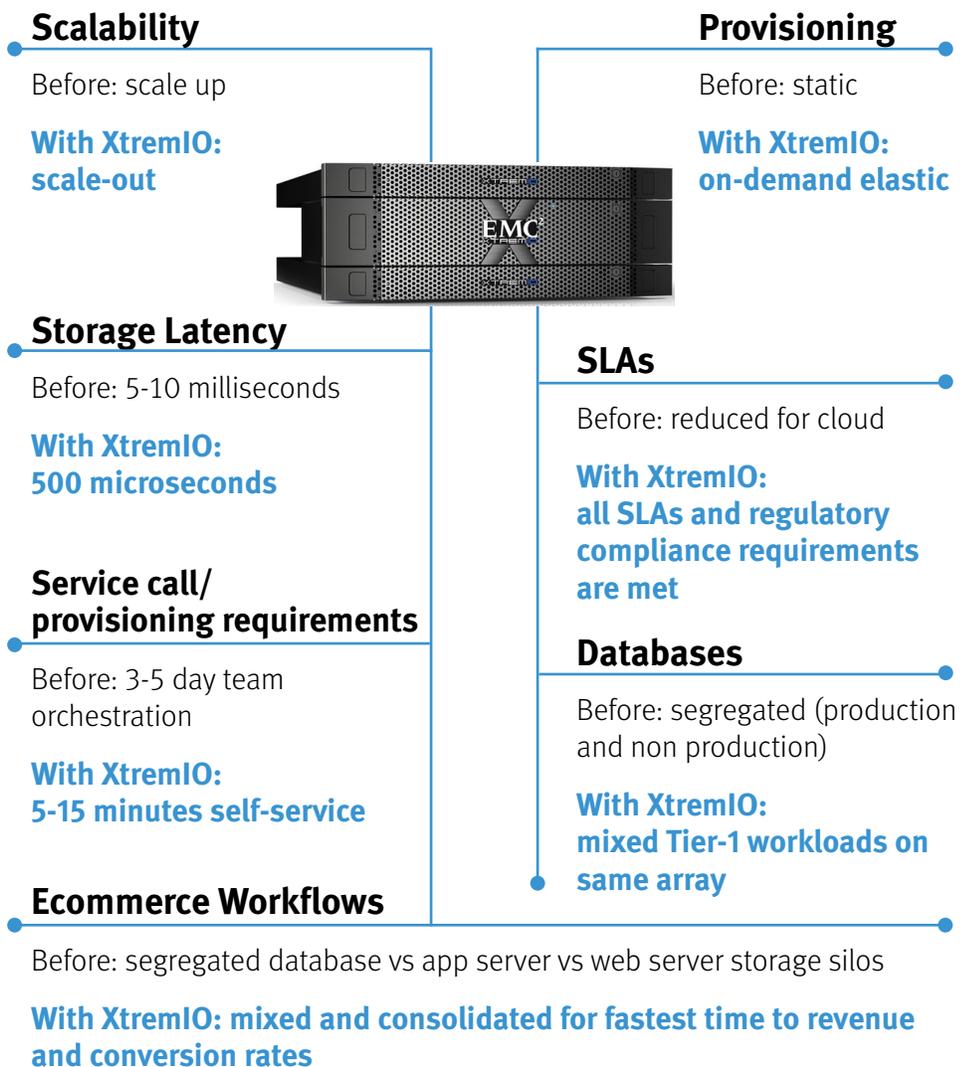
XtremIO supercharges virtualization and DevOps initiatives. We bring new capabilities to your software platforms, such as rapid VM cloning and recycling, and deliver optimal, dynamically responsive programmable and automated Continuous Development processes. In addition, Database-as-a-Service, SAP-as-a-Service, and all Application-as-a-Service workflows are easier and more scalable, agile and cost-effective than you ever thought possible.

“XtremIO gives us confidence to deploy and consolidate critical applications on virtual or on premise infrastructure with zero performance penalty and complete transparency. Storage admins can easily make changes and do not need to know where the assets are located.”

– James O’Neil
Director of Infrastructure, FNTS

CASE STUDY: FIRST NATIONAL TECHNOLOGY SOLUTIONS (FNTS) PROVISIONS INTEGRATED CLOUDS BUILT ON XTREMIO

A leading Midwest managed services provider enables clients to manage their cloud storage assets as easily as on-premise and achieve unprecedented value.



WHAT MAKES EMC XTREMIO #1 WORLDWIDE? THREE INNOVATIONS.

In recent industry research, Gartner named XtremIO the [top selling all-flash array](#) vendor and also positioned the company as a [Magic Quadrant Leader](#). Wikibon highlights the major differences across the architectural generations of AFAs, with XtremIO recognized as the [most comprehensive fourth-generation array on the market](#). XtremIO delivers not just the fastest, most reliable AFA in the industry, but also offers patented technology that delivers three revolutionary storage breakthroughs:

1

The Industry's Only Linear Scale-Out Architecture

Earlier-generation AFAs can scale up, but with decreasing efficiency. Only XtremIO can scale out to multiple n-way active controllers with linear increases in IOPS, bandwidth, and of course capacity—all with the same consistent sub-millisecond latency. How? With XtremIO's patented Intelligent Content Engine™, which uses a data fingerprinting process that inherently keeps the array balanced. So you don't have to.

2

Inline, Always-on Data Services

XtremIO applies the principles of in-memory computing to the storage layer so that thin provisioning, deduplication, compression, data protection, encryption and copy services occur in real time at any scale, with no performance penalty. Only XtremIO's unique in-memory metadata architecture can accomplish this feat. Now you can finally forget about risking your SLAs with post-processed data services, system-level garbage collection and outdated snapshot technologies that hinder performance.

3

Copy Data Services Fully Integrated at the Storage Layer

Only XtremIO can manage copy data in memory, inside an AFA. XtremIO instantly creates full size, full performance, yet entirely space-efficient volume copies. Now your entire environment, including production and non-production instances, can be efficiently managed on a single array with amazing economics. Give your application and infrastructure teams breakthrough workflow and business process agility by eliminating time-wasting, performance-sapping, and capacity hungry brute-force copying techniques. Now they can work on more value-added projects and innovation.

*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Analysts Rate XtremIO



[Magic Quadrant for Solid-State Arrays, 2014](#)



[Worldwide All-Flash Array and Hybrid Flash Array 2014–2018 Forecast and 1H14 Vendor Shares](#)

HOW DIGIPLUG SERVES THE LARGEST MEDIA COMPANIES: WITH XTREMIO

“From a business point of view, we have far more confidence, especially in terms of our service-level agreements. We know we can continue to expand our business activity without putting our contractual commitments at risk. XtremIO has always been there for us and that in itself gives us confidence.”

– Wilfrid Allebrand
Technical Head

[Read the case study](#)

THE XTREMIO X-FACTOR: **WORLD-CLASS** DATA CENTER SERVICES

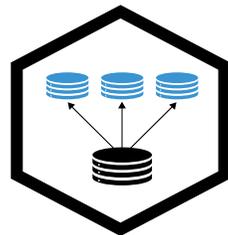
In addition to offering the industry's most advanced all-flash array, XtremIO uniquely offers the best-of-breed data center services for application and infrastructure management, business continuity, and converged infrastructure. When you consolidate multiple Tier-1 workloads for your agile data center, these services will enable you to meet the highest enterprise standards.

With native integrations across EMC's portfolio, XtremIO data center services can be managed at the infrastructure, hypervisor or application layer, and are protected with the richest business continuity offerings in the market.

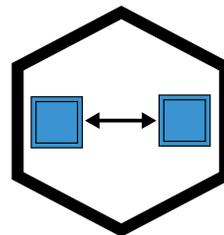
Only XtremIO and EMC enable you to transition from a siloed storage management approach to deeply integrated and automated workflow processes.

And these are available through traditional deployments or as a private or hybrid cloud. XtremIO transforms your application workflows, saving critical amounts of time and money and even enabling application admin self-services for your agile data center.

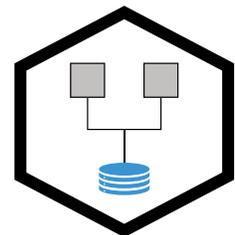
BUSINESS CONTINUITY



Native replication



Continuous availability



Multipathing

APPLICATION & INFRASTRUCTURE MANAGEMENT



CONVERGED INFRASTRUCTURE

VSPEX: converged infrastructure proven and delivered by the EMC Channel



VCE Vblocks: converged infrastructure with integrated management and support – for the most demanding workloads.

OVER 40% OF THE FORTUNE 100 AND 25% OF THE FORTUNE 1000 TRUST XTREMIO TO TRANSFORM THEIR WORKLOADS. SO SHOULD YOU.

Flash storage is much more than just accelerating a siloed workload. It's about consolidating many applications throughout their production and non-production lifecycles in the most agile and efficient storage infrastructure model ever. And with the ability to expand your scale-out array on-demand, with no application downtime, you can multiply your workloads organically and consolidate additional workflows as they arise. At last, there is a truly future-proof storage option that doubles the storage lifecycle.

To remain agile while maintaining consistent performance, you need XtremIO. Let us show you how our unique architecture and inline-all-the-time data services deliver data-center-driven innovation, cost effective capacity, and enterprise availability to enable *your* agile data center. Visit www.EMC.com/xtremio or www.xtremio.com.

CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges contact your local representative or authorized reseller—or visit us at www.EMC.com

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com

EMC², EMC, and the EMC logo, are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners.

© Copyright 2015 EMC Corporation. All rights reserved.

Published in the USA. 05/2015 Brochure H12466

EMC²