

TOP THREE REASONS WHY CUSTOMERS DEPLOY VMWARE ON EMC VNX

1 EMC INTEGRATES WITH VMWARE MORE THAN ANY OTHER VENDOR.

EMC® has over 60 points of integration with VMware® vSphere™, enabling VNX™ to maximize performance and ease-of-use. EMC is the only vendor to offer support for all of the vStorage API families.

- The Virtual Storage Integrator plug-in for VMware vCenter™ enables VMware administrators to provision, monitor, and manage storage without having to learn a new interface.
- EMC Unisphere™ provides storage administrators a view into the VMware environment and how it relates to the storage infrastructure, further enabling better collaboration and communication among data center staff.
- EMC offers full support for VMware vSphere's vStorage API for Array Integration (VAI), enabling the VNX to perform storage-related tasks formerly done by the ESX server dramatically improving performance and reducing the impact of heavy-use virtual machines on the rest of the environment.
- EMC's application-aware replication technologies simplify data protection by offering nearly instantaneous copies of your data. Our space-efficient snapshots and clones enable you to recover your environment in minutes. EMC RecoverPoint records database workloads in real-time so you can quickly rewind back to any point in time and roll back your environment to a very specific point—for example, right before an upgrade.



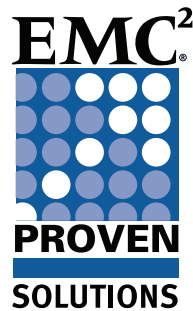
2 EMC VNX IS BUILT WITH VIRTUAL ENVIRONMENTS IN MIND.

Above and beyond direct integration with VMware, VNX has many features that complement a virtualized environment.

- FAST VP, EMC's Fully Automated Storage Tiering product, will automatically move data based upon workload, optimizing storage utilization just like VMware Dynamic Resource Scheduler (DRS) optimizes server utilization.
- Enterprise Flash Drives, the highest-throughput storage in the industry, effectively support the heaviest workloads at an attractive price-point. EMC VNX's FAST Cache uses Enterprise Flash drives as additional read-write cache rather than storage. VNX with advanced storage technologies can offload up to 75 percent of your operations, greatly improving throughput.
- Maximize space efficiencies with VNX's data-reduction technologies like Virtual Provisioning, file deduplication and compression, and block compression.

3 EMC DOES THE MOST TO ENABLE CUSTOMERS TO PROPERLY IMPLEMENT AND MAXIMIZE THE BENEFITS FOR VMWARE VIRTUALIZATION.

Through EMC Proven™ Solutions, EMC helps customers enhance the performance of VMware vSphere and other VMware applications while minimizing risk. EMC rigorously tests vSphere deployments—from the server, to the network, to the storage array—to ensure performance and scalability requirements are met. We don't *think* a configuration will work, we *prove* it will. EMC provides best practices, reference architectures, and white papers at no charge to our customers. To support a VMware implementation from sale to production, we have over 400 VMware Certified Professionals to ensure success.



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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.

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