



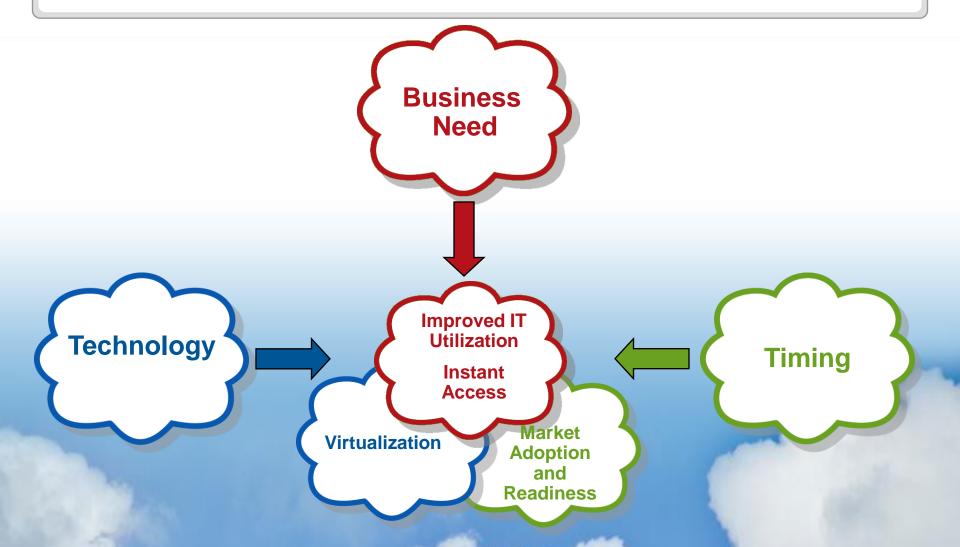


Xconomy **CLOUD**³ Forum

December 10, 2009

A Transformative Convergence

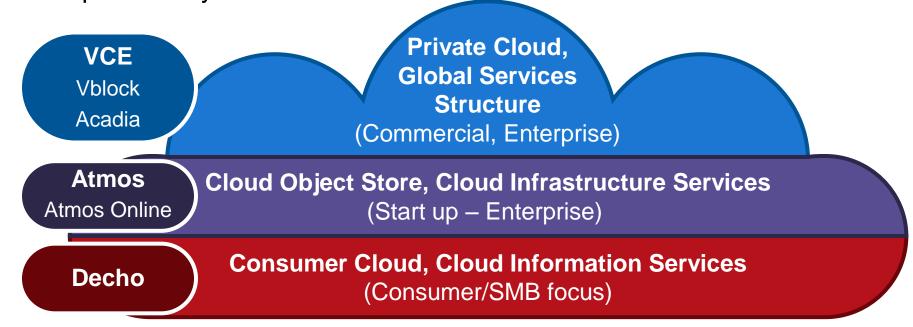




EMC: Delivering Cloud Solutions



- One size does not fit all –
 Cloud technology addresses many business needs
- Cloud is vast touches companies of all sizes and across multiple industries
- Through its unique approach to cloud, EMC provides complementary solutions





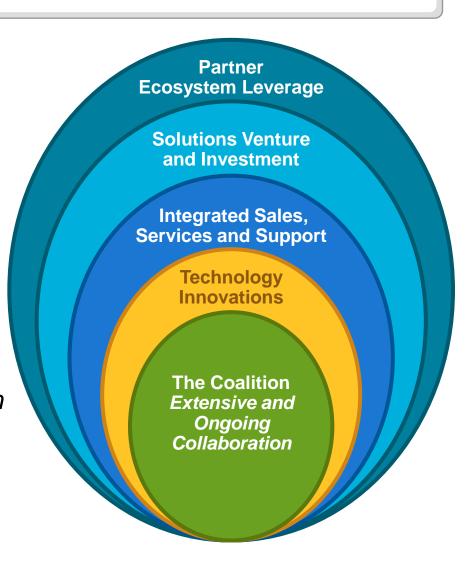
<u>Virtual Computing Environment (VCE)</u> Coalition

VCE: Virtual Computing Environment



The Basics

- Private Cloud is the name for an end state in IT architecture
- Getting our customers from where they are to that end state is a *journey*
- The VCE coalition will lead that journey
- The first leg of that journey is enabled by pervasive virtualization
- Our first wave of announcements focused on enabling the first leg



Acadia: Cisco and EMC Solutions Joint Venture



With Minority Investments from VMware and Intel

Build

Operate

Transfer

Joint Venture Description

- Accelerate adoption of private cloud
- Unique Build, Operate, and Transfer model
- Standardized on Vblock architectures
- Enable partner ecosystem and service end customers
- Available Q1 2010

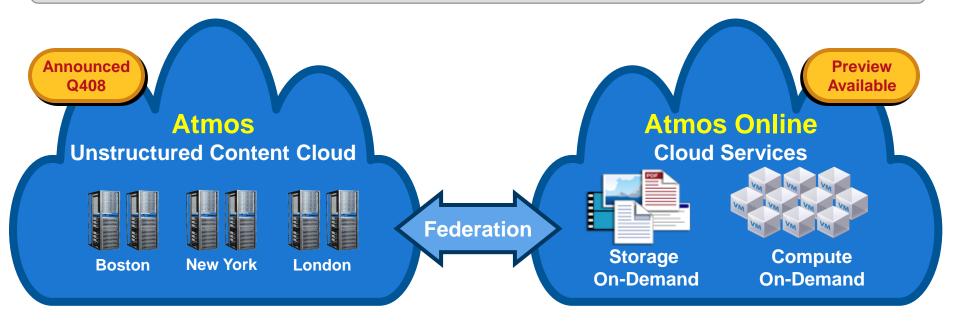




Scaling with Web 2.0 Applications

EMC Cloud Infrastructure Group: Atmos and Atmos Online Services





Atmos Capabilities

- Multi-petabyte scale object store
- Geographic distribution
- Web services (REST/SOAP) and file access
- Policy-based management

Atmos Online Storage Service

 On-demand, pay-as-you go storage services with federation to move content between Atmos systems and Atmos Online

Atmos Online Compute Service

 On-demand pay-as-you-go compute services with instant and unlimited access to virtual servers

The Secret Sauce: EMC Atmos Software--Increasing Operational Efficiency



Massively scalable infrastructure

- Multiple petabytes; billions of objects
- Hundreds of sites, fully distributed
- Unified namespace

Policy-based management

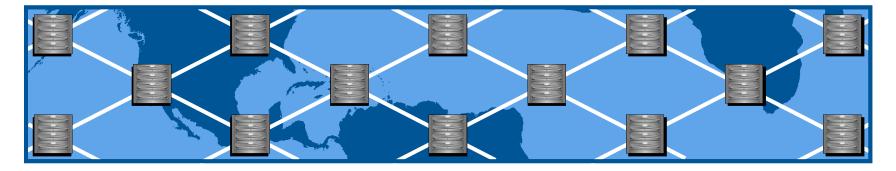
- Policy tells content where to go, what actions to take
- Integrated object based metadata
- Event-driven policy evaluation

Data services and access methods

- Replication, compression, de-duplication, spin-down
- Web services (REST/SOAP) and file system access

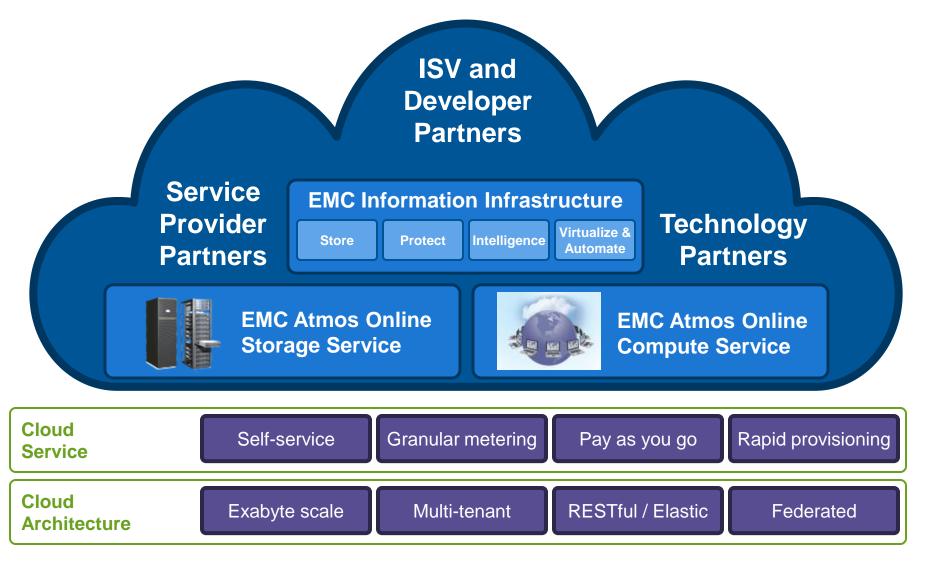
Management at scale

- Auto-config and auto-healing architecture
- Multi-tenancy
- Manage more with fewer people



EMC Cloud Infrastructure Group: Delivering a Cloud Infrastructure





Anatomy of the New Digital Consumer



Exploding Quantity

Lengthening Duration

Scattered Location

Growing Value

Decho: Focused on the Consumer Cloud



Cloud-based Personal Information Service



Keep Track of Your Digital Life – manage all information across multiple devices and Web services from a single place

Access Anywhere – 24x7 secure access to information from any web browser, PC or mobile device

Online and Offline – synchronization ensures information access even without Internet access

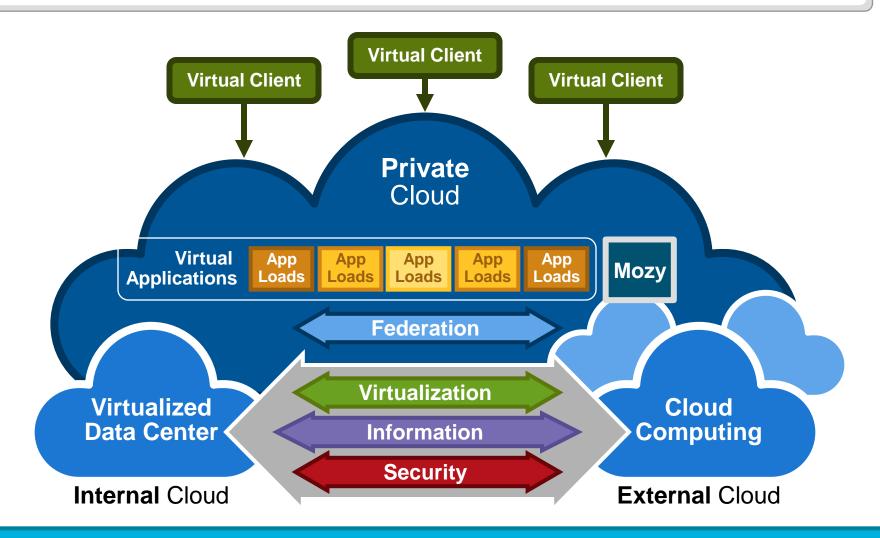
Search and Organize – find, tag and create information

Share and Publish – securely share information with friends and family around the world

Protect and Preserve – automatic, no-hassle backup of all your info

EMC's Cloud Vision: Enabling Efficiency, Choice, and Control





Cloud Object Store -- Atmos

