

“The Private Cloud”

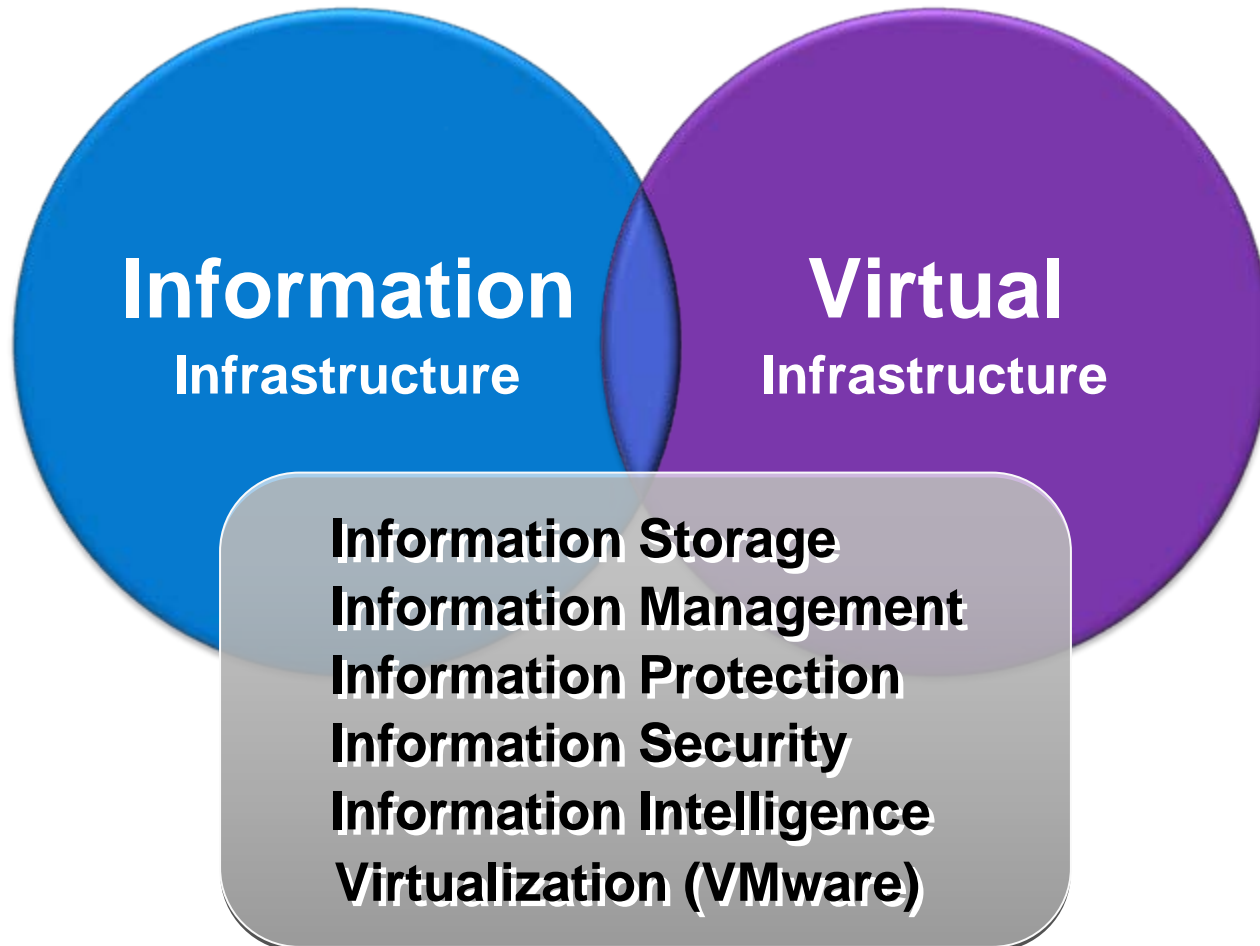
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ForumPa, Roma, 18 Maggio, 2010

EMC's Complementary Strategies



How We've Invested on Your Behalf



Over the Past

5 Years,
EMC Has Invested
MORE THAN

\$14B in R&D and
Acquiring
Innovative
Companies

2009 Strategic Acquisitions



datadomain

Configuresoft

FastScale

Kazeon

Archer
technologies

spring
source

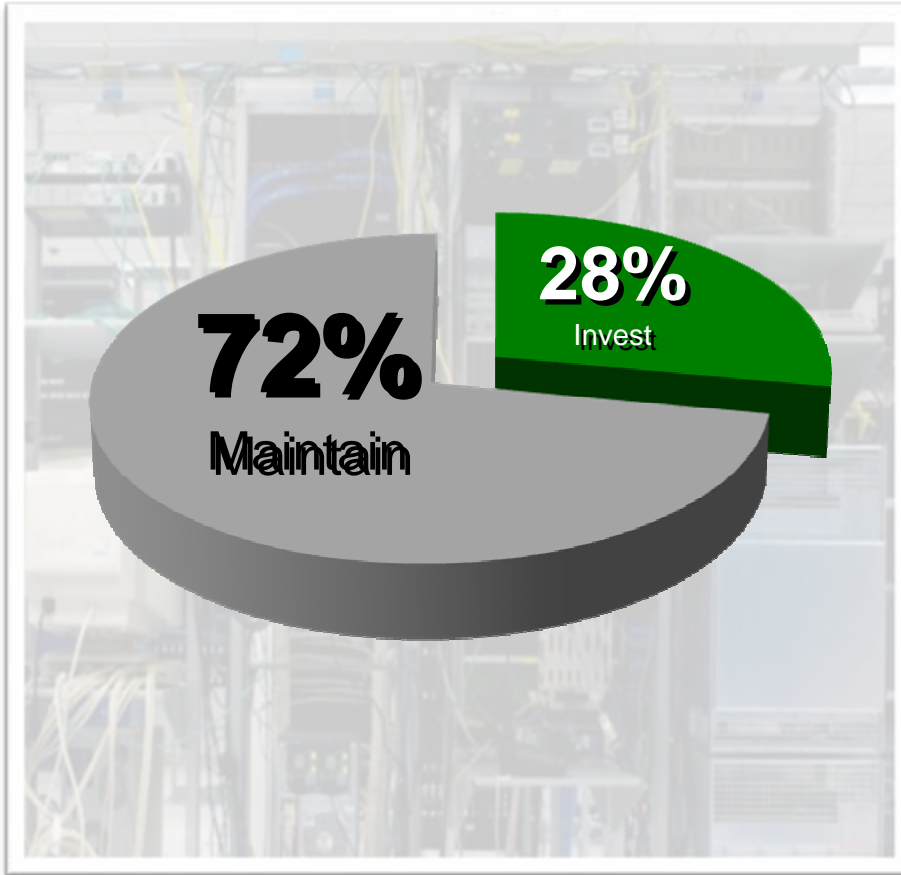


The Private Cloud. . .

What Is It?

Why Now?

Reason #1: IT Infrastructure



Complex
Inefficient
Inflexible
Costly

Reason #2: Information Explosion

A digital universe visualization featuring a central black sphere with a bright white core. Concentric rings of red and orange light emanate from the center, creating a sense of depth and movement. The background is a dark blue space filled with numerous small white stars.

The Digital Universe

The Great Recession of 2008/2009

**House
Prices**



Jobs



Wealth



**Corporate
Revenue**



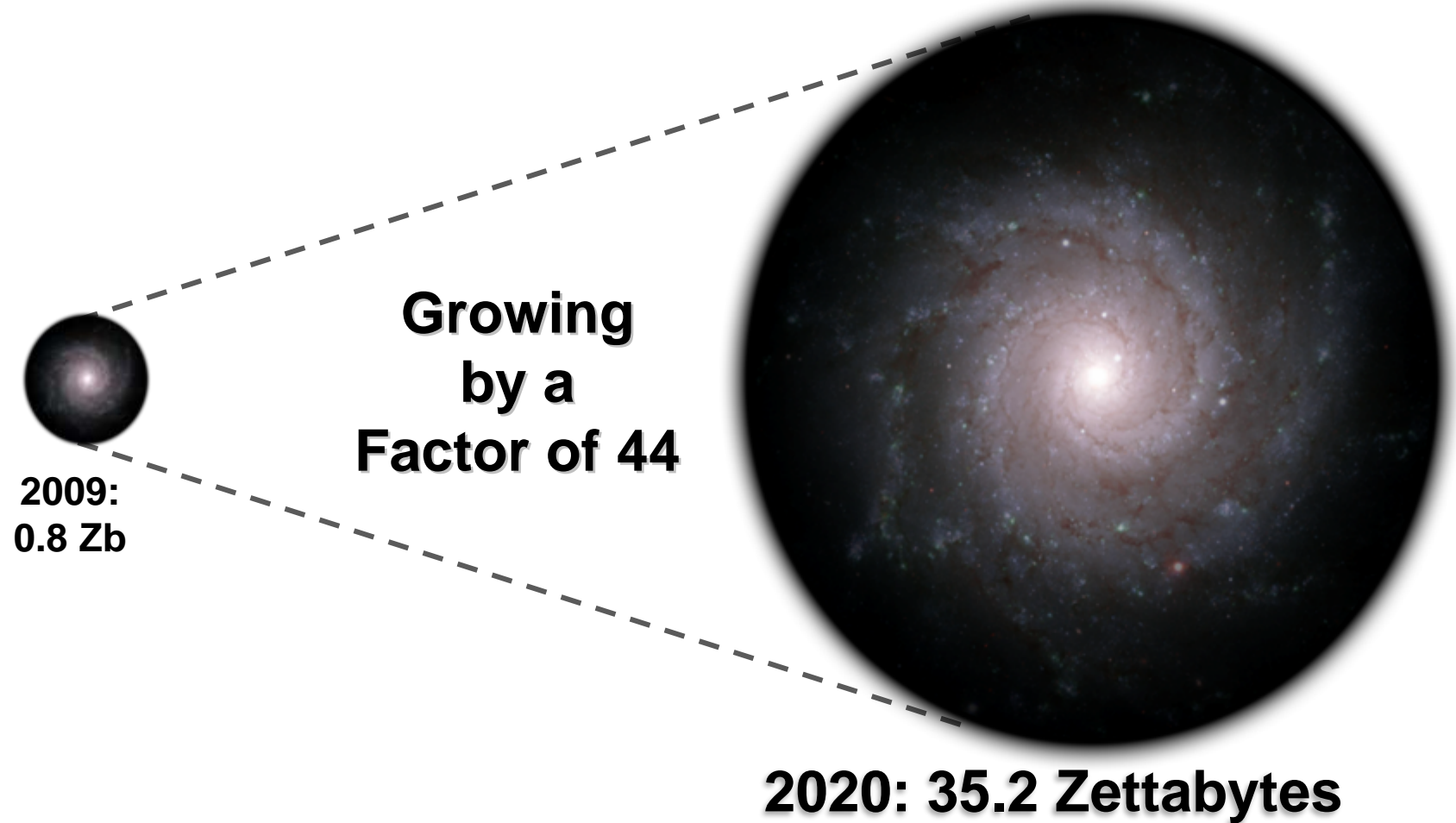
**IT
Budgets**



Information



The Digital Universe 2009-2020



1.2ZB in 2010 . . .

75 Billion Fully Loaded 16GB iPads



Who's Causing The Information Explosion?



You!

What's Creating this Explosion?



Medical Imaging
(PACS Data, Electronic
Patient Records)

**Video
Surveillance**



**Growth of
Mobile Users**



**Increased Access
To Broadband**



Smart Devices
(Smart Electric Grids,
Smart Buildings)



**Non-Traditional
IT Devices**
(RFID Readers,
Navigation Systems)



Who's Going to Manage All This Information?



You!



We Need a New Approach



Enter The Cloud.

Waves of Information Technology



Mainframe



Mini

PC / Microprocessor



Distributed



Cloud



Next Computing

Attributes of Today's Data Centers

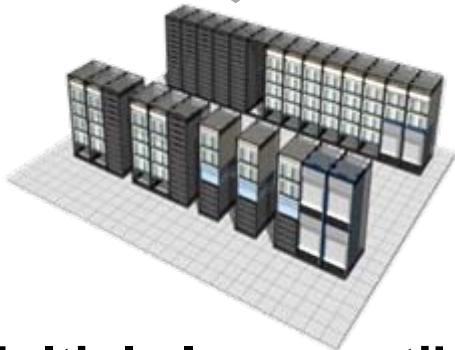


Trust

Control

Reliability

Security



**Multiple Incompatible
Architectures**

Attributes of Cloud Computing

Trust

Control

Reliability

Security



**Multiple Incompatible
Architectures**

Dynamic

Cost-Efficient

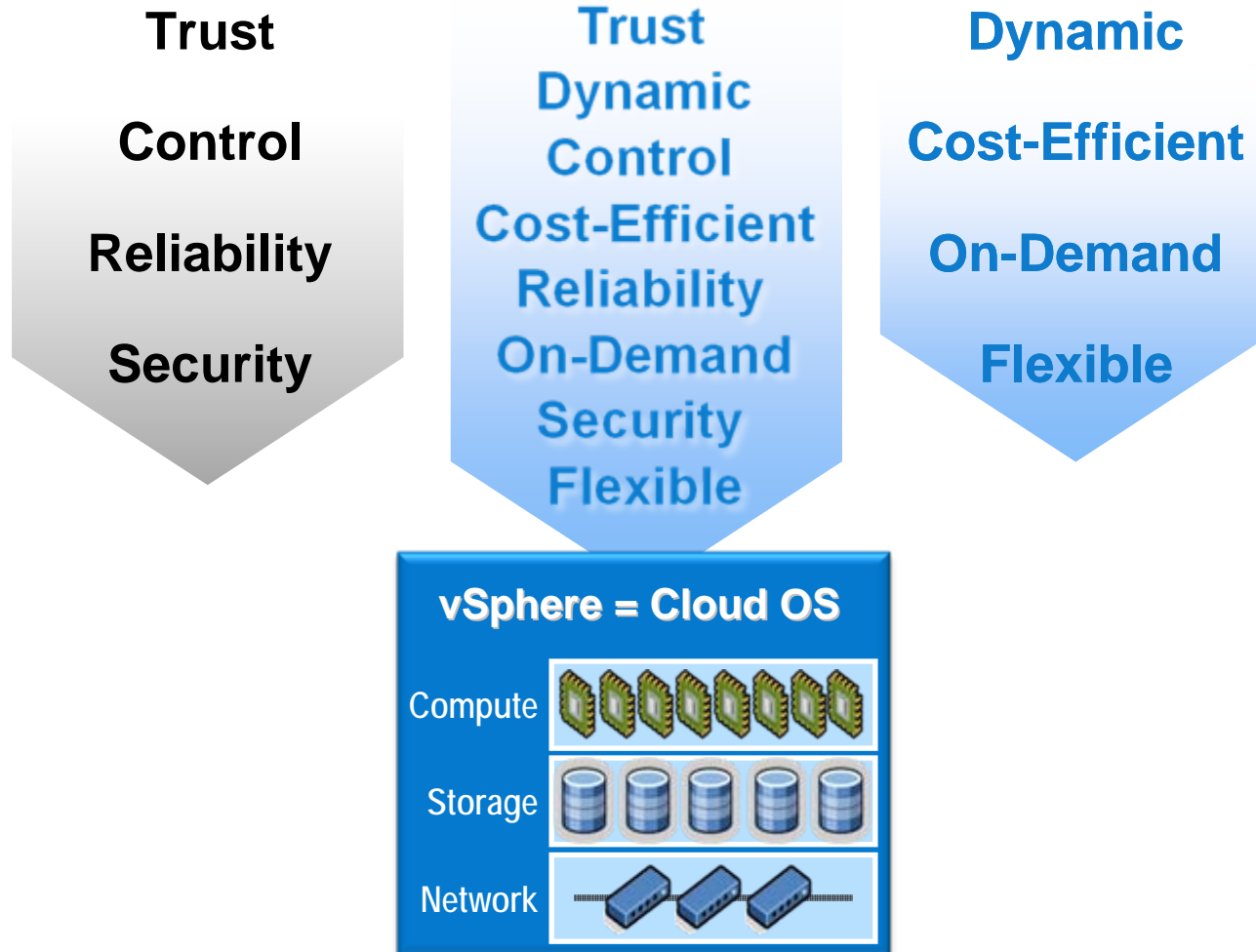
On-Demand

Flexible

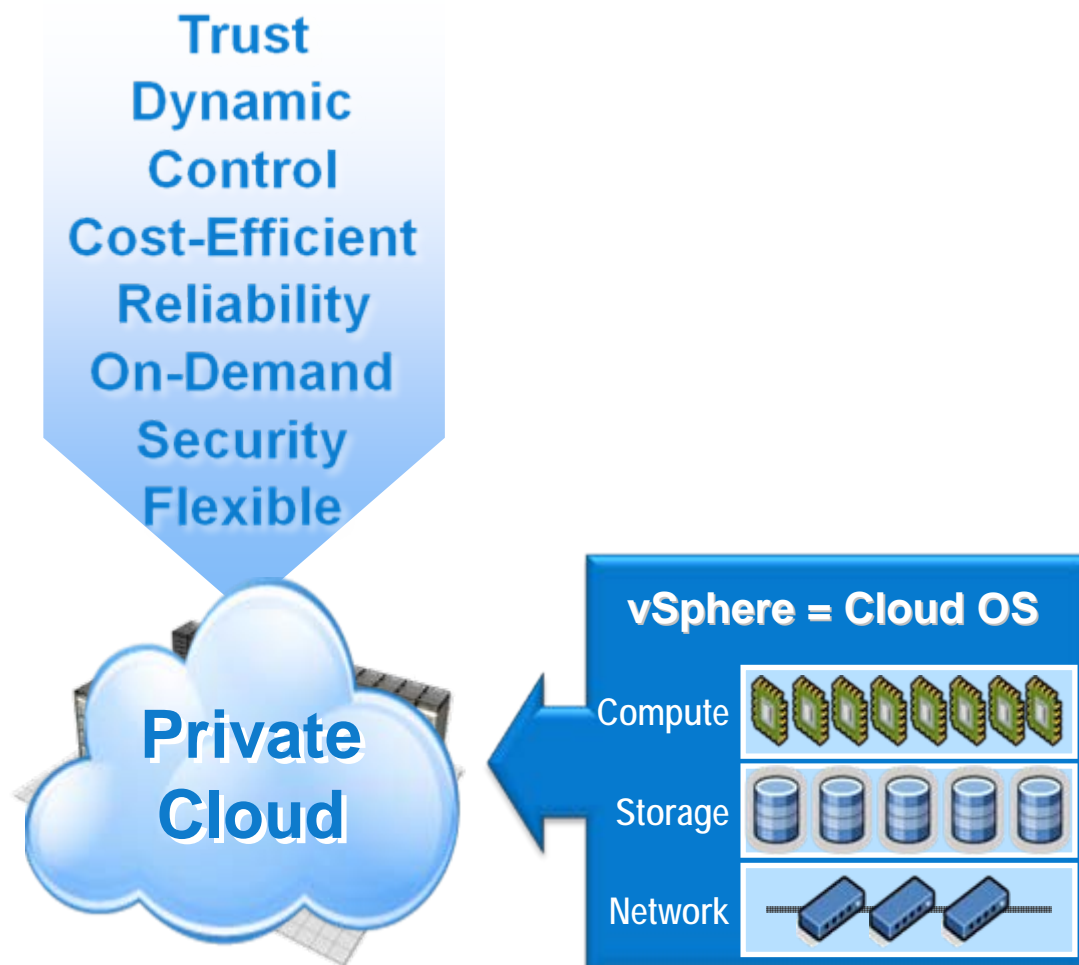


**Homogeneous
x86 Architecture**

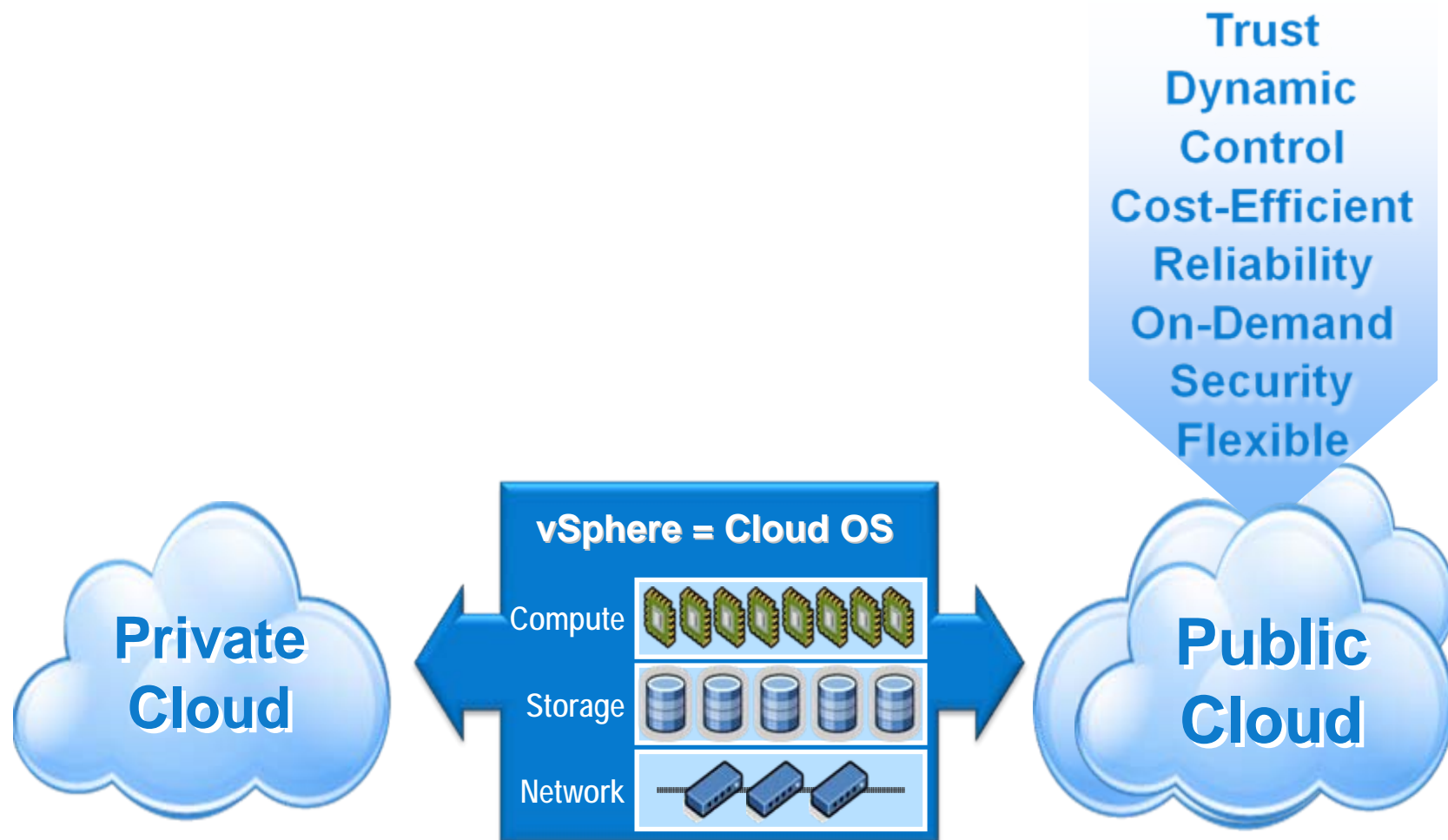
The Best of Both Worlds



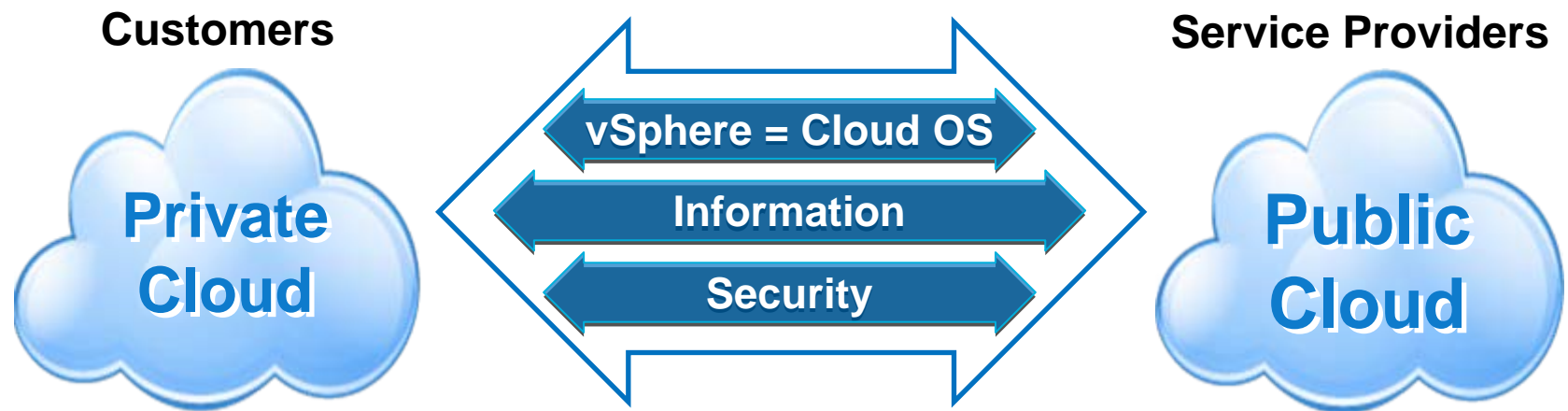
Internal Data Center \Rightarrow Private Cloud



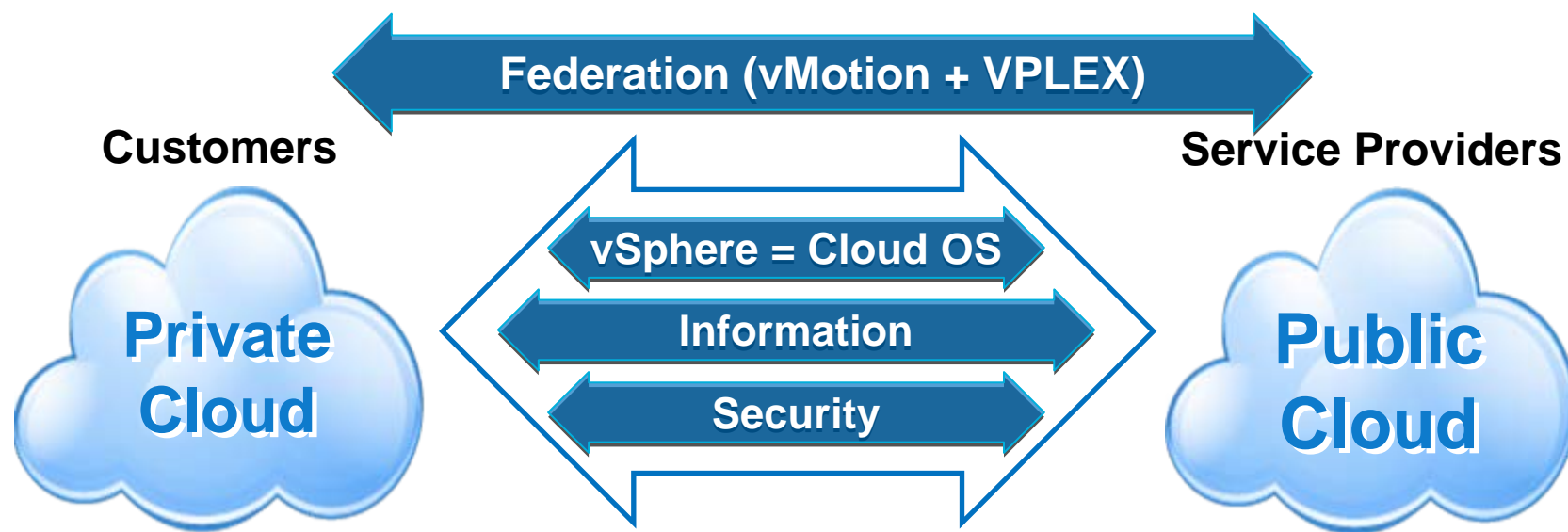
Service Providers \Rightarrow Public Cloud



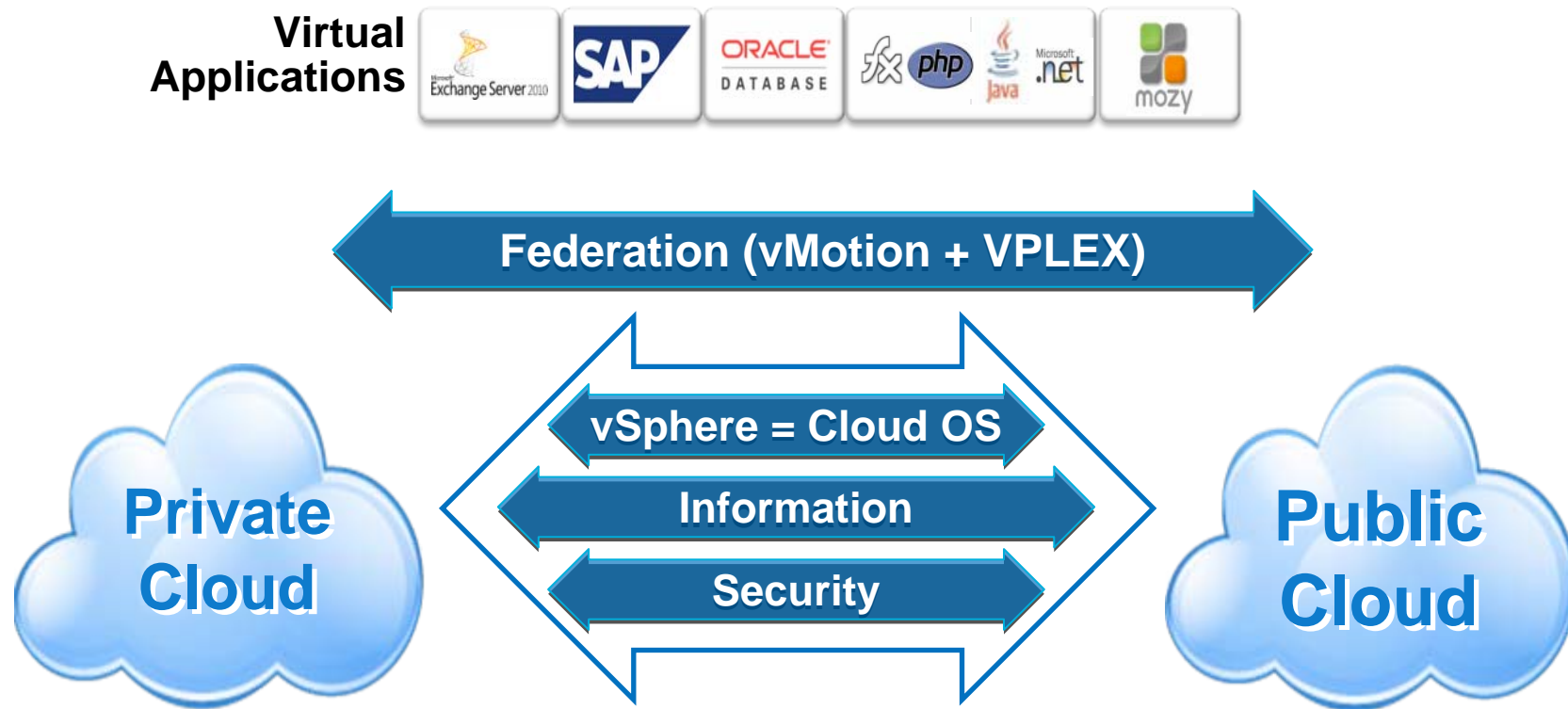
A World of Private & Public Clouds



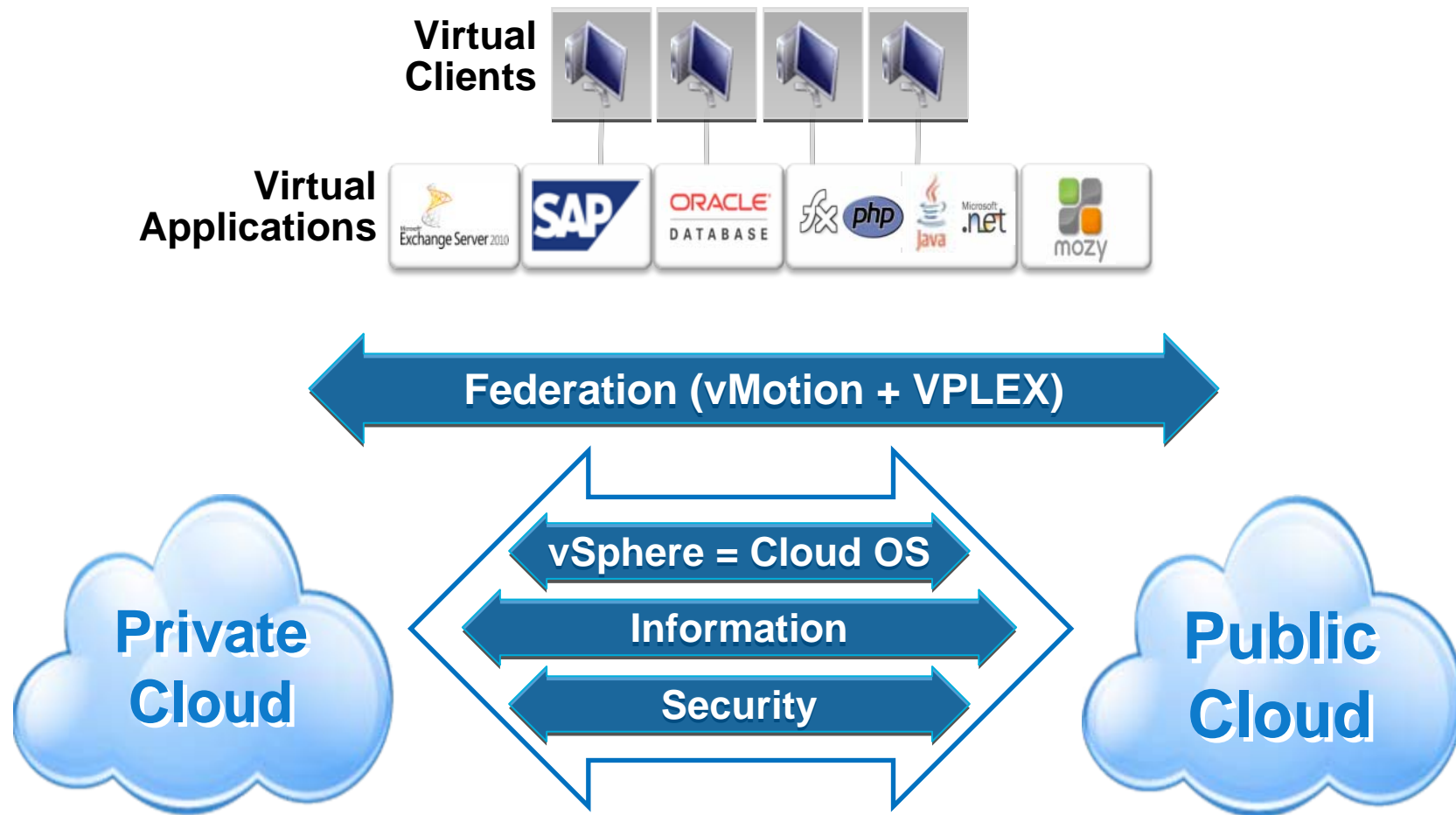
Federation of Resources



Delivering Unprecedented Levels of Business Continuity



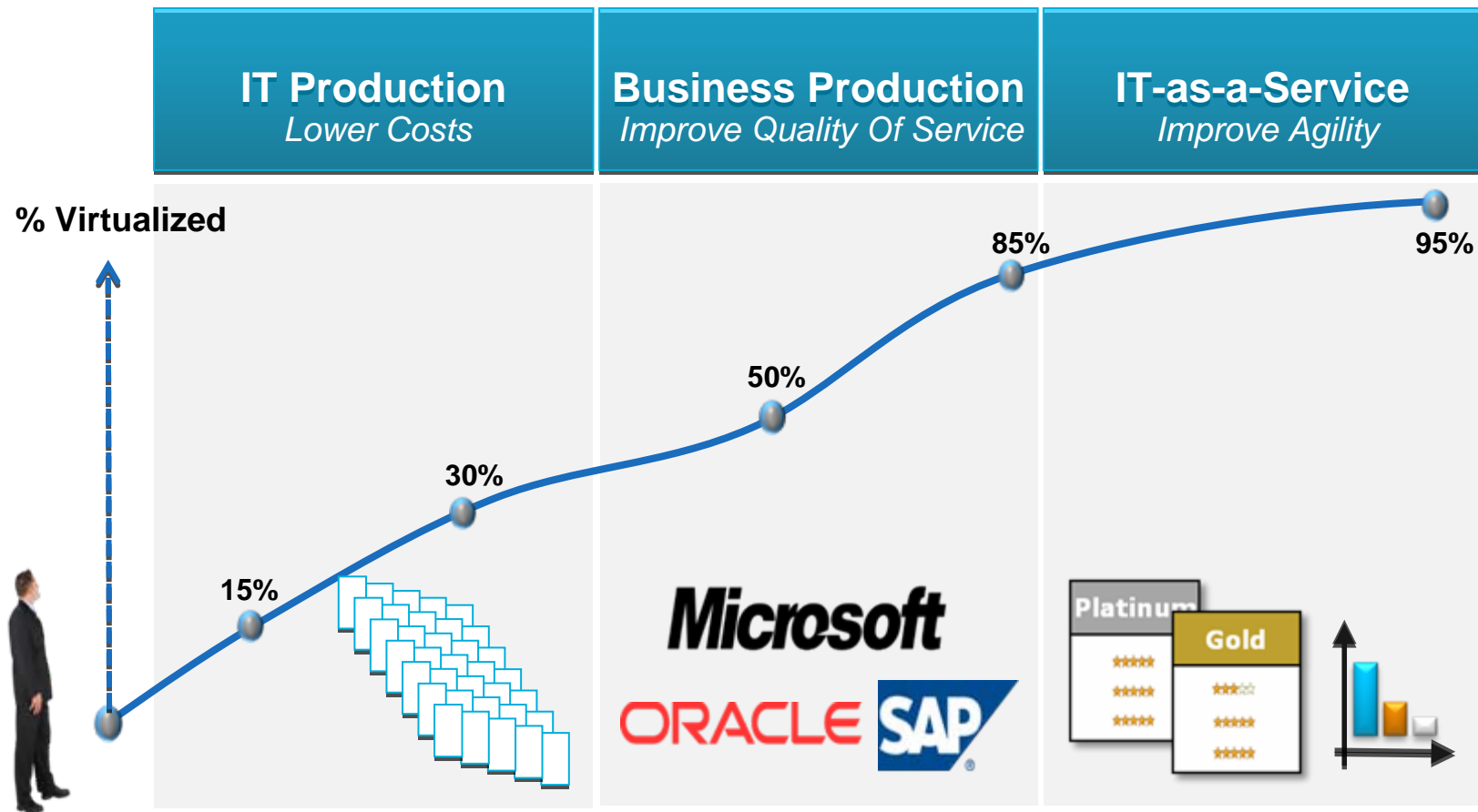
Virtual Clients Access



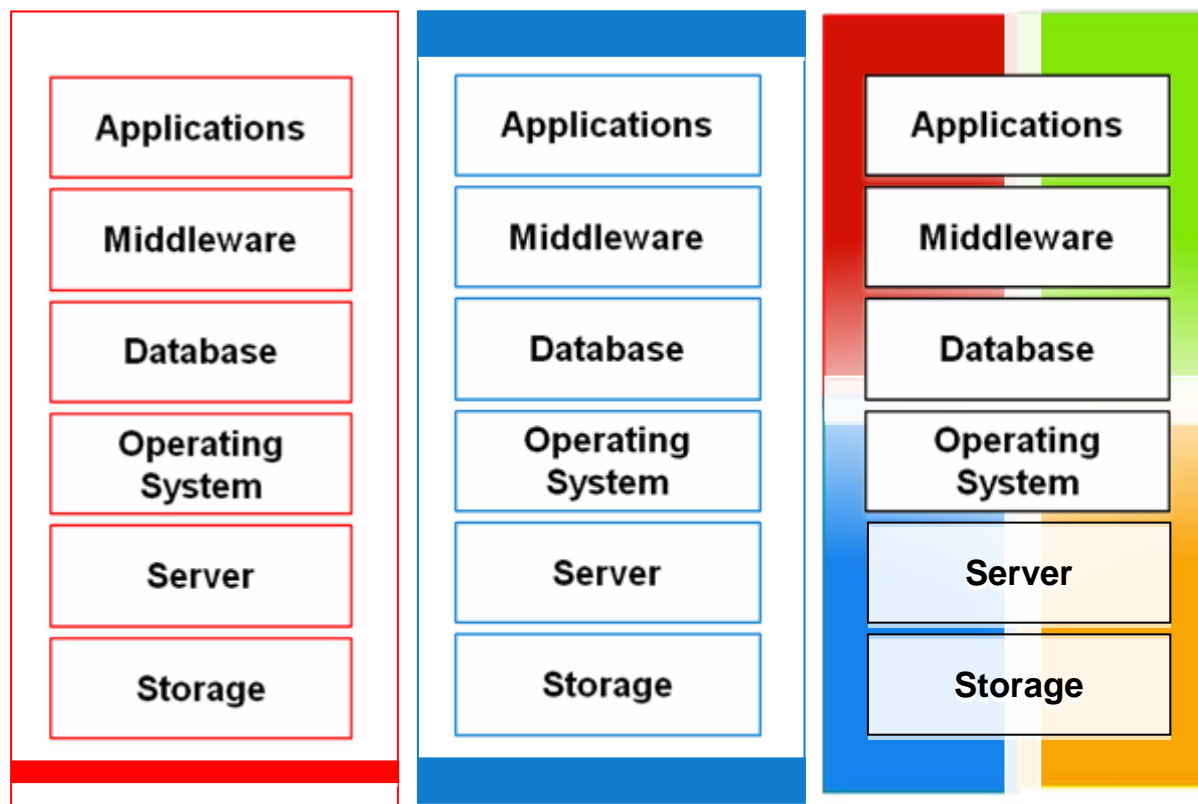
EMC's Mission



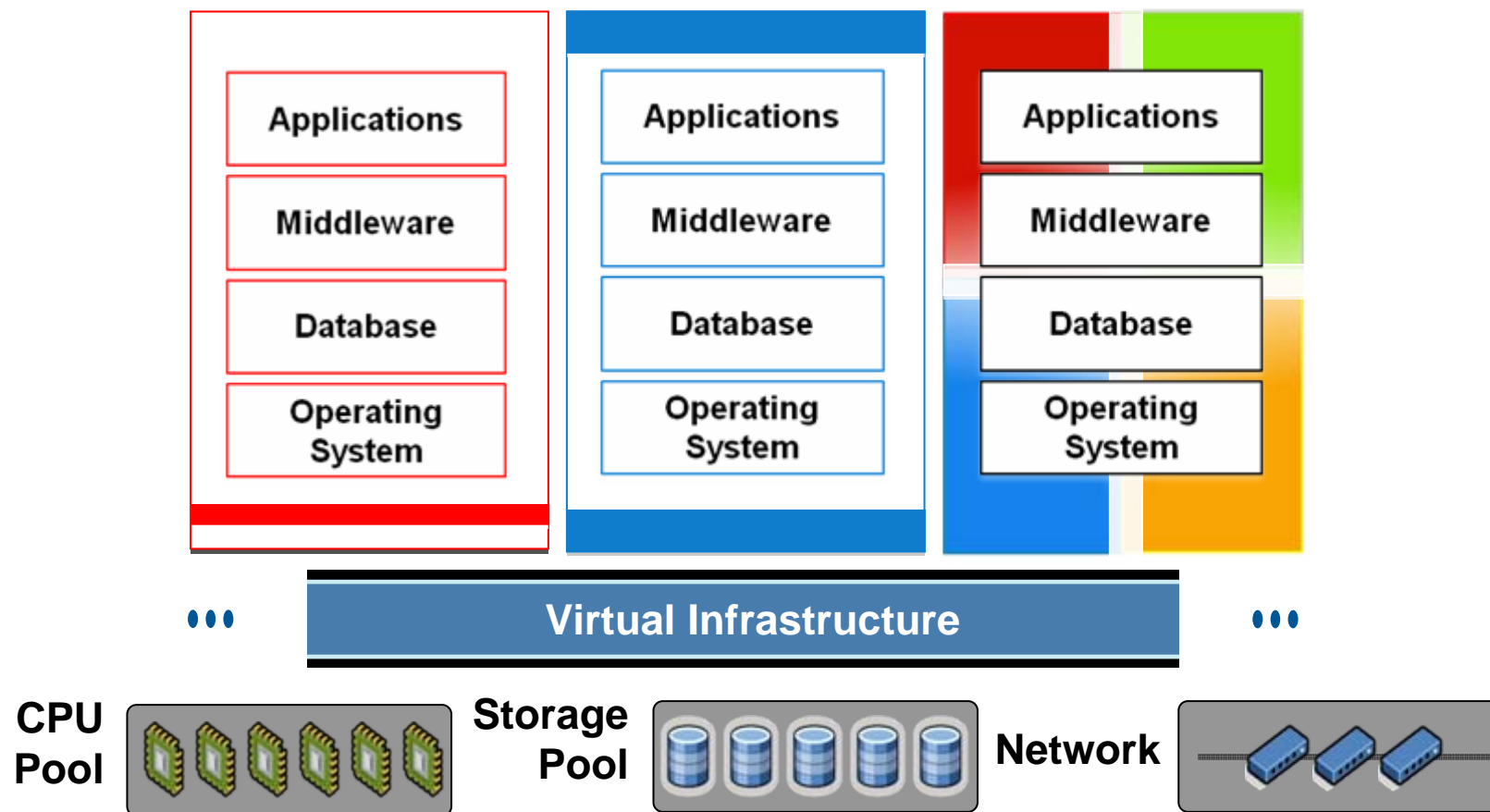
The Journey to The Private Cloud



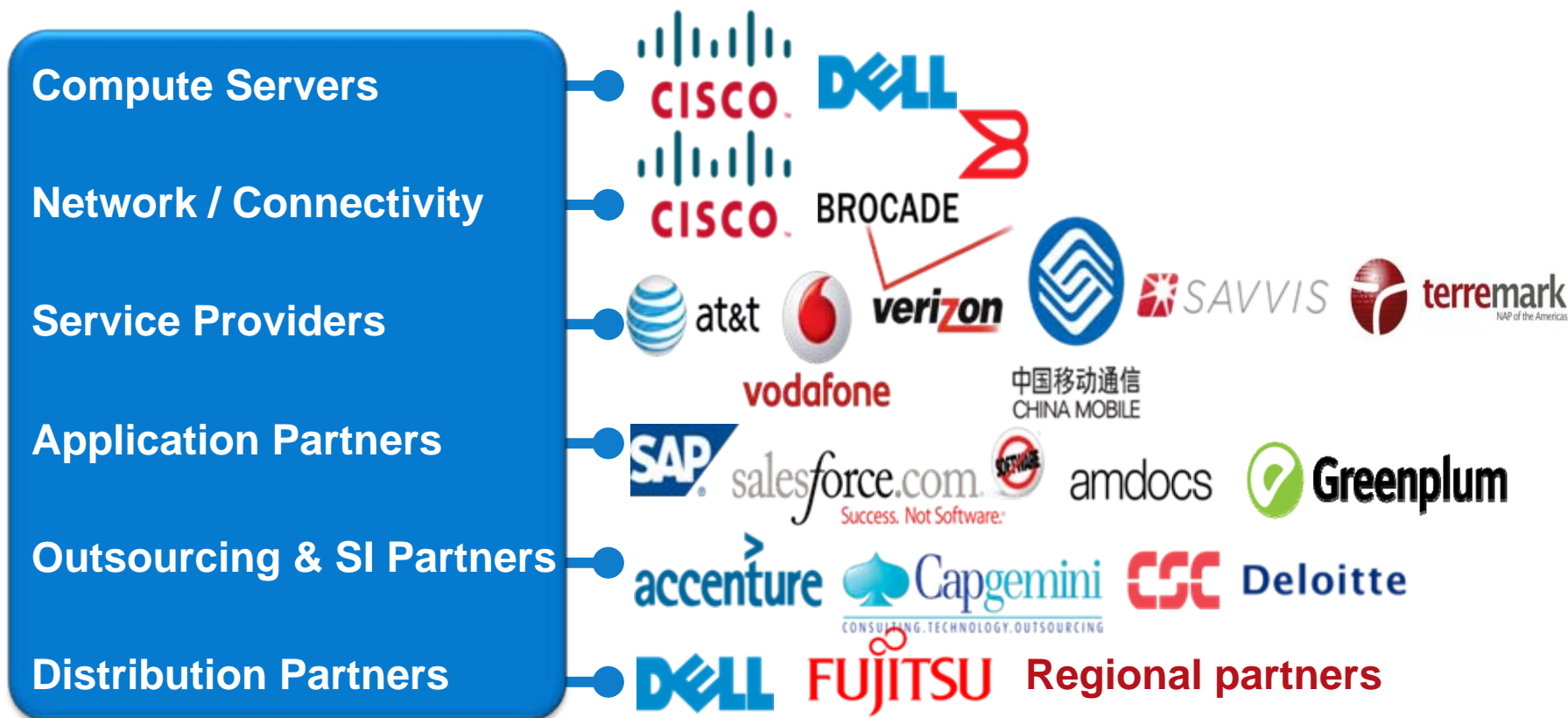
Verticalization



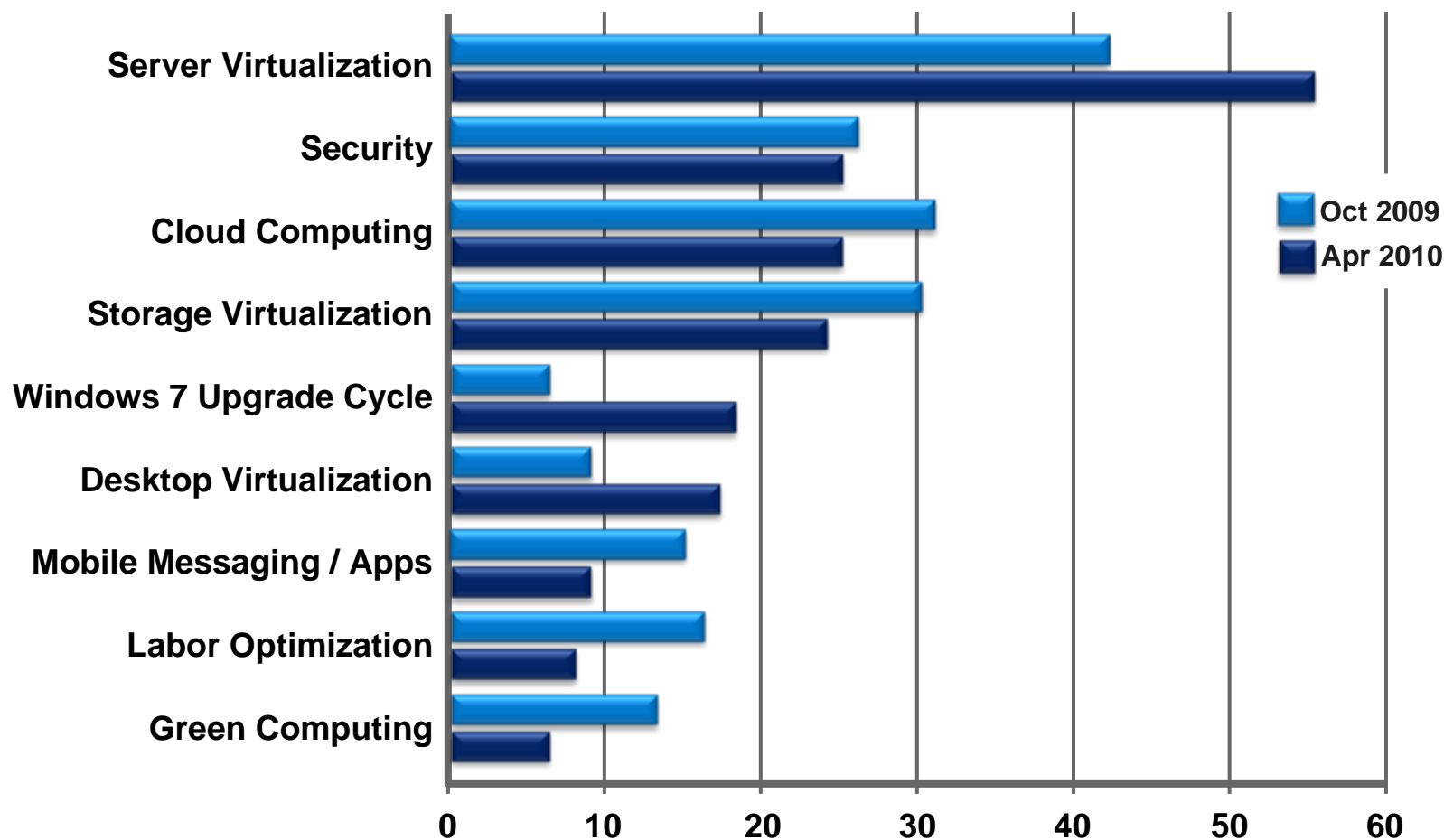
Virtualization



Partners to Enable Private and Public Clouds



2010 CIO Priorities



The Benefits of Our Cloud Strategy



CHOICE

CONTROL

EFFICIENCY

THE JOURNEY
TO THE
PRIVATE
CLOUD
STARTS NOW



EMC²_®

where information lives[®]