

vBlock: Distinctive step on a transformational journey



*2010 Update: The Journey to the Virtualized-Next
Generation Data Center*
L7 Executive Breakfast @ Old Swan Brewery
July 2nd, 2010



VCE mission statement includes three elements of customer promise that are embodied in the vBlock offering

vBlock brings 3 promises to support the mission:

VCE mission statement

“VCE Coalition has been created to accelerate customers’ ability to (A) increase business agility through greater IT infrastructure flexibility, and (B) lower IT, energy, and real estate costs through pervasive data center virtualization and a (C) transition to private cloud infrastructures”

*VCE announcement,
November 3, 2009*



Business agility

- Pre-integrated & pre-certified
- Best-of-breed products
- Standardized & highly scalable



Reduction in IT spend

- Cross-stack integration
- Pervasive virtualization
- Reduction in server count & energy
- Reduced Data Center space
- Simplified, end-to-end management



Transition to private cloud infrastructures

- First step in the cloud journey
- Cloud-like feature-functions
- Convergence onto a standardized platform
- Operational maturity needed for cloud

A vBlock's 5 unique & critical attributes

VCE mission statement	A	Business agility
	B	Reduction in IT spend
	C	Transition to private cloud

- 1 **A single management pane** across the x86 stack (compute, storage, and network)
- 2 **Pre-integrated product** that maximizes standardization and avoids custom integration or design
- 3 **Improved reliability** through standardized configuration and reduced operational touch time
- 4 **Best-in-class components** within the integrated solution
- 5 **Strength of vendors and partners** through market leadership of Cisco, EMC, and VMWare and the broader VCE partner ecosystem



A Pre-integration of vBlock reduces implementation time and improves performance

VCE mission statement	A	Business agility
	B	Reduction in IT spend
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	Impact
Component sizing	<ul style="list-style-type: none">vBlock compute, storage, and network components are pre-sized for optimal performance,
Component configuration	<ul style="list-style-type: none">vBlock compute, storage, and network components are pre-configured for optimal performance
Component integration	<ul style="list-style-type: none">vBlock pre-integration reduces effort required to deploy new IT infrastructure platforms
Platform certification	<ul style="list-style-type: none">vBlock products are certified as a holistic infrastructure solution for common customer applications,

* Release of the third product, vBlock 0 is planned for mid-2010

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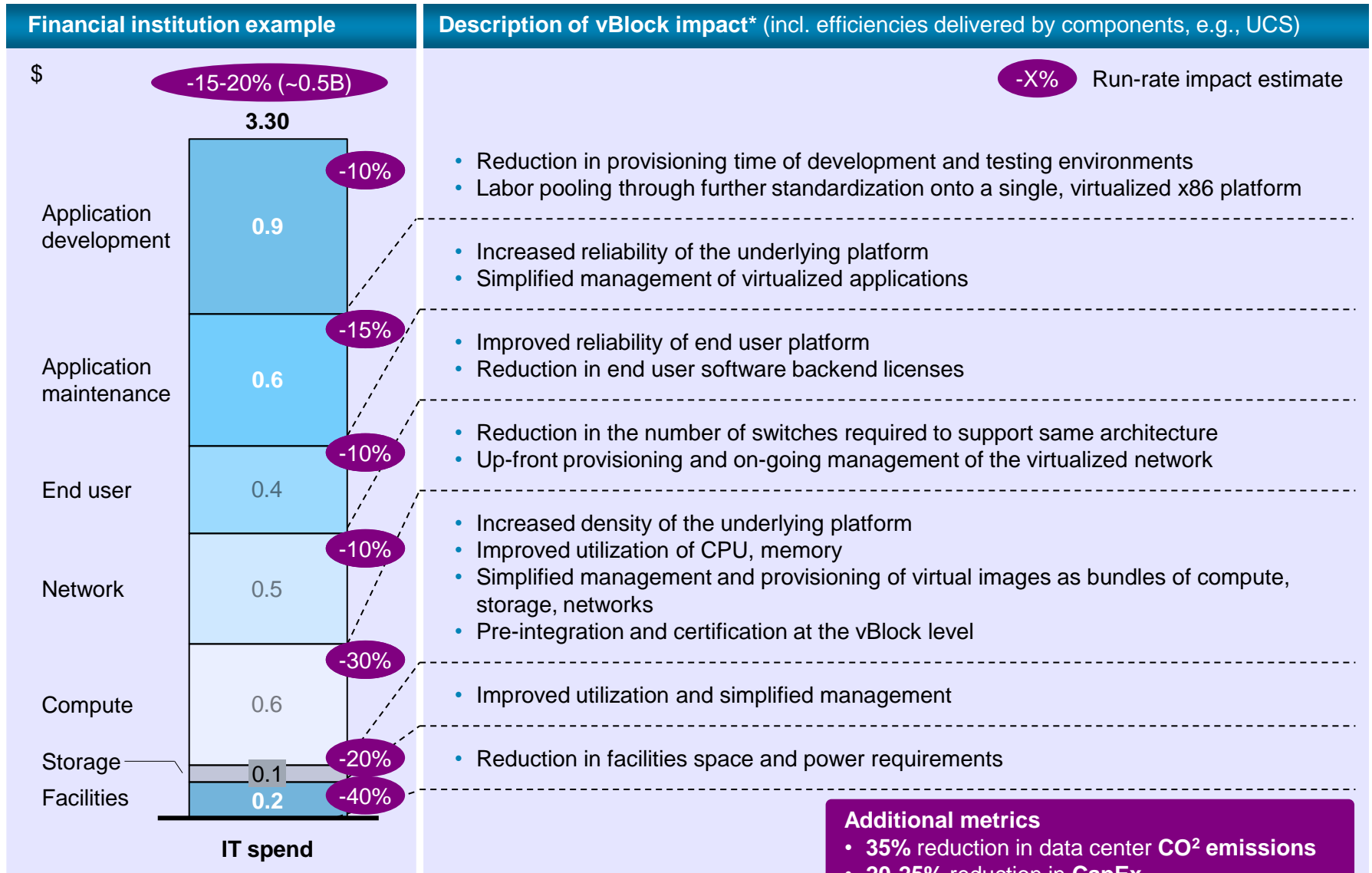
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B Vblock analysis for typical enterprise suggest savings across IT of 15-20%

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Additional metrics

- 35% reduction in data center CO² emissions
- 20-25% reduction in CapEx

* Assumes 70% of IT environment is x86 platform: 50% physical, 50% virtual
 Source: Gartner IT Key Metrics Data 2009; vBlock BOM; Interviews; Team analysis

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C vBlock fundamentally starts to deliver the core characteristics of cloud

Critical characteristics of cloud

Hardware abstraction

- *Applications run in logical instances that are fully abstracted from the underlying physical hardware*

Rapid elasticity

- *IT resources can be rapidly provisioned and decommissioned, creating the impression of infinite capacity*

Usage based pricing

- *IT resources are consumed based on usage, with no up-front commitment by the user*

Self-service capability

- *IT resources are provisioned and decommissioned directly by the user with minimal management effort*

How vBlock delivers cloud characteristics

• **VM, network & storage virtualization:**

- built-in virtualization enhancements in UCS
- Built-in virtualization enhancements in EMC V-Max
- Deep integration with virtualization delivers hardware abstraction needed for the broader cloud model

• **Pervasive virtualization**

- of the end-to-end x86 stack,
- Standardization of compute, network, store and protection
- Template-based provisioning delivered by EMC's Ionix

• **Dynamic IT provisioning and decommissioning**

- Minimal up-front commitments to IT architecture
- fine-tune overall capacity to align with the usage patterns

• **automation enables transition to self-service user model**

- Holistic management of the integrated stack
- Template-based provisioning by usage and priority

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Summary

THANK YOU

