TOP 3 REASONS WHY CUSTOMERS BUILD VIRTUAL INFRASTRUCTURES ON THE EMC VNX FAMILY

75+ Points of Integration between EMC and VMware

- EMC is #1 as the best product for VMware Integration according to Wikibon

EMC VNX and VNXe were voted the winners for 2012 storage virtualization

- 2012 Virtualization Review Reader's Choice Award and Buyers Guide

"We're now using VNX and Citrix to virtualize our physical servers, which is expected to yield $3 million in savings relating to servers, maintenance and power and cooling. We'll also become more agile because we can deploy a virtual server in a day instead of the three weeks required for a physical server."

- System Administrator II, Baptist Memorial Healthcare Corporation

1 BUILT FOR VIRTUALIZED INFRASTRUCTURES

EMC® VNX® and VNXe® unified storage were engineered to deploy virtualized application workloads. EMC integrates with virtualization better than any storage vendor. With over 75 points of integration with VMware®, EMC offers full support for all of the VMware vStorage™ API families. VMware administrators don't have to learn a new interface; they can provision, monitor, and manage EMC unified storage directly from VMware vCenter™.

- Avoid upfront "over-provisioning" and move toward on-demand capacity management with EMC Virtual Provisioning™ — especially for Microsoft Exchange mailbox databases and SharePoint content databases.
- Intelligent offload of key VMware vSphere® operations by up to 75 percent, from server to storage accelerates VMware storage tasks, enabling more efficient use of resources for increased performance and consolidation.
- Application-based best practice provisioning wizards simplify the process of provisioning storage. Provision 500 Exchange mailboxes in less than two minutes. Set up 1TB VMware or Hyper-V datastore in 10 minutes.
- Integrated with VMware vCenter Operations Manager to deliver actionable performance analysis and proactively facilitate immediate problem resolution of performance and capacity issues for EMC VNX series
- Enhance performance by booting 1,000 VMware Horizon and Citrix XenDesktop machines in as little as seven to eight minutes

2 BUILT FOR APPLICATIONS

EMC VNX and VNXe unified storage were engineered to deploy physical virtualized application workloads. Recapture valuable storage capacity and reduce data footprint by up to 50 percent with the EMC VNX series built-in features such as thin provisioning, file deduplication, and compression. Optimize storage utilization and lower overall costs—regardless of application type or data age—by automatically moving data based upon workload with FAST VP (Fully Automated Storage Tiering for Virtual Pools).

- Replace lengthy manual processes with FAST VP and dynamically tune application workloads in 80 percent less time, saving you time and increasing service levels.
- Increase Oracle IOPs by 2x with EMC FAST Suite. Reduce Oracle latency at the same time by 5x using FAST Suite.
- Gain up to 4x more transactions on virtualized SQL databases using VNX FAST Suite. Manage and tune virtualized SQL databases in 80 percent less time.
- Provide application-aware storage provisioning for Microsoft Hyper-V and SharePoint environments and reduce time to provision by 75 percent with EMC Storage Integrator
- Support all leading virtualization hypervisors (Citrix, Microsoft, VMware)
- Remove complexity and accelerate virtual desktop provisioning with EMC Virtual Storage Integrator (VSI)

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3 EMC TESTED AND SUPPORTED

EMC invests heavily to ensure that—from the server, to the network, to the storage array—performance and scalability requirements are met. We provide reference architectures and documented best practices based on rigorous lab testing to ensure a successful virtualized infrastructure deployment.

- EMC Proven™ Solutions and reference architectures accelerate and completely remove any risk from the virtualization of your mission-critical application infrastructure.
- EMC has the expertise to accelerate any step of your virtualization journey to the cloud.

EMC, Microsoft, and VMware share a unique partnership and vision—the journey to your cloud—that guides our research, development, and overall direction to ensure we are making the right moves so you get the reliability you expect from EMC's unified storage solutions

"Since moving to EMC VNX, performance on our virtual servers has increased by 30 percent. With FAST Cache and FAST VP, we can maintain peak performance even during busy usage periods."

SYSTEM ADMINISTRATOR, SCENTSY, INC.

CONTACT US

To learn more about how EMC products, services, and solutions can 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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