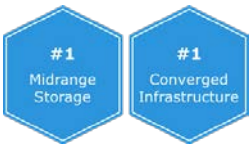
TOP REASONS WHY VNX UNIFIED HYBRID FLASH

The EMC® VNX® family delivers industry-leading innovation and enterprise capabilities for file and block storage in a scalable, easy-to-use unified storage solution. VNX storage combines powerful and flexible hardware with advanced efficiency, management, and protection software to meet your economical, and performance needs.

With the VNX you can consolidate multiple workloads and still enjoy the best economics for your virtual and physical applications without compromise. The VNX allows you to enjoy the performance of flash at the cost-effectiveness of disk for all your mixed workloads.

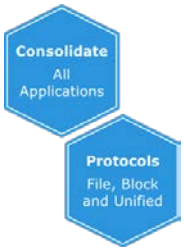
With industry leading application integration, you can start small and scale to multi-petabyte environments, you can utilize automated storage tiering, encryption, local and remote protection all while knowing that VNX is trusted by ten's of thousands of customers.

1 CHOICE



Flexibility is a mainstay value proposition of the VNX. You can deploy VNX as a stand-alone, as part of an embedded solution, converged, specialized appliance, and even as a software-defined storage appliance (vVNX). VNX configurations start at under $8k (VNXe1600) and scale up to 6 PBs capacity (VNX8000). Easily start as a block storage solution and then simply add file support for your NAS requirements. Start with the amount of flash that best meets your requirements and add SSDs on the fly or start with an all flash configuration and add HDDs for those workloads that don't benefit from flash. Additionally, VNX hybrid flash deployment flexibility extends to converged infrastructures such as VCE VBLOCK and EMC VSPEX reference architectures.

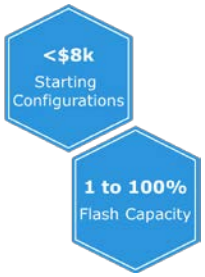
2 MIXED WORKLOAD SUPPORT



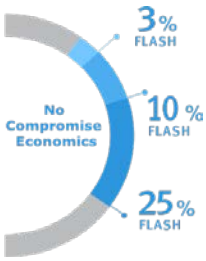
A robust unified hybrid flash storage platform for consolidation of block storage, file servers, and direct-attached application storage, the VNX family enables organizations to dynamically grow, share, and cost-effectively manage multi-protocol file systems and multi-protocol block storage access. As a unified array, the VNX enables Microsoft Windows and Linux/UNIX clients to share files in multi-protocol (NFS and CIFS/SMB 3.0) environments. At the same time, it supports iSCSI, Fibre Channel, and FCoE access for high-bandwidth and latency-sensitive block applications.

3 ECONOMICAL

Hybrid flash arrays tackle the combined challenges of performance, capacity, and data growth that are tightly coupled with constrained budgets. The powerful combination of hardware and policy-based software recognizes that not all data is created equal and therefore constantly auto-tuning, tiering, and caching data between flash and disk to simultaneously meet ITs performance and cost ($/GB and $/IOPS) goals.



This is especially true for general-purpose that have lots of cold/inactive data and only some hot/active data. So for cost-sensitive environments that need a balance of performance and capacity, hybrid flash is the de facto storage architecture.

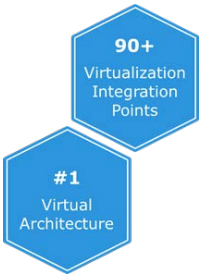


* Use a Value Optimized VNX with 3% Flash, for general purpose workloads that require the best $/GB

* Use a Balanced VNX System with 10% Flash, for mixed, virtualized workloads requiring dynamic performance optimization

* Use a Performance Optimized VNX with 25% Flash, for demanding workloads that require all-flash performance

4 ACCELERATED CLOUD DEPLOYMENT



VNX is a great foundation for a private or hybrid cloud. With deep VMware and Microsoft HyperV integration, VNX ranks as a top cloud accelerator for both private and hybrid clouds.

VNX simplified and automated hybrid flash array is an integral part of EMC's hybrid cloud strategy enabling and accelerated path to private or hybrid cloud deployments. For organizations building private clouds, VNX was ranked #1 in virtualization integration and was the first platform to support Hyper-V 3.0 and related features like SMB3. For hybrid cloud deployments, a VNX combined with EMC ViPR™ provides a foundation for federated management and object interfaces to VNX storage for a variety of cloud frameworks.

5 ENTERPRISE READY

Not only does enterprise ready mean delivering on at least 5-nines availability, it means being innovative and having features that saves you money and sets you apart from your competitors.

VNX is designed to deliver 5-nines arability with software that simplifies storage management and enables you to increase efficiency, application performance and protection with features like FAST, deduplication, snapshots, and local and remote replication. Add to that functionality like encryption, write-once-read-many (WORM), mobility and a rich ecosystem and you have a top mid-range storage platform.

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, visit www.emc.com, or explore and compare products in the EMC Store.

Published in the USA. 09/15 Handout H10837.4

EMC²