

# Top 5 reasons you should consider EMC for your Exchange 2007 infrastructure

## **1 Benefit from deep application experience. EMC has more Microsoft experts.**

EMC employs Microsoft Solution Consultants who have strong backgrounds in architecting storage solutions for Microsoft Exchange. They regularly meet with customers to understand and assess your current situation and how you need to lay out Exchange in order to gain the level of performance and protection that you require now and in the future.

EMC also employs over 3,000 certified specialists in EMC's dedicated Microsoft Practice who deliver migrations, upgrades, and application-focused consulting services for Exchange, SQL, SharePoint, and many other Microsoft business applications.

## **2 Get proven results. EMC offers lab-validated templates for faster success.**

EMC has been helping Microsoft Exchange gain enterprise levels of stability and performance since 1997 (when Exchange 5.5 was released). Not only does EMC understand holistic performance troubleshooting (Server > Host Port > Switch > SAN Port > LUN > Volume Manager > Application), but we also helped pioneer Microsoft's Exchange storage calculation techniques.

EMC discovered many of the major performance issues and solutions in Microsoft environments (such as Diskpar alignment, optimal HBA settings, Queue Depth, and LUN placement) and has outlined these best practices in our ESRP listings and reference architectures on EMC.com.

EMC tests the thresholds—and has customers who consistently push the limits of the application. When you work with EMC, you have access to a decade's worth of experience in helping customers make Exchange perform to meet and exceed their users' expectations.

## **3 Cure your backup pain: shrink your backup window, gain new restore capabilities**

After listening to your unique situation, EMC can identify a product or combination of products that will change the way you conduct Exchange backups. If you are currently doing Exchange backups using "grandfather-father-son" tape rotation schemes, EMC would like to show you what is possible these days in terms of backup and controlled granularity restores.

- **Shrink backup windows with 100 percent LAN-free backups.** EMC® Replication Manager auto-discovers and synchronizes Exchange database and log volumes utilizing the speed and power of the SAN hardware device, thus freeing your network bandwidth and completing backups in a fraction of the time. This technology does not replace your company's standard backup solution, and it can co-exist with VSS-aware backup products such as EMC NetWorker®, Symantec Netbackup, TSM, and CommVault Galaxy.
- **Restore at any granularity.** EMC Replication Manager not only creates application-consistent replicas of Exchange storage groups and databases; it can also integrate with solutions that provide single-mailbox restores (without requiring brick-level backups). We have validated several options including tools from Quest and Kroll Ontrack. Combine with EMC's long-distance replication technologies and you have a solution for restoring from every possible outage or operational situation.

## 4 Robust Exchange DR solutions: zero-data-loss synchronous replication and fully automatic failover

EMC is the pioneer in long-distance data replication technologies for mission-critical business data with data replication technologies like SRDF® (Symmetrix® Remote Data Facility) and MirrorView™ (for CLARiiON®). EMC RecoverPoint is a great network-based recovery appliance that is not dependant on the storage device, so you can replicate Exchange and provide a high level of disaster recovery without requiring a mirror image of your production site.

Some of the built-in replication features for Exchange are good enough for small environments, but these features also require a lot of disk space and consume host CPU resources and network bandwidth. They also put companies at risk of losing data (the amount of data in uncommitted log files).

- Today, only SAN-based synchronous replication offers the ability to have a failure and not lose any data in transit. In addition, EMC Cluster Enablers (e.g., SRDF/CE) can be placed atop synchronous replication technologies in order to provide a zero-data-loss solution with automatic failover. EMC also has a wide range of replication solutions to meet the needs of customers with mixed operating systems and environments.

## 5 Put an end to quotas and PSTs: create a “bottomless mailbox” with EmailXtender

More users are demanding larger inboxes and do not want to deal with the hassle of monthly, weekly, and sometimes daily management of their inboxes to avoid e-mail interruptions due to hitting their quota limits.

EMC EmailXtender® moves inactive e-mails from a user’s inbox (residing on high-speed SAN storage) to a lower-cost storage medium such as ATA disk or an EMC Centera® device. The user notices nothing and only sees a small icon indicating the e-mail is located at a different storage tier and does not have to delete items in their inbox in order to get past quota guidelines. The solution is best combined with User Cache, which is similar to Outlook Cached Mode. This “bottomless inbox” eliminates a lot of time and cost associated with constant user management of their inboxes and saves the IT department the cost of putting too much data on tier-one storage.

Also, because the EmailXtender archive can be searched instantly, the software is a great solution for legal discovery and has been used by many companies to save millions in legal discovery costs.

### EMC is a great choice for Exchange 2007

Regardless of your company size, EMC has people and technology ready to put together robust solutions for your Exchange 2007 environment. Whether it’s the low-cost, scalable AX lineup or the highest price/performance CX line or the bulletproof stability of the Symmetrix DMX™, we have a solution to meet your needs.

EMC SAN technology has undergone extensive testing and validation both by EMC and Microsoft over the last ten years. EMC’s performance capabilities are well understood and on display at Microsoft’s Exchange System Review Program (ESRP) [www.EMC.com/esrp](http://www.EMC.com/esrp).

EMC not only has the most listings for a SAN vendor, we also have the most advanced listings—incorporating snapshot technology and advanced replication.

EMC employs highly skilled and qualified Microsoft Rangers® and has dedicated Microsoft-certified personnel who plan, design, and manage complex Exchange deployments every day.



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### Take the next step

For more information, please visit us on the Web at [www.EMC.com/exchange](http://www.EMC.com/exchange).