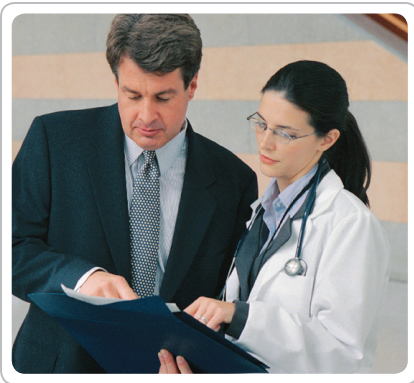


GE Healthcare

OEM partnership between EMC and GE Healthcare facilitates SAN-based data protection and recovery for GE Centricity Business customers



For the first time, GE Centricity Business customers have access to a standardized, multi-layered solution for cost-effective data protection and rapid recovery of business-critical financial and administrative data. Made possible through an application-specific EMC/GE Healthcare OEM partnership that leverages leading-edge technology and joint market leadership, the new offering fully integrates the GE Centricity Business application with the automated, centralized backup and recovery capabilities of EMC NetWorker®.

“EMC is our number-one storage partner, and now with our efforts around EMC software solution integration, that’s going to be a growing part of what we do as well,” says Brian Mitchell, director of Technology Sales for the Americas, GE Healthcare Integrated IT Solutions. “We simply could not have a better partner than EMC.”

EMC NetWorker provides pivotal technology

The choice to incorporate EMC NetWorker into the GE Centricity Business data protection and recovery solution was based on the application’s reliability, ease-of-use, and market-leading backup and recovery speeds, along with its unique ability to extend these capabilities across all operating environments, including VMS.

“Many of our GE Centricity Business customers are VMS-based and that is initially why we became interested in using NetWorker in this solution,” says Mitchell. “NetWorker works across many different operating platforms which means, for example, that our Windows and UNIX customers can also benefit from all of the enhancements we are now able to extend to support their operating requirements.”

EMC NetWorker was also the top pick of Intelligent Systems Services Inc. (ISS Inc.), GE Healthcare’s other contributing partner involved in the development of this dynamic new data protection solution. ISS Inc. provided the engineering support to integrate the application’s automated backup and recovery technology into its layered data protection model to support the GE Centricity Business offering.

“The ISS team, which was instrumental in helping us build out this solution, has worked with all the different backup products out there and NetWorker technology was also their first choice for use in this comprehensive solution,” says Mitchell. “NetWorker’s functionality has proven to be a tremendous value-add and has enabled us to perform backups in the SAN environment—a capability we couldn’t offer before.”

Further expanding its OEM agreement and extending the backup and recovery capabilities for its GE Centricity Business application, GE Healthcare will soon incorporate EMC’s new HomeBase technology to support bare-metal recovery and migration of servers—above and beyond the NetWorker server recovery currently possible.

Through its close collaboration with EMC and ISS Inc., GE Healthcare is now able to offer its GE Centricity Business customers a proven, multi-layered backup and disaster recovery solution not available anywhere else. The solution’s impressive success is now paving the way for its use as a standardized value-add for customers utilizing other GE Healthcare applications to support Electronic Medical Record, radiology, practice management, and more. In fact, almost all of GE Healthcare’s major product suites are already EMC NetWorker compatible.

“It’s all about protecting the data and that’s the most important asset that any of our customers have,” says Mitchell.

A team approach to meeting customers’ needs

Operating within a tightly integrated sales engagement model, EMC and GE Healthcare meet on a regular basis, and work closely together on every deal.

“Sometimes we initiate an engagement with a customer and sometimes it’s EMC, but in the end we’re all working together for the same cause,” says Mitchell. “We need to have very tight relationships with our partners to be successful, and that’s why we take our partnerships so seriously. The sales engagement relationship that we have with EMC is second to none and I am pleased with the cooperation and collaboration between our two companies.”

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