



Maximize the value of
Microsoft, Oracle, and
SAP applications.



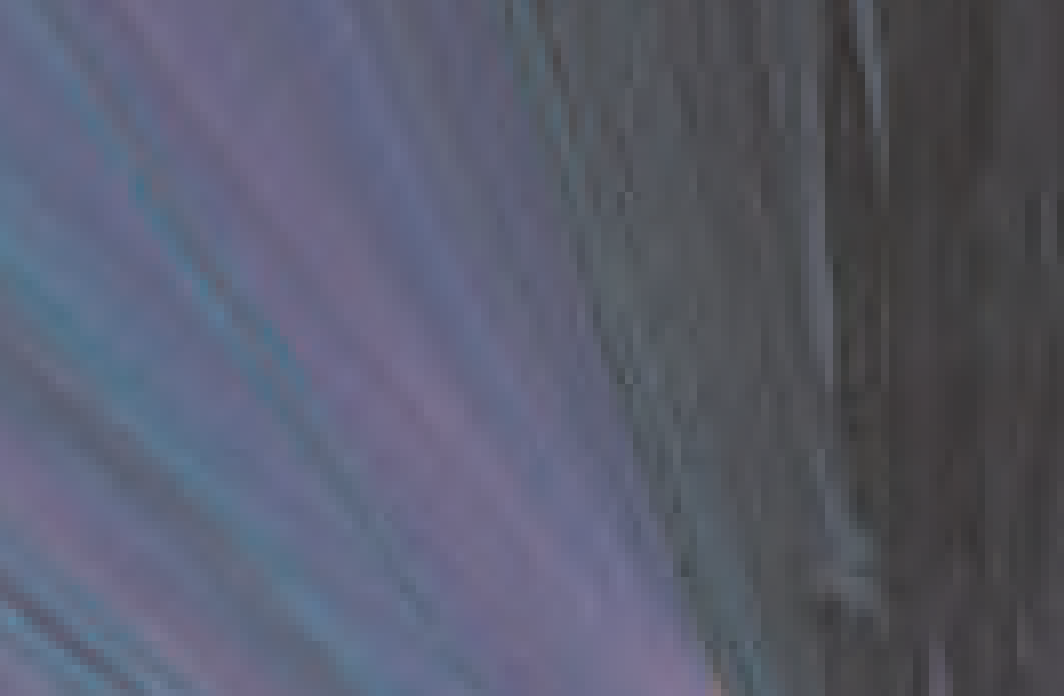
Accelerate the performance of your business.

Business moves fast, placing increased demands on your information infrastructure. To help you sustain your competitive edge, EMC has tuned its storage and information management expertise to your business-critical Microsoft, Oracle, and SAP applications—and delivers cost-effective solutions tailored to the requirements of midsize companies like yours.

Our solutions are tested for interoperability and extend the performance of your applications throughout the entire infrastructure in these key areas:

- » Application lifecycle management
- » Upgrades and migrations
- » Consolidation and storage management
- » Backups and rapid restores
- » Testing and development
- » Disaster recovery
- » Archiving
- » Compliance requirements
- » Data replication
- » Security

By accelerating the performance of applications across your infrastructure, EMC® solutions help you store, protect, and maximize the value of the information flowing through your business. You benefit from simplified and streamlined operations, enhanced IT administrative control and management, and improved return on your investment in technology and the people who use it.

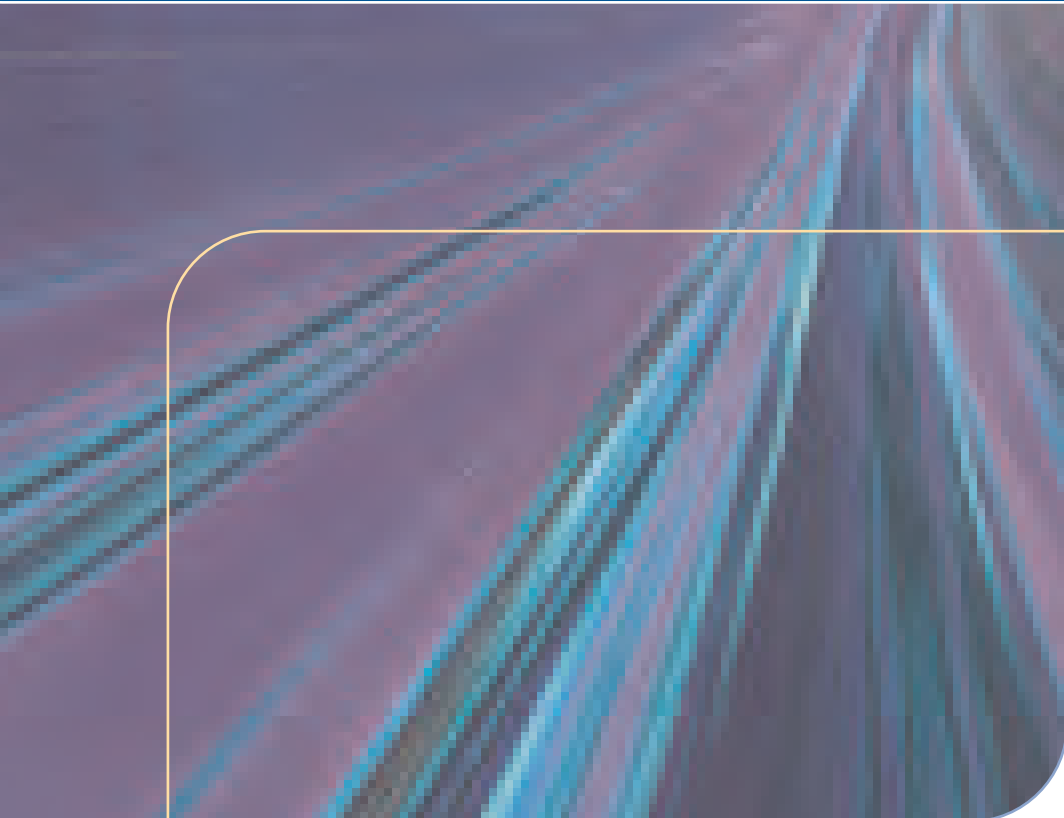


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We looked at a number of storage vendors, but felt EMC offered the best combination of Microsoft expertise, technology capabilities, and value. Now, with EMC storage and software, as well as EMC services, we've been able to increase the performance of our Microsoft applications dramatically, allowing us to serve our members more effectively while reducing our total cost of ownership.

Bill Raley, Technology Officer, ASM International

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Microsoft
GOLD CERTIFIED
Partner

Is your information infrastructure working for you?

The increasing size and complexity of your core business applications, as well as the growing volume of data they generate, brings new challenges to your information infrastructure.

Questions you need to ask about your infrastructure include:

- » Can it capably manage your application lifecycle?
- » Is it flexible and scalable enough to accommodate change, including adding application modules or deploying a full upgrade?
- » Can it sustain increasingly aggressive demands for availability and performance?
- » Can it handle data growth efficiently?
- » Can employees and partners access data quickly and put it to work for the business?
- » Can it facilitate the protection of data based on its value?
- » Can it perform backups and restores without interrupting operations?
- » Can it accommodate current compliance needs and security challenges?

By delivering end-to-end performance improvement, EMC solutions ensure that your information infrastructure is equipped for any challenge. And only EMC and its Velocity² Partners offer the expertise, alliances, and proven solutions that enable you to accelerate the value of your applications affordably and confidently.

“EMC’s replication software is ideal for our Microsoft Exchange and SQL Server environment because it works with any Windows server and any type of storage, providing us with tremendous openness and flexibility, while reducing the time and effort required for backup. It used to take hours to back up everything from the remote sites, but now, with the replication going on in the background, it’s as if there’s no time involved at all. Now, we can back up to disk in minutes.”

Nino Silvano, Chief Information Officer, Argix Direct

Deep expertise. Mature alliances. Solutions that work.

EMC has forged strategic alliances with Microsoft, Oracle, and SAP to deliver the most comprehensive application solutions in the marketplace—solutions that help turn your information infrastructure into a competitive advantage.

EMC solutions cover the critical e-mail, database, and application platforms that power your business, including:

- » Microsoft Exchange
- » Microsoft SQL Server
- » Oracle 10g and 11g, including support for Oracle Real Application Clusters (RAC)
- » SAP Business Suite

Working with our partners, EMC offers an extensive portfolio of application solutions that have been jointly tested for real-world customer environments. Documented reference architectures and best practices provide detailed information about installing, configuring, and integrating the entire solutions stack. This proven interoperability means fast, easy implementations with predictable results—so your business stays up and running. Plus, EMC application solutions are backed by joint customer support programs, so you can continue to extract the greatest value from your investment in EMC.



The reason we've remained with EMC is that their solutions have continued to evolve and grow with us to meet our needs for performance, scalability, and reliability. EMC also has been great to work with in terms of service. Having a vendor relationship where you feel they're in it with you is important. EMC has a partnership mentality and an understanding of the criticality of getting in and resolving issues quickly.



Brett Fuller, Senior Vice President, Oracle Applications Operations

Performance results that drive toward your business goals.

EMC application solutions for Microsoft, Oracle, and SAP help you align IT performance to higher-level business goals in the following ways:

- » **Accelerate deployment and reduce the risks of upgrades and migrations.** Through consolidated storage and easy-to-use and -manage replication software, EMC solutions help you create test and development copies of databases and applications that reduce risks and costs in your go-live environments.
- » **Simplify operations, increase productivity, and lower total cost of ownership.** We take what you have and tune it to deliver more for your business, improving your investment in existing IT assets. Also, by simplifying your operations, we improve both the productivity of your infrastructure and your IT staff.
- » **Improve management of critical application data.** EMC solutions help you manage risks and costs by storing and protecting information based on its value over time.
- » **Support flexible service-level requirements.** Improve backup and recovery for e-mail, databases, and applications dramatically—even to the level of single mailbox recovery—whether for aggressive service-level requirements or disaster recovery. EMC consolidated storage, archiving, and replication solutions can get you there.
- » **Address compliance requirements.** EMC consolidated storage, low-cost backup-to-disk, and archiving solutions help you manage information effectively on a need-to-access basis.



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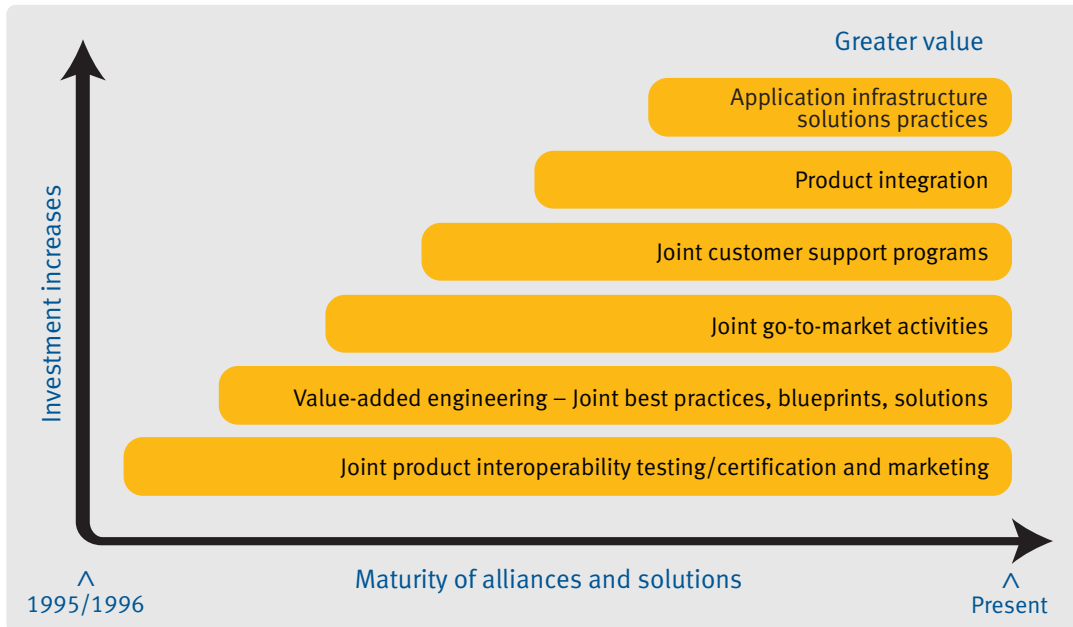


We have a strong focus on the total cost of ownership at Danfoss. We are working to ensure that IT operating costs fall steadily over the coming years and EMC storage solutions for SAP are enabling us to achieve that goal.

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Morten Pors Simonsen, Enterprise Service Manager, Danfoss

EMC invests deeply in its alliances to deliver greater value to your business.



In partnership with Microsoft, Oracle, and SAP, EMC offers accelerated, predictable results and fully integrated solutions that work in your environment. In the end, our shared knowledge transforms quickly into measurable returns for your business.

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SAP is a good solutions provider for us and is a footprint for just about everything we do. Our motivation to keep upgrading is to stay current with SAP. If you fall behind on support packs the likelihood of running into unplanned outages or issues is much greater. EMC's technology, combined with SAP's methodologies, enables us to avoid those things.

Ken Stack, Vice President of Infrastructure, OfficeMax

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Take the Next Step.

EMC Services cover the three critical phases of your solution: assessment, implementation, and health check. Leverage the expertise of EMC-certified professionals and Velocity² Authorized Service Network (ASN) Partners to help you design, deploy, and optimize your solution—faster, with minimal disruption, and lower total cost of ownership.

Learn about additional EMC midsize solutions.

EMC solutions cover the full spectrum of information management and storage needs for midsize companies—all at a cost that makes sense for your business. Call 866-464-7381 to find an EMC representative or Velocity² Partner near you.

- » **Storing more intelligently.** Discover how to manage the estimated 50- to 60- percent annual growth in data through strategies that address the value of information as well as your IT infrastructure. EMC solutions enable you to gain efficiencies, amplify performance, and maximize the return on your capital investment.
- » **Backup and archiving.** Manage growing volumes of data and increasingly aggressive requirements for protection and recovery with EMC solutions that match the backup and archiving method—and cost—to the corresponding business requirement.
- » **Effective and affordable protection.** Enjoy big business protection on a midsize budget with EMC solutions that coordinate the protection level of your information to its business value, as well as automate and ease the management of mission-critical replicas for business continuity.
- » **Virtualization.** Utilize the full capacity of your IT infrastructure and benefit from flexible on-demand capacity with EMC server- and file-based virtualization solutions and implementation expertise.



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