

GOVERNANCE AND ARCHIVE SPECIALTY

Introducing the EMC Velocity 2011 Governance and Archive Specialty



The EMC® Velocity™ Solution Provider Program will help you succeed in delivering best-in-class EMC solutions to your customers. The new Velocity Tiers and Specialties offer more choices for accelerated growth. The Governance and Archiving Specialty enables you to take advantage of the market opportunity for information governance solutions, provide more value to your customers, and increase profitability.

WHAT DOES IT MEAN TO SPECIALIZE?

EMC Velocity Specialties enable you to offer complete end-to-end solutions in the areas of Consolidation, Advanced Consolidation, Backup and Recovery, and Governance and Archive. To achieve specialization, partners must meet an elite set of educational requirements for both sales and technical personnel. The increased investment in training reaps increased business benefits and rewards. By becoming a specialist, you can provide a more complete solution to your customers and gain access to additional programs, incentives, and promotions that enable you to increase profitability.

Velocity Governance and Archive Specialty partners deliver solutions for policy-based management of information that are designed to lower costs, reduce risk, and ensure compliance with legal or regulatory standards and corporate governance mandates. These partners are trained and certified on the **EMC SourceOne™** family of products, which includes archiving, compliance, and eDiscovery solutions.

MARKET OPPORTUNITY FOR EMC SOURCEONE SOLUTIONS

The amount of information that needs to be managed by corporations continues to grow at an exponential rate. EMC SourceOne products enable organizations to apply policies and technology to meet information governance needs.

For example, companies need to be “litigation ready” by managing information so that they can respond to eDiscovery requests. Smart organizations have found that a repeatable, in-house eDiscovery process, using SourceOne eDiscovery solutions, enables them to respond to legal requests cost-effectively and efficiently.

Solid information governance also offers operational benefits. Many organizations find that the overwhelming growth of their email environment causes slow performance, long backup windows, and more data to replicate. All of this uncontrolled information is a potential eDiscovery risk to the organization. SourceOne archiving solutions for email, as well as for SharePoint and files, address these operational challenges.

TAP INTO LUCRATIVE MARKET WITH EMC SOURCEONE

EMC SourceOne archiving and eDiscovery solutions address a profitable and growing market. According to IDC, the market for archiving applications will hit \$1.5 billion in revenues in 2010 and is growing at an 11.5 percent CAGR¹. For eDiscovery, Gartner forecasted eDiscovery software revenues to hit \$1.2 billion in 2010 with a CAGR of 21.2 percent². You can tap into these high-growth markets with the Velocity Governance and Archiving Specialty.



PRODUCTS

- SourceOne Email Management
- SourceOne Email Supervisor
- SourceOne for SharePoint
- SourceOne for File Systems
- SourceOne File Intelligence
- SourceOne eDiscovery— Kazeon*
- SourceOne Discovery Manager*

THE EMC SOURCEONE FAMILY MEETS CUSTOMERS NEEDS

The EMC SourceOne archiving products include **SourceOne Email Management**, **SourceOne for SharePoint**, and **SourceOne for File Systems**. These products migrate information from production systems to the EMC SourceOne archive to reduce storage costs, enhance performance of production systems, and manage information for compliance and litigation readiness.

EMC SourceOne eDiscovery products ensure accurate and repeatable eDiscovery processes to meet legal obligations, mitigate legal risk, and reduce expense. **SourceOne Discovery Manager** enables discovery and legal hold of archived email stored in EMC SourceOne archives. **SourceOne eDiscovery—Kazeon** automates the identification, collection, preservation, processing, analysis, review, and management of unstructured content in file shares, desktops, laptops, email servers, Microsoft SharePoint, and EMC Documentum.



EMC SourceOne City is a turnkey awareness and demand-generation marketing campaign for partners. Go to: www.EMC.com/collateral/microsites/sourceone-city.

SPECIALIZE IN GOVERNANCE AND ARCHIVE TO REAP THE REWARDS

The Governance and Archive Specialty provides incremental benefits that will help you be profitable with EMC SourceOne. These include marketing programs, financial incentives, demo access, training and sales collateral, and assessment and ROI tools to help you sell.

Velocity Program Benefits (for both Premier and Signature Tier)	Additional Governance and Archive Specialty Benefits
Performance-based rebates	Demand-generation programs and campaigns
Co-op funds	Educational webcasts and partner communications
Deal registration	Regional partner training
Quarterly incentives	Customer-partner reference program
Velocity Incentive Program (VIP)	Governance and Archive specialty logo
Velocity Specialty branded marketing	Training, sales collateral, selling tools

GOVERNANCE AND ARCHIVE SPECIALTY REQUIREMENTS

Specialization entails annual revenue, training, and certification requirements to ensure your sales and technical staff can be competitive selling and supporting information governance solutions. EMC offers in-depth training for both pre- and post-sales personnel. Accreditation and certification requirements will ensure your success with EMC SourceOne.

Velocity Program Requirements (for both Premier and Signature Tier)	Additional Governance and Archive Specialty Requirements
Sales accreditations (number of people varies by sales region)	Advanced Sales accreditations
SE accreditations (number of people varies by region)	Technical Architect certifications
Achieve minimum revenue—per specialty and per region	Ability to deliver Velocity Services Implement
	Implementation Engineer certifications
	Velocity Specialty supplement training

See the 2011 Velocity Program page on EMC Powerlink® for benefits and requirements per region and per Velocity specialty, or speak directly with your EMC Velocity distributor.

The Governance and Archive Specialty Education Service Portal explains educational/ accreditation requirements for the specialty and includes links to sales tools such as collateral, webcasts, and the SourceOne family page on Powerlink.



Governance and Archive Specialty Education Services Portal—everything you need in one place. Go to: https://education.EMC.com/IIG_Velocity/.

GET READY TO SPECIALIZE IN GOVERNANCE AND ARCHIVE

If you are interested in providing information governance solutions to your customers, consider investing in the Governance and Archiving Specialty. If you are a current Velocity Partner, please contact your Velocity distributor or EMC partner account manager for the next step. For more information, see the Global Velocity Resource Center on <https://powerlink.EMC.com>.

Not Yet a Velocity Partner?

We invite you to join the EMC Velocity Solution Provider Program on the road to profitability! Apply here: <http://www.emc.com/resellerapplication>.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve business and IT challenges, contact your Velocity distributor or EMC partner account manager—or visit us at www.EMC.com.

For more information about Velocity Services, see the Global Velocity Resource Center on <https://powerlink.EMC.com>.

¹ IDC #222366, WW Archiving Forecast

² Dataquest Insight: E-Discovery Software Marketplace Continues Its High-Growth Pace, http://www.gartner.com/technology/media-products/newsletters/emc/vol2_issue1/gartner3.html