

Seeing Mission-Critical Microsoft in Action: Microsoft[®] Technology Centers, EMC Executive Briefing Centers, and EMC Solution Centers

Creating a mission-critical information infrastructure requires a sophisticated blend of people, processes, and technology. That's why EMC and Microsoft invest heavily in opportunities that provide you with everything you need—an outstanding environment, industry leaders, and technology experts—to envision, architect, and demonstrate a secure, customized solution based on EMC[®], Microsoft, and partner technologies. Together, EMC and Microsoft collaborate at Microsoft Technology Centers (MTCs) around the world. And EMC extends its outreach with EMC Executive Briefing Centers and Signature Solution Centers.

Microsoft Technology Centers

A Microsoft Technology Center's dynamic collection of resources shortens your development time. By removing traditional barriers, it reduces the total cost of solution acquisition. Drawing on the integrated innovation of EMC and Microsoft products and technologies, the MTC can be a powerful resource for your organization.

EMC at the MTCs provides comprehensive resources, including hardware, software, and services, for the duration of your team's engagement. MTC personnel are experts in Microsoft technology solutions. They will work side by side with your team to rapidly find solutions to your technology challenges. Our staff's expertise and in-depth knowledge of EMC and Microsoft products and technologies ensure you benefit from development best practices.

The MTCs marshal their resources into three types of offerings—strategy briefing, architecture design session, and proof-of-concept workshop—each of which focuses on a different stage of your organization's search for a solution. The MTCs focus on the following business needs:

- Build customer connections
- Drive real-world business process
- Drive business performance
- Enable your mobile workforce
- Application platform optimization
- Optimize your business productivity infrastructure
- Optimize and secure your core infrastructure
- Performance testing and tuning

EMC Information Infrastructures for Microsoft Environments

EMC's partnership with Microsoft is built on a long history of integrating best-in-class storage, software, and services that create a dynamic information infrastructure and help you maximize the value of your information at a low total cost. EMC's Microsoft Practice provides end-to-end professional services (strategy, design, implementation, and management) enabling organizations to optimize Microsoft environments, mitigate implementation risk, and accelerate benefits.

As a Microsoft Gold Certified Partner, EMC has made significant investments in MTCs in the United States and Europe to help our mutual customers take advantage of the benefits of our partnership and accelerate their implementation of EMC and Microsoft technologies. EMC's goal is to support Microsoft and EMC customer engagements with demos, proofs of concept, architectural design sessions, and EMC marketing and training events. EMC subject areas currently supported in MTCs can include:

- Disaster recovery, business continuity, and archiving for Microsoft Exchange Server[®]
- Disaster recovery, business continuity, and performance acceleration for Microsoft SQL Server[®]
- Remote replication and continuous data protection with RecoverPoint
- Extended enterprise content management capabilities with EMC Documentum[®] and Microsoft SharePoint[®] integration
- Network detection capabilities for Microsoft System Center Operations Manager[®] and EMC Smarts[®]



EMC partners with Microsoft in all U.S. and EMEA Microsoft Technology Centers:

- Mountain View, CA
- Waltham, MA
- New York, NY
- Reston, VA
- Atlanta, GA
- Chicago, IL
- Dallas, TX
- Irvine, CA
- Paris, France
- Munich, Germany
- Thames Valley, UK

EMC Executive Briefing Centers

EMC's worldwide Executive Briefing Program creates customized events that bring you together with EMC executives and technology experts to explore opportunities, discuss business needs, and identify better ways to manage information. At the Executive Briefing Centers—or in a field briefing at your location—all content is tailored to you and your business—what you need today, and what you will need tomorrow. Visits to our briefing centers in the United States, Europe, and Asia are relationship-changing events, opportunities to engage with our people, observe our quality processes, and interact with our strategy leaders. Frequently, these visits include technical demonstrations of EMC solutions for the Microsoft platform, across backup/restore, business continuity, archiving/compliance, and high-performance storage design. EMC Executive Briefing Centers are located in:

- Hopkinton, Massachusetts
- Santa Clara and Pleasanton, California
- Cork, Ireland
- Tokyo, Japan

EMC Signature Solution Centers

In the EMEA region, EMC sponsors partner Signature Solution Centers—showcases for solutions based on EMC hardware, software, and partner services. Complete partner and EMC-branded sales environments, the Solution Centers feature the complete integration of hardware, software, and services with exhibits, solutions, and product demonstrations in areas including:

- Backup, Recovery, and Archive (BURA)
- Virtualization Solutions
- Application Testing
- Application Migrations
- Scalability

How Your Information Goes to Work

Move your business ahead. Put your information to work through a deeply integrated, mission-critical enterprise content management infrastructure that empowers your people with more secure and accessible information.

With EMC and Microsoft, you can count on tested solutions and expert service from both industry leaders and their global network of solution partners to keep your business agile and maximize your company's value.

- EMC services personnel dedicated to Microsoft-based solutions, further complemented by worldwide partners to help you reduce your risk and information lifecycle total cost of ownership.
- EMC is a Microsoft Gold Certified Partner with experts available 24x7 worldwide.
- A ten-year-plus multidimensional relationship including EMC engineers and equipment onsite at Microsoft.
- Interop Vendor Alliance membership to provide interoperability on Microsoft systems and within heterogeneous environments

For More Information

For more information on Microsoft Technology Centers, visit www.microsoft.com/mtc or speak to your local Microsoft representative. Contact your local Microsoft or EMC account manager for further information and go to www.microsoft.com/mtc or www.EMC.com.

