



## EMC LAUNCHES SERVICE PROVIDER PARTNER PROGRAM IN AUSTRALIA

EMC Velocity Service Provider Partner Program enables service providers to accelerate customers'™ journey to cloud computing

Sydney, October 11, 2011 EMC Australia has today announced the launch of a service provider partner program in Australia with a number of leading Australian partners already signed to the highest tier of the program, including Telstra, Macquarie Telecom, Melbourne IT, Infoplex, Dimension Data and CSC.

The new Velocity Service Provider Partner Program will enable service provider partners to create, deploy, market, sell and deliver EMC-powered public and private cloud services.

The program forms a core element of EMC's hybrid cloud strategy which will see EMC establishing focused and committed partnerships with leading Australian service providers to expand the range of options for organisations seeking to gain business agility through the efficiency and choice offered by cloud computing, without sacrificing trust or control.

Service providers play a vital role in fulfilling the promise of hybrid cloud computing, which is why EMC has committed resources across the company to help enable the success of our service provider partners and our partner program, said David Webster, President EMC Australia, New Zealand and South East Asia. Aligning EMC's cloud computing architecture, expertise and go-to-market strategy with a strong stable of trusted service providers will give enterprises greater flexibility in their choice of cloud models for their applications without sacrificing control.

In contrast to technology vendors with increasingly vertical and proprietary business models choosing to aggressively compete with service providers by hosting their own cloud services, EMC remains focused on delivering technology solutions to our customers in partnership with Australia's leading service providers. We are committed to enabling our service providers to deliver trusted, enterprise-class cloud services that allow our mutual customers to choose the right source for every IT workload, Webster said.

EMC's commitment to choice in cloud services is evidenced in the new program which will provide increased sales, marketing, planning and education benefits to partners as they invest in EMC solutions. Also available are business development and services creation resources to enable partners to develop differentiated offerings built on EMC technology, marketing support including marketing development funds (MDF), campaigns, field execution, and sales enablement tools.

#### EMC Service Provider Quotes:

Our alliance with EMC reflects market demand for locally based enterprise-grade cloud services, and enables us to extend the range of cloud capabilities we can deliver to customers under our Australian Enterprise Managed Cloud offering Macquarie Telecom Enterprise Cloud. The fact that EMC is making its technology more accessible to service providers means we have the infrastructure required in order to provide an end-to-end Integrated Infrastructure-as-a-Service (IaaS) offering and can guarantee the resiliency critical to delivering enterprise cloud services. Aidan Tudehope, Managing Director for Hosting, Macquarie Telecom.

Telstra is investing more than \$800 million over a five year horizon in our cloud services so our customers have access to a state-of-the-art cloud platform which is ubiquitously integrated into our national IP network. An important part of this investment is via key alliances with global partners such as EMC. Working strategically with global leaders like EMC, including through programs such as the Velocity Service Provider Partner, offers our customers a level of certainty in how Telstra and EMC are working together to bring a complimentary roadmap to support their changing business needs. Mark Pratley, General Manager, Telstra Cloud Computing.

We are delighted to be a foundation partner of EMC's new Velocity Service Provider Partner Program. Customers are wanting to take advantage of the flexibility, performance and resilience of new online platforms, Wright said. The service provider program recognises this demand and allows corporates to easily migrate to Melbourne IT's smart platforms for an agile world. As a leader in the supply of dynamic online platforms, Melbourne IT welcomes EMC's move in launching their new SP program. Peter Wright, Executive General Manager, Melbourne IT Enterprise Services.

CSC and EMC share a vision for our customers' enterprise-grade cloud services delivered in a secure and consistent way around the world with the most cost effective model. The market is responding very well to our approach, which is simply letting the customer's workloads guide their decision as to which cloud model is best for them. Prioritising the workloads that will provide the greatest return on investment, quickly migrating them and then

leveraging the state of the art cloud fabric, made possible in part by EMC, ensures the success that companies and agencies are expecting by moving to the cloud. Sonia Eland, Vice President, Sales and Marketing, CSC Australia.

Our Asia Pacific strategic partnership with EMC has entered a new phase by providing our customers with access to critical resources, tools and solutions in a more collaborative approach. To offer a market leading robust, secure and flexible cloud service, Infoplex requires continuous evolution in order to stay ahead of market trends, ensuring our customers continue to recognise and drive value back into the business. EMC are with us all the way. The EMC Service Provider Program will see Infoplex and EMC working even closer together driving more a greater return on investment without compromising quality. Chris Weber, Director of Sales and Marketing, Infoplex.

This partnership with EMC further accelerates our cloud strategy in this region. Dimension Data recently launched our global Cloud Solutions business unit and we have already seen success in the Australian market. Our clients are increasingly expressing interest in adopting cloud-based services and we believe the time is right to expand our offerings and activities on this front. Rodd Cunico, Chief Executive Officer, Dimension Data Australia

#### About EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service.

Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyse their most valuable asset information in a more agile, trusted and cost-efficient way.

Additional information about EMC can be found at [www.EMC.com](http://www.EMC.com).

Press contact at Blackie McDonald is:

Nuria Grifoll or Roslyn Richardson ([emc@bmcd.com.au](mailto:emc@bmcd.com.au))

+61.2.8907.4900 (tel)

+61.2.8907.4999 (fax)