



EMC Throws Down the Gauntlet with its New Unified Storage Solutions

EMC Australia, the world's leading provider of information infrastructure solutions, has today announced the local availability of its advanced mid-range Unified Storage technologies, which comes with the guarantee that businesses can expect a minimum increase in efficiency and performance of 20 per cent[1], and a significant reduction in data management costs.

The new EMC Unified Storage technology range, launched at EMC World 2010 earlier this year, has been developed to make it easier for Australian businesses striving to manage the relentless growth of data being created, stored and archived, and the challenges that this presents in terms of managing the storage infrastructure.

A new IDC whitepaper about Unified Storage[2] reveals that the unabated growth of storage requirements has led to a rapid expansion of the installed base of terabytes in Australia, which IDC calculates as having exceeded 330,000TB, and expects to continue to grow by 39 per cent in 2010.

According to Matthew Oostveen, IDC Australias Senior Program Manager and author of the IDC whitepaper, this alone suggests that organisations of all sizes need to be reconsidering and evaluating how they procure and deploy IT as a whole, but in particular, the role storage plays.

IDC estimates that if the entire Australian installed base of enterprise storage was converted to Universal Storage, the amount of terabytes required would drop by 27 per cent, and the cost saving and return on investment would be profound.

Australian businesses would save millions of dollars in management and administration costs. For instance, the integration of EMC Celerra with policy-based file management addresses the need Australian businesses have to drive efficiency in the way they store and manage file systems, as well as the storage solutions used to manage and store them, Oostveen continued.

Mark Oakey, Marketing Manager, Storage Platforms at EMC ANZ, said EMCs Unified Storage solutions are simple and efficient, and with our 20 per cent storage efficiency guarantee, there is no customer anywhere who could afford not to consider evaluating EMCs offerings.

These new EMC midrange technologies are key enablers to accelerate the value of customers virtualised environments, and help customers bring simplicity and cost efficiencies to new heights, while not compromising on other important considerations like performance and availability. By simplifying the management of physical and virtual environments, customers have a seamless experience that services any application regardless of the connectivity requirement. With EMCs Unified Storage solutions, customers can be sure to get the highest performance at lower costs, Oakey said. The new advanced storage efficiency technologies include the next-generation of EMCs FAST (fully automated storage tiering) technology, innovative FAST Cache capabilities and block data compression, and new EMC Unisphere software. The new Unisphere software delivers a simple approach with task-based controls, customisable views, and advanced self-service capabilities.

The storage systems support VMware vStorage APIs for Array Integration (VAAI) that enables more-efficient use of server resources for increased performance and consolidation. In addition, the new vCenter integration enables VMware administrators to easily provision and protect virtual machine storage, reducing administrative tasks by up to 90 per cent.

All capabilities included in this announcement will support CLARiiON CX4 and current Celerra NS product lines. These capabilities will be generally available in Australia from August 25, 2010.

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About EMC

EMC Corporation (NYSE: EMC) is the worlds leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMCs products and services can be found at www.EMC.com.

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[1] This figure was derived from EMC testing. For more information, please visit:

<http://australia.emc.com/products/unified-storage-guarantee/index.htm?pid=home-unifiedguarantee-062510>

[2] IDC Australia White Paper, A Universal Approach to Greater File System Efficiency, written by Matthew Oostveen, August 2010