



## **EMC, VMWARE EXPAND BUSINESS AND TECHNOLOGY ALLIANCE; HELPING CUSTOMERS ACCELERATE VIRTUALIZATION JOURNEY**

*New EMC Solutions and Services Provide Data Center Teams Visibility and Control to Confidently Migrate Business Critical Applications to VMware vSphere™ 4*

SAN FRANCISCO, Calif. – VMworld 2009 – September 2, 2009 – Further helping customers accelerate their journey to the private cloud, EMC Corporation (NYSE: EMC) today announced an expanded business and technology alliance with VMware. The companies' ongoing alliance is squarely focused on helping customers enable tier-one applications on VMware vSphere™ 4, streamline configuration and compliance management, and automate IT processes across the data center leveraging the VMware vCenter™ Product Family and the EMC® Ionix™ portfolio.

Key to this expanded alliance, the companies have announced a reseller agreement whereby EMC is now a fully authorized reseller of VMware vCenter AppSpeed. This new solution – along with EMC's virtualization services – will be offered through EMC Select as part of EMC's Ionix portfolio, enabling customers to have full management capabilities across their physical and virtual IT infrastructures.

EMC and VMware are also partnering to provide new services designed to rapidly identify and migrate (physical to virtual) tier-one applications. These services will leverage a best-in-class automation and tools approach – including VMware Capacity Planner, EMC® Ionix™ Application Discovery Manager, and VMware vCenter AppSpeed – to help customers streamline the decision-making process in determining which mission-critical applications to virtualize next. In total, these services will provide customers with a full-lifecycle and workflow approach to facilitate each application through its transformation to the virtual world. The specific offerings related to VMware vCenter AppSpeed include: Enhanced Candidate Selection for VMware vCenter AppSpeed, VMware vCenter AppSpeed Jumpstart, and VMware Infrastructure Performance Health Check.

*“As customers virtualize their mission-critical applications with VMware vSphere™ 4, VMware vCenter™ AppSpeed provides assurance via clear visibility into the performance of applications and by enabling troubleshooting and root cause analysis,”* said Shekar Ayyar, Vice President, Infrastructure Alliances, VMware. *“The Ionix™ suite from EMC complements VMware management solutions creating a winning combination – giving customers the data center efficiency, increased service-level control and greater flexibility they've been asking for.”*

*“In VMware vCenter™ AppSpeed, VMware has taken a major step forward helping customers conduct service-level reporting and proactive performance management for multi-tier applications running on virtual machines. IT administrators gain unprecedented visibility into application performance and how it helps accelerate their journey to the private cloud,”* said EMC’s Jay Mastaj, Vice President and General Manager, EMC Ionix. *“With EMC® Ionix™, customers can efficiently and effectively manage the full virtual and physical data center ecosystem across networks, storage systems, servers and applications. Working together, EMC and VMware are empowering customers like never before to take advantage of virtualization to improve the way they manage their entire data center.”*

Further strengthening EMC’s automated root-cause and impact analysis solutions – EMC® Ionix™ for IT Operations Intelligence – VMware vCenter AppSpeed will provide service-level reporting and proactive performance management for multi-tier applications running on virtual machines. VMware vCenter AppSpeed gives IT administration full visibility into how application performance depends on different tiers of virtual and physical infrastructures. With the ability to quickly discover, monitor and report on applications, the solution will enable customers to: increase application performance and uptime, troubleshoot and resolve performance issues, and virtualize more machines at a faster rate.

VMware vCenter AppSpeed will be sold in conjunction with EMC’s newly announced Ionix IT Management portfolio. The Ionix family of next-generation IT management solutions help customers confidently accelerate their journey to the private cloud. Unlike existing IT management tools, Ionix was designed with a fundamental understanding that customers would be incorporating virtualization technology throughout their enterprise. Ionix solutions enable customers to efficiently and effectively manage the virtual and physical data center – as well as the IT services that rely on these infrastructure elements. Ionix solutions help customers solve today’s management challenges, meet increasing service-level requirements, deploy virtualization in a data center faster, and be confident they’re fully enabled to take advantage of the flexibility and cost-savings of a virtual infrastructure.

## **About EMC**

EMC Corporation (NYSE: EMC) is the world’s 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 EMC’s products and services can be found at [www.EMC.com](http://www.EMC.com).

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