

Journey to Private Cloud

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Q4 and Full Year 2009 Highlights Thriving in a Challenging Global Economy



Q4 2009 Results

- Consolidated Revenue \$4.1 Billion
- GAAP Net Income \$426.5 Million
- Non-GAAP earnings \$0.33 per share
- Cash and Investments \$ 9.4 Billion

2009 Results

- Consolidated Revenue \$14 Billion
- Expect double digit growth in 2010

Trends

- Future shaped by Virtual Data Center and Private Cloud
- Expect continued revenue growth and broad category leadership
- Expect double digit growth as economy continues to recovery

Record Cash Flow in a Challenging Economy

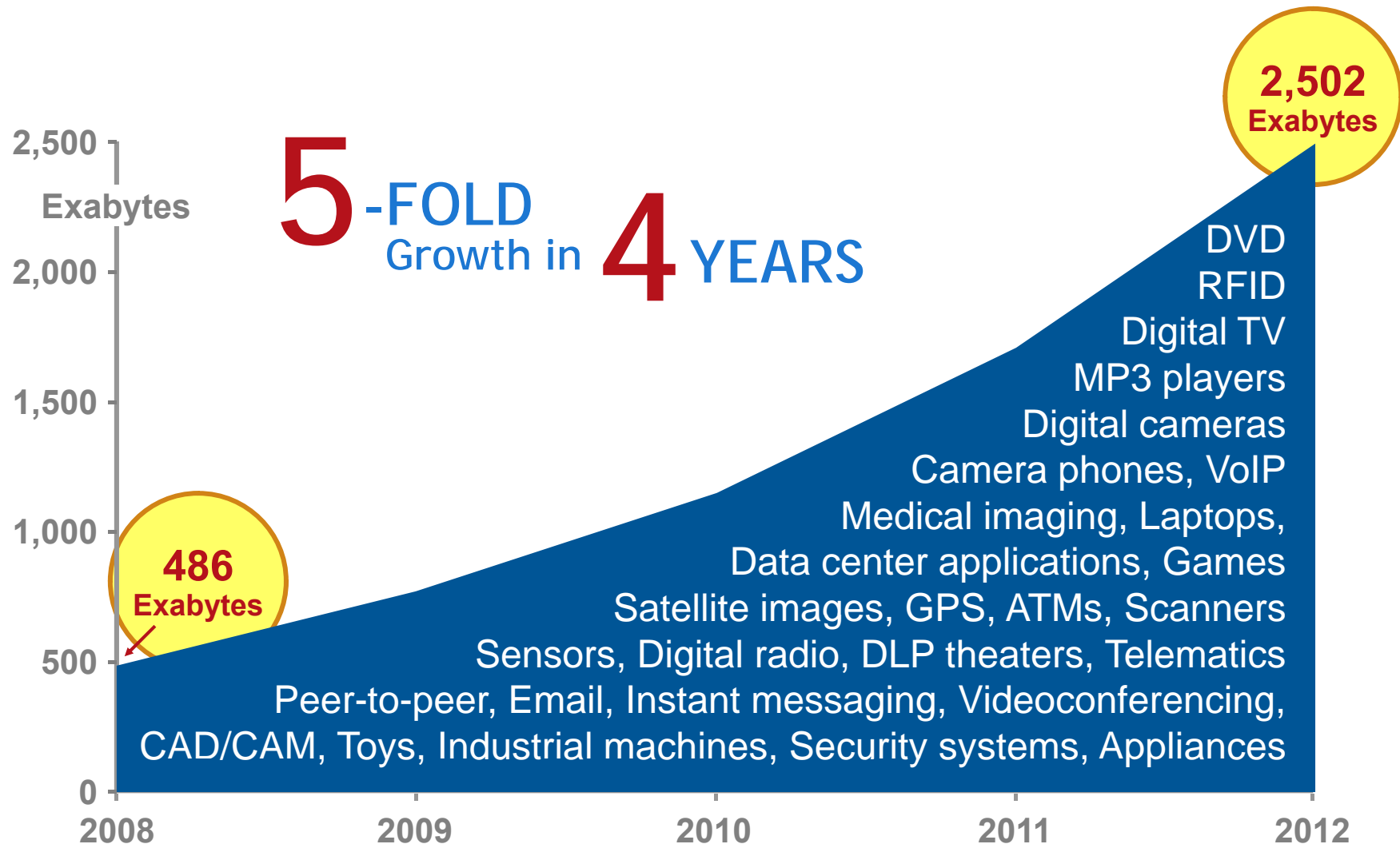
Q4 Strength dominated by focus on fastest growing IT spending areas:

- Next Gen Virtualized Data Centers
- Cloud Computing
- Virtualized Desktops and clients
- Next Gen backup recovery and archive solutions
- Flexible & Scalable, Networked Storage
- Broad consulting and professional services

Commitment to Innovation

- Over \$ 2 Billion committed to 2010 R&D
- VCE Coalition and Data Domain
- Launch of next generation: V-Max and Ionix IT services management functionality

Digital Information Created and Replicated Worldwide



The Digital World in 2011



Of the digital universe
will be created by individuals

Source: IDC.



Of the digital universe will
be the responsibility of
organizations to manage
and secure

EMC Today is an Information
Infrastructure Company...



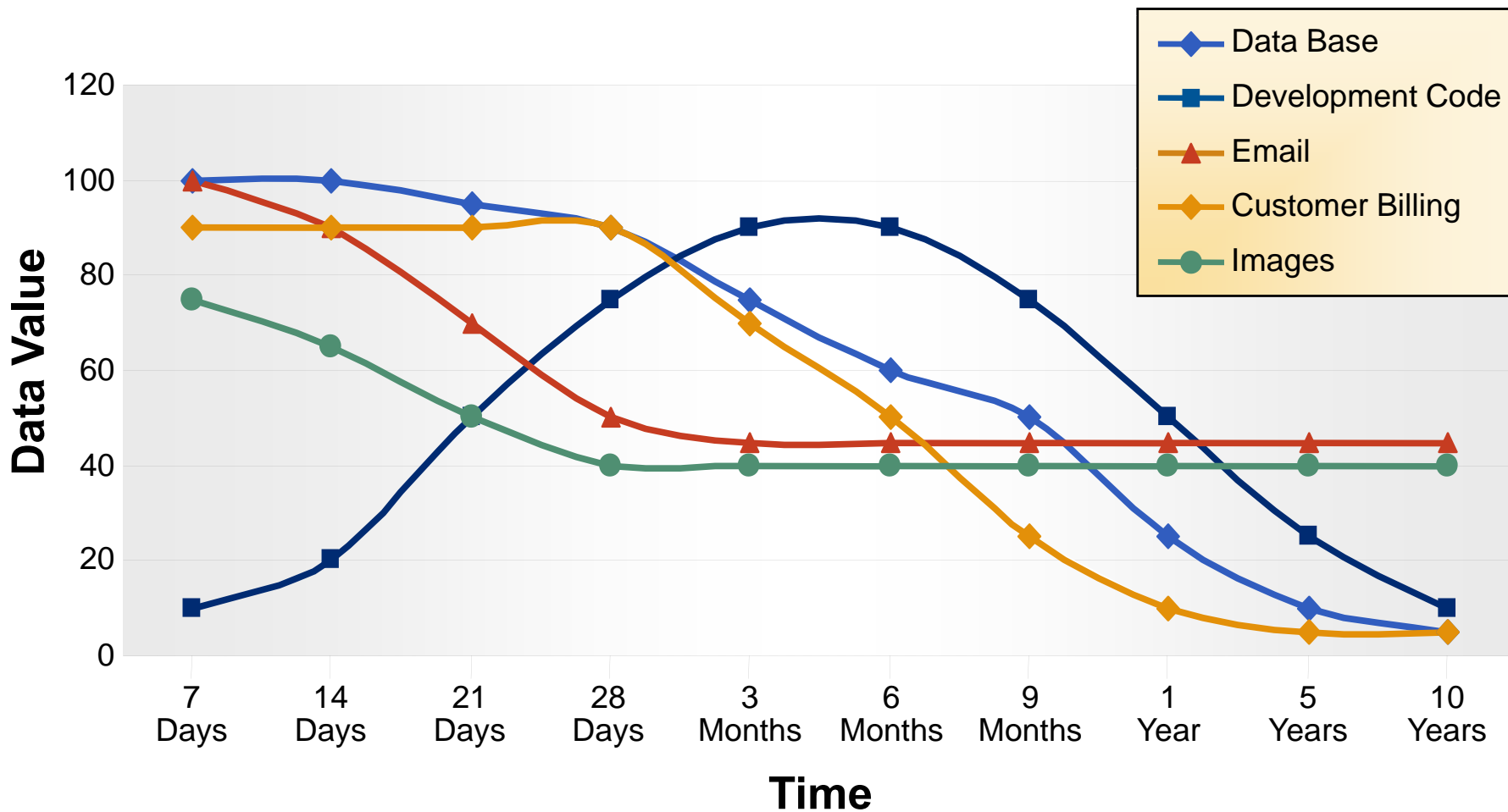
Information Growth Continues at a Tremendous Rate

A large, glowing sphere with a gradient from orange to yellow, resembling a sun or a bright light source. The word "Information" is centered within the sphere in a black, sans-serif font.

Information

**And, more and more of that information
is becoming business/mission critical!**

Delivering Information Lifecycle Management Solutions

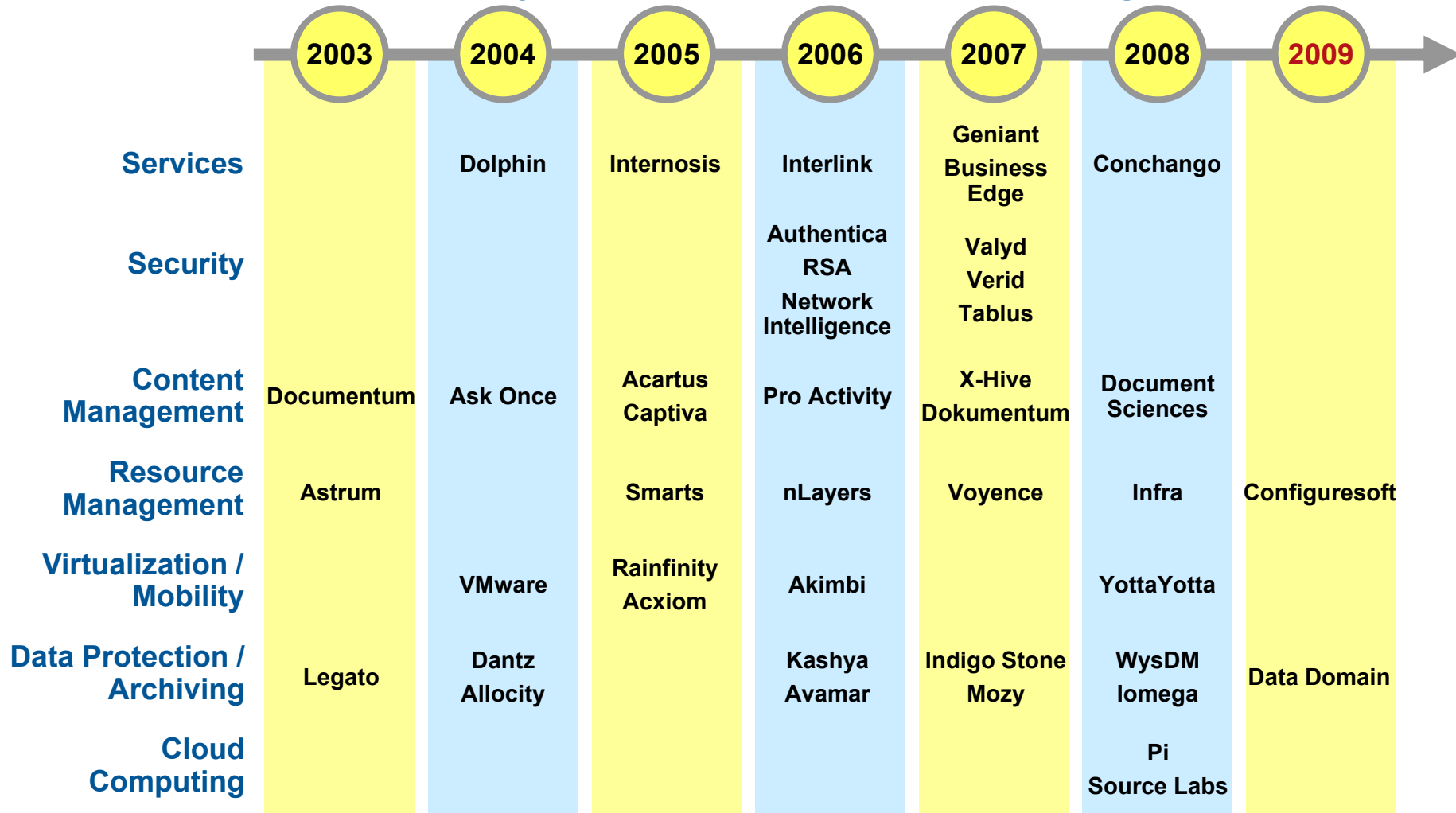


Source: Enterprise Storage Group

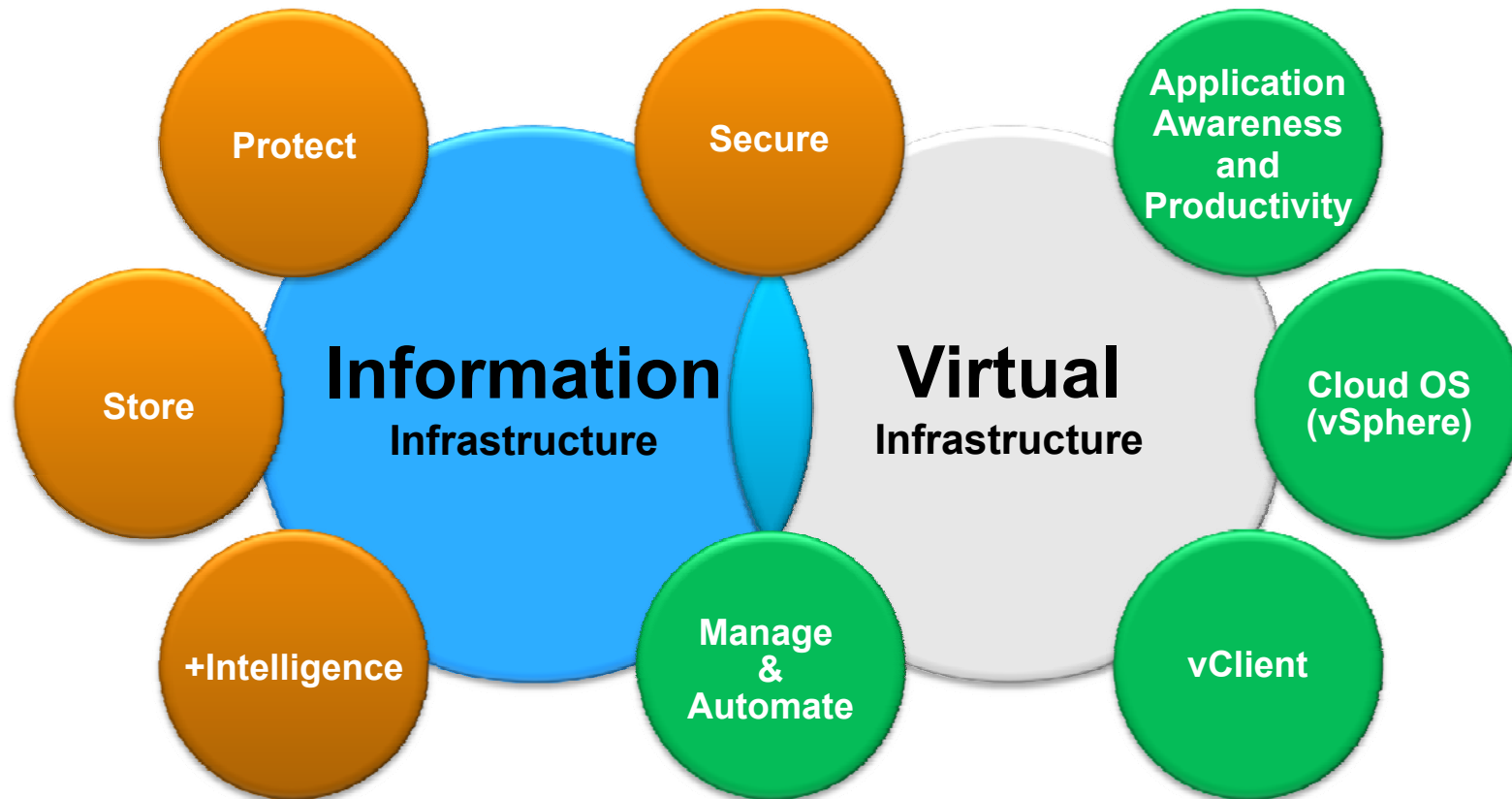
Sustained Investment in Innovation



Since 2003 approximately \$9 Billion Invested in ≈ 40 Strategic Acquisitions



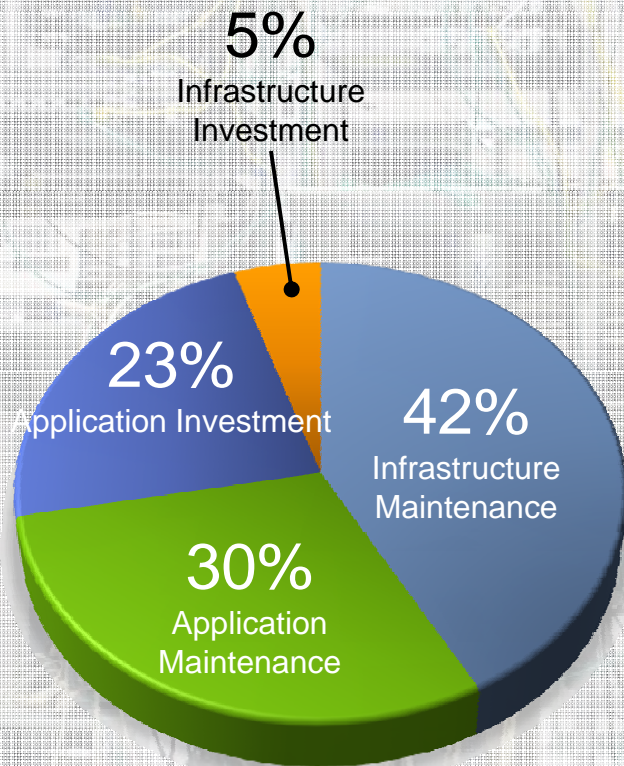
We Have Compelling & Winning Strategies



The Problem: complex, inefficient, inflexible ...



Where IT Energy Is Spent



- >70% of IT budgets just “maintaining” status quo
- <30% of IT budgets goes to innovation and competitive advantage

*Business Agility
Depends on IT Agility*

The Goal



IT
as a
Service
(Internally or
Externally
Provisioned)



Efficiency
Control
Choice

The Question...



What's
Next
in IT

The Next Big Things in IT



Virtual Data
Center

Cloud Computing

Virtual Clients

Virtual Appliances

Cloud Infrastructures...

Why should we care?



- **Easier Resource Allocation Based on Business Need**
 - Financial: Infrastructure Alignment with Business Priorities = Infrastructure Cost Optimization
 - Operational: Simplified IT operations
- **Ability to Better Handle Unplanned Peaks in Resource Utilization**
 - Financial: Increased service uptime and transaction processing = Increased financial productivity
 - Operational: Proactive response and planning = Fewer fire fights = Increased staff productivity
- **Better Management and Utilization of IT Assets**
 - Financial: Management cost reduction; Infrastructure cost reduction; staff cost reduction
 - Operational: Increased staff productivity
- **Better Access to Shared Resources / Ability to Better Leverage Internal and External Resources**
 - Financial: Increased yield in IT investment; Greater employee productivity
 - Operational: Streamlined IT operations
- **Better Fault Tolerance, Business Continuance and IT Maintenance Capabilities**
 - Financial: Increased Availability of Business Services = Increased Transactions = Increased Revenue
 - Operational: Increased SLAs; Fewer Accidental Outages

The Cloud Around Cloud Shades of Gray



	Consumption	Development	Management	Ownership
	SaaS	PaaS	IaaS	ITaaS
UTILITY	- Application	- Platform	- Machine	- Machine
UNIT of PAY	- Users	- Variable	- Capacity	- Capacity
ACCOUNTING	- Variable Cost	- Variable Cost	- Variable Cost	- Fixed Cost
GOVERNANCE	- As-Is Policy	- As-Is Policy	- Application/Data	- Machine/Device
	IT Alternative		IT Architecture	

Can the Enterprise get
the best of both?



Trusted

Control

Reliable

Secure

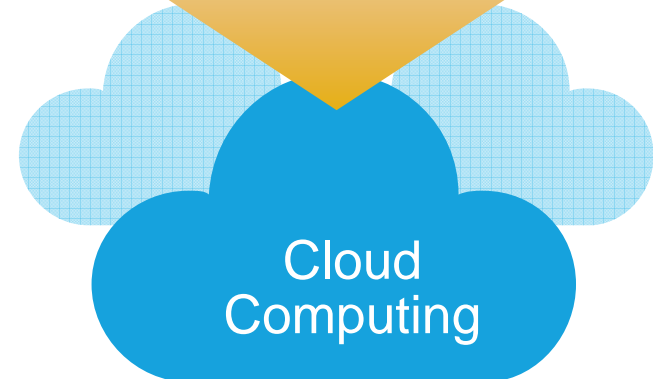


Flexible

Dynamic

On-demand

Efficient



Private Cloud is the Vision



Trusted

Flexible

Control

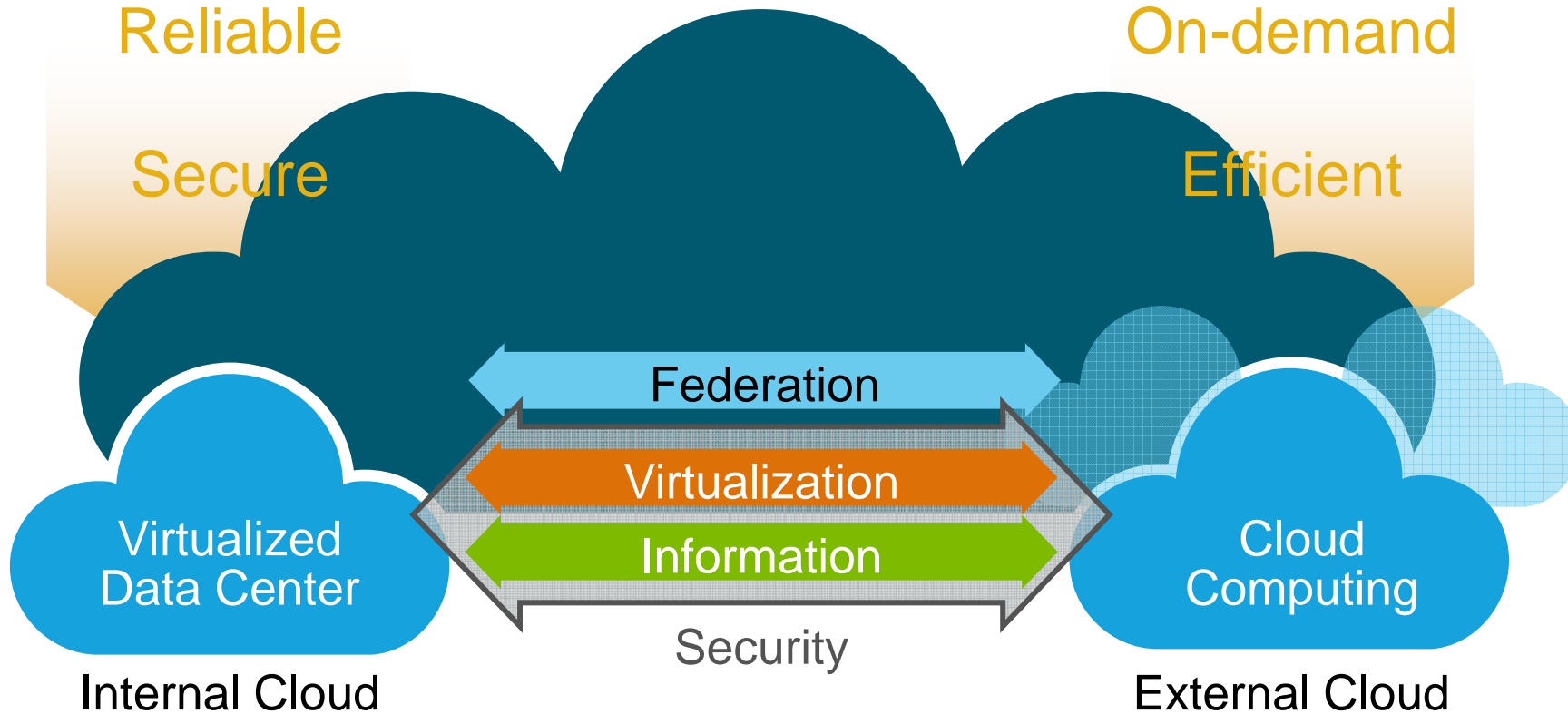
Dynamic

Reliable

On-demand

Secure

Efficient



Building The Private Cloud



your applications

your information

enterprise IT resources

operating system

internetwork and computing

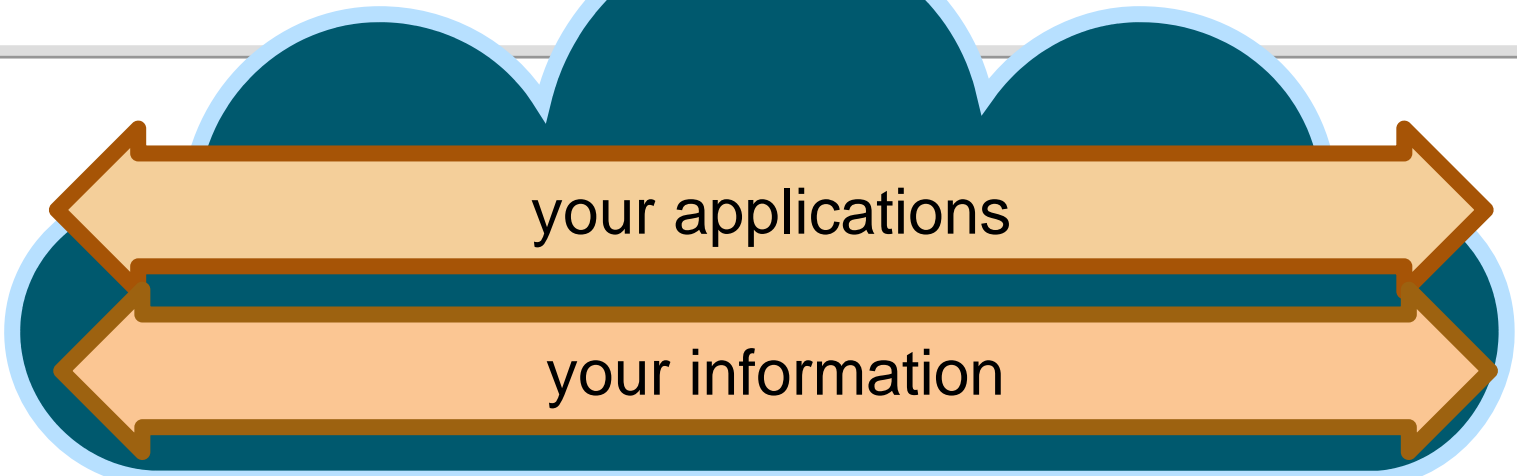
virtual information infrastructure

enterprise
infrastructure
server – network - storage

provider
infrastructure
server – network - storage

any device
any where

Building The Private Cloud



enterprise IT resources

any device
any where

VMware

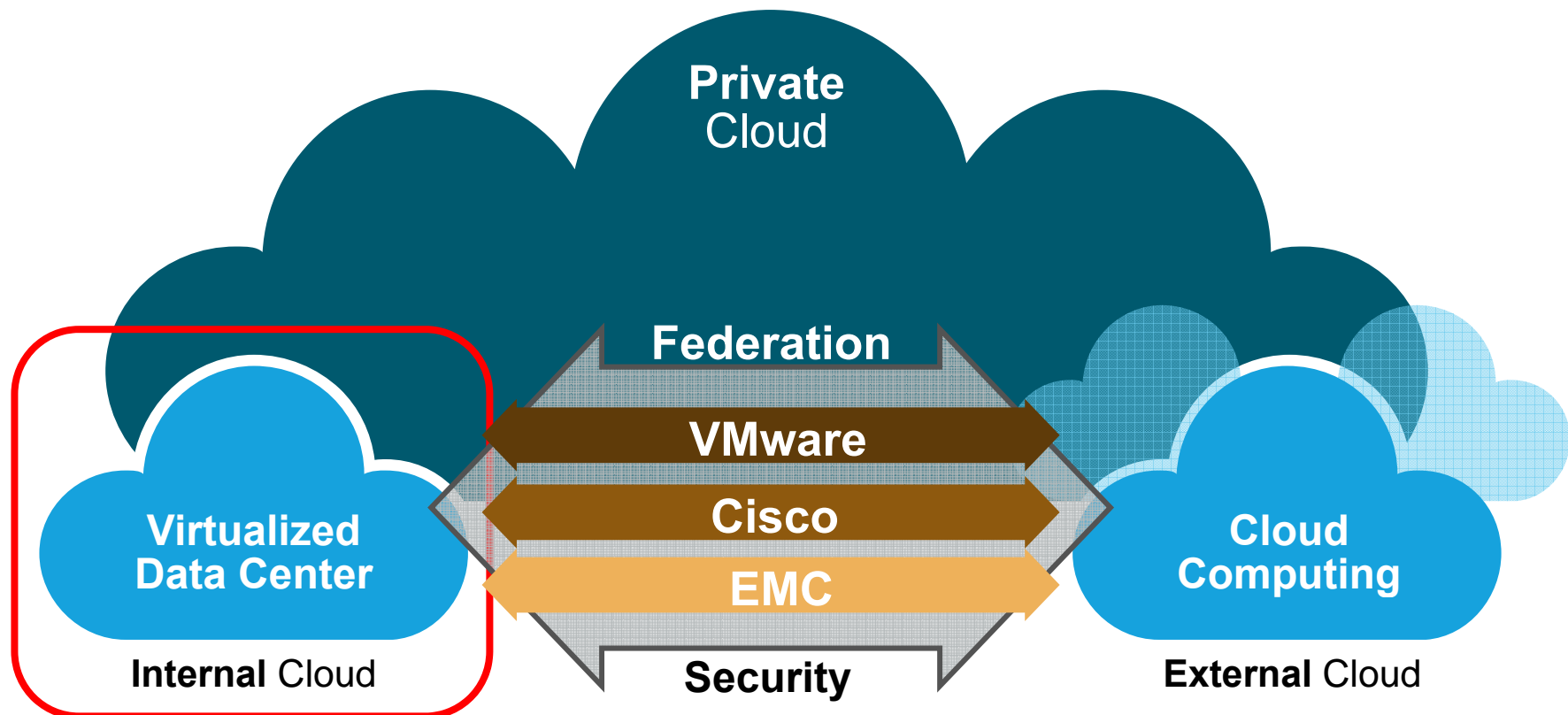
Cisco

EMC

enterprise
infrastructure
server – network - storage

provider
infrastructure
server – network - storage

The Journey Has Started



EMC – Aligning, Innovating, Integrating



intelligent storage

Deep Integration

VM-Aware

Best In Class
Efficiency in
every dimension

Every Protocol

Every Scale

data protection

Deep Integration

Protect Files

Protect VMs

Protect Sites

Dedupe
Everywhere

resource management

Deep Integration

Service
Management

Operations
Intelligence

Automation and
Compliance

Discovery and
Mapping

information security

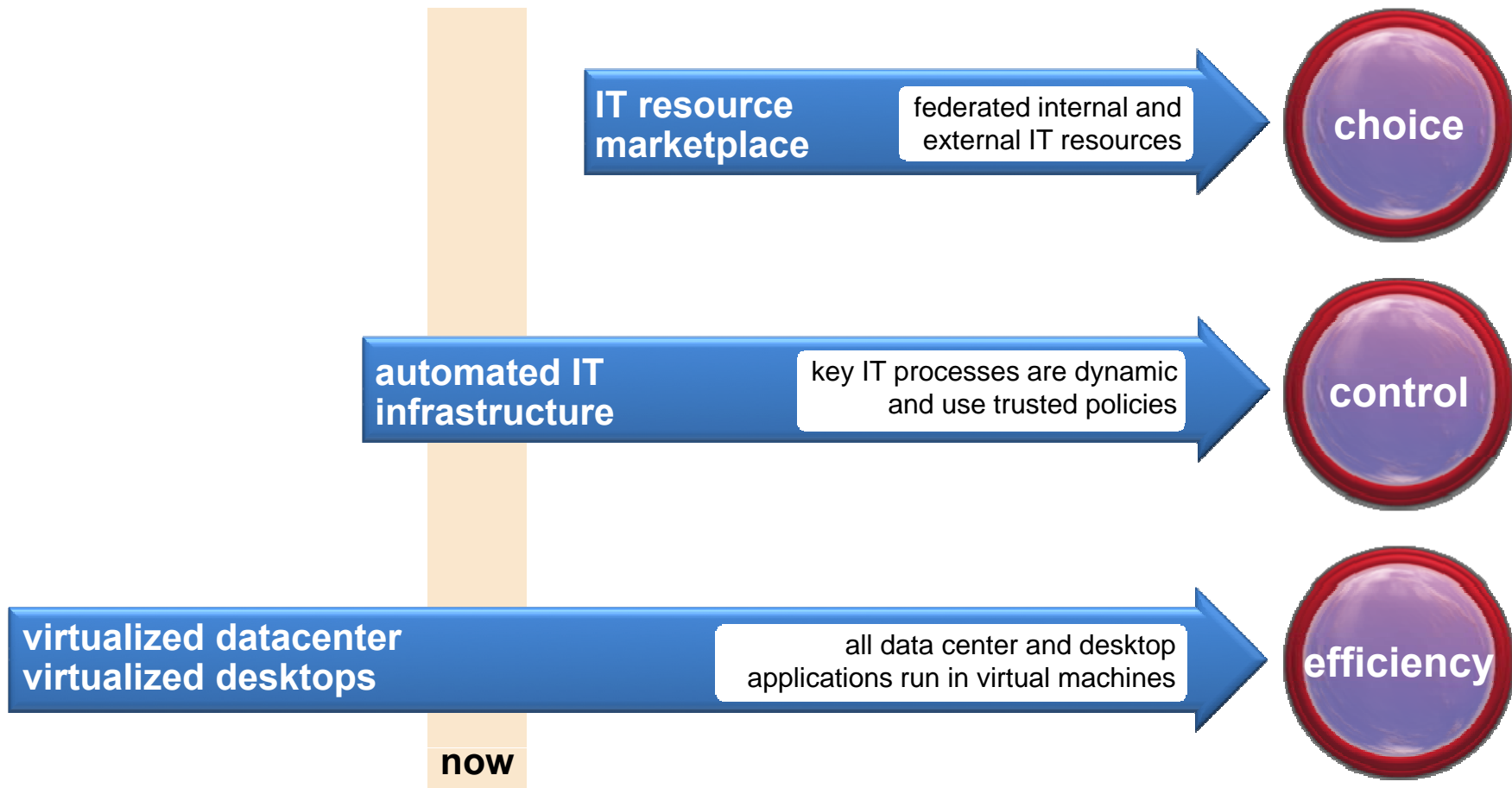
Deep Integration

Virtualize
Security

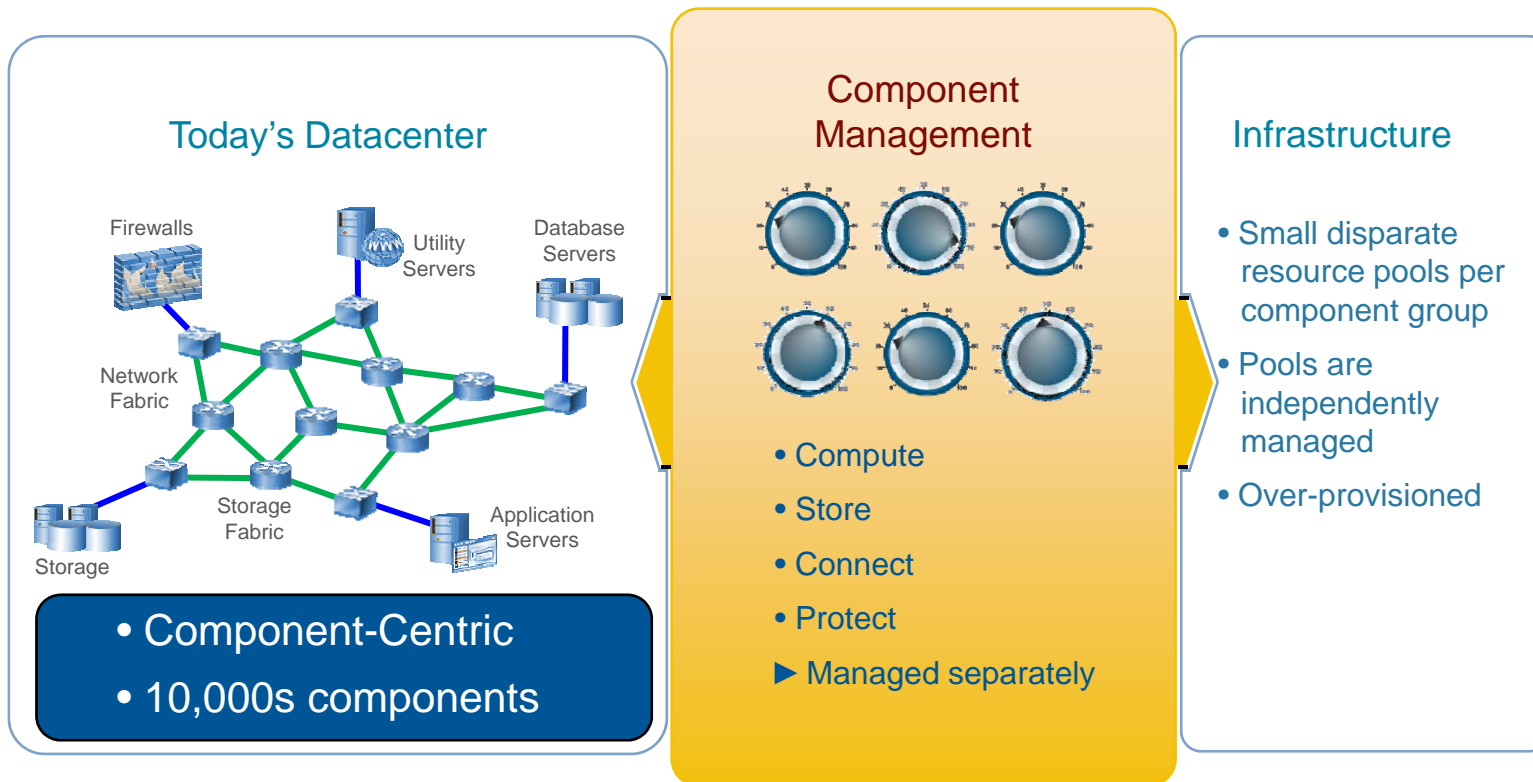
Secure
Virtualization

Leverage
Virtualization

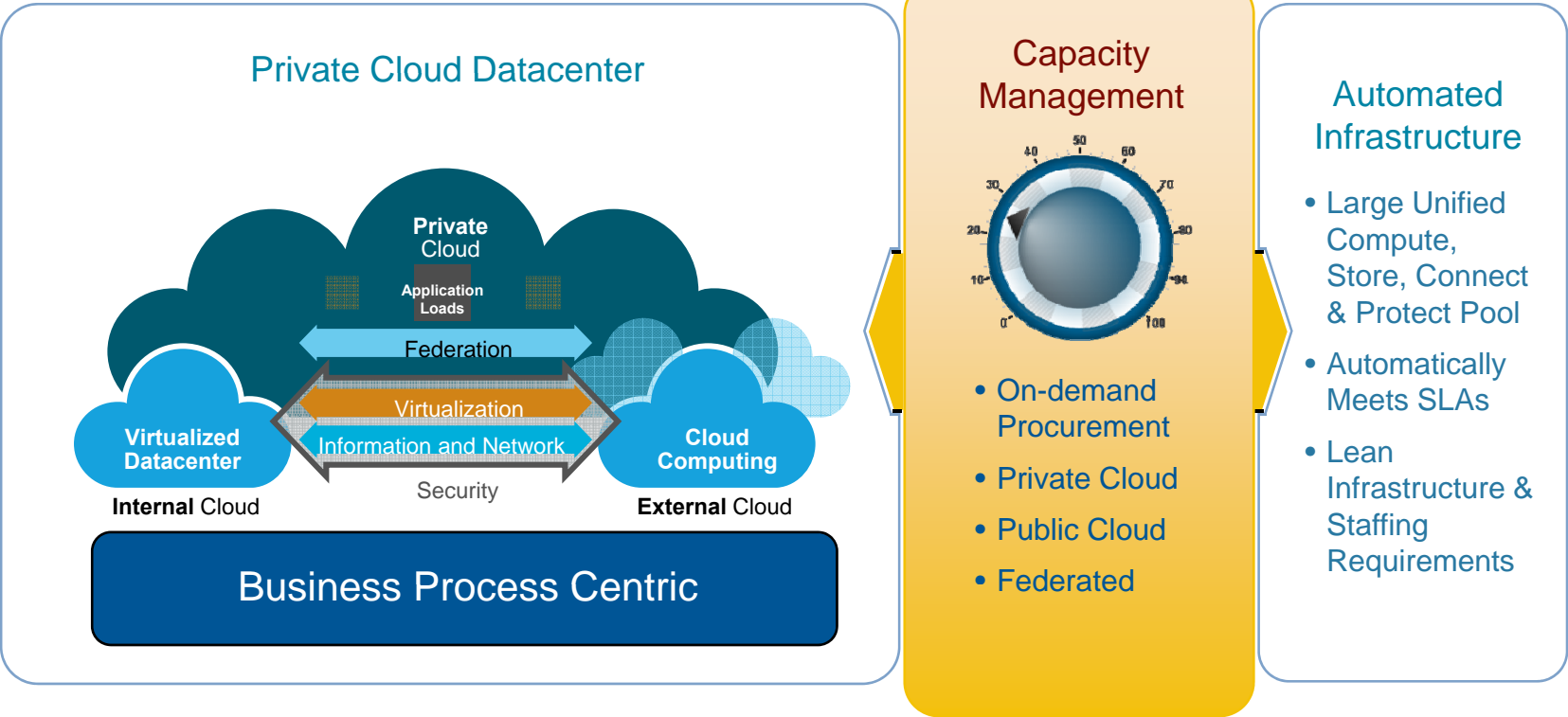
The Journey Has Started



Datacenter's Complexity Today



Private Cloud Benefits

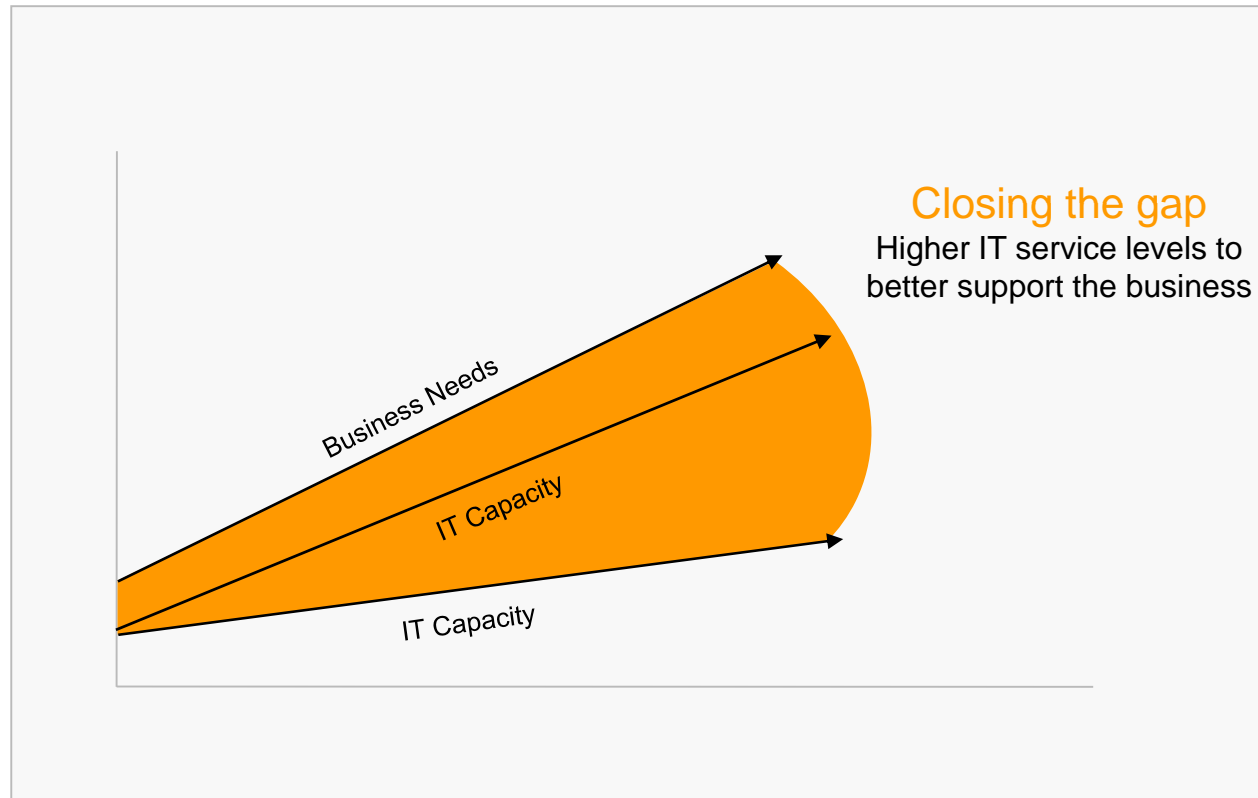


The Goal



Turn IT infrastructure into a
low-cost,
high-performance
and flexible
service

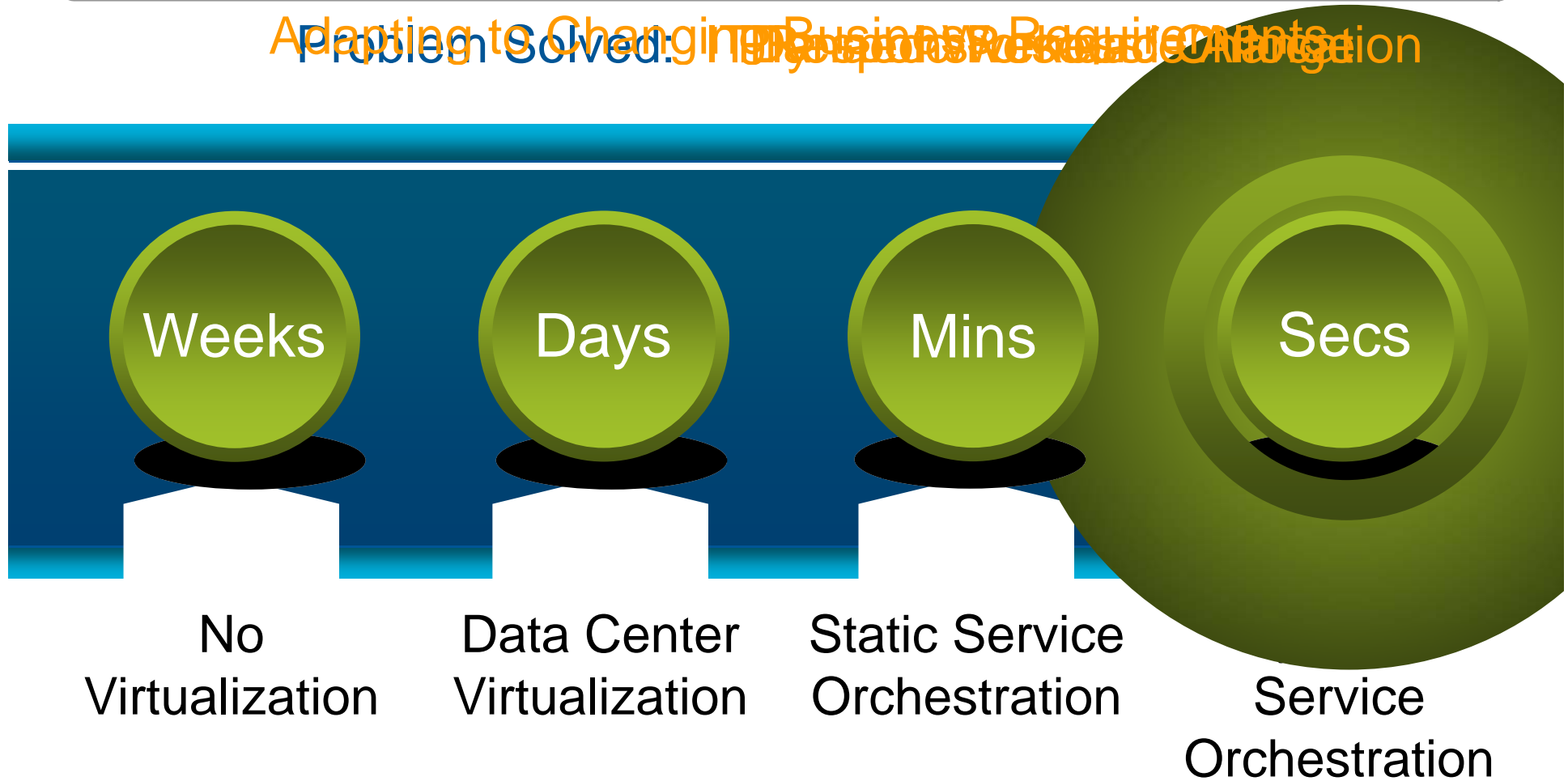
Closing the GAP between IT and Business Needs **EMC²** where information lives[®]



Improving IT Responsiveness



Adapting to Changing Business Requirements
Problem Solved: Improved Serviceability and Cost



EMC²
where information lives[®]

Grazie