



EMC Throws Down the Gauntlet — Delivers SMI-S Compliance

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EMC Bets on Open

EMC's journey to reinvent itself from a supplier of storage hardware to a major player in the storage management software arena has been quickened by its early adoption of industry standards for open, interoperable automated networked storage. **In light of its desire to be a leader in this space with the implementation of the SNIA standards, EMC has announced that it will provide SMI-S compliance across its hardware lines by year-end and its management software products during the first half of 2004. Covering all its bases, expect EMC to deliver SMI-S providers for CLARiiON and Symmetrix DMX, and SMI-S enabled storage management applications (Control Center, VisualSRM, and VisualSAN).**

EMC is also addressing compatibility with previous generations of products by ensuring that its legacy systems comply with the SMI-S specification. EMC recognizes that by getting out in front with SMI-S compliance will give an edge not only to its management software, but also to its storage hardware by making it play well in a multi-vendor environment.

SMI-S Background

SMI-S, or *Storage Management Initiative Specification*, is an emerging industry standard fostering interoperability of storage hardware and software. SMI-S uses the *Common Information Model (CIM)* and *Web-Based Enterprise Management (WBEM)* standards to support discovery, monitoring and management of multi-vendor storage devices. WBEM is XML-based software that creates an interface between storage devices; CIM is an object-oriented model that provides a conceptual framework for managing storage devices.

What SMI-S Hopes to Solve

SMI-S is a common vehicle for vendors so that they can enable a heterogeneous storage infrastructure permitting enterprises to use existing assets longer and as well as match storage arrays with specific quality-of-service and cost characteristics to the specific application, data, and user requirements. **This should simplify management of heterogeneous environments by reducing the number of individual device managers required.** It also frees up developers to concentrate on creating capabilities that are more valuable rather than spending R&D on device support, which ultimately benefits enterprise customers. We expect the SMI-S standard to broaden its breath and depth of functionality over time.

EMC Keeps Its Promise - Open for Business

EMC's latest strategy is to bring standards, like SMI-S, to market on its hardware platforms and open software management products as quickly as possible. This represents a remarkable change in EMC in less than two years, when it committed to pursuing heterogeneous management via *WideSky*, without the cooperation of its competitors, if necessary. EMC has thrown down the gauntlet and is now leading the charge for open solutions via SMI-S.



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About the Author

Rhoda Phillips is a Senior Contributing Analyst for The Clipper Group. She has over twenty years experience in competitive and strategic analysis for EMC Corporation, Digital Equipment Corporation, and Wang Laboratories. Ms. Phillips is experienced in competitive analysis, pricing, positioning, new customer business development, acquisition analysis, and sales force training. As a senior strategic program analyst at EMC, Ms. Phillips provided strategic competitive analysis to the advanced development software engineering group with focus in storage management, intelligent switch technology, and security. She is skilled in projecting strategic direction influencing partnerships and acquisitions. Ms. Phillips advised executive management on key disruptive technologies impacting product strategy and development. She also provided in-depth competitive analysis to marketing and sales with focus in backup/recovery, replication, and storage management. Ms. Phillips holds a Masters in Education from Indiana University and a Bachelors of Music from the University of Hartford.

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