

EMC Builds to the Future — Part 1: Enhanced and New Storage Platforms

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EMC's recent comprehensive positioning and repositioning of its hardware offerings is more than just an announcement of hardware and software enhancements. It is also a charter of a go-forward relationship between EMC and its customers. There are several elements to this:

1. EMC's full line of hardware has been groomed. Each product line is specifically targeted to a particular kind of application, and appropriately accessorized with capabilities.
 - New *CLARiiON* products now give you more for the money, cruising to what EMC hopes is a sweet spot for both itself and its customers. Not only are the components bigger and/or faster, but the new small *CLARiiON CX300* supports *UNIX* in addition to *Windows*, *LINUX* and *NetWare* supported by its predecessor, and also supports EMC's array-based *SnapView*, enabling such tasks as workgroup backup. An upgrade from the 200 to 300, 400 to 500, and 600 to 700, leaving data in place, is possible.¹
 - *Symmetrix* now offers faster processors in its front and back-side internal directors as well as 15k RPM 73 GB drives in the new *DMX-2*. Maximum system global memory capacities have been doubled to 256 GB using the new 32GB directors. There is now a RAID 5 option in addition to Parity RAID and RAID 1. *Symmetrix Optimizer* works with the new RAID 5. Multi-box *SRDF/A* for mainframe environments is new as well. As with the *CLARiiON* enhancements, existing *DMXes* can take advantage of all of the new capabilities.
 - In *NAS*, EMC now offers the *NS700 NAS Filer*, and *NS700G*, a gateway that can be used with *Symmetrix 5.x*, *DMX* and *CLARiiON*. This makes existing *SANs* useable for file access as well, simplifying data center architectures. The whole can be managed by *ControlCenter*, which has been modified to manage both *SAN* and *NAS*.
 - *Centera*, too, has larger attributes (processors, drives and connectivity), and its software has been improved to boost the performance of object management, allowing access to 3 to 5 times as many objects per second as with earlier models. The addition of *IBM's zSeries* mainframe environments to *Centera's API* was also launched, allowing *Centera* to service mixed environments of *Windows*, *UNIX* and *zSeries* servers.
2. The software and management support of customer investments in EMC products has been enhanced.
 - *CLARiiON's FLARE 13 OS* is compatible with *CLARiiON* products back through 2001.

¹ See *The Clipper Group Navigator* dated February 18, 2004, entitled *EMC Reinforces Mid-Tier Positioning and Extends CLARiiON Capabilities*, at <http://www.clipper.com.TCG2004010.pdf>.

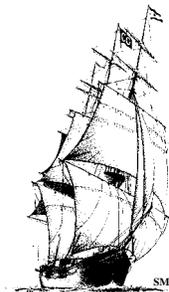
- *Navisphere* Management Software now manages CLARiiON machines dating back as before 1997. That there a lot of older machines still out there testifies to the endurance of these workhorses.
- EMC's products can all be managed in a common way, using SMI-S open standards. EMC's support for open standards comes not just as a promise but as a deliverable, the SMI-S 1.0 Provider. This deliverable enables all of EMC's existing products, including the installed base of older products (*Symmetrix* since 1997 and *CLARiiON* since 2000), to meet SMI-S standards.

3. Finally, EMC made more announcements to solve specific customer pain points.

- EMC is offering modules to integrate its *SnapView* with Microsoft *SQL Server* and Microsoft *Exchange*. These highly integrated modules link its business continuity software products to address the specific back-up needs of Exchange and SQL Server environments
- For mainframes EMC *AutoSwap* will move applications and data non-disruptively between IBM zSeries mainframes linked with parallel Sysplex, using SRDF. This enhancement works with both DMX and *Symmetrix 8000s*, and will make business continuity for these always-on mainframe applications between EMC's top-end arrays more feasible.

These announcements indicate the high priority of *not just supporting but enhancing* the installed base, even if it reduces the numbers of new product placement. This attitude sets the stage for more entrenched, loyal customer relationships. And it is a new level set for the future. None of these announcements is startling, though many are glad news. **It is together, as a group, that they represent what you will need to run your storage environment as a tool, not an encumbrance, of business process.** It gives customers a new reason to consider EMC. Every customer set will find things to like about these new products. EMC has also given its existing customers a new reason to be glad they invested as they did, for the upgrade options offer a chance to wring more value out of what customers already have. This is enhanced by the availability of new manageability for old assets, and by the blanket SMI-S compatibility of EMC's products, old and new. There is a lot to like here, particularly the pervasiveness of EMC's eagerness to please.

So why is this only Part 1? The simplification and grooming of the platform begs a bedecking with compelling ILM products – products that EMC, with its Legato, Documentum, VMWare and other acquisitions, have as the technology assets to offer. **With this announcement, EMC has poured a foundation and built a framework that will fulfill many of enterprise's storage needs.** IT will be even more interested to see what kind of ILM amenities they are going to add in the months to come.



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