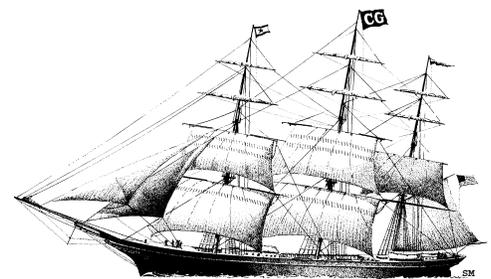


THE CLIPPER GROUP Navigator™



Navigating Information Technology HorizonsSM

Published Since 1993

Report #TCG2006037

May 16, 2006

New EMC Lineup Is “Just Right” For Small and Medium Enterprises

Analyst: Michael Fisch

New EMC Solutions

EMC is well known as a provider of information storage and management solutions for enterprises. But what about enterprises spelled with a small “e” – that is, small and medium enterprises (SMEs), both commercial and non-profit? Storing, managing, protecting, and sharing information is as important for a local tax accounting firm as it is for a large, international one. The smaller firm just has more modest requirements and resources.

In February 2006, EMC announced its *Insignia* line of information storage and management solutions to cater to smaller businesses. These hardware and software products are designed and packaged to be:

- Customer installable and manageable (i.e., lots of wizards and GUIs)
- Widely available through VARs and resellers
- Priced inexpensively

Scaling things up a notch for the mid-market, on March 6, EMC announced the *Celerra NS350*, a new entry point to its line of integrated NAS solutions. It scales to 10 TB of raw capacity, simultaneously supports NAS and iSCSI connectivity, and utilizes both FC and ATA drives. While the NS350 offers the flexibility of NAS and SAN and tiered storage in one system, it maintains an affordability and ease of use appropriate for SMEs.

In April, additional announcements for this market included the new *CLARiiON AX150* and *AX150i*, a reengineered model of the AX100. It scales to 6 TB by leveraging the new 500 GB SATA II drives, with better performance. This model is available in both FC and iSCSI connectivity options, with a simplified installation wizard for iSCSI.

Most recently, on April 17, EMC rolled out a solution designed to meet mid-market requirements for faster and more robust backup and recovery. It announced the *CLARiiON Disk Library 210 (CDL210)*, a new, lower-priced entry point for EMC’s line of virtual tape libraries. The CDL210 scales from 4 to 24 TB of usable capacity and also uses 500GB SATA II drives. Also of interest is that the entire CDL lineup now supports the IBM *Series i* (formerly known as *iSeries*) platform.

Conclusion

The big player - EMC - has not forgotten the little guy. The Insignia product line, as well as EMC’s newest additions for the mid-market, nicely corresponds to the guidance that we recently provided in *Find Relief on the Treadmill of Information Storage - Solutions for SMEs*¹. So, if you are a small or medium business with an information storage challenge to solve, EMC is *still* one to consider.



¹ See **The Clipper Group Explorer** dated May 9, 2006, and available at <http://www.clipper.com/research/TCG2006036.pdf>.

The Clipper Group, Inc. - Technology Acquisition Consultants ♦ Strategic Advisors

888 Worcester Street ♦ Suite 140 ♦ Wellesley, Massachusetts 02482 ♦ U.S.A. ♦ 781-235-0085 ♦ 781-235-5454 FAX
Visit Clipper at www.clipper.com ♦ Send comments to editor@clipper.com

About The Clipper Group, Inc.

The Clipper Group, Inc., is an independent consulting firm specializing in acquisition decisions and strategic advice regarding complex, enterprise-class information technologies. Our team of industry professionals averages more than 25 years of real-world experience. A team of staff consultants augments our capabilities, with significant experience across a broad spectrum of applications and environments.

- ***The Clipper Group can be reached at 781-235-0085 and found on the web at www.clipper.com.***

About the Author

Michael Fisch is Director of Storage and Networking for The Clipper Group. He brings over ten years of experience in the computer industry working in sales, market analysis and positioning, and engineering. Mr. Fisch worked at EMC Corporation as a marketing program manager focused on service providers and as a competitive market analyst. Before that, he worked in international channel development, manufacturing, and technical support at Extended Systems, Inc. Mr. Fisch earned an MBA from Babson College and a Bachelor's degree in electrical engineering from the University of Idaho.

- ***Reach Michael Fisch via e-mail at mike.fisch@clipper.com or at 781-235-0085 Ext. 211. (Please dial "211" when you hear the automated attendant.)***

Regarding Trademarks and Service Marks

The Clipper Group Navigator, The Clipper Group Explorer, The Clipper Group Observer, The Clipper Group Captain's Log, The Clipper Group Voyager, and "***clipper.com***" are trademarks of The Clipper Group, Inc., and the clipper ship drawings, "***Navigating Information Technology Horizons***", and "***teraproductivity***" are service marks of The Clipper Group, Inc. The Clipper Group, Inc., reserves all rights regarding its trademarks and service marks. All other trademarks, etc., belong to their respective owners.

Disclosure

Officers and/or employees of The Clipper Group may own as individuals, directly or indirectly, shares in one or more companies discussed in this bulletin. Company policy prohibits any officer or employee from holding more than one percent of the outstanding shares of any company covered by The Clipper Group. The Clipper Group, Inc., has no such equity holdings.

Regarding the Information in this Issue

The Clipper Group believes the information included in this report to be accurate. Data has been received from a variety of sources, which we believe to be reliable, including manufacturers, distributors, or users of the products discussed herein. The Clipper Group, Inc., cannot be held responsible for any consequential damages resulting from the application of information or opinions contained in this report.