TOP 10 REASONS WHY CUSTOMERS DEPLOY VIRTUALIZED MICROSOFT APPLICATIONS ON EMC VNX

1 ### SIMPLE
Manage growing volumes of information with automated technologies that simplify complex tasks and enable systems to adapt easily to unforeseen changes.

2 ### EFFICIENT
EMC® arrays are at least 20 percent more efficient out-of-the-box—guaranteed. Apptix, a Microsoft Exchange hosting provider, achieved a 40 percent reduction in total cost of ownership after switching to EMC storage.

3 ### POWERFUL
Track, tune, and boost performance across your entire system using Fully Automated Storage Tiering (FAST VP) and FAST Cache extended cache functionality. Run virtualized SQL database 3x faster.

4 ### FLEXIBLE
Run SAN and NAS together—all in one box. Change anything non-disruptively.

5 ### SEAMLESS
EMC storage plugs directly into the VMware® vCenter™ management console for completely seamless and simple management.

6 ### AUTOMATED
EMC FAST technology self-tunes and moves data to the right drive technology based on activity levels to reduce overall costs for database storage. Studies show that auto-tiering can reduce storage costs for SQL databases by up to 40 percent and reduce power costs by up to 45 percent.

7 ### JUST-IN-TIME
Avoid upfront "over-provisioning" and move toward on-demand capacity management with EMC Virtual Provisioning™. Start small and grow storage dynamically, thereby reducing total costs—especially for Microsoft Exchange mailbox databases and Microsoft SharePoint content databases. SherWeb, an EMC customer, avoided large upfront storage costs and allocated 94 percent less storage to its Exchange mailboxes.

8 ### SPACE-EFFICIENT
Reduce backup windows from hours to minutes with application-consistent, space-efficient snapshots combined with EMC Replication Manager. New Trier High School, an EMC customer, reduced Exchange backup time from five hours to 30 minutes.

9 ### RESILIENT
DVR-like recovery for applications provides highly flexible recovery-point objectives while reducing bandwidth costs by 90 percent.

10 ### CONNECTED
EMC Unisphere™ connects directly to an online EMC Community Network site, enabling customers to learn from each other, share experience, and receive rewards and recognition for their efforts.

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