



EMC WORLDWIDE EXECUTIVE BRIEFING PROGRAM

Shaping the Future of Your Business

EMC²[®]

AN INVITATION



EMC CHAIRMAN AND CEO
JOE TUCCI

All of us at EMC strive to exceed your needs and expectations. We manage our company from the customer in. What we call “the voice of the customer” is heard throughout our company and shapes everything we do.

One of the most powerful ways for us to listen to and learn from our customers and then take action based on their unique priorities is to engage the EMC® Executive Briefing Program. When you attend an Executive Briefing, you will have an experience that is designed entirely around you—your needs, challenges, opportunities, and goals.

Interacting with our customers at an Executive Briefing is a top priority for me, our executive management team, and our senior engineers. These sessions help us develop a more complete picture of your business and how you deliver value to your customers. In turn, you get to learn how EMC can be more of a strategic partner and help you achieve the results you want.

EMC has the experts to help you transform your data center into an automated, fully virtualized environment that can operate far more dynamically and cost effectively than traditional IT. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect, and analyze their most valuable asset—information—in a more agile, trusted, and cost-efficient way.

We want to play an increasingly strategic role in your success. In fact, we measure our own success by how well our customers are doing. I encourage you to speak to your EMC representative about scheduling an Executive Briefing soon. We look forward to working with you and helping you shape the future of your business.

A handwritten signature in blue ink, appearing to read "Joe M. Tucci". The signature is stylized with a large loop at the end of the first name.

“We measure our own success by how well our customers are doing.”

EXECUTIVE BRIEFING

COME TO US

- Global briefing centers
- Access to executives

FIELD BRIEFING

WE COME TO YOU

- Delivered at a local venue
- Subject matter experts

TELEBRIEFING

GO ANYWHERE

- Any Cisco TelePresence location
- Collaboration without boundaries



VICE PRESIDENT BOB BASILIERE
EMC CUSTOMER ENGAGEMENT PROGRAMS

WELCOME

Our worldwide *Executive Briefing Centers* are located in places where our customers can meet with our executives and experts, and see firsthand our passion for and investment in helping you achieve world-class information infrastructure. Our *Field Briefings* are hosted in your local market to focus on your current initiatives. We gather subject-matter experts who shorten your time-to-understanding and speed evaluation of options for solving IT challenges. *Telebriefings* provide yet another opportunity for you to interact with EMC experts in your local market using Cisco TelePresence technology.

We design all of our briefing engagements with one goal in mind—to create an environment where we can sit down as partners and discuss mutual opportunities that shape your business’ future. We focus on:

- Leveraging information in your business
- Aligning your IT strategy with the business
- Optimizing your IT strategy for your applications, in your industry

EMC’s worldwide Executive Briefing Program was founded in 1994 and has hosted over 30,000 individual customer briefings. Our heritage for listening to our customers, proposing solutions to their most pressing challenges, and staying connected to their businesses is proven around the world.

Innovation, world-class service, and measurable value are the hallmarks of EMC’s approach to information technology. Whatever scale, complexity, industry, and rate-of-change makes your organization unique, we’re interested in helping you achieve your goals. We’re the world leader in information infrastructure and in the latest virtualized models that are driving new paradigms in IT. An EMC Executive Briefing is a great way for us to learn more about each other.

We look forward to hosting your briefing soon.

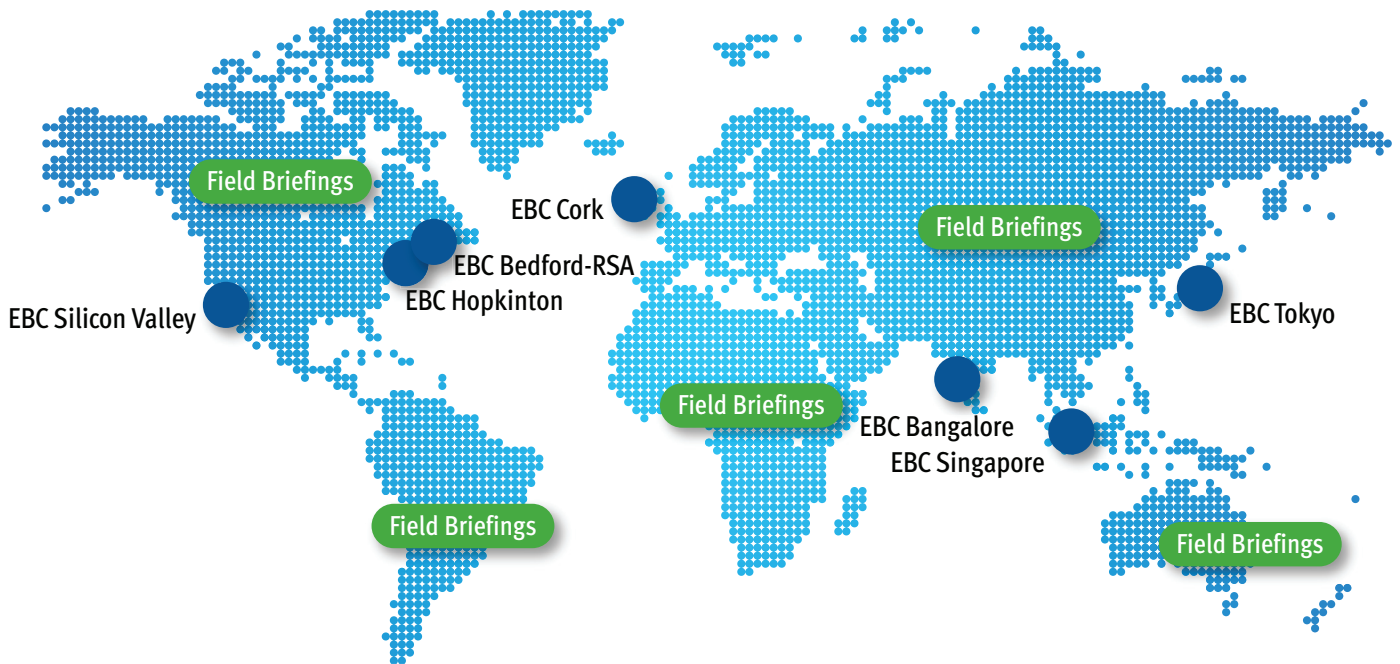
“Innovation, world-class service, and measurable value are the hallmarks of EMC’s approach.”



DETAILED DISCUSSIONS OF YOUR BUSINESS AND IT OBJECTIVES

- Understanding of the business
- Leveraging technology
- Organizational readiness
- Competitive landscape
- Industry trends
- Regulatory compliance
- Risk mitigation
- Aligning IT with business objectives
- Proven solutions products
- Consulting and IT services
- Strategic direction with EMC executives, technology experts, key strategists, and partners

EMC WORLDWIDE EXECUTIVE BRIEFING PROGRAM LOCATIONS AND SCHEDULING CONTACTS



AMERICAS EBC—EAST COAST

HOPKINTON, MA 01748 USA
(508) 249-6361

BEDFORD, MA 01730 USA
(781) 515-5278

FIELD BRIEFINGS—NORTH AMERICA

HOPKINTON, MA 01748 USA
(508) 249-6360

AMERICAS EBC— WEST COAST

SILICON VALLEY AND PLEASANTON, CA
SANTA CLARA, CA 95054 USA
(408) 326-4525

ASIA PACIFIC EBC/AP FIELD BRIEFINGS

CHANGI, SINGAPORE
+65-6333-6200

ASIA PACIFIC CBC (CUSTOMER BRIEFING CENTER)

BANGALORE, INDIA
+91-80-6737 8196

JAPAN EBC/JAPAN FIELD BRIEFINGS

TOKYO, JAPAN
+81 3 5308 9261

EMEA EBC/EMEA FIELD BRIEFINGS

OVENS, CORK, IRELAND
+353-21-4281948

WORLDWIDE TELEBRIEFINGS

HOPKINTON, MA 01748 USA
(508) 249-6369

CONTACT US

Speak to your EMC representative to plan a tailored briefing or use the link below to contact your local EMC office.
www.EMC.com/interest-executivebriefing

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