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The Journey to the Private Cloud: Align IT and Improve Business Value

One of the most exciting aspects of private cloud computing is its potential for bringing your IT organization into tighter alignment with your business. Done right, cloud computing will boost efficiency, enable IT to meet stringent service level agreements (SLAs), and provide the agility needed to add real business value — such as supporting new revenue initiatives or improving regulatory compliance.

Benefit from a Simplified Environment

Virtualization is a first step toward the private cloud. Customers taking this step see real benefits as they virtualize and consolidate their SAP infrastructures. In fact, one EMC customer significantly increased productivity and realized a 13-month payback on its investment after deploying SAP software in a virtual environment.¹ This simplified environment means that the IT staff spends less time fighting fires and has more time to develop solutions that address real business problems.

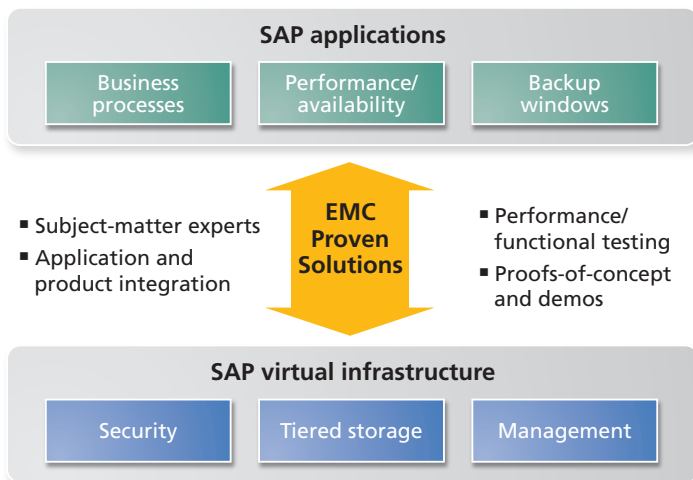
FIGURE 1 ▼ EMC Proven Solutions help customers leverage infrastructure capabilities to meet SLAs and reduce risk

¹ For details, see www.emc.com/collateral/emc-perspective/h6738-callaway-golf-ep.pdf.

Counter Unwanted Performance and Architectural Issues

As organizations move mission-critical applications to private cloud environments, there are key issues to address — issues like data growth and network bandwidth, both of which can degrade performance. EMC has made significant investments in people and in engineering labs to develop best practices for SAP deployments. We then make this expertise available to you to help ensure that your company isn't taking on unnecessary business risks.

While you prepare your SAP environment for cloud computing, architectural issues — such as information security, high availability, tiered storage, and policy-based automation — may emerge. Our portfolio of EMC Proven Solutions helps SAP customers leverage infrastructure capabilities and move along an evolutionary path to private cloud computing (see **Figure 1**). Each solution acts as a building block that enables companies to move forward at their own pace. In addition, the portfolio helps reduce risk and increase ROI, while helping to transform IT into a service-oriented organization.



EMC Offers Protected Investments, Exciting Progress

For organizations that have virtualization projects underway, EMC solutions protect their current investments. Companies that are ready to invest in a new SAP platform will find that EMC Vblock Infrastructure Packages address key architectural issues, provide balanced performance, and accelerate the journey to the private cloud.

EMC and SAP have been working closely together to improve the infrastructure that is underlying companies' SAP deployments. We are excited about our progress and invite you to accompany us on the journey to the private cloud.

To get started on this journey, visit www.EMC.com/sapsolutions and www.EMC.com/powerof3. ■