

# TOP 10 REASONS WHY EMC IS THE BEST CHOICE FOR YOUR VIRTUALIZED IT INFRASTRUCTURE

EMC's storage and backup solutions are designed for virtualized data centers and can help accelerate your virtualization transformation initiative. Here are the top 10 reasons why.

## MAKE IT EASIER

1. Get simple solutions optimized for your virtualized environment. With over 75 points of integration with VMware®, EMC is the only vendor to offer support for all of the VMware vStorage™ API families.
2. Storage administrators get automated discovery and end-to-end mapping of all virtual machines with the EMC® Unisphere™ management platform.
3. VMware administrators don't have to learn a new interface; they can provision, monitor, and manage EMC VNX® unified storage directly from VMware vCenter™.
4. Backup administrators can recover at the VMware file, image, or site level—all in a single step—with EMC Avamar® backup software and system.
5. Simplify backups with automated VM discovery, backup policy assignment, and tracking via EMC Avamar integration with VMware vStorage API for Data Protection (VADP) and vCenter.

## REDUCE YOUR COSTS

6. Recapture valuable storage capacity and reduce data footprint by up to 50 percent with the EMC VNX series built-in features such as thin provisioning, file deduplication, and compression. Optimize storage utilization and lower overall costs—regardless of application type or data age—by automatically moving data based upon workload with FAST VP (Fully Automated Storage Tiering for Virtual Pools).
7. Reduce backup storage requirements for virtual environments by 40-60x and network usage by 99 percent through EMC Avamar global, client-side deduplication. Plus, integration with VADP and vCenter greatly reduces administrative costs.

## IMPROVE YOUR PERFORMANCE

8. Effectively support your heaviest workloads at an attractive price point with Enterprise Flash drives—the highest-throughput storage in the industry. EMC VNX series FAST Cache uses Enterprise Flash drives as additional read-write cache to handle spikes in activity. EMC VNX greatly improves throughput and can serve up to 75 percent of your I/O with just a small amount of Flash drives.
9. Lower your backup times from days to minutes by reducing network and CPU utilization with EMC Avamar's variable-length client-side deduplication.
10. Get faster restores by recovering only the needed data, instead of an entire VM, with EMC Avamar—the industry's only backup and recovery solution that leverages VMware's Changed Block Tracking for recovery.

## CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at [www.EMC.com](http://www.EMC.com).

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EMC Corporation  
Hopkinton, Massachusetts 01748-9103  
1-508-435-1000 In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

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