

EMC—FLUID OPERATIONS

An EMC Select Partner Overview

ESSENTIALS

Partner product

- fluidOps eCloudManager

EMC products

- EMC Celerra
- EMC Symmetrix
- EMC CLARiiON
- EMC Vblock™

Solution highlights

- Rapid provisioning of enterprise application landscapes
- Data center-wide administration and monitoring
- Landscape as a Service (LaaS) delivery of enterprise applications
- Specialized in large and complex SAP environments

A PLATFORM FOR COMPLETE DATA CENTER MANAGEMENT

fluid Operations™ (fluidOps) uses the latest cloud management and automation technologies to deliver a platform for complete data center management—from storage to hypervisor to application—and enables massive improvements in the time and effort of provisioning, administration, monitoring, and consumption of large multitenant enterprise application environments (such as SAP, Oracle, Microsoft Exchange, etc.). In other words, entire enterprise application landscapes can be provisioned to the end-user as Landscape as a Service (LaaS™) in a matter of minutes.

E-CLOUDMANAGER PRODUCT SUITE

fluidOps™ eCloudManager™ fully integrates EMC® storage arrays and intelligently leverages EMC advanced storage features to enable companies with significant IT footprints to transition their enterprise applications into enterprise cloud environments and to run IT like a business, maximizing IT service quality, reducing costs, and minimizing risk. The solution focuses on the automation and management of mission-critical enterprise application lifecycle tasks to open the way for a much more proactive application support for business strategy.

In addition, advanced business models for public clouds can be achieved. This offers enterprise customers a higher value-add application service, combining the ease of consumption of public cloud infrastructures with the depth and sophistication of enterprise application business processes.

MAKING THE MOST OF AVAILABLE STORAGE CAPABILITIES

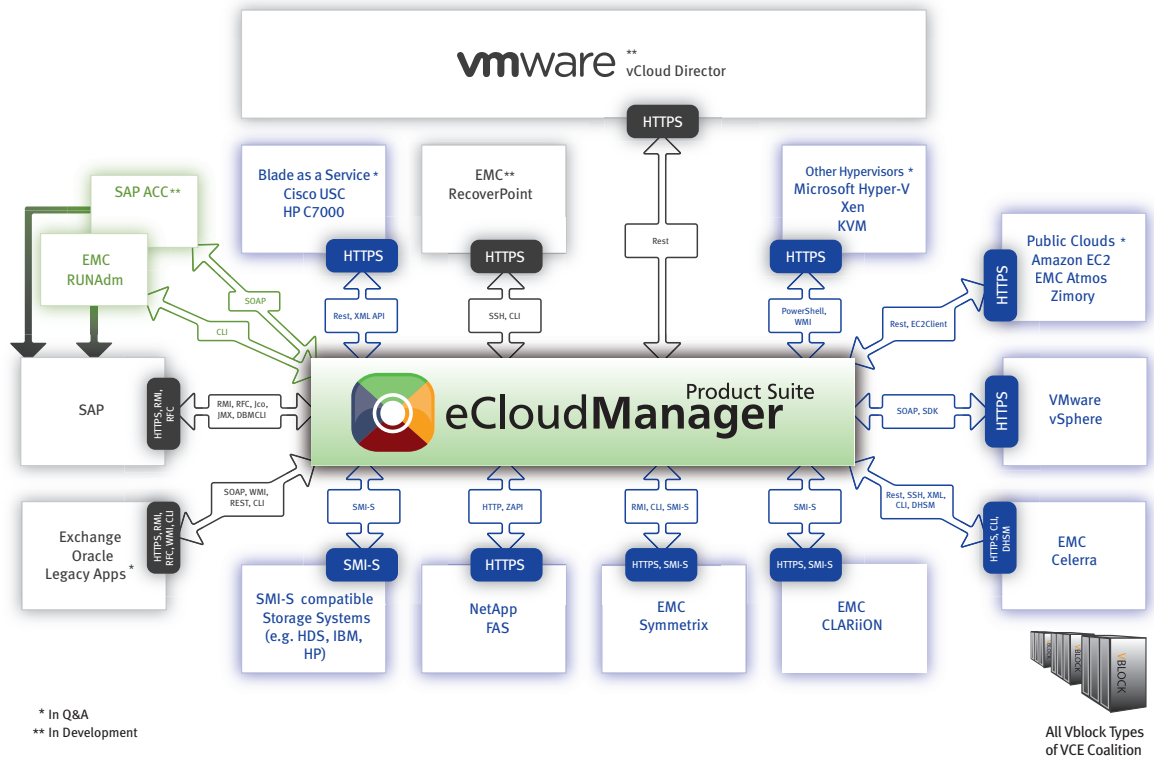
A productive SAP or other enterprise application landscape can easily span many business-critical systems with an aggregate data size of many terabytes. Here, the various stages of the application lifecycle management, including development, testing, training, and deployment in a global setting, can be very costly and time consuming without the leverage of, and automated access to, available storage features for rapid provisioning.

Creating a new cloud environment, the eCloudManager utilizes EMC storage features through direct API access to monitor and interact with the storage arrays. Based on this, the eCloudManager offers cloning of entire enterprise application landscapes, opening a new out-of-the-box approach for provisioning of test environments or training and testing landscapes—often without the need for additional storage.

BENEFITS

For the first time, mission-critical enterprise application requirements are realized in a cloud environment, fully leveraging storage capabilities for unprecedented application compatibility and flexibility, including:





- Integration, monitoring, and management of resources from geographically distributed data centers
- One-click provisioning of complete multi-tiered, multi-system enterprise application landscapes, with no post-provisioning effort needed, as an out-of-the-box Landscape as a Service solution
- Use of standardized golden images, e.g., ready-to-run SAP systems
- Fine-grained metering and billing capabilities in a self-service portal

PLATFORM SUPPORT

The eCloudManager offers full VCE vBlock and EMC support across the EMC Symmetrix®, CLARiiON®, and Celerra® product lines. The eCloudManager management and automation capabilities are a good complement to those of EMC Ionix™ FastScale or similar tools.

ABOUT FLUID OPERATIONS

fluid Operations is a provider of an innovative management platform for complex, fully virtualized enterprise application environments. This includes the creation of a flexible cloud infrastructure and the rapid provisioning of enterprise application landscapes through a portal as Landscape as a Service. For more information about fluidOps and its products, please visit www.fluidOps.com.

CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

ABOUT EMC

EMC Corporation is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information.

EMC², EMC, Celerra, CLARiiON, Ionix, Symmetrix, Vblock, and the EMC logo are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2011 EMC Corporation. All rights reserved. Published in the USA. 2/11 Solution Overview H8501