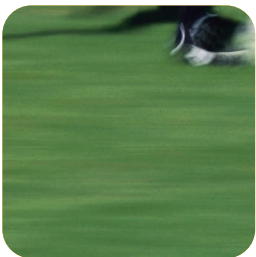
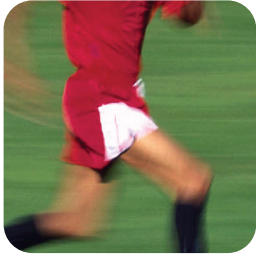
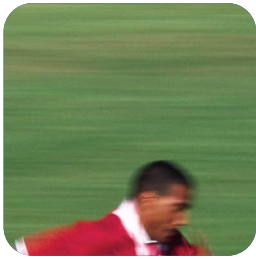


EMC Velocity² Technology and ISV Program

Create synergies between your offerings
and EMC technology areas to effectively
differentiate and showcase your solutions



The EMC® Velocity² Technology and ISV Program offers expanded opportunities and an increased market presence for partners who provide compelling solutions integrated with a variety of EMC platforms.

Qualified partners are able to leverage a variety of resources for architecture, design, development, support, testing, and marketing, enabling them to differentiate their offerings and reduce time to market while extending reach to customers.

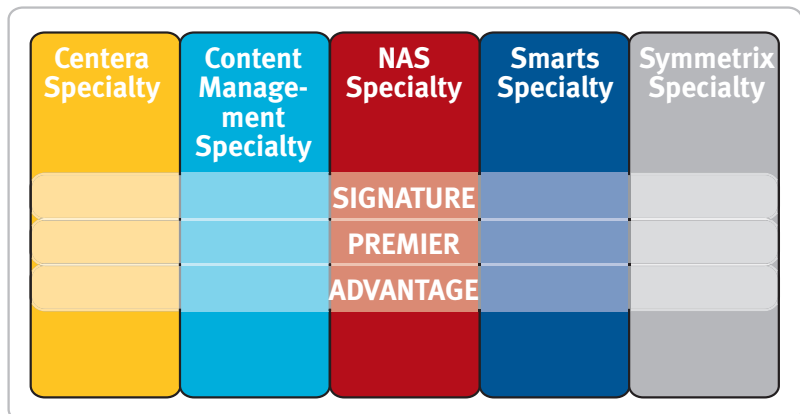
Solution differentiation is provided through a multi-tier Designed for EMC certification program which is available to partners enrolled in the Velocity² Technology and ISV Program. Obtaining certification for an integrated solution provides assurance to customers that an offering has met or exceeded high standards set by EMC for integration with EMC platforms. A Designed for EMC awards program further highlights a select group of outstanding solutions.

Participating in the program also entitles you to take advantage of the EMC Partner Solution Gallery, where several opportunities are available to showcase and promote your EMC-based offering. This site is EMC's premier customer destination to find a solution or learn more about partner offerings. EMC field personnel also use the Solution Gallery to learn about partner offerings and to contact providers directly for more information.

As a member, you are able to leverage EMC Labs to collaboratively develop with EMC in a virtual development environment. All partners will also have direct access to the EMC Developer Network enabling participation in a global community of developers, consisting of EMC customers, developer partners, and EMC employees.

The EMC Velocity² Technology and ISV Program is made up of several Specialty Programs. These programs provide opportunities to align your offering with focused EMC technology areas at the level that is appropriate for you. Access to APIs and seamless integration across multiple environments enable you to meet or exceed the needs of customers and gain a competitive edge.

Velocity² Technology and ISV Program Structure



Enhance your product with a best-in-class platform

You can apply to a Specialty Program using an online application on EMC.com. We will review your application and reply as soon as possible. Once enrolled as a member, you will have access to a number of benefits, including technical information, marketing, support, and API and Developer Kits.

Apply online today

Applying for membership in the EMC Velocity² Technology and ISV Program is easy. To begin, go to www.EMC.com/partnersalliances/programs/velocity/isv/index.jsp. The enrollment process requires only basic company information and can be completed over a period of time, as the application form can be saved.

A comprehensive list of benefits is provided below.

EMC Velocity² Technology and ISV Program Benefits

Technical

- Designed for EMC certification program allows you to differentiate your solution to customers by meeting or exceeding comprehensive development criteria.
- EMC Developer Network enables you to participate in a global community of EMC customers, developer partners, and employees.
- EMC Labs provide early access to cutting-edge EMC technologies and collaborative development with EMC in a virtual development environment.
- Discounted EMC Developer Partner training (varies by Specialty program).
- Discounted EMC systems and software for development and/or interoperability testing (varies by Specialty program).

Marketing

- EMC Solution Gallery showcases and promotes your EMC-based offering on EMC's premier customer destination—a solution marketplace that brings together content, community, and commerce to build awareness, generate leads, and drive sales.
- Use of EMC Velocity² Partner logo in promotional online and print collateral.
- Partner name and profile available to EMC customers on EMC.com.
- EMC quote for partner press release (subject to EMC approval).
- Eligibility to sponsor and exhibit at EMC events (some restrictions apply).
- Access to state-of-the-art EMC tools and infrastructure for developing joint marketing collateral and sales kits.
- Eligibility for special advertising and promotion opportunities (negotiated).

General

- Access to Partner Network, a specialized ECN Community where you can connect, discuss, and collaborate with EMC and its extensive network of partners around the globe.
- Access to the EMC Partner Portal to directly connect you with EMC's technical professionals, salesforce, product information, support tools, and education.

Specialty programs overview

Content Management Specialty

This specialty focuses on the industry-leading EMC Documentum[®] enterprise content management (ECM) platform. The program supports your efforts to build content applications and go-to-market offerings that meet customers' needs. Technical, marketing, and sales support are provided to help you grow revenue. The program includes training, application, certification, and developer support. Partners may be eligible to promote their solutions to the EMC field sales organization and participate in joint go-to-market activities.

Content-Addressed Storage (CAS) Specialty

This specialty focuses on working with technology partners to develop solutions for the fixed-content market based on EMC's leading content-addressed storage (CAS) platform. Best practices are leveraged in the form of QuickStart templates to enable ISVs to easily learn about, integrate to, market with, and sell EMC Centera[®]. Partners enjoy a tremendous number of benefits, including free training, marketing and technical resources, high-level code reviews, and access to validation services. In addition, benefits are tiered to provide important incentives for working even more closely with EMC and to reward partners who drive the most activity.

Data Protection Software Specialty

This specialty focuses on enabling partners to leverage EMC's Storage Software portfolio. Integrate your independently developed applications and appliances with EMC software in order to gain a time-to-market advantage over your competition. This integration will allow you to provide business-critical backup, recovery, and archival capabilities with proven technology from EMC while attracting new business with a more complete solution. EMC partners receive unparalleled technical support, access to training, and application interoperability testing to deliver your product on time and on budget.

EMC Smarts Specialty

This specialty focuses on giving technology partners an easy, cost-effective way to interface their solutions with EMC Smarts[®] network systems management applications. The goal is to offer end customers increased availability and performance for their mission-critical business services, and in doing so, build business revenue for partners. Members may obtain licenses to the Smarts Software Development Kit to enable their applications to interface with EMC's industry-leading fault management software. Benefits in this program include access to the EMC Powerlink[®] Partner Portal, accreditation, training, and developer support.

Network-Attached Storage (NAS) Specialty

This specialty focuses on EMC's industry-leading Celerra[®] network-attached storage platforms. The program is designed to support software and system vendors who have products that are complementary with EMC's Celerra unified storage offerings. Members may test the interoperability of their products with Celerra or obtain licenses to use EMC's application programming interfaces (APIs) to enable their applications to monitor and/or manage Celerra. Benefits in this program include co-branded joint success stories and a joint customer support agreement. Partners also have access to free and fee-based training and free e-mail-based technical support.

Symmetrix Specialty

This specialty focuses on supporting vendors that are committed to developing products that integrate with the high-performance, highly available, energy-efficient enterprise storage platform, Symmetrix[®] DMX. Partner members will be able to obtain a license to use the Symmetrix SMI-S Provider. Other benefits of the program include access to technical resources, engineering support, co-branded solution white papers, joint success stories, lead referral, and access to general and product-specific training.

For more information on the EMC Velocity² Technology and ISV Program and its related Specialty Programs, visit our website at www.EMC.com/partnersalliances/programs/velocity/isv/index.jsp.



www.EMC.com

The information provided is intended to serve only as a guide. All options and terms described herein are subject to credit approval and conditions may change without notice.

EMC², EMC, EMC Centera, Celerra, Centera, Documentum, Powerlink, Smarts, Symmetrix, and where information lives are registered trademarks of EMC Corporation. All other trademarks used herein are the property of their respective owners. © Copyright 2007, 2008 EMC Corporation. All rights reserved. Published in the USA.

12/08 – H2497.1

