

EMC ATMOS CLOUD DELIVERY PLATFORM

Everything you need to deliver and manage Storage-as-a-Service

ESSENTIALS

- A turnkey software solution to deliver and manage Storage-as-a-Service to an Atmos storage cloud
- Enables self-service access and storage management
- Provides a secure, multi-tenant environment to meter utilization and bandwidth
- Includes flexible APIs to integrate into chargeback or third-party billing

Increased market demands and competitive pressures to access storage on demand are driving enterprises and service providers to consider Storage-as-a-Service. Yet building a home-grown service offering is time consuming, expensive, and risky. That is why EMC developed the Atmos Cloud Delivery Platform. An add-on software option to the market-leading EMC® Atmos™ cloud storage platform, the Atmos Cloud Delivery Platform provides all the capabilities you need to deliver and manage Storage-as-a-Service, right out of the box.

STORAGE-AS-A-SERVICE STARTS WITH THE RIGHT PLATFORM

EMC Atmos cloud storage is designed to store, manage, and protect distributed, unstructured content at scale. It provides the essential building blocks to implement a private, public, or hybrid cloud storage environment. EMC Atmos provides:

- A single system to manage your Atmos storage across distributed sites
- Seamless scalability to add capacity, tenants, or applications
- Automated data placement, protection, and services
- Easy access across networks and platforms
- Metering and self-service across tenants

The Atmos Cloud Delivery Platform transforms an Atmos storage cloud into a service environment. It enables storage administrators to manage and meter utilization and bandwidth across tenants. In addition, it includes APIs to integrate into chargeback or third-party billing and offers users and applications self-service access and storage management.

Since it can be deployed as a turnkey solution, the Atmos Cloud Delivery Platform can help you get your service offering up and running with zero development required. With the Atmos Cloud Delivery Platform:

- Service providers and enterprises can manage and meter utilization and bandwidth at the user or application level for all Atmos access methods, across their storage cloud
- Users can get self-service storage access and management instantly

EVERYTHING YOU NEED TO DELIVER AND MANAGE YOUR STORAGE SERVICE

The Atmos Cloud Delivery Platform is segmented into two major portal components: the Administrator View and the User View. The Administrator View is used to manage access, monitor services, and meter storage. The User View allows users and applications to request, self-service, and self-manage storage.

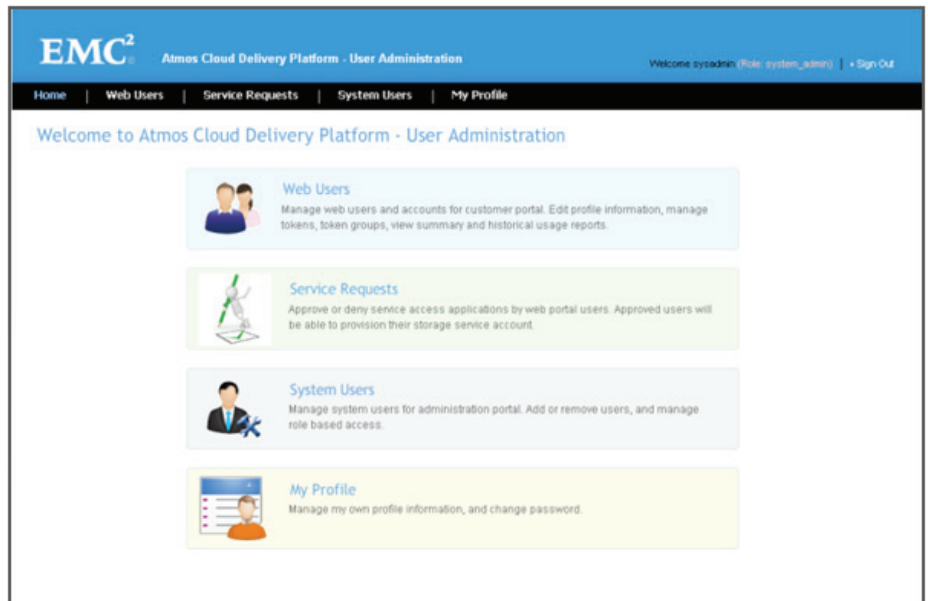
ADMINISTRATOR PORTAL: MANAGE. MONITOR. METER.

The Administrator Portal provides the smart layer of the Atmos Cloud Delivery Platform. It allows you to manage your storage service from initial setup, to user request workflow, and management, including metering and reporting.

Manage access. Monitor services. Meter usage.

- Manage access and user profiles
- Manage workflow
- View account usage by user profiles
- Use APIs to integrate with billing or chargeback systems

Three system administrator roles include system administrator, system editor, and system reader.



USER PORTAL: SELF SERVICE. INSTANT ACCESS. SELF MANAGE.

Once the Atmos Cloud Delivery Platform is in place, your users will appreciate how simple and fast it is to get access to storage. Users request storage in three easy steps without ever having to contact IT. Through the User Portal, they can sign up for service, access and manage storage, and monitor and report on disk and bandwidth usage.

Step 1: Sign up as a new user

The screenshot shows the 'Login' page of the User Portal. It features a 'User ID' field with the value 'frank.murphy@emc.com' and an 'Email Address' label. Below the input fields are two radio buttons: 'I am a new user.' (selected) and 'I am a registered user.'. There is a 'Sign Up' button and a link for 'Forgot your password?'.

Step 2: Input your information

The screenshot shows the 'Sign Up for Storage Service - User Registration' page. It contains several input fields for user information. The 'Email Address' field is pre-filled with 'frank.murphy@emc.com' and has a green message 'Email address is correct'. The 'Password' and 'Confirm Password' fields are masked with asterisks and have green messages 'Password is OK' and 'Password is consistent' respectively. The 'User Information' section includes fields for 'First Name' (Frank), 'Last Name' (Murphy), 'Address Line 1', 'Address Line 2', 'City', 'State' (Massachusetts), 'Zip Code', 'Country' (United States), and 'Phone'.

Your submission goes to the Administrator Portal, where IT sets your credentials for self service.

Step 3: Self manage

Once approved, users simply log back in to the system URL with their user names and passwords. These self-manage capabilities free IT from manual tasks and make managing storage simple.

Manage:

- User, sub-tenant and application bandwidth in/out, transaction number
- Policies deployed
- Access methods including REST, SOAP, NFS, CIFS, IFS, and CAS
- Historical trend of capacity and bandwidth usage



TRANSFORM YOUR BUSINESS

Storage-as-a-Service provides cost-effective benefits to both service providers and enterprises. With the Atmos Cloud Delivery Platform, service providers can quickly set up self-branded Storage-as-a-Service to monetize their service offerings immediately. Enterprises can transform IT to become more of a service organization—with just a few mouse clicks—enabling faster time to market for critical business processes. Users get self-service access to storage instantly.

ATMOS CLOUD DELIVERY PLATFORM CONFIGURATIONS OPTIONS

You can use the Atmos Cloud Delivery Platform right out of the box as a turnkey solution, or mix and match the functionality to meet your business needs. It is available in the following configurations:

- Metering only
- Metering + Turnkey Atmos Cloud Delivery Platform Portal
- Metering + Custom Atmos Cloud Delivery Platform Portal

The EMC Atmos Cloud 1.1 Storage Platform requires:

- EMC Atmos 2.0 software
- VMware® vCenter™ 4.1 or greater
- Redhat Linux 5.x or greater

SERVICES TO HELP YOU GET TO MARKET FASTER

EMC Global Services can help you deploy, adapt, or migrate your existing business processes, manage your infrastructure, and protect your Atmos-delivered applications. We offer packaged services to install and implement the Atmos Cloud Delivery Platform, or we can custom tailor enterprise architecture, design, and deployment services across your organizational and business needs.

CONTACT US

To learn more about EMC products, services, and solutions to solve your business and IT challenges, contact your local EMC representative, or visit www.EMC.com/atmos.

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