

EMC²
where information lives

TO MANAGE, TO PROTECT, AND TO SHARE . . .

Over the years, EMC has evolved from a hardware company selling high-end products and services to a technology solutions provider delivering complete, automated networked storage solutions. Today, EMC is a world leader in information storage systems, software, services, and networks and sells storage and business-continuity solutions to small, mid-size, and large companies. Writer David Baum talked to **Don Swatik, vice president of the Global Solutions Group at EMC Corporation**, about his company's strategy and its partnership with Oracle Corporation.



| INTERVIEWED BY DAVID BAUM

Q Baum: Tell us about EMC's position in the storage marketplace.

A Swatik: EMC is the only technology company dedicated to delivering complete, automated networked storage solutions that enable organizations of all sizes to manage, protect, and share information better and more cost effectively. We provide storage hardware, software, and networks that enable customers to consolidate and centrally manage their information assets.

Q Baum: How have customer expectations changed in recent years and how is EMC moving to meet these changes?

A Swatik: If you went back to 1995, when EMC and Oracle first started working together, EMC's focus was on highly available, enterprise-scale storage solutions for big companies. Today, with the rise of internet computing and the heightened focus on business continuity, customers in the mid-market are demanding many of those same enterprise capabilities. Most companies now realize that storage isn't just an add-on purchase for servers. It's a strategic asset, an important part of the IT infrastructure.

Q Baum: What new directions are you most excited about at EMC?

A Swatik: We're bolstering our entire spectrum of product capabilities, from the entry level and mid range CLARiiON line to the high end of the Symmetrix line. We also continue to refine our network storage platforms. This includes Storage Area Networks (SANs), Network Attached Storage (NAS) solutions, and a third category that EMC invented, called Content Addressed Storage (CAS)—which refers to solutions that address the unique requirements of fixed content management.

Q Baum: What's new on the business-continuity front?

A Swatik: Many people predicted a massive outburst of business-continuity purchasing after 9/11. In reality, we didn't experience a burst, rather a steadily increasing rate of adaption. Not only have the risks become more pronounced, but also, as every day goes by, more and more business information becomes mission-critical.

Q Baum: How does this affect your go-to-market strategy?

A Swatik: We are continuing to bring down the cost points that allow customers to put their data in a protected business-continuity environment. In our experience, our automated networked storage infrastructure helps lower IT costs via consolidation and enables business-continuity solutions to pay for themselves by delivering new capabilities that help lower IT costs.

Q Baum: How are Oracle and EMC working together?

A Swatik: From the outset, Oracle and EMC have shared a common vision: the value of centralizing and consolidating IT assets, with an eye toward driving down the total cost of ownership. It started with tight integration of EMC storage solutions with Oracle databases. Since then, we have expanded beyond the database world to encompass Oracle Applications as well. In both cases, we've launched fixed-price, fixed-scope offerings that speed up the implementation cycle, with services codelivered by both companies. Overall the two companies currently enjoy more than 25,000 mutual installations.

Q Baum: Can you give us some insight into future offerings?

A Swatik: Customers continue to demand more highly integrated solutions. Thus, with each new rollout of new functionality from Oracle, you can expect to see EMC right by Oracle's side. For example, we are working very closely with Oracle on Oracle Collaboration Suite.

Q Baum: What's the ultimate objective?

A Swatik: When all is said and done, the aim is to increase each customer's return on investment. It may be by lowering purchase costs; it may be by lowering ongoing cost-of-ownership; or it may be by accelerating the customer's ability to bring new applications online. In each case, we help the customer generate a positive ROI.

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"Whether you're a small company or a large enterprise, in today's world, very few companies can survive for long if they've lost access to their information." Don Swatik, Vice President of the Global Solutions Group, EMC Corporation