



EMC RepliStor and VMware Software: Providing Reliable, Cost-Effective Data Protection and Backup Consolidation

EMC RepliStor and VMware software reduce costs and complexity

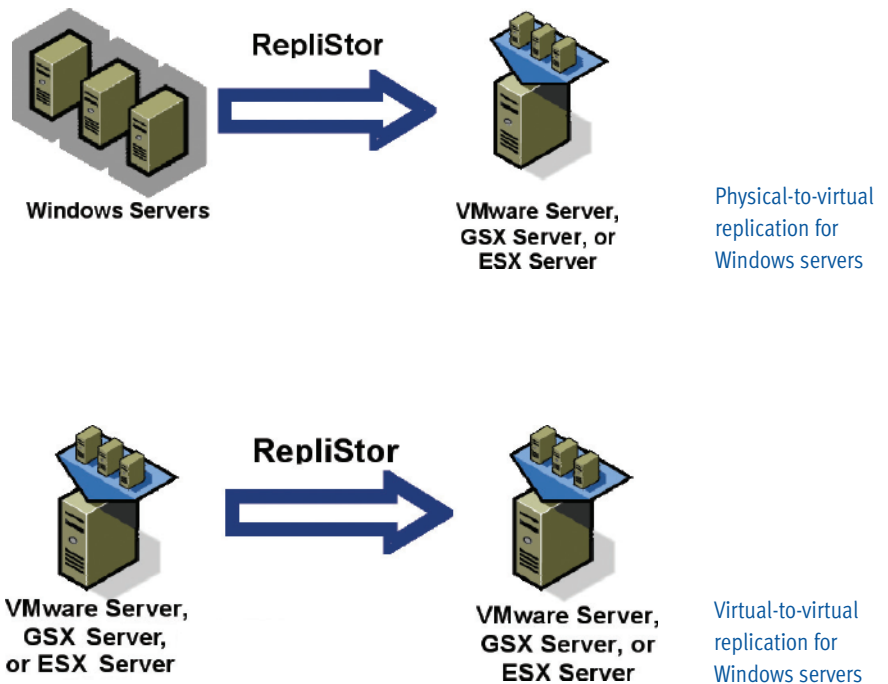
The Big Picture

- Provides server-based asynchronous, real-time, byte-level replication of files, directories, volumes, and shares from source to target systems for Windows environments running on LANs or WANs
- Performs locally and remotely in one-to-one, one-to-many, and many-to-one configurations, providing multiple levels of data recovery, distribution, and consolidation
- Protects data by providing a remote, consistent copy at all times
- Ensures data recovery with Microsoft Volume Shadowcopy Service to allow full recovery of Windows data and applications
- Supports any storage device; does not require proprietary hardware
- Reduces remote office expenses—hardware, media, and administration—by replicating data to a central location for backup
- Minimizes data and application downtime and increases user productivity with automated server failover to a remote target
- Provides physical and virtual licenses by server; allows unlimited virtual machines per physical server via virtual licenses

EMC® RepliStor® and VMware® software provide a reliable, simplified, and cost-effective data-protection and branch-office consolidation solution for Microsoft Windows environments.

Virtualizing all or part of your server environment with VMware software improves the utilization and efficiency of your hardware and software resources, reducing total IT expenditures. Adding RepliStor to physical or virtual environments enables enhanced data protection and allows for branch-office backup consolidation by replicating Windows data at remote sites to central data centers—regardless of distance.

For businesses searching for an affordable data-protection and backup consolidation strategy, RepliStor and VMware software provide the answer.



Protect your business-critical data and applications in virtual environments

RepliStor protects Windows operating systems running in virtual machines on VMware Server, GSX Server, or ESX Server. RepliStor and VMware work together in both physical-to-virtual and virtual-only environments.

In a physical-to-virtual environment, RepliStor replicates data from physical servers to virtual machines running Windows operating systems in a VMware virtualized environment, protecting data, providing application availability, and ensuring Exchange 2003 and SQL Server 2005 recoverability through out-of-the-box integration with Microsoft's Volume Shadowcopy Service (VSS). Through virtualization, VMware software significantly reduces IT costs by eliminating the need for a one-to-one mapping of production and recovery site servers. The combination of RepliStor and VMware software provides a very compelling solution for customers looking for a cost-effective disaster recovery solution.

RepliStor also protects Windows data and applications in completely virtual environments built with VMware Server, GSX Server, and ESX Server by replicating data from virtual machines running Windows operating systems across any distance to a virtual environment at a secondary site. A completely virtual environment improves server utilization which translates into lower overall costs and greater flexibility.

Backup consolidation enabled by EMC RepliStor and VMware lowers costs and improves productivity

Managing the backup process at remote or satellite locations burdens these sites with the backup process, media management, and physical shipments of backup media to the central data center for long-term storage. These sites often rely on non-IT staff for such processes, distracting them from their primary job responsibilities, reducing productivity, and potentially increasing the risk of unsuccessful backups. Additionally, acquiring and managing remote hardware and media is complex and the high costs continue to rise.

RepliStor removes the remote backup burden by replicating data to one or more locations, where a backup solution, like EMC NetWorker®, can perform all backups centrally. This reduces remote hardware, media, software, and personnel costs and simplifies media storage and security.

RepliStor-enabled backup consolidation becomes even more compelling with the introduction of VMware software and savings through virtualization. By consolidating physical servers and improving server utilization at the remote office and at the central data center, organizations significantly reduce expenditures on hardware and software, while reducing administrative burden and complexity at the remote sites.

About EMC RepliStor and VMware solutions

EMC RepliStor

RepliStor provides server-based local and remote asynchronous replication of open and closed files for Microsoft Windows environments over LAN/WAN connectivity. RepliStor integrates out-of-the-box with Microsoft's Volume Shadowcopy Service (VSS) to ensure Microsoft Exchange 2003, SQL Server 2005, and Windows file-system recoverability through VSS-consistent snapshots.

RepliStor is a reliable, low-cost business continuance solution providing data replication, data recovery, data migration, backup consolidation, and failover of server identity and applications. If a server fails, RepliStor ensures users stay connected to their applications and data at a secondary location.

VMware

VMware provides the most widely deployed software suite for optimizing and managing IT environments through virtualization—from the desktop to the data center. VMware software lets you virtualize your computing, storage, and networking systems and manage them all centrally. VMware products provide enterprise-class virtual machines that increase server utilization, performance, and system uptime, reducing the cost and complexity of delivering enterprise services.

VMware Infrastructure products, including ESX Server, Virtual SMP®, VirtualCenter, and VMotion®, enable companies to implement large-scale production-server consolidation, business continuity, and enterprise desktop solutions with enterprise-class performance, high availability, manageability, and security. VMware ESX Server is software for partitioning, consolidating, and managing servers in mission-critical environments. Ideally suited for enterprise data centers, ESX Server minimizes the total cost of ownership of computing infrastructure by increasing resource utilization and maximizing administration flexibility.

Take the Next Step

To learn more about EMC RepliStor, visit us online at <http://software.EMC.com> or call 1-800-607-9546 (outside the U.S.: + 1 508-435-1000). To learn more about VMware, visit www.VMware.com or e-mail sales@vmware.com.

About VMware

VMware was founded in 1998 to bring virtual machine technology to industry-standard computers. Today VMware is a leader in virtual infrastructure technology. Our 4 million users and over 20,000 corporate customers—including 99 of the Fortune 100—depend on us for solutions to their server consolidation, business continuity, improved software development and testing, and desktop manageability, and security needs. Deploying VMware software to meet complex business challenges such as resource utilization and availability, our customers have realized significant benefits, including lower total cost of ownership, higher return on investment and improved service levels to their customers.

About EMC

EMC Corporation (NYSE:EMC) is the world leader in products, services, and solutions for information storage and management. Through information lifecycle management (ILM) strategies, we help enterprises of all sizes manage their growing volumes of information—from creation to disposal—according to its changing value to the business. EMC information infrastructure solutions are at the heart of this mission, helping organizations manage, use, protect, and share their information assets more efficiently and cost-effectively. Our world-class solutions integrate networked storage technologies, storage systems, software, and services.

We're creating the ultimate information lifecycle management company—to help our customers manage and use more information, more easily and effectively. The result? Information with greater business value and at lower management cost.



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