



Meeting Challenges in the Data Center and Beyond

The enterprise data center is evolving. Enterprises need an efficient, secure, and agile infrastructure to manage information within the data center, and beyond. The volume and value of information are increasing dramatically, and the network and associated systems must be able to scale to support these new loads.

Cisco and EMC have partnered to address the increasing complexity of customers' IT infrastructure. Together, with an evolving vision, we provide a portfolio of technologies and services to help customers address their immediate and longer-term infrastructure challenges.

“With a shared vision for virtualized IP-based networked data centers, EMC is a key strategic partner for Cisco. Together, Cisco and EMC are helping customers create and deploy data centers that are more efficient, easier to manage, and more dynamic.”

John Chambers, President and CEO, Cisco

Common Vision for Delivering Value

With a complementary focus on information infrastructure, Cisco and EMC have championed the convergence of storage and data networking with information management and virtualization. Both companies understand that information access and processing in the future will allow business decision makers to act more effectively and efficiently. Cisco's expertise in IP network platforms and network management combined with EMC's expertise in information management and storage—and a shared knowledge in security and virtualization—enables customers to get the most business value from their information infrastructure. Together, Cisco and EMC can deliver:

- World-class virtualization solutions
- More efficient infrastructure management
- Easier information management
- More agile application deployments
- Higher levels of security
- Business continuance during disruptions
- Improved control of IT costs
- Improved IT responsiveness
- Compliance

Cisco and EMC have invested in a strategic alliance for the long term. Today, the companies are building upon the strength of that relationship and demonstrating enhanced value in information infrastructure solutions across the data center. Today's customer solutions include:

- Large-scale storage and SAN consolidation
- Network-based information security through encryption
- Network-based storage virtualization
- SAN-based replication
- Enhanced consolidation from the data center to the branch office
- Secure information-sharing architecture
- Payment Card Industry (PCI) solution for retail

Cisco and EMC's shared solution development and mutual testing help ensure product quality and interoperability. All solutions are tested in EMC's industry-leading eLab. Your enterprise can also benefit from centralized support for all data center products.

“The Cisco and EMC alliance is dedicated to helping customers create and deploy next-generation data centers that offer greater scalability, security, flexibility, and functionality. We are delivering these capabilities to customers as a seamless set of technology-based solutions and services.”

Joe Tucci, Chairman, President and CEO, EMC Corporation

EMC and Cisco Data Center Solutions

LARGE-SCALE STORAGE AND SAN CONSOLIDATION	EMC	CISCO	SOLUTION ADVANTAGE
SAN solution consolidates data centers and SAN islands.	EMC SAN, Symmetrix DMX, and CLARiiON	Cisco® MDS 9000 Multilayer Directors and Fabric Switches	Offers massive consolidation and enables users to tier information and scale their data center SANs as their business data requirements grow
SECURITY	EMC	CISCO	SOLUTION ADVANTAGE
Network-based information security enables encryption of critical information.	RSA security components	Cisco MDS 9000 family Storage Media Encryption (SME), MDS 9222i Multiservice Modular Switch, and MDS 9000 18/4-Port Multiservice Module	Extends security from “data in motion” to “data at rest” by migrating encryption to intelligent components in the network
VIRTUALIZATION	EMC	CISCO	SOLUTION ADVANTAGE
Network-based storage virtualization optimizes storage resource utilization through greater consolidation and intelligent provisioning.	EMC Invista	Cisco MDS 9000 family Storage Services Module (SSM), MDS 9500 Series Multilayer Directors, and MDS 9200 Series Multilayer Switches	Keeps applications available by reducing planned downtime; enables more effective and efficient use of storage resources; reduces cost by maximizing storage investment; and reduces administrative overhead by simplifying storage allocation and centralizing volume management
SAN-BASED REPLICATION	EMC	CISCO	SOLUTION ADVANTAGE
Network-assisted storage applications enable continuous remote replication and continuous data protection. Cisco SANTap facilitates the deployment of network-assisted storage applications.	EMC RecoverPoint	Cisco SANTap and Cisco MDS family 9000 SSM and MDS 9500 and 9200 Series	Provides increased agility, continuous data protection, and business support with remote replication; SANTap enables appliance-based storage applications without compromising SAN integrity
ENHANCED CONSOLIDATION	EMC	CISCO	SOLUTION ADVANTAGE
Cisco Wide Area Application Services (WAAS) enables consolidation of remote infrastructure and acceleration of remote applications.	EMC Celerra NAS and FileMover, and EMC Centera	Cisco Wide Area Application Engine (WAE)	Reduces IT administration costs and enables consolidated backup and improved business continuance, better utilization of centralized resources, simplified application rollout, consistent security and data protection practices, and simplified regulation conformance

EMC and Cisco Industry Solutions

SECURE INFORMATION SHARING ARCHITECTURE (SISA)	EMC	CISCO	SOLUTION ADVANTAGE
SISA combines products from Cisco, EMC, Microsoft, and others to address the urgent need to share sensitive materials across organizational, IT, and jurisdictional boundaries.	EMC Networked Storage, Smarts, and RSA Authentication Manager	Cisco Catalyst® switches, integrated services routers, access points, NAC, adaptive security appliances a Cisco Security Agent	Breaks through information-sharing barriers with a commercial off-the-shelf (COTS) solution that allows agencies to communicate and collaborate in a multinational environment while protecting sensitive internal content
PCI	EMC (RSA)	CISCO	SOLUTION ADVANTAGE
Cisco PCI Solution for Retail includes a set of interoperability-tested and audited architectures that incorporate technology from Cisco and RSA that helps retailers meet the requirements of the Payment Card Industry (PCI) Data Security Standard (DSS).	EMC RSA Key Manager (RKM), SecurID, File Security Manager, and Authentication Manager and EMC Storage Family	Cisco Network Admission Control (NAC), firewall, wireless Cisco MDS 9000 family switches and SME, access points, and adaptive security appliances	Mitigates brand risk due to a breach of customer data by providing a secure shopping experience; the scalable architecture meets all 12 PCI DSS requirements and provides a solid foundation for sustainable security beyond PCI

Take action now: Contact your Cisco and EMC sales representatives today for assistance in developing the most appropriate strategy for your data center and beyond. Whether your immediate challenges require consolidation, business continuance, or virtualization, we can help you solve today’s business needs, optimize your unique information infrastructure, and evolve your data center to use next-generation opportunities.



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