

# Accelerating Business Value through an OEM/ISV Relationship with EMC

## The Big Picture

- Embed the most open, extensible storage management products
- Store, manage, and protect information with proven solutions
- Lower development costs by leveraging an EMC R&D investment and new product releases
- Speed time to market with help from dedicated technical support, training, testing, and certification services
- Expand market reach with differentiated offerings
- Focus your core competencies on meeting specific market requirements

## Gain a competitive edge by embedding EMC storage software

Through an OEM/ISV partnership with EMC, you can deliver the products and technologies your customers need to store, manage, and protect their data. Taking advantage of the wide range of EMC® software technologies enables our VAR and OEM customers to focus on their own solutions and on meeting their customers' needs.

Embedding software to store, manage, protect, and share information enables you to reduce development costs, expand market reach with differentiated offerings, and deliver your products to market faster.

The EMC OEM/ISV partnership program is built from the ground up to meet your business needs and includes a flexible pricing model to suit your requirements. EMC advances and supports its OEM/ISV partners with enterprise-class products, technical expertise, engineering resources, and integration support. Working with EMC, you gain a competitive edge by delivering the integrated solutions your customers require.

## Reduce R&D costs

Each EMC product is proven off-the-shelf technology, so you can be confident you're deploying a reliable solution. Embedding EMC software enables you to benefit from billions of dollars of research and development, and decades of support experience. This frees your business to focus its resources on core competencies and applications.

## Accelerate time to market and increase functionality with EMC products

Embedding or including an EMC solution allows you to add critical functionality to your product and develop marketable solutions ahead of the competition. Additionally, you'll benefit from future EMC product enhancements and features that will enable you to quickly modify your existing solutions or present entirely new solutions to customers.

## Comprehensive backup, recovery, and archiving for the total solution

EMC provides its OEM/ISV partners with a solution you can embed to provide backup, replication, recovery, and archival of data—the EMC Backup, Recovery, and Archiving OEM/ISV solution. This EMC solution combines backup, recovery, replication, continuous data protection, and backup management strategies for a comprehensive approach.

## Deliver critical backup and recovery functionality with EMC NetWorker®, EMC Avamar®, EMC RepliStor®, and EMC HomeBase

**EMC NetWorker:** Your customers require the ability to back up and recover their critical information in the event of an unexpected failure. EMC NetWorker is an industry-leading backup application that can protect your customers' data across a broad range of operating systems and operating environments. Additionally, EMC NetWorker can be fully customized and embedded into your technology solution, providing backup-to-disk and tape capabilities without the hassle of running several different applications.



#### Partner success story

Symitar, the leading provider of technology solutions for credit unions, embeds EMC RepliStor as a disaster recovery solution for its Synergy Intelligent Document Management application. The company also embeds EMC DiskXtender to archive files, images, and member statements. The Synergy IDM enhanced feature set with OEM technology from EMC has helped shorten the time to market for Symitar while providing a deeper solution set their customers demand.

**EMC Avamar:** EMC Avamar gives your solution global data de-duplication capability for backup to reduce the amount of information your customers must protect. This backup and recovery software utilizes patented technology to identify redundant data segments at the source before they are transferred across the network and stored to disk, saving time and money.

**EMC HomeBase:** When a customer's application server goes down, business slows or stops—productivity suffers, profits slide. EMC HomeBase keeps businesses running by automating and configuring fast profiles for bare-metal server recovery, even to dissimilar hardware. Embedding HomeBase allows your customers to quickly recover their servers with the exact configuration the servers had prior to failure.

**EMC RepliStor:** EMC RepliStor is a realtime, asynchronous replication solution for offsite disaster recovery for Microsoft Windows environments. Embed RepliStor on Windows hosts, in either physical or virtual environments, to help your customers rest assured that their data is safe and available to restart their businesses should a crisis occur.

### Provide leading archiving technology with EMC DiskXtender and EMC EmailXtender

**EMC DiskXtender:** Save your customers time and money by providing technology to move aging files and images off higher-cost disk storage onto lower-cost tiers of storage. EMC DiskXtender® is an automated file-archiving solution you can embed to help your customers reduce storage costs, improve backup and recovery processes, satisfy compliance needs, and optimize service-level fulfillment.

**EMC EmailXtender:** EMC EmailXtender® delivers e-mail management capabilities to your technology solution, providing archiving, retention, and disposal policies to meet regulatory and corporate governance requirements.

### Increase profitability

When you incorporate EMC solutions, you reduce R&D costs and get to market faster with a proven solution, so you can increase sales, market penetration, and customer loyalty.



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#### Take the next step

To learn more about how an OEM/ISV partnership with EMC can help you gain a competitive edge, visit us online at [www.EMC.com](http://www.EMC.com) or call 800.607.9546 (outside the U.S., call 1.925.600.5802).