VCE THE VIRTUAL COMPUTING ENVIRONMENT COMPANY

VCE VBLOCK™ INFRASTRUCTURE PLATFORMS

The challenges of managing information have become so complex that nothing short of an IT transformation is required to meet them. That transformation has begun. IT organizations around the globe are rapidly adopting a private cloud model that delivers pervasive virtualization in a single, integrated platform; a platform that combines compute, network, storage, virtualization and management capabilities. The private cloud is a new way of thinking about how to unify the technology beneath your enterprise's business. The single platform combines compute, network, storage, virtualization and management capabilities with virtualized applications and operating systems throughout the enterprise, not just for file and print services.

The opportunity to change the way you do business

Over time, many IT architectures have evolved haphazardly. Consequently, businesses may find that they are locked in to certain vendors, have monolithic IT environments, and face ever-increasing procurement and management costs. While many business leaders, like you, want the benefits of private clouds now, not all vendors are prepared to make the transition. As a result, a lot of today's integrated offerings do not offer truly integrated, best-in-class capabilities. This impedes IT's ability to easily migrate workloads, incorporate new applications, and upgrade operating systems.

VCE addresses your business challenges

VCE, a joint partnership formed by Cisco, EMC, and VMware, addresses the challenges of infrastructure virtualization that your company faces by offering a truly integrated, best-in-class solution. VCE's Vblock Infrastructure Platforms represent a unique collaboration in development, services, and partner enablement designed to reduce your risk when moving to the private cloud. VCE's Vblock Infrastructure Platforms are the integrated units of infrastructure that deliver applications to run your enterprise in a private cloud. The scalable, high performance platforms create a competitive IT advantage for your business.

Harness the power of virtualization

When you use the Vblock Infrastructure Platform to access the private cloud, you can harness the power of virtualization to reap substantial business benefits, including:

- **Efficiency:** The Vblock platform is the only platform built using the most efficient virtualization solution, converged server and network platform, and enterprise storage. Vblock is jointly integrated to form the industry leading private cloud architecture and platform that includes enterprise data protection, management and security.

A New Way of Delivering IT

- Rapid deployment model of virtualized infrastructure
- Pre-integrated and validated solutions reduce total cost of ownership
- Service level based on predictable performance and operating characteristics
- Integrated compliance and security

- **Control:** The Vblock platform is the only platform that blends cloud computing with integrated, consistent enterprise security and compliance, comprehensive business continuity and disaster recovery capabilities, performance, consumption, and mobility management, management uniformity and consistency of infrastructure elements, a single support model, and finally, IT agility and responsiveness to changing priorities for faster deployment and scalability.
- **Choice:** The Vblock platform is the only integrated solution that lets you make the most efficient use of corporate resources by allowing you to choose application software packages separately from the infrastructure technology.

The first completely integrated private cloud offering

With Vblock™ Infrastructure Platforms, VCE delivers the industry's first completely integrated IT private cloud offering that combines best-in-class virtualization, networking, computing, storage, security, and management technologies with end-to-end vendor accountability. These integrated units of infrastructure enable you to rapidly deploy a virtualized infrastructure that provides a quick return on your IT investment.

Vblock Infrastructure Platforms:

- Offer varying storage capacities and processing/network performance to match the needs of your business.
- Support such incremental capabilities as enhanced security and business continuity.
- Are pre-integrated and validated by VMware, Cisco, and EMC to deliver the right performance and capacity at the right price and a reduced total cost of ownership.
- Allow you to integrate existing OS, applications, databases, and infrastructure software, using any protocol.

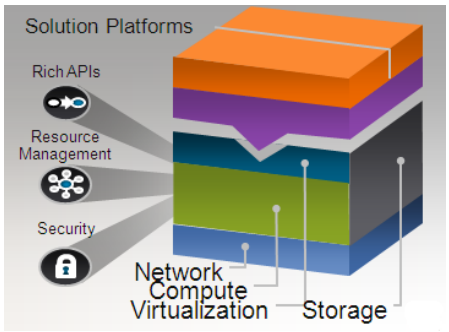

Figure 1. Vblock Infrastructure Platforms solution stack

Solution Platforms

The Vblock Infrastructure Platforms are:

- **Vblock 0:** Designed for moderate sizes and numbers of virtual machines in a compact footprint—ideal for a test and development platform or for remote data centers. Vblock 0 consists of the Cisco Unified Computing System, EMC Celerra unified storage, and VMware vSphere 4.
- **Vblock 1 and 1U:** Designed for large sizes and large numbers of virtual machines in a compact footprint, supports midsized configurations that deliver a broad range of IT capabilities to organizations of all sizes. Vblock 1 and 1U consists of the Cisco Unified Computing System, EMC CLARiiON CX4 or EMC Celerra unified storage, and VMware vSphere 4.
- **Vblock 2:** Designed for the largest size and maximum numbers of virtual machines in a compact footprint, supports high-end configurations that are completely extensible to meet the most demanding IT needs. Vblock 2 consists of the Cisco Unified Computing System, EMC Symmetrix VMAX storage, and VMware vSphere 4.

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VCE Unified Customer Engagement

The VCE unified customer engagement supports the transformation of existing infrastructures into a pervasive virtualized environment using Vblock Infrastructure Platforms. VCE addresses the people-process-technology requirements of transforming IT while enabling you to maintain control over IT operations.

VCE combines Cisco networking and compute expertise, EMC information management and storage expertise, and VMware virtualization expertise. VCE uses proven methodologies and best practices to:

- Define the scope of a customer's initiative and build the business justification for the transformation to a private cloud
- Collaboratively define strategy and develop an architecture that is right for your business
- Address governance, technology, and operational issues to plan a private cloud that eliminates unnecessary IT investment
- Recommend and deploy a highly scalable Vblock to achieve the benefits of pooled resources in a private cloud

Seamless Support from VCE

VCE provides single-support experiences designed for rapid and transparent problem resolution through a single point of accountability in a virtual support center. The combined expertise of all three companies provides fast technical assistance and response.

For more information, please go to www.vce.com.

ABOUT VCE

VCE, the Virtual Computing Environment formed by Cisco and EMC with investments from VMware and Intel, accelerates the adoption of converged infrastructure and cloud-based computing models that dramatically reduce the cost of IT while improving time to market for our customers. VCE, through the Vblock platform, delivers the industry's first completely integrated IT offering with end-to-end vendor account-ability. VCE's prepackaged solutions are available through an extensive partner network, and cover horizontal applications, vertical industry offerings, and application development environments, allowing customers to focus on business innovation instead of integrating, validating and managing IT infrastructure.

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