THE EMC ViPR STORY

SIMPLE. EXTENSIBLE. OPEN.

REALIZE THE FULL VALUE OF THE SOFTWARE-DEFINED DATA CENTER.

This interactive PDF includes videos, presentations, datasheets and other resources that take you through the ViPR story. They also explain why ViPR addresses today's storage challenges so well, and how ViPR can help you realize your IT goals now–and well into the future.

Downloads | Video | Web Link

Look for these icons to access helpful assets throughout this document.

TODAY'S STORAGE CHALLENGES

Users in the virtual, on-demand world expect instant access to data and applications, forcing IT to rethink storage. But embracing new, disruptive technologies without compromising existing IT investments is difficult.

Traditional data centers were designed to support specific applications, workloads and users. This met business needs at the time, but has resulted in siloed, multi-vendor storage environments that lock data and applications to individual systems. This approach is inefficient and costly and drives developers outside IT for instant storage access–limiting IT's ability to drive innovation and provable business value.

Today, enterprises and service providers must transform storage to reduce management and operational complexity, automate for greater efficiencies, and provide users with simple, on-demand storage access.

IDC's Vernon Turner and EMC's Christopher Ratcliffe (VP of Marketing, EMC Advanced Software) discuss the future of IT and the beginning of the era of software-defined storage. Topics include how data growth, virtualization, and demand for self-service storage deployments are driving a fundamental shift in the way IT manages and delivers storage.

ViPR: SOFTWARE-DEFINED STORAGE

EMC ViPR is a revolutionary approach to storage automation and management that transforms existing heterogeneous storage into a simple, extensible, and open virtual storage platform.

Simple

ViPR abstracts storage from physical arrays into a single pool of virtual storage and centralizes storage management across physical and virtual infrastructures. ViPR automates provisioning, orchestration, and change management while delivering self-service access on existing infrastructures.

Extensible

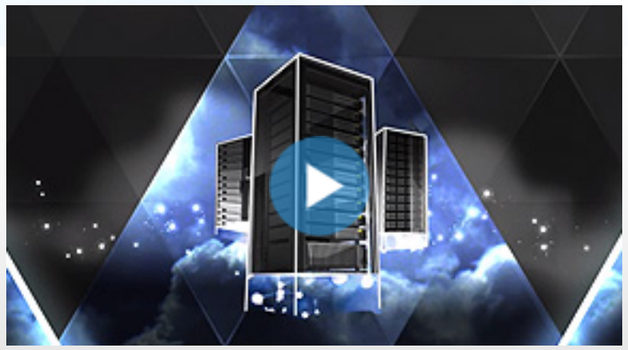
ViPR's hyper-scale, cloud architecture dynamically adapts and responds to new use cases and workloads. It also supports third-party arrays and integrates with cloud stacks such as VMware® and OpenStack®.

Open

ViPR's open, API- driven storage supports Amazon S3™, OpenStack® Swift, and EMC® Atmos™. ViPR provides a platform for creating and delivering global data services that span block, file and object storage.

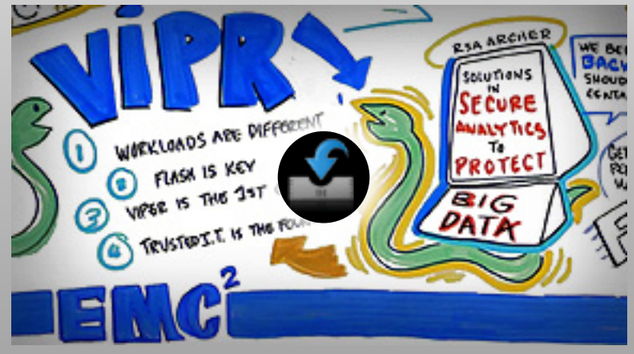
This 4-page datasheet explains the simple, extensible, open elements of ViPR and the software-defined approach to storage.

Mark Prahl of EMC's Advanced Software Division blogs about how the data center is becoming software-defined.

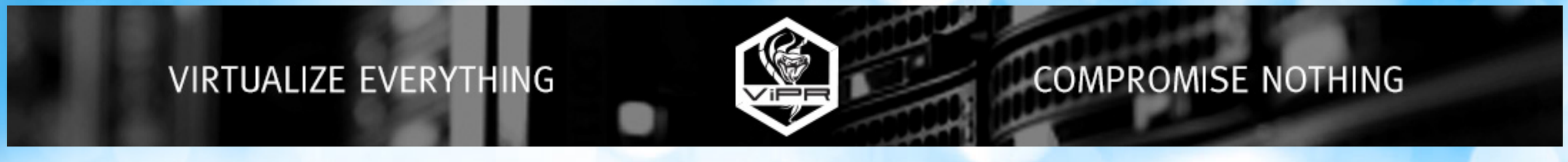


Watch this ViPR overview video for an explanation of the benefits of transforming the data center and realizing the full value of the software-defined world.

This white paper opens with the evolution of the software-defined data center and the challenges in making it a reality. It then introduces ViPR and details how it transforms physical storage arrays into pools of virtual shared storage resources, enabling the delivery of innovative data services across arrays.



Download the drawing ImageThink created during the ViPR announcement from Jeremy Burton and David Goulden.



THE PRESIDENT'S PERSPECTIVE: ViPR STRATEGIC VISION

Amitabh Srivastava, president of EMC's Advanced Software Division, is at the center of ViPR and has led the charge towards the software-defined data center. Explore these resources in which he explains this two-year journey, how and why EMC made it, and what lies ahead for EMC and our customers.

Watch Amitabh Srivastava's keynote address from EMC World 2013. Includes segments from Sanjay Mirchandani (EVP, EMC) and Gary Budzinski (CSC, EVP/GM, Global Infrastructure Services).

Download the Keynote Blueprint drawing created during Amitabh's keynote address.

Amatabh talks about the fundamental things ViPR does, where it adds value, and why, today in the public cloud, it's a "Race to Zero" unless you have software. With John Furrier and Dave Vellante of SiliconAngle's theCUBE.

In this post from the EMC Pulse product & technology blog, Amitabh introduces ViPR software-defined storage. The link includes a short embedded video in which he gives an introductory overview of the new product.

This entry from Steve Todd's Information Playground blog summarizes his interview with Amitabh backstage at EMC World 2013.

Watch Amitabh's backstage interview with Steve Todd during which they discuss object strategy. Amitabh answers several questions about software-defined storage posted live via Twitter.

DEEPER INSIGHTS

Engineering Strategy
EMC VP of Engineering Surya Varanasi explains the inspiration for ViPR, how it addresses customer challenges, and what the future holds.

Insider Perspective
In this Chuck's Blog entry, EMC's Chuck Hollis, VP/Global Marketing CTO shares what he sees as three distinct buckets of ViPR functionality.

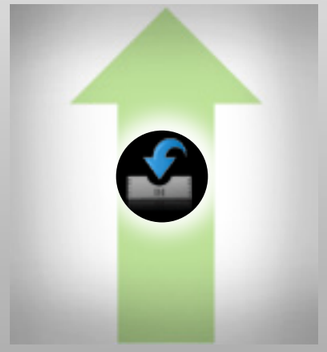
ASD Object Strategy
Manuvir Das, EMC's VP of Engineering, offers a quick "Object 101" lesson and a deeper dive into why people think object is the future.

Christopher Flaesch, CSC's VP of Global Delivery, shares his experience as a ViPR beta customer, and how ViPR will influence their go-forward strategy.

CUSTOMER PERSPECTIVES

Transitioning with SRM Suite
Chris Ratcliffe explains how EMC's Storage Resource Management Suite optimizes storage resources today and in the software-defined data center of tomorrow.

ViPR Data Services
Sal De Simone, VP and Chief Architect, ViPR Data Services, talks with theCUBE about the principles behind the development of ViPR. Filmed at EMC World 2013.



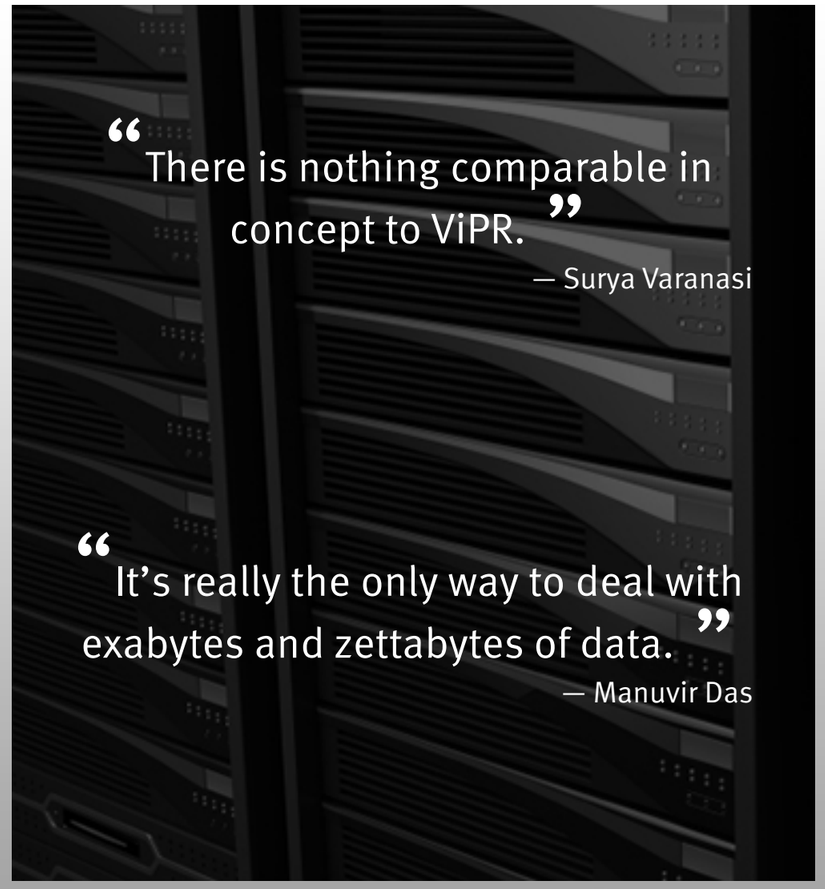
ViPR Data Services
This white paper covers how ViPR Global Data Services enables enterprise IT and service providers to deliver innovative data services across arrays–and more.

IDC's Vernon Turner and EMC's Christopher Ratcliffe discuss how customers can extend their existing investment to interoperate across platforms–and more.

CONTACT & RESOURCES

ViPR is storage virtualization without compromise and offers EMC customers an unparalleled level of simplicity, extensibility, and openness. For more information or support, contact viprhelp@emc.com.

Check out these resources to learn more about how you can realize the full value of the software-defined data center.



ECN Advanced Software community

ViPR on YouTube

ViPR page on EMC.com