

CIO @CONNECT

CIO CONNECT



LEADERS EDGE

Delivering IT as a Service

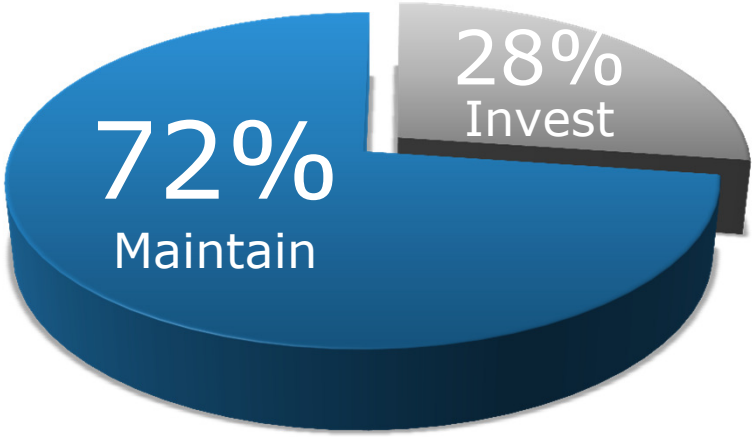
Insert Event Date

vmware®

EMC²



WHY IT IS RIPE FOR TRANSFORMATION



Source: Forrester Research, Inc., IT Budgets and Priorities 2013, 25 April, 2013

New Research from EMC and CIO

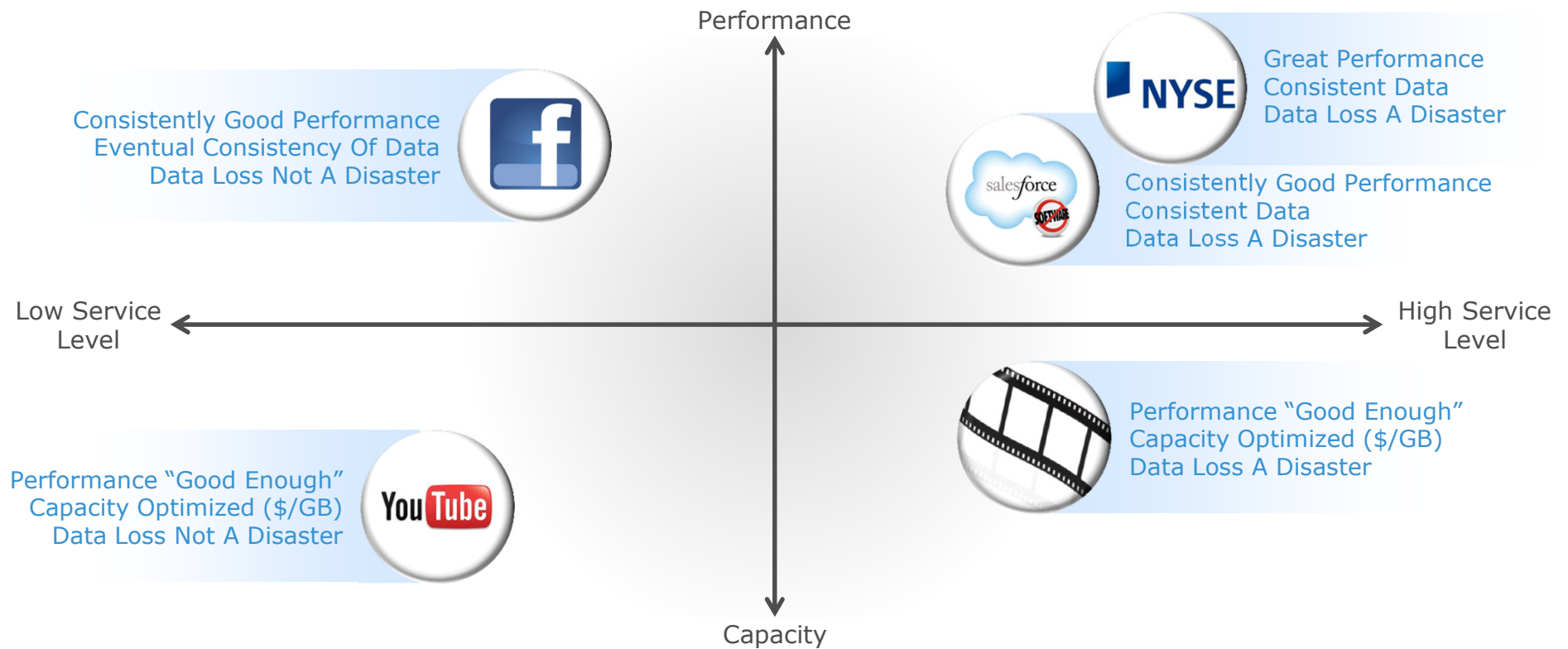
Big Picture Global Survey

Dual Perspectives of ITaaS

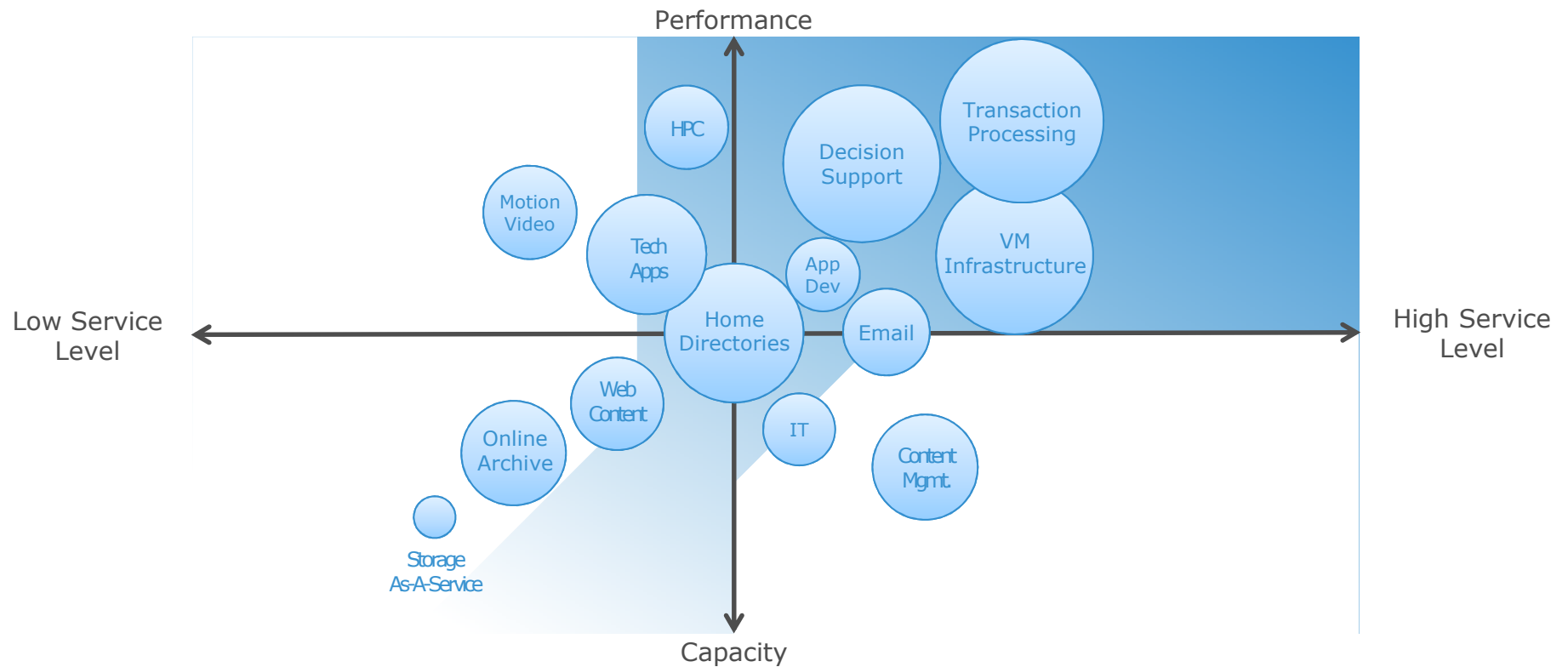


Insights from 366 IT and business executives

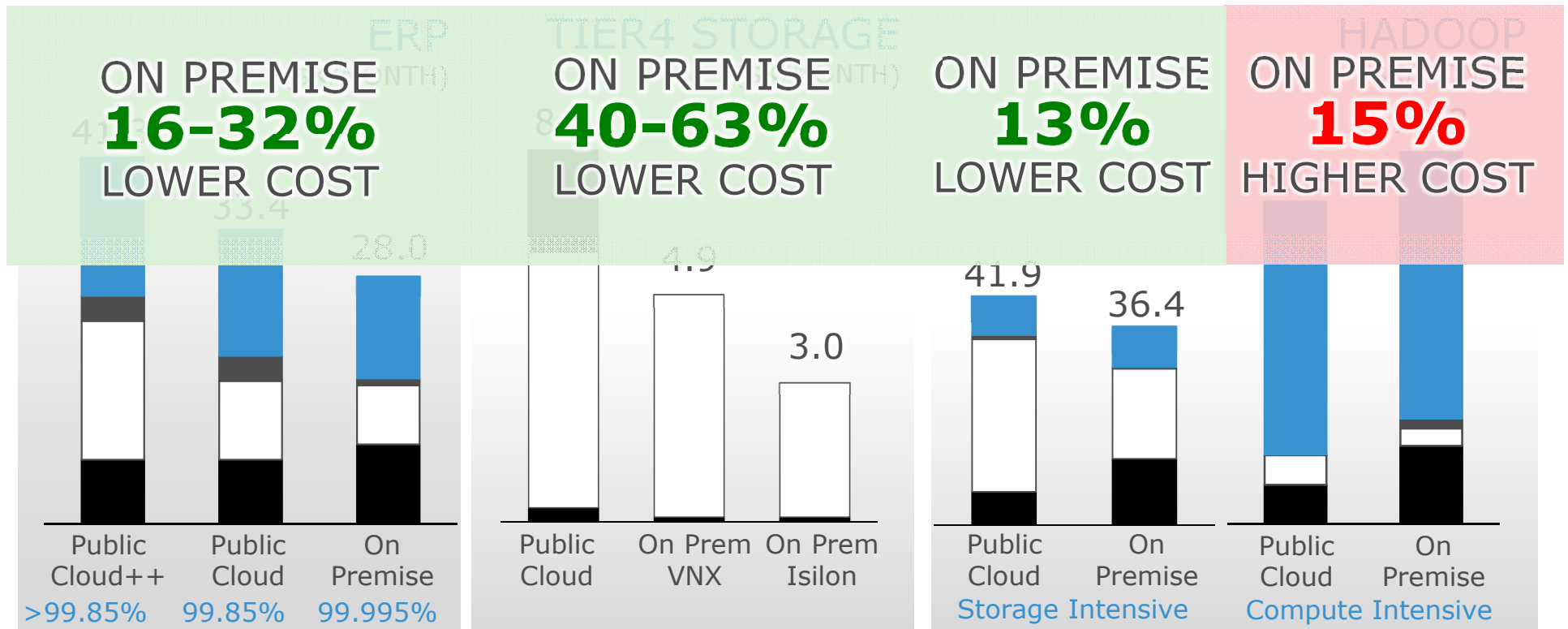
Workloads Will Drive Cloud Innovation



Workloads Will Drive Storage Innovation



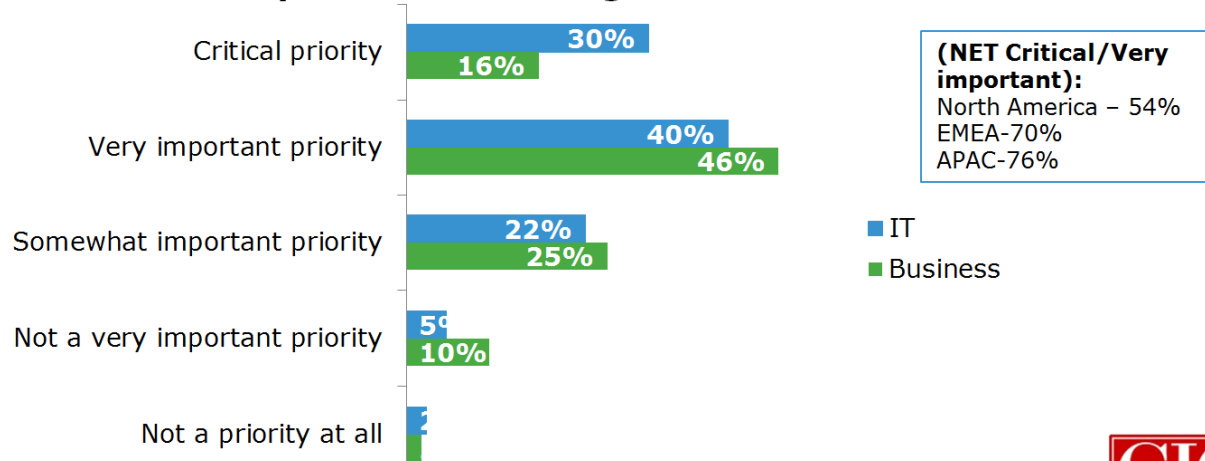
Economics Of Cloud: TCO By Workload



IT as a Service – How Important?

Both business and IT agree that running IT like a business is an important goal

Level of Priority Placed on Running IT Like a Business

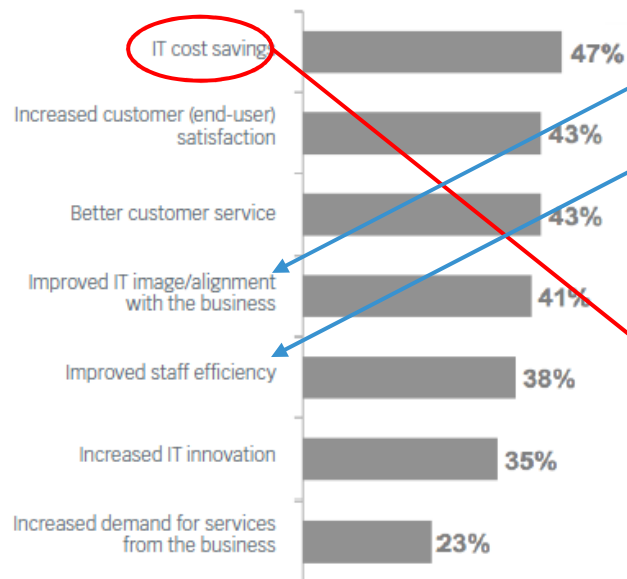


At your organization, what level of priority is placed on running the corporate IT department like a business?

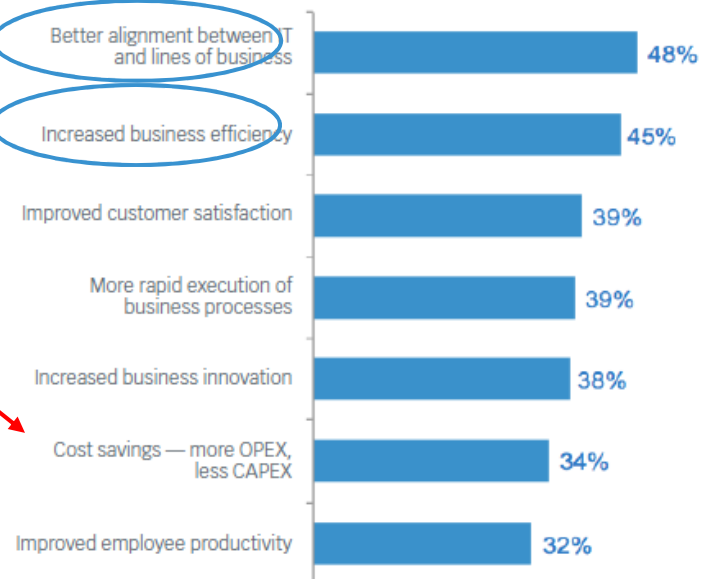


Is There A Disconnect?

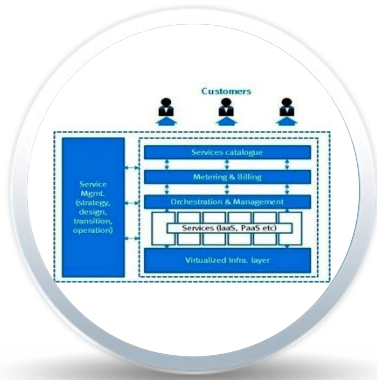
IT Benefits Associated with Moving to an ITaaS Model



Perceived Business Benefits of Setting up IT as a Competitive Internal Service Provider

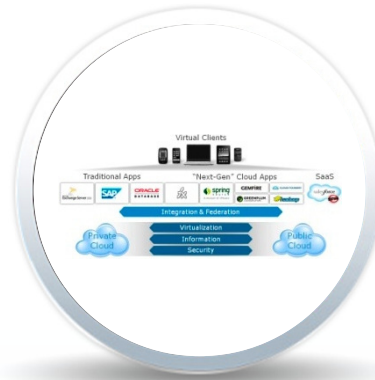


Transforming Into A Service Provider



A NEW IT BUSINESS MODEL

Service-oriented
Broker & Builder



ENABLING TECHNOLOGY

End-To-End Automation
Service Orchestration





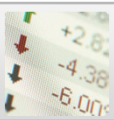


SKILLS, ROLES & ORGANIZATION

“Front Office” Capabilities
Service Accountabilities

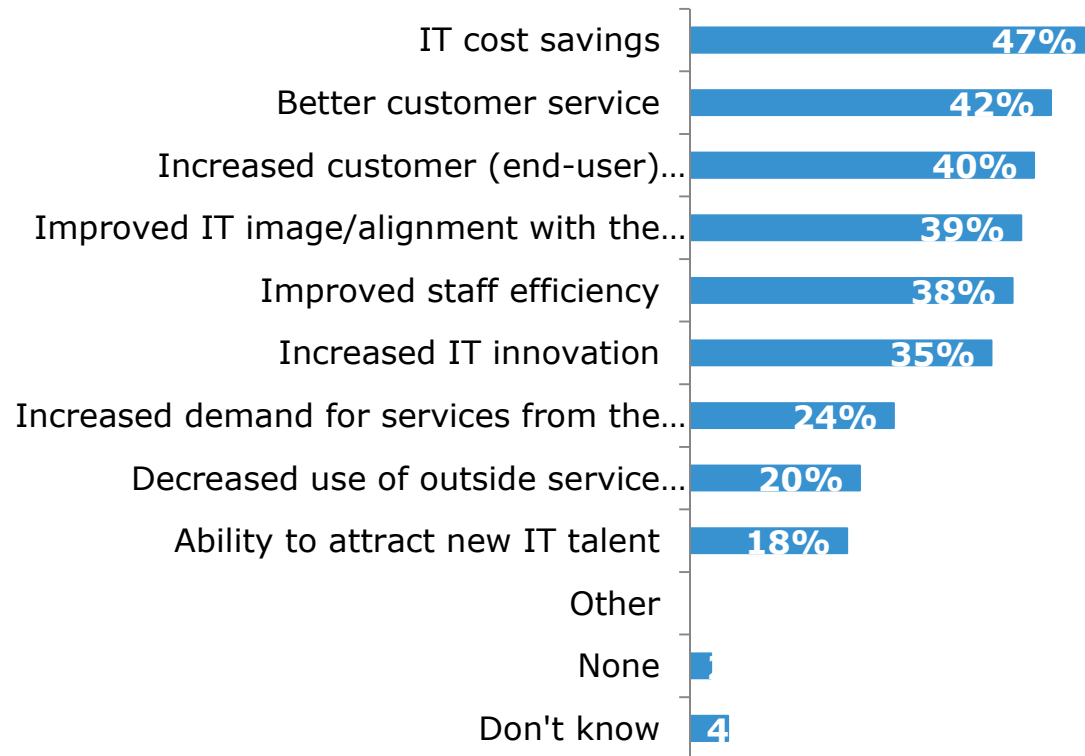
Evolution to IT-as-a-Service

	Virtualize	Operationalize	IT as a Service
Focus	Cost Efficiency	Quality of Service	Business Agility
Ownership/ sponsorship	IT	IT/LOB	CIO
Business Value			
Key Capabilities	<ul style="list-style-type: none"> • Shared resource pools • Elastic capacity 	<ul style="list-style-type: none"> • Zero-touch infrastructure 	<ul style="list-style-type: none"> • Service definition • Self-service • Chargeback

ITaaS Main Attributes

	Self-Service	Self-service catalog through user portal. Automated, traceable service requests & fulfillment
	Service Oriented	Standardized planning, design, delivery and operation of services. IT partners with LOBs.
	Highly Automated	Standardized technology architectures allow for deep automation and workflow orchestration.
	Financially Transparent	Services consumption is measured and reported back to user (LOB). Tiered services with different SLAs and costs.
	Consumerized	Deliver services at convenience of commercial SPs. Access to services through device of choice.

IT Perceived ITaaS Benefits



What IT benefits do you associate with or do you expect as result of moving to an ITaaS model?



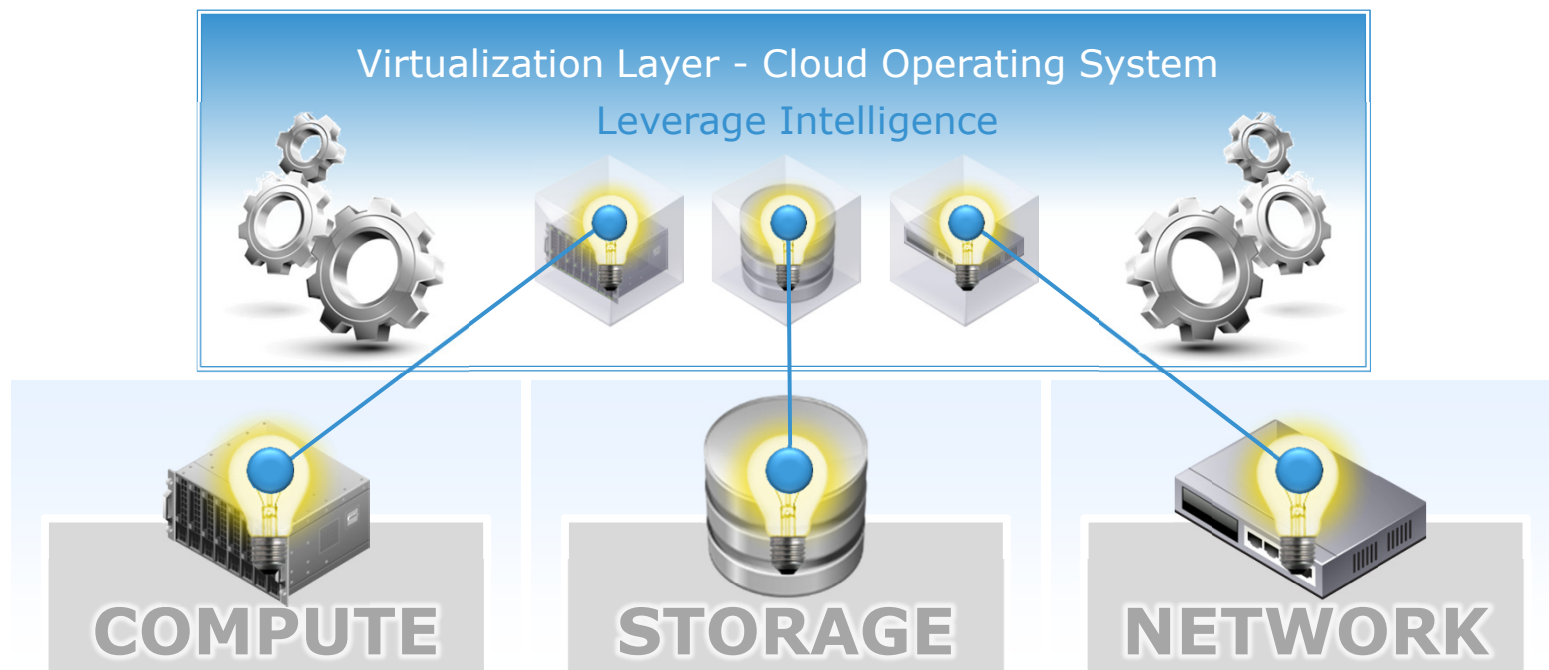
Discussion Topic

To what extent have you already shifted towards an 'IT as a Service' model for IT infrastructure and applications?

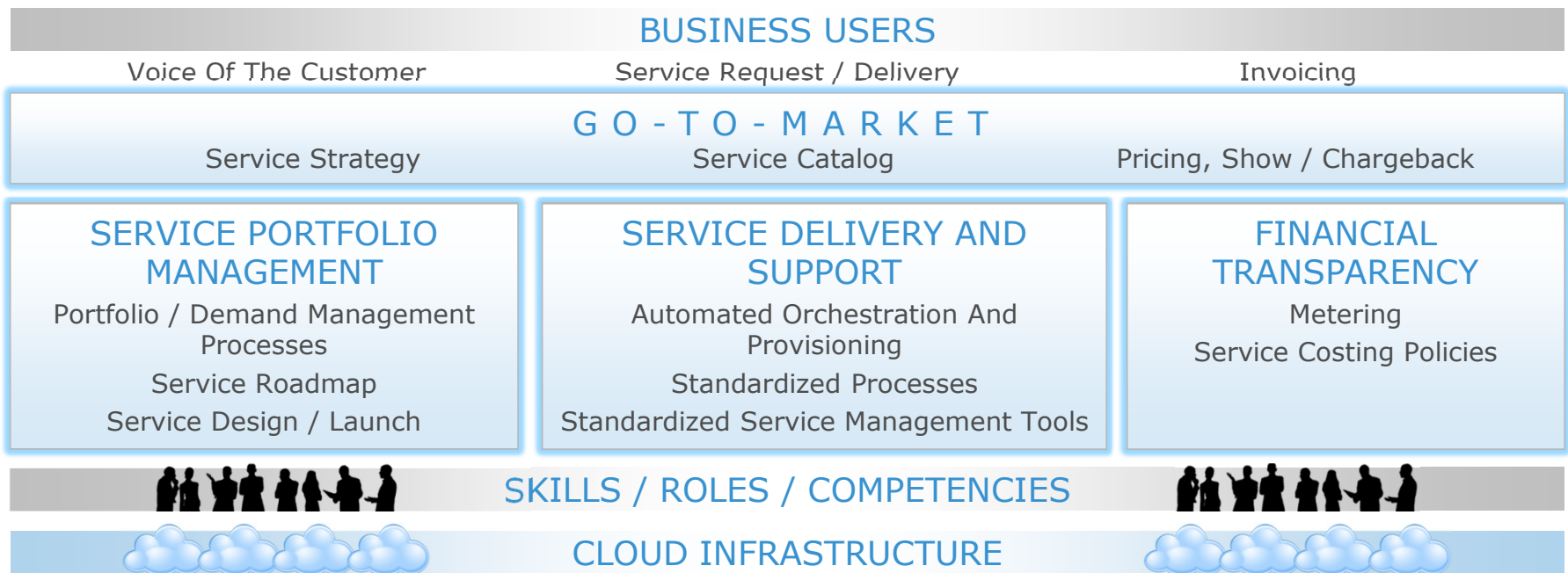
What are the most significant benefits you have realized?

The Software-Defined Data Center

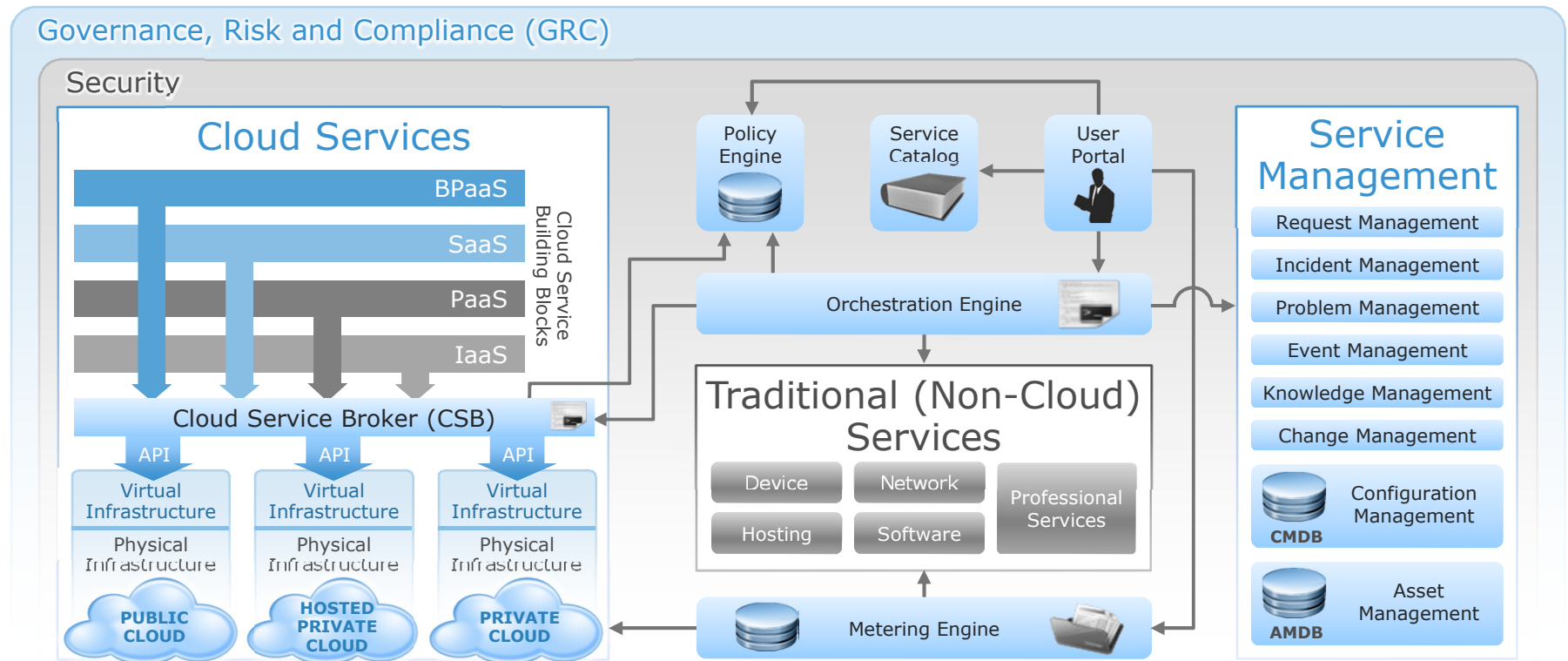
Lowers Cost & Improves Infrastructure Agility



IT-As-A-Service Operating Model



Implementation Architecture





Discussion Topic

What benefits have your business stakeholders noticed as a result of your cloud computing or virtualization strategy?

What are the most significant benefits you have realized?

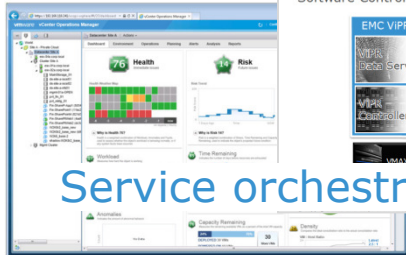
Discussion Topic

What benefits have your business stakeholders noticed as a result of your cloud computing or virtualization strategy?

What are the most significant benefits you have realized?

EMC and IT Transformation

VMware vCenter



EMC VIPR, Software-Defined Storage

Software Control Plane and Data Plane



Service orchestration portfolio

IT Transformation

EMC And V
Healthcare

Private Cloud/IT Transformation

AIR Worldwide Innovates Catastrophe Risk Analysis

Challenge

- Data Center Requirements Exceeding Footprint And Power And Cooling Thresholds
- IT Resource Delivery To Business Units Taking Several Months

Solution

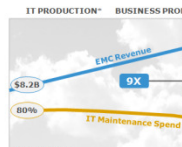
- EMC VNX Unified Storage
- Applications
- IT Infrastructure Manager

Customer implementations

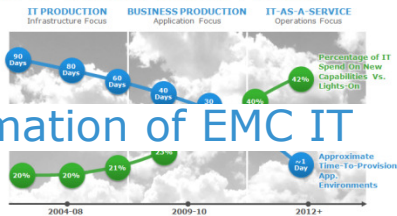
- Reduced Operational Costs By 30 Percent And Energy Costs By 50 Percent
- Empowered Business Users With Ability To Allocate And Provision IT Resources On Demand
- Decreased IT Resource Delivery Time From Months To 1 Hour

EMC

EMC IT Transformation Results

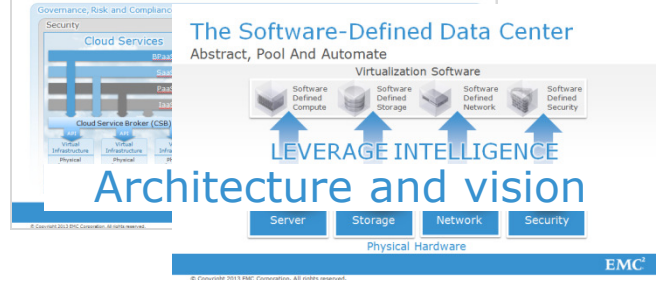


EMC IT Transformation Results



Transformation of EMC IT

Implementation Architecture

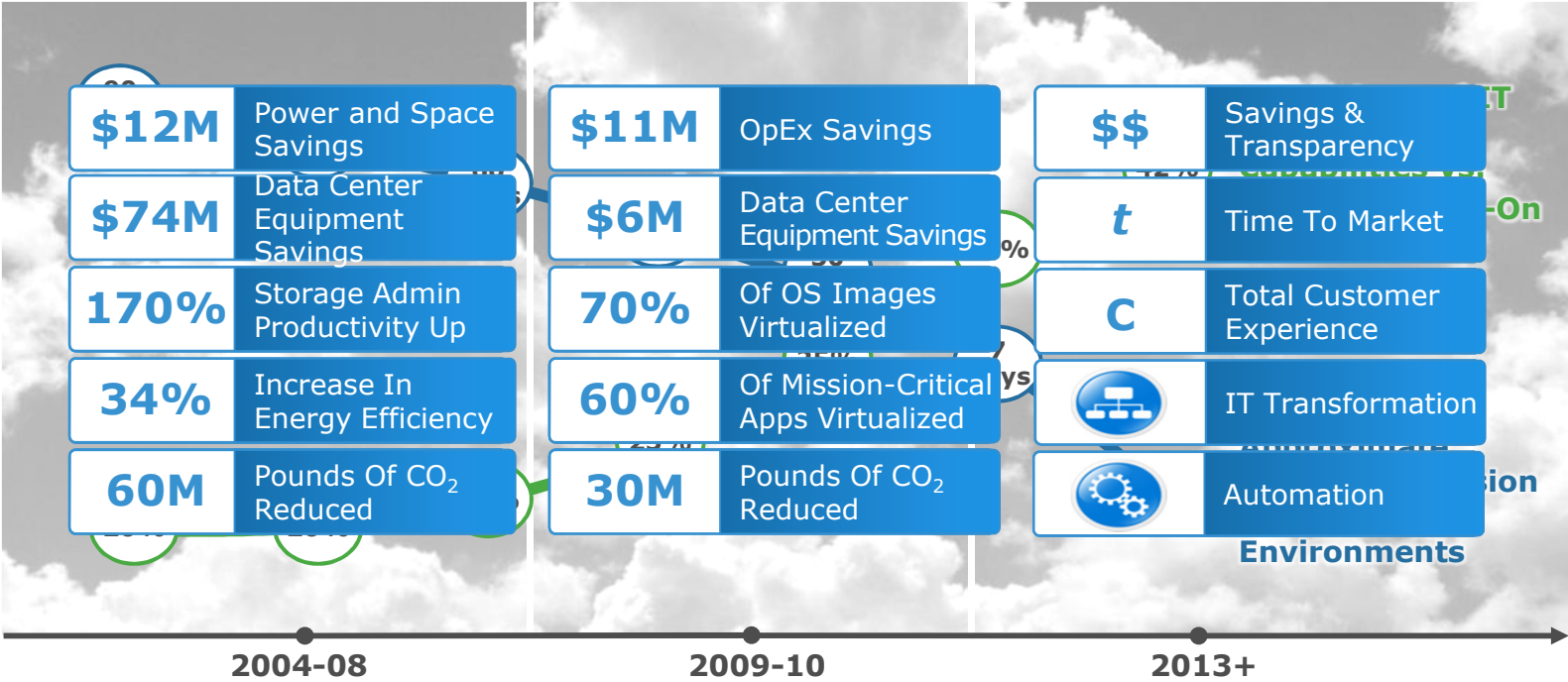


EMC IT Transformation Results







IT PRODUCTION
Infrastructure Focus

BUSINESS PRODUCTION
Application Focus

IT-AS-A-SERVICE
Business Focus



New Organizational Roles at EMC IT

	Client Engagement	Inbound and outbound communications
	Services	Manages lifecycle of service offerings
	Applications	Develops consumerized IT capabilities
	Platforms	Architects, delivers and validates technology platforms
	Technologies	Technologies to enable, automate, monitor services
	Support	Global Command Center and IT Service Operations Service Desk

EMC ITaaS Resources

EMC CIO Connect



ARCHITECTING FOR THE FUTURE

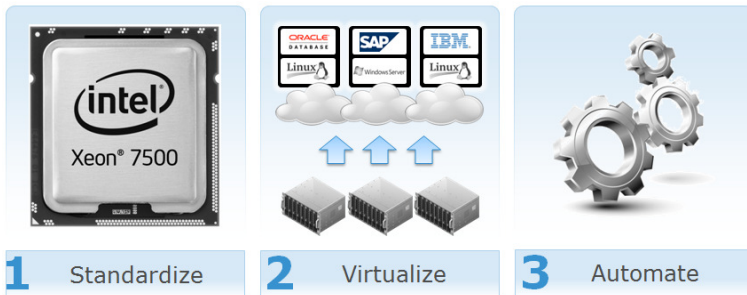
EMC IT Proven

More efficient and agile than ever, EMC is now ready for a dynamic future in the cloud.

EMC eliminated silos and altered our traditional approach to IT, proactively consulting with the business to deliver IT-as-a-Service and relying on certified Cloud Architects and other emergent roles to build, manage, and support our cloud-based environment.

LEARN MORE ABOUT EMC'S WORK IN THE CLOUD:

Your Challenge: Transform IT

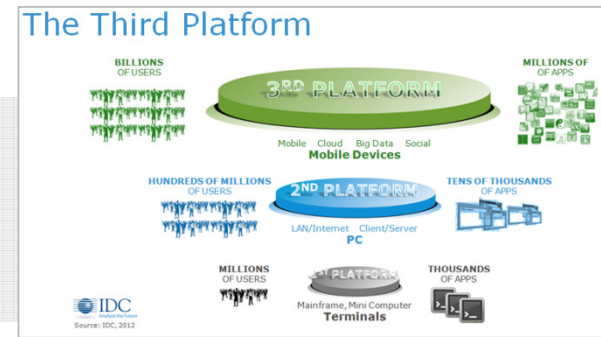


Create the Cloud



Embrace Big Data

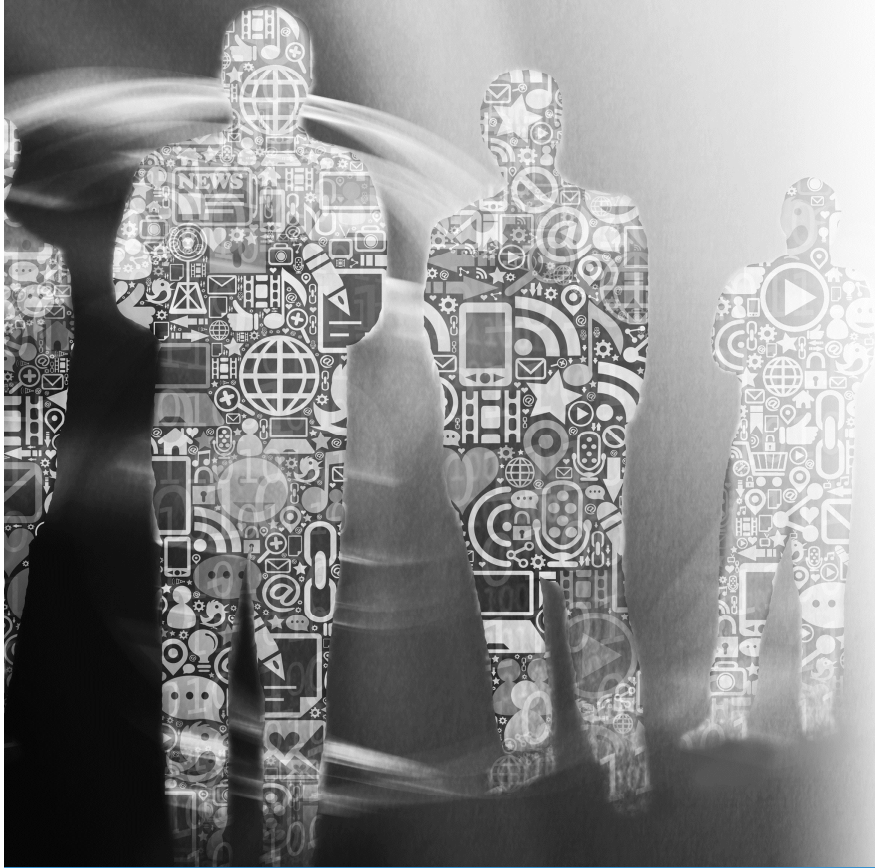
Design 3rd Platform Applications



Create Innovative Business Models



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Thank You

vmware®

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