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## EMC goes the Express way !!!

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On March 9 2005, EMC rolled out a new strategy for small to mid-sized businesses calling it 'Making Storage Simple' with EMC Express. It involves solutions with EMC hardware, software and services that are specifically addressed to mid-sized enterprises and SMB customers through channel partners.

*EMC claims that its new EMC Express solutions offer easy-to-deploy capabilities that ensure best-in-class storage implementations that are 'future proofed' with flexibility and scalability to meet changing business requirements and maximize return on investment. Making Storage Simple is created especially for EMC's mid-sized enterprise customers and SMB clients. The Express Solutions are purpose built with their requirements in mind (advanced functionality, at affordable price, packaged for simple deployment).*

The newly announced EMC Express Solutions start as low as \$5,995 and are listed below in Table 1 together with the improved capabilities claimed by the company.

Table 1: EMC Express Solutions		
EMC Express Solutions for Networked Storage	<ul style="list-style-type: none"> <li>- Solutions for Direct Attached Storage (DAS), Storage Area Network (SAN), Network Attached Storage (NAS) and internet Small Computer Systems Interface (iSCSI) environments</li> <li>- Low storage cost through consolidation, improved availability, increased storage utilisation and improved centralized management</li> </ul>	Examples: Visual SRM Powerpath CLARiiON AX100, CX300, 500,700 Netwin 110 NS50
EMC Express Solutions for Backup and Recovery	<ul style="list-style-type: none"> <li>- Improved reliability</li> <li>- Faster and more consistent backup and recovery processes</li> <li>- Lower TCO</li> </ul>	Examples: EMC Dantz Retrospect EMC Legato NetWorker CLARiiON SnapView CLARiiON CX300, 500, 700 CLARiiON AX100 Netwin 110 NS500
EMC Express Solutions for Archiving	<ul style="list-style-type: none"> <li>- Tiered storage architecture</li> <li>- Automated data management software</li> <li>- Lower overall storage cost</li> <li>- Achieve corporate governance and regulation compliance</li> </ul>	Examples: EmailXtender Archive Edition DiskXtender CLARiiON CX with ATA Centera

EMC Express Solutions for Business Protection	<ul style="list-style-type: none"> <li>- Protect more of the business – online and archives</li> <li>- Cost effective remote copying of online and archived application data</li> <li>- Improve recovery time</li> </ul>	Examples: FullTime Replistor SanCopy MirrorView/A MirrorView/S CLARiiON AX100, CX300, 500, 700
EMC Express Solutions for E-Mail	<ul style="list-style-type: none"> <li>- Storage, back up and archive</li> <li>- Improves server/storage utilisation</li> <li>- Eases growth and management</li> <li>- Lowers TCO</li> <li>- Improves uptime</li> <li>- Enables rapid recovery</li> <li>- Improves user productivity</li> <li>- Manages email growth</li> <li>- Reduces legal risk</li> </ul>	Example: CLARiiON CX series EmailXtender SnapView Replication Manager/SE Centera

Source: EMC Corporation

The launch of EMC Express Solutions is not sudden – the company was investing in its SMB vision over the last few years. It has invested over \$3 billion in acquisitions and more than \$3.5 billion in R&D efforts in the last three years to address customer needs and has been gaining leadership market positioning for its storage software. Also in the last three years, the number of EMC resellers, distributors and other channel partners has more than tripled.

Its uncanny how closely EMC’s SMB strategy is in similarity to IBMs. Even down to using the Express terminology for this segment. TekPlus believes that given IBM’s recent success here, EMC is wise to leverage the terminology and the strategy. EMC has also been building up its ecosystems of resellers, distributors and other channel partners. Today EMC has over 1,000 channel partners and a unified channel partner program called ONE Velocity. The company also plans to roll out an enhanced partner program and a new automated web based tool that will help EMC partners to configure and order Express Solutions.

The company is also introducing new financial tools for its Velocity Partners and authorised resellers. It will include a variety of special lease programs and payment plans to fit the budgets of small to mid sized customers. These financial tools will enable EMC partners to offer quick and easy funding to clients.

**Weighing the current scenario, TekPlus believes the timing is perfect for EMC to push its Express solutions to tap the SMB revenue streams and focus on increasing its share in the segment. EMC itself estimates that the storage budget for Express Solution target group lies between \$40,000 and \$1.6 million. Currently that accounts for around 40 percent of the total storage market and is growing at 9.5 percent a year. TekPlus believes EMC has learnt from IBM and its Express strategy and that it too will follow IBM into targeting SMBs by verticals over time. Add to this the services stack EMC has been building for the last few years and it makes an attractive proposition for SMBs to evaluate these solutions and their price points.**



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