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## Virtual Computing Environment Coalition Vblock Infrastructure Packages

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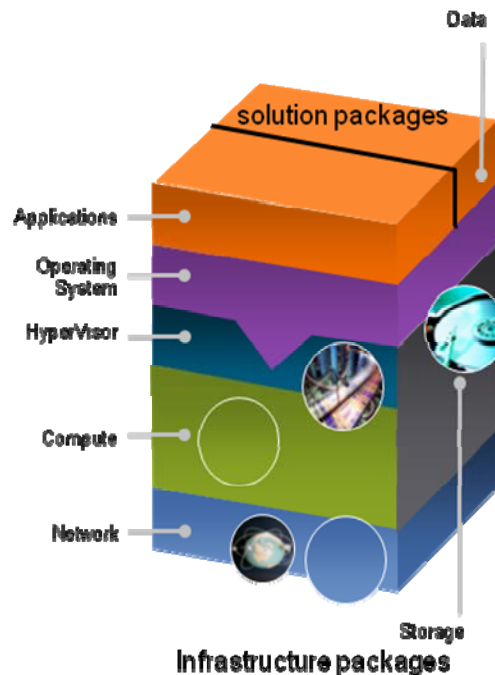
IT is undergoing a transformation. The current 'accidental' IT architecture increases procurement and management costs and complexity while making service level agreements (SLAs) difficult to meet. It makes IT less responsive to the business and creates the perception of IT as a cost center. IT is now moving toward a private cloud model, which is a new model for delivering IT as a service, whether that service is provided internally (as is typical with IT today) or externally (by a service provider), or a combination of both. This new model requires a new way of thinking about how to incorporate the underlying technology in deployments and how to deliver IT as a service to end users.

By harnessing the power of virtualization, private clouds place considerable business benefits within reach. These include:

- Business enablement: Increased IT agility and responsiveness to changing priorities, faster deployment, and greater capability to scale to global operations
- Facilities optimization: Lower energy use and reduced need for data center real estate
- IT budget savings: Consolidation and simplification through better use of resources and new mechanisms for procuring and managing those resources
- Reduced complexity: Movement away from fragmented IT resources to centralized management
- Flexibility: Increased responsiveness, scalability and automation capabilities for IT

Business leaders want to obtain the benefits of private clouds sooner rather than later. However, some vendors today are not set up to make IT successful in this transition, for a number of reasons. Today's integrated offerings can result in vendor lock-in rather than a truly integrated offering of best-in-class capabilities, hampering IT's ability to easily migrate workloads, incorporate new applications and upgrade operating systems. With solutions that integrate individual components, enterprise IT can reduce complexity and risk while delivering lower total cost of ownership (TCO).

## The Virtual Computing Environment Coalition



The Virtual Computing Environment, (VCE) coalition, is established to address the challenges customers face with infrastructure virtualization. The coalition, consisting of Cisco and EMC with VMware, represents an unprecedented level of joint collaboration, services, and partner enablement, which ‘de-risks’ the infrastructure virtualization journey to private cloud.

In order to address the issues of pre-integration of technology, the coalition helps companies realize the benefits of virtualization and elevates the virtualization of IT infrastructures by combining best-of-breed technologies with end-to-end vendor accountability.

### Vblock Infrastructure Packages

Vblock Infrastructure Packages are integrated IT offerings from the Virtual Computing Environment coalition. They combine best-in-class networking, compute, storage, security, and management solutions. Rather than assembling individual components, customers can now purchase them as Vblock Infrastructure Packages.

These packages are jointly tested and supported to deliver the right performance and capacity at the right price. Customers can integrate existing OS, applications, databases, and infrastructure software. Currently, there are two Vblock infrastructure packages available.

- **Vblock 2** supports massive numbers of virtual machines in a compact footprint and is designed for a high-end, highly extensible configuration that can meet the most demanding IT needs. It is comprised of the Cisco® Unified Computing System (UCS), Nexus 1000v, and Multilayer Directional Switches (MDS), EMC® Symmetrix® V-Max™ storage system (secured by RSA), and VMware® vSphere™ 4 platform.
- **Vblock 1** is designed for large VMs in a compact footprint, and provides for a mid-sized configuration to deliver a broad range of IT capabilities to organizations of all sizes. It is comprised of the Cisco® Unified Computing System (UCS), Nexus 1000v, and Multilayer Directional Switches (MDS), EMC® CLARiiON® CX4™ storage system (secured by RSA), and VMware® vSphere™ platform.
- **Vblock 0** (available mid-year 2010) is an entry-level configuration to meet the IT needs of small data centers as well as provide a test/development platform for partners and customers. Key elements include: Cisco compute and networking, EMC Unified Storage (secured by RSA) with VMware® vSphere™ platform.

EMC Ionix Unified Infrastructure Manager (UIM) provides an integrated, unified element management for Vblock and supports a wide range of enterprise management consoles.

### Integrated Sales, Services and Support – Vblock Unified Customer Engagement

- The Vblock unified customer engagement includes capabilities for sales, service, and support to help customers understand the business benefits and deploy Vblock-based infrastructure to de-risk the journey to private cloud.
- VCE supports multiple go-to-market routes for customers of the Vblock Infrastructure Packages. These routes include an extensive ecosystem of channel partners and system integrators as well as direct sales from Cisco, EMC, and VMware.
- Cisco, EMC, and VMware have developed a set of VCE professional services to enable private cloud. These services can help organizations transform their current IT infrastructures to accelerate strategic business impact. Using the Vblock architecture, VCE professional services will help define an organization's cloud vision—a cloud strategy that aligns with business needs, an architecture and high-level design, and a plan to deploy the Vblock solution.
- Through this strategic partnership, Cisco, EMC, and VMware have developed a virtual support center with combined expertise for fast technical assistance and response. Customers can access this support through a single contact point directly connecting them with a virtual team of VCE solution technical experts. Each company has invested in building a unique, integrated, seamless support experience using collaborative tools, people, and processes.

### Vblock Partner Ecosystem

- The Vblock Partner Ecosystem establishes a business and technical solution on-ramp for partners and customers. It includes technology and channel partners, systems integrators, ISVs, and business consultants that will deliver completely integrated IT offerings, combining best-of-breed virtualization, networking, compute, storage, security, and management with end-to-end vendor accountability. Customers provide their existing OS, applications, database, and data (backup and restore) for established or new implementations on top of the Vblock Infrastructure Packages.



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