MODERNIZED SERVICE & SUPPORT FOR TODAY’S MODERN DATA CENTER

EMC GLOBAL SERVICES
MODERNIZED SERVICE AND SUPPORT

Today, as enterprise and government organizations around the world look to embrace digital business models, transform to IT-as-a-service, and embark on the journey to modernize data center infrastructures, applications and IT operations, it’s clear they need – and expect – a modernized service and support experience as well.

What are the characteristics of a modernized service experience?

1. COMMITMENT TO CONTINUOUS IMPROVEMENT

2. PROACTIVE, PREDICTIVE CUSTOMER SERVICE

3. VALUE ACCELERATING TECHNOLOGY SERVICES

4. TRANSFORMATIONAL CONSULTING SERVICES
In fact, according to a recent Enterprise Storage Group (ESG) study of more than 370 IT executives, service and support is listed as the top criteria in selecting a storage solution (see figure).

### MOST IMPORTANT CRITERIA WHEN SELECTING A STORAGE VENDOR/SOLUTION

In general, what would you consider to be the most important criteria to your organization when it comes to selecting a storage vendor/solution? (Percent of respondents, N=373, three responses accepted)

<table>
<thead>
<tr>
<th>Service and support</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total cost of ownership (TCO)</td>
<td>32%</td>
</tr>
<tr>
<td>Ease of implementation</td>
<td>30%</td>
</tr>
<tr>
<td>Product features/functionality</td>
<td>28%</td>
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<tr>
<td>Ease of management</td>
<td>27%</td>
</tr>
<tr>
<td>Reduction in operational expenditures</td>
<td>26%</td>
</tr>
<tr>
<td>Existing relationship with vendor</td>
<td>20%</td>
</tr>
<tr>
<td>Industry-specific expertise</td>
<td>16%</td>
</tr>
<tr>
<td>Size/financial stability of vendor</td>
<td>15%</td>
</tr>
<tr>
<td>Certified support for a specific application</td>
<td>15%</td>
</tr>
<tr>
<td>Reduction in capital expenditures</td>
<td>14%</td>
</tr>
<tr>
<td>Ability to leverage existing staff skills</td>
<td>14%</td>
</tr>
<tr>
<td>Pre-qualified solutions / reference architectures</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Enterprise Strategy Group, 2015

**DO YOU AGREE THAT SERVICE AND SUPPORT IS A TOP CRITERIA FOR TODAY’S MODERN DATA CENTER?**
EMC understands that today’s IT organizations are facing unprecedented change in technologies, demands, and expectations. Talking about continuous improvement is easy. At EMC, we have formalized continuous improvement as part of our Global Services operating model to create a modernized service experience customers can trust today and well into the future.

“EMC is far out in front of the pack, using advanced analytics to predict customer sentiment and behaviors. What really sets them apart is the culture of acting on this customer intelligence to create real business impact.”

- Phil Bounsall, President, Walker

SERVICE PRODUCT LEADS

Dedicated services engineers collaborate with product engineering teams to integrate customer serviceability requirements right into our product roadmaps, making products and solutions easier to consume and service.
OFFICE OF CONTINUOUS IMPROVEMENT
This dedicated Global Services team is aligned to EMC's Total Customer Experience program. This team continually analyzes customer feedback to establish investment priorities aligned to customer service and support.

DATA ANALYTICS
Our data-driven continuous improvement approach has led to tangible results such as simplified maintenance tasks in VNX and VNXe, and an entirely new customer collaboration program, “Ask the Experts,” generating hundreds of thousands of customer engagements.
2 PROACTIVE, PREDICTIVE CUSTOMER SERVICE

360 DEGREE VISIBILITY

Running a modernized data center requires a holistic 360 degree view of a customer’s entire infrastructure and service experience. That’s why EMC is making a multi-year investment across the company to deliver a completely new customer experience – one that is highly personalized, predictive, proactive and solutions-oriented.

- **MyService360™**: A new cloud-based, service-centric dashboard that provides deep, comprehensive visibility into the health and wellness of a customer’s EMC environment in a personalized, simple-to-use, interactive format.

- **Personalized, Collaborative Service Model**: Supporting the shift toward solutions and converged infrastructure, EMC has implemented an innovative “intelligent matching & swarming” model, predictive knowledge sharing skills, and new cross-team processes which have resulted in up to 50% faster problem resolution.

- **Advanced Proactive Services**: Deeper health and risk insights are available through EMC Personalized Support Services such as Service Account Managers and Technical Account Managers. Big data information and analytics are customized in the form of Account Workbooks and provide proactive recommendations to drive optimization strategies.

MODERNIZED CUSTOMER EXPERIENCE

Customers expect EMC to understand their needs and take action, regardless of who they contact.

Business lines across the company contribute to and access information about customer needs.

Customers can view online the MyService360™ dashboard to get personalized, actionable insights.

EMC IT DATA LAKE ARCHITECTURE

EMC Customer Service is powered by EMC’s data lake, representing a significant investment in bringing together EMC product and solutions data, with customer service data, enabling EMC to deliver a more proactive, relevant and personalized customer experience. EMC’s Big Data Lake is protected with comprehensive security and governance that address requirements for administration, authentication, authorization, audit and data protection.
PERSONALIZED MyService360™ DASHBOARD
MyService360™ data visualization dashboard offers customers direct access to real-time actionable business intelligence and insight into the holistic wellness of customers’ EMC environment and service experience.

MyService360™ online dashboard, piloted with 50+ large enterprise customers in 2015, will be available to all customers in 2016 through the EMC Online Support experience.

INSTALL BASE OVERVIEW
Drill into various sites to understand the service activities that require attention

CODE LEVEL ANALYSIS
Fast analysis of code level status with drill down details

CONNECTIVITY STATUS
Quickly determine which systems are connected and drill down for system level details

PARTS REPLACEMENT TRACKING
Understand the parts replacement activities that require your attention most

“Everybody talks about big data, but EMC is actually putting big data to work. Besides simplifying day-to-day support, the MyService360™ Dashboard will help Open Line to make good business decisions about our future. It’s very cool!”
- Rob Koper, Open Line Consultancy
Modernized service amplifies the value and performance of your EMC product investments. EMC’s award-winning, highly trained Global Services team helps customers accelerate the return of their technology investments, minimize the disruption of transitions, and keep their IT environment running at peak performance and efficiency.

“We are pleased with the timely and actionable results of the EMC Blueprint for Backup Architecture service.”
- Director of IT (Large North American Bank)

**DATA PROTECTION AND RESILIENCY**
- Protect your data with optimized Backup & Recovery
- Identify & repel threats through advanced security
- Ensure continuous availability of business applications & data
CONVERGED INFRASTRUCTURE
- Access specialized expertise “across the stack”
- Simplify deployment, onboarding, and ongoing operations
- Drive performance, value and user experience

INTELLIGENT DATA MOBILITY
- Simplify and accelerate your transition from legacy & non-EMC infrastructures
- Reduce or eliminate disruption to your applications and business
- Realize performance and efficiency gains faster and at lower cost

RESIDENCY
- Optimize your day-to-day infrastructure operations
- Bridge technical transition, management & skills gaps
- Accelerate the adoption and impact of new technology
EMC Global Services is assisting customers on their own journeys to data center modernization and optimization through our expertise in Cloud, Big Data and IaaS.

We’ve helped customers such as ADT, Markel, Bradesco, BC Hydro, Covance, TIM, Etisalat Misr., Yamaha, CLIC, Bank of Ireland, and many others, with a broad range of expertise and capabilities. Examples are modernizing existing legacy applications and infrastructure, data center consolidations and migrations, enabling devops to build cloud native apps, developing new service based IT operating models, and leveraging big data analytics.

**HYBRID CLOUD INFRASTRUCTURE TRANSFORMATION**
We help customers leverage modern cloud-era technologies in both private and hybrid cloud deployments through the use of technologies such as:
- Software defined storage
- Engineered solutions
- Converged infrastructure
- Automation with self service capabilities and financial transparency

This enables IT to spend less time acting as a system integrator and more time on innovation.

**IT ORGANIZATION PROCESS DESIGN**
Using a defined methodology, we guide customers in defining the processes, organization, roles, skills, and training required to operate a service focused IT organization. Leveraging our service-focused operating model framework, customers will be able to:
- Quickly provision services to users with associated service levels
- Offer consumption-based pricing
- Balance supply with business demand

**APPLICATION MODERNIZATION**
We help customers analyze and execute application transformation by defining:
- Which applications should be moved to modern infrastructure or cloud models
- When to build new applications
- When to re invest, re platform, retire or retain applications.

Our automated approach to application portfolio analysis is 50% faster and utilizes 75% fewer resources.
**BIG DATA**

We enable customers to leverage data and gain better insights into their customers, operations, and products, by helping them identify and pursue opportunities to integrate big data and analytics into their business strategies.

Our experts help business and IT leaders:
- Identify and validate the right analytics use cases
- Determine a technology and analytics platform
- Deploy a big data analytics solution

**DATA CENTER CONSOLIDATION AND MIGRATION**

Using our patented methodology and innovative tools, we help customers:
- Determine which applications should be virtual, physical, or cloud-based
- Migrate the applications seamlessly—without disruption and with minimal risk
- Establish real-time dashboards to provide visibility into activities

EMC Global Services has conducted more than 1,000 migrations and consolidation projects throughout the past decade.

**WHY EMC CONSULTING SERVICES**

- Outcome-oriented, delivering 25% legacy cost reductions to help fund transformation programs
- Pragmatic, step-by-step approach to transformations
- Expertise spanning strategy and design, as well as implementation and operation
- 20+ years of experience and 15,000+ customer transformations completed
- Automation and analytics to enable speed and scale
- EMC Federation advantage
ABOUT EMC GLOBAL SERVICES

Our 17,000 service experts worldwide leverage proven methodologies, industry best practices, and more than 20 years services’ experience to assist enterprise and government customers. In 2015, our focus on total customer experience resulted in:

• All-time high, best-in-class Customer Service Satisfaction Score of 93%, well above the industry benchmark of 85%*

• Best-in-class Professional Service Satisfaction Score of 88%, well above the industry benchmark of 80%*

• 20% increase in EMC’s 2015 NPS (Net Promoter Score) year-over-year

*Source: Walker, third-party survey and customer intelligence consulting firm

INDUSTRY RECOGNITION

26 TSIA STAR AWARDS INCLUDING
2015 AWARDS FOR:
Innovation In Analytics for Service Excellence
Best Practices in Delivery of Field Service

Technology Services Industry Association (TSIA) is an industry leader dedicated to advancing technology services.

2015 TEMKIN GROUP CUSTOMER EXPERIENCE EXCELLENCE AWARD
4-Time winner

Temkin Group is an independent customer experience research, consulting, and training firm.

“STRONG POSITIVE” RATINGS
Two years in a row for both EMC Customer Service and EMC Professional Service

Loyalty360 is committed to research and best practices relative to building long-term customer relationships.

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