



# WHITE PAPER

## **EMC Select Program Accelerates Customer Success**

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# Table of Contents

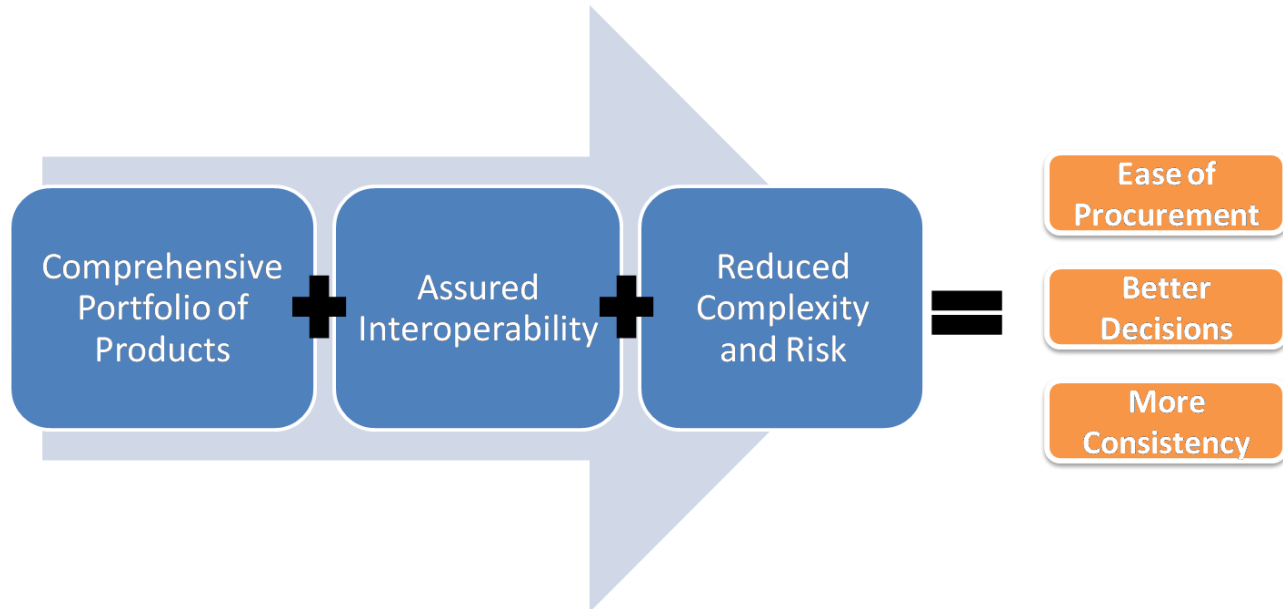
<b>Table of Contents</b> .....	<b>i</b>
<b>EMC Select Total Solution Overview</b> .....	<b>1</b>
EMC Select Partners Speak .....	2
EMC Select Program Success.....	2
Goals of EMC Select.....	2
<b>EMC Select Offers Rich Value Propositions</b> .....	<b>3</b>
Customer Value .....	3
The EMC Advantage.....	5
Partner Value .....	5
<b>Conclusion</b> .....	<b>6</b>

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# EMC Select Total Solution Overview

EMC Select, EMC's formal reseller program, was launched in mid-2004 and includes access to a wide range of solution-completing products from industry-leading vendors. The program is designed for EMC's entire ecosystem: Customers can take advantage of one stop shopping for both EMC and leading 3<sup>rd</sup> party products, EMC Select partners can leverage the EMC brand and channel reach, and EMC expands its value and presence both inside the data center and across the IT infrastructure. It's a win-win situation for all parties involved.

**FIGURE 1. EMC SELECT PROGRAM ADVANTAGES**



*Source: Enterprise Strategy Group, 2008*

The EMC Select program has rapidly evolved to offer technology solutions for a variety of customer needs in numerous areas. The growing EMC Select solution list includes:

- **Data security** solutions to address data governance, physical security, and compliance mandates.
- **WAN optimization** solutions to recognize more value from WAN bandwidth for data replication, disaster recovery, and reduction in bandwidth costs.
- **Host bus adaptors and Converged network adaptors** as essential components of networked storage and FCoE solutions.
- **Mainframe virtual tape** to help better manage the mainframe environment and improve the backup and restore processes to disk.
- **Tape libraries** as an integral part of the storage system and information management solution.
- **Software solutions** for file archiving, business continuance, electronic discovery, data recovery, storage management, and more.
- **Verticals** technologies that align to the needs of industry specific customers or IT themes including Healthcare, Telco Media and Entertainment, eDiscovery, and Physical Security.

Customers can now procure many components of their information infrastructure solutions, including both core technology and third-party products, directly from EMC. In times of economic uncertainty with the prospect of a potential freeze on capital spending, businesses are looking for ways to simplify the procurement process, reduce the number of vendors they engage, and establish a single source for strategic planning and technology recommendations. EMC Select is structured to satisfy these requirements and put solutions into the hands of the customer—quickly.

## EMC Select Partners Speak

In recent interviews with a number of EMC Select partners, ESG confirmed the value of the Select Program. End-user customers are looking to simplify processes and partners are anxious to leverage the EMC brand and market recognition. In each case, the EMC Select program can help.

### EMC Select Partner Voices

*“Enterprise accounts are not looking to add more vendors, but need solutions beyond their current vendor relationships. EMC’s existing relationship with the customer gives the partner a greater ability to get deals done. The partner can utilize the existing contract between EMC and customer and the presence of a contract significantly shortens the sales cycle.”*

– EMC Select Partner

Some partners have selected EMC as their primary go to market partner due to the EMC Select program and the ability to quickly get in front of customers that would have otherwise been a long shot. Customers love to see new innovations and technologies, but are typically hesitant to hang their hats on smaller companies. The EMC Select Program can bridge this gap—EMC stands behind its partners’ products, so customers can recognize the value of a smaller vendor’s complete solution and rest assured that it has been tested and proven by EMC.

## EMC Select Program Success

Since its inception, approximately 30 partners have joined the program and over 50 products have been added. It is unique for a storage systems vendor to be able to provide such a deep list of products that complement the company’s core solutions. EMC is one of the only pure-play storage vendors to offer this type of reseller program—many other storage vendors have a joint-sales strategy or choose to incur the cost, time, and market lag of an OEM agreement. The purchase of core storage infrastructure nearly always includes additional hardware and software. According to EMC, over 10,000 customers have been able to purchase partner products directly through the EMC Select program—providing all these customers with a complete solution from a single vendor.

## Goals of EMC Select

The EMC Select program was developed to be a convenient channel for customers to acquire third party products that complement EMC technology. As a result of the program, EMC can go to market with best of breed technology partners that are strategic to EMC initiatives; filling gaps in its technology portfolio, rounding-out solutions, and differentiating EMC and its Velocity<sup>2</sup> partners from competitors. In addition, EMC Select provides a means to test out new technologies in emerging product areas.

Even in some of the top enterprise data centers where EMC has a strong presence and highly regarded brand recognition, customers are continually challenged to meet aggressive IT demands that fall outside of EMC’s core expertise. When EMC leverages the EMC Select program line of products, the company can show up at the front door and win business. The old adage of “one plus one equals three” holds very true in the EMC Select program. EMC and its Select partners can now compete and win—while both continue to drive top line revenue.

# EMC Select Offers Rich Value Propositions

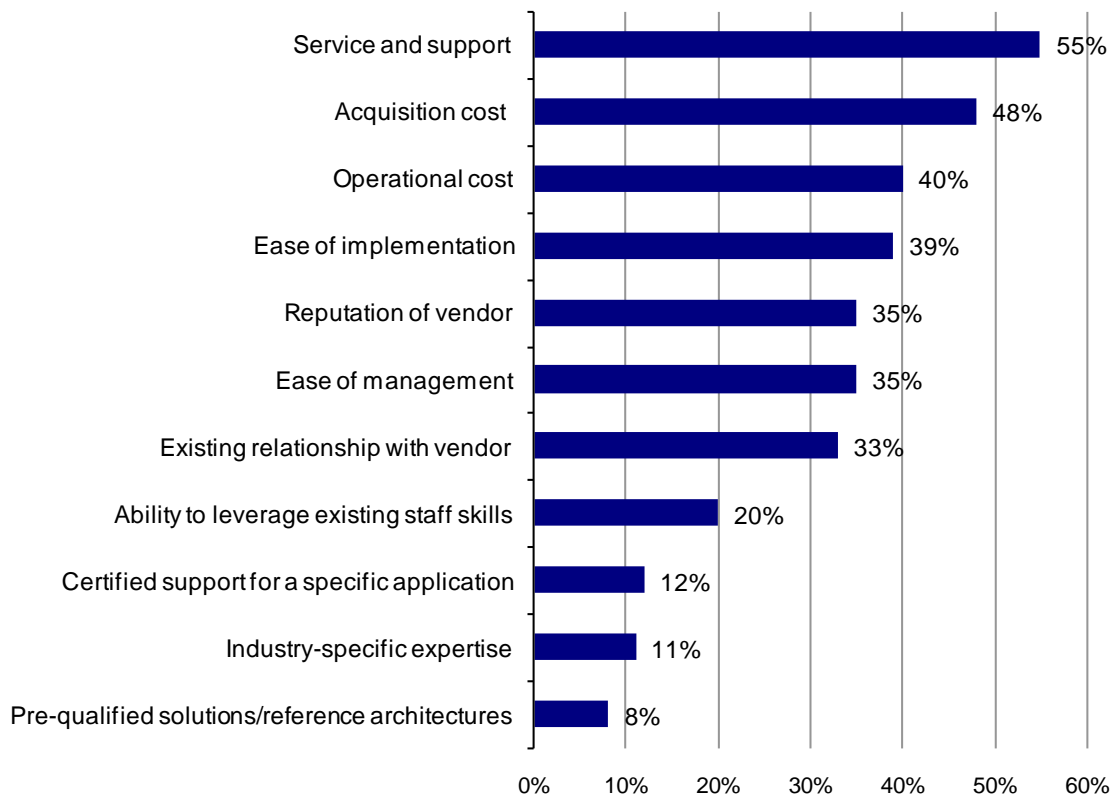
## Customer Value

Customers are always looking to consolidate the technology vendor list, simplify the procurement process, and streamline interoperability qualification. IT resources are constrained and have limited bandwidth. If IT has to hit the brakes and meet with several vendors, compare solutions, and evaluate technology with production infrastructure, it slows down the business. In today's competitive markets, technology acceleration is what gives companies a competitive advantage.

As shown in Figure 2, customers have a comprehensive list of criteria when selecting server and storage infrastructure. They want a single, open line of communication for strategic direction and interoperability. Most importantly, they want to engage a company that acts like an extension of their own IT organization. If there is a problem, IT wants to pick up the phone with confidence, knowing the vendor will stand behind its solution and help rapidly find a resolution to the problem. To ensure that EMC customers are taken care of when IT problems arise, EMC offers its partners standard service, support, and installation services. The EMC Select Partner brings service and support of its product, certified support for a specific application, and industry specific expertise.

**FIGURE 2. MOST IMPORTANT CRITERIA IN SELECTION OF SERVER AND STORAGE INFRASTRUCTURE**

**In general, what are the most important criteria to your organization with respect to selecting server and storage infrastructure? (Percent of respondents, N=546, multiple responses accepted)**



Source: Enterprise Strategy Group, 2008

A closer look at Figure 2 also shows how customers can benefit by the EMC Select program as it influences acquisition cost, validates the reputation of the vendor, strengthens the existing relationship with the vendor, and delivers pre-qualified solutions. Costs are always important variables to the equation; by leveraging EMC Select,

customers gain easy access to proven technologies which mitigates business risk and helps IT accelerate technology into production. The EMC Select program provides easy access to leading industry products that complete a solution as opposed to solving a niche problem. EMC is looking out for the customer's best interests to help them:

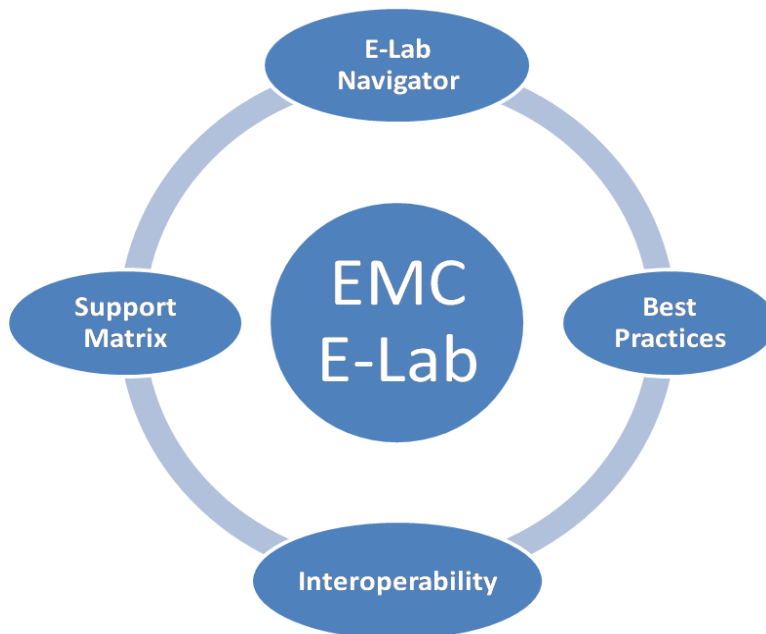
- Simplify design, rapidly evaluate, and quickly procure third party technology
- Purchase end-to-end information infrastructure solutions without engaging multiple vendors
- Save time, reduce complexity, and minimize risk when deploying multi-vendor solutions

The EMC Select program is designed to address top customer initiatives and complement EMC's Information Infrastructure Solutions, which include storage, business continuance, disaster recovery, backup, archiving, security, virtualization, and content management. Customers are able to turn to the EMC Select program for solutions that match their requirements.

It's one thing to have a list of products and partner agreements in place, but without qualification and interoperability testing, such a list could prove meaningless to the customer. EMC has a rigorous technical validation process that includes involvement and buy-in by EMC business unit sponsors (i.e., EMC SRDF, CLARiiON, Celerra, Centera, etc.). Where applicable, the third party solution will pass through EMC E-Lab for interoperability testing or Design for EMC (DFE) for accreditation with EMC Documentum or EMC Smarts platforms.

EMC E-Lab expertise is of tremendous value as a resource to the customer. EMC conducts large scale interoperability testing to provide support and qualification for multi-vendor environments. The results is a high level of assurance as the customer knows that EMC will help with best practices, leverage products that are part of EMC's large interoperability support matrix, and offer free access to E-Lab navigator, which contains a wealth of comprehensive interoperability information (see Figure 3).

**FIGURE 3. EMC E-LAB EXPERTISE**



*Source: Enterprise Strategy Group, 2008*

As an example, EMC has certified interoperability of FCoE, including EMC Select Converged Network Adaptors (CNAs) from Emulex and QLogic as well as EMC Connectrix FCoE solutions. Data centers currently looking to deploy FCoE in test and development environments can turn to EMC and leverage its expertise and

interoperability matrix to deploy FCoE solutions with the assurance that they have EMC expertise and proven qualification as a foundation to their deployments.

For those technologies that fall outside of the EMC E-Lab testing umbrella, Design for EMC (DFE) accreditation or engineering validation by the sponsoring EMC business unit are equally as important. Offerings that fall within DFE have been accredited to ensure compliance with rigorous open design standards for the best architected, most upgradeable, and most maintainable business solutions possible. DFE includes close product development efforts as well as a highlighted investment in aligning to EMC products and solutions. Similarly, when an EMC engineering team is the testing vehicle, EMC has the opportunity to kick the tires on the partner technology.

## The EMC Advantage

EMC sales teams are able to leverage the EMC Select program to become a one stop shop for customers. The program enables EMC sales representatives to present solutions that complement and extend the core EMC solution base in an effort to compete against the other dominate data center vendors; offer and provide complete multi-vendor end-to-end solution; and arm the customer with emerging technologies. It is exponentially easier for the customer to interface with a single vendor than have to sift through a long list and go through the lengthy exercise of narrowing down to a single vendor.

As a direct result of the EMC Select program, EMC field personnel can take the role as trusted advisor to the customer and make both EMC and non-EMC technology recommendations. Customers appreciate the fact that EMC can take the conversation to the next level, act as a strategist, and recommend technology outside of its core solutions. EMC and the EMC Select partner have the unique advantage of being able to get together and present themselves as a team of experts with a common message that portrays customer loyalty and confidence. Both EMC and the partner can recommend best practices that the customer can use to accelerate deployments.

## Partner Value

It is challenging to start a new company, but it is often the best chance of success for superior innovation. Large corporations lack agility and don't have the ability to innovate as fast and quickly change product direction if needed. However, the big disadvantage for a start-up or emerging technology vendor is that it does not have an install base. The EMC Select program enables partners to prove its technology and, if successful, get their foot in the door with the EMC customer base.

### EMC Select Partner Voices

*"It's hard to get a CIO to sign off on a purchase order if you are not on the approved vendor list. Having EMC as part of the sales process is a huge help."*

– EMC Select Partner

*"Leveraging the EMC's enterprise sales force for a small company is extremely helpful. It makes a big difference having EMC's presence in the sales process."*

– EMC Select Partner

Larger partners can equally benefit with access to EMC's expertise in storage infrastructure, content management/software, and security. EMC has sales access and understands the organizational structure and purchasing processes of some of the world's largest corporations, including direct presence in 1800 of the Global 2000. The company is also already present on many customers' approved buyer lists—an EMC Select partner can take direct advantage of that type of relationship.

The EMC Select program is designed to give customers and participating partners broad access to leading IT resellers and channel partners. Partners enjoy the added benefit of broad EMC channel coverage where, without the EMC relationship, it tends to be an uphill battle for partners to educate and build channel confidence in a new product or technology. Customers have the advantage of leaning on EMC to help make purchasing decisions,

evaluate new technology, and deliver solution that work. The EMC Select program is designed with the customer in mind, aimed at delivering value that customers would have otherwise had to seek on their own. EMC wants to help its existing customer base, along with new customers, achieve success with a broad range of technology and industry expertise.

EMC is able to provide validation of the EMC Select partner's product or technology and demonstrate partner product quality and interoperability with EMC solutions. The validation of the partner's solution gives them instant credibility and a high level of success with EMC customers. The EMC Select program is an ideal breeding ground for new products that evolve as a result of the EMC Select partnership. EMC and the partner work closely together to solve problems and fill technology gaps. Well-established partners benefit from further integration and market success as well as improving their own brand recognition in the data center.

#### EMC Select Partner Voices

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## Conclusion

Customers and partners alike agree that the EMC Select program is a valuable program that augments EMC's full portfolio of product offerings. EMC also uses the program to build market advantage by evaluating new products and validating technology. The EMC Select program gives the company an opportunity to work with customers and selected partners to prove technology and deliver a combined solution that matches customer's needs. In return, EMC Select partners leverage the EMC brand, channel, and EMC test validation as valuable vehicles to market. Customers get the full benefit of purchasing technology from a single vendor and EMC gives confidence in the decision making process. Customers also get the benefit of a one stop shopping experience, which can help in a number of ways—from simplifying the decision to finding capital to make the purchase.



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