



EMC Solutions for the Telecommunications, Media, and Entertainment Industry

Create new service offerings, lower operating costs, improve performance, and reduce compliance risk with world-class information management technology



When information comes together,
your world moves ahead.



EMC provides solutions to telecommunications, media, and entertainment customers that empower them to meet the challenges of increasing competition and demand for service innovation head-on while maintaining profitability and market share. By leveraging industry-leading open solutions and innovative technology platforms, the EMC® Framework for Digital Media (EFDM) enables customers to create new service offerings, support more efficient business processes, and leverage content assets across any number of new and emerging distribution platforms and applications.

“Disney Studios’ post-Pixar remodel includes two EMC CX3 storage networks—just the thing for stashing 1 billion 3-D textures. For the king of data warehousing, though, today’s big opportunity is selling digital closet space for online video.”

Wired Magazine, March 2007

Meet the challenges of a dynamic market

Telecommunications, media, and entertainment companies are constantly looking for ways to differentiate themselves, remain relevant to their customers/audiences, maintain profit margins, and expand market share in an increasingly competitive global market. Today, this is accomplished by introducing new services that meet the needs of the marketplace while maintaining carrier-grade levels of performance and security. New entertainment and information services need to be flexible, reliable, secure, and cost-effective from the service provider’s perspective while providing value to the consumer or business subscriber.

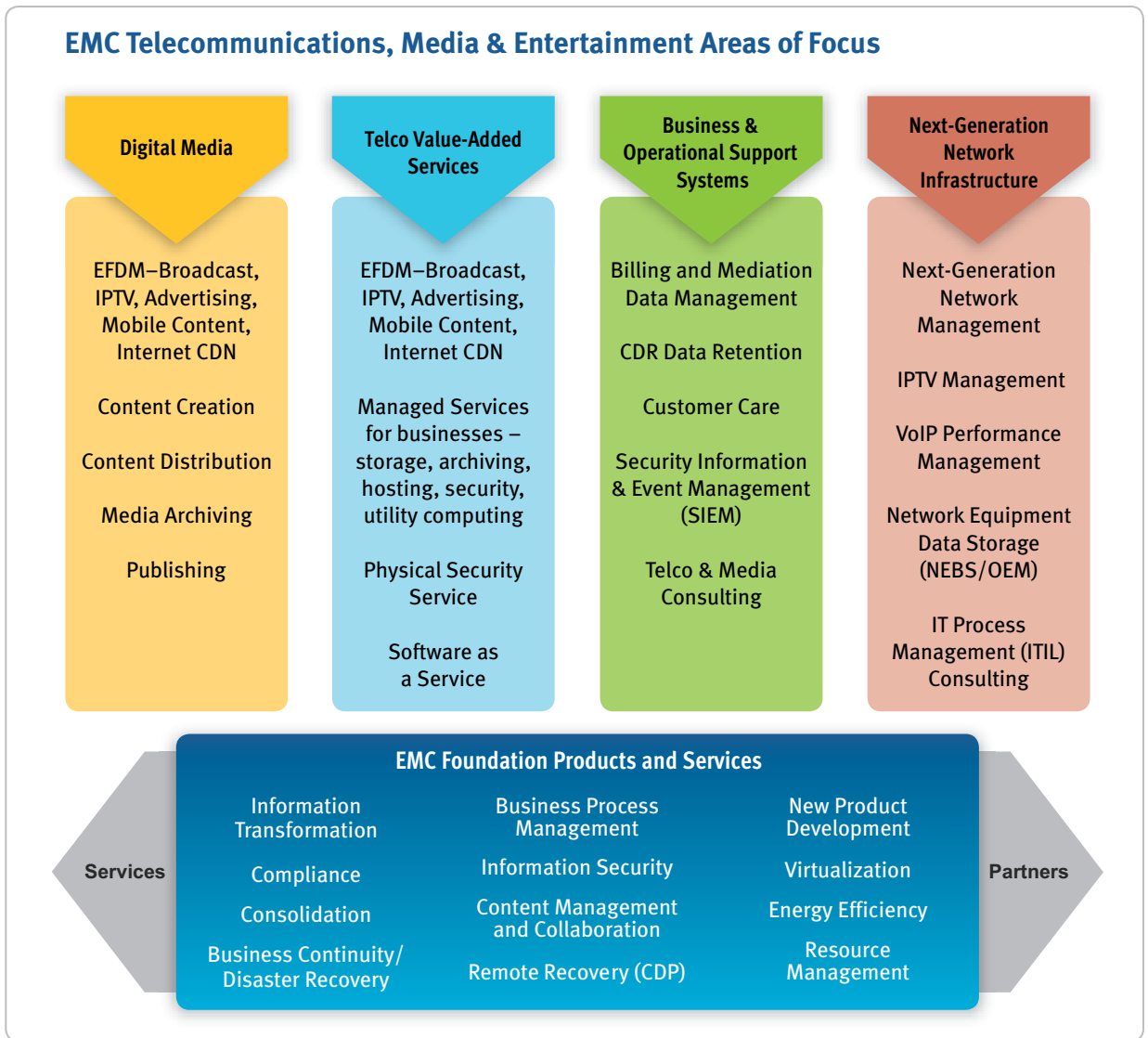
In short, today’s communications companies need a strategic vision and robust information infrastructure that will grow with these expanding needs.

EMC helps telecommunications, media, and entertainment companies store, protect, optimize, and leverage information to achieve both short-term and long-term strategic business goals. In fact:

- 100 percent of both the telecommunications and entertainment companies on the 2007 Fortune Global 500 rely on EMC information infrastructure solutions
- Vodafone selected EMC as Supplier of the Year in 2006
- Gartner positioned EMC in the “Leaders” quadrant in their “Magic Quadrant for Enterprise Content Management, 2007”¹

1) Gartner, Inc. “Magic Quadrant for Enterprise Content Management, 2007” by Karen M. Shegda et al, September 21, 2007

EMC Telecommunications, Media & Entertainment Areas of Focus



Look to EMC’s comprehensive portfolio for answers

EMC provides a comprehensive set of products, solutions, and services that supports a broad range of business models, such as:

Content Creators

- Support for the management, transport, and protection of digital media of all types
- Development of strategic vision, process architectures, and project plans to take full advantage of new content creation technologies

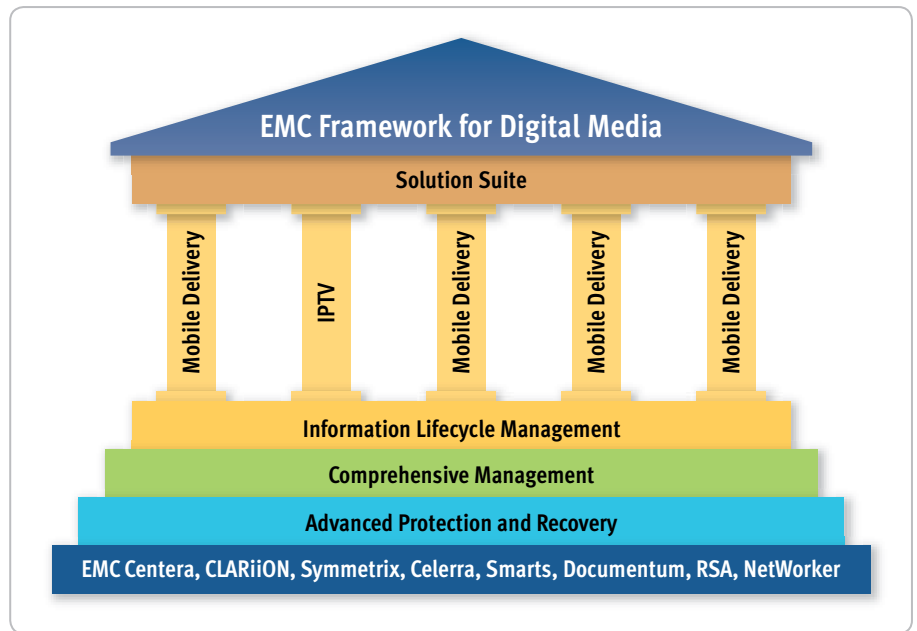
Content Aggregators

- Leverage your branded content across multiple delivery platforms, allowing your brand to stay relevant as content consumption patterns change and develop

Content Distributors

- Provide new value-added services and SaaS platforms to enhance your competitive position
- Bring new efficiencies to OSS/BSS solutions as consumer data becomes more important to the way you do business
- Enhance next-generation infrastructures by offering higher reliability and improving system performance





Satisfy growing rich media demands with the EMC Framework for Digital Media (EFDM)

In today’s rapidly evolving rich media market, the number of content creators, content types, and distribution venues are increasing in dynamic fashion. While the complexity is increasing, limited resources dictate the need for a single platform that can accommodate both legacy operations as well as new deployments.

The EMC Framework for Digital Media (EFDM) provides a comprehensive reference architecture that enables any type of rich media to be ingested, managed, transformed, repackaged, and delivered to any application, such as editing, effects, scheduling, linear broadcast, VOD across SDV/IPTV, mobile, Internet, and downloads. EFDM’s infrastructure products include EMC’s world-leading information lifecycle management storage products, EMC Smarts® network management systems, the EMC Documentum® suite of content management solutions, and RSA® security.

“As quantities and usages of rich media grow exponentially for Media & Entertainment firms and enterprises, these organizations will require a single platform to manage all their rich media assets to enable multi-channel content distribution such as the Internet, broadcasting, IPTV, and mobile.”

Venecia Liu, Gartner Research Director,
Media and Communications



“EMC’s Managed Services Solutions have been successfully deployed by some of the world’s largest service providers.”



“The customer networks we manage are dynamic, and topology changes are often not within our control. We needed a root-cause analysis solution that was easy to monitor and maintain. Smarts ready-to-use automated discovery, topology, certification of devices, and root-cause analysis worked ‘out of the box’ and was all instrumental in choosing EMC Smarts over other options.”

Steven Smith, Sr. Manager,
Enterprise Network Systems, Verizon Business

“The service and support we received from the EMC sales team was exceptional. They analyzed our current needs and future requirements and suggested a solution that would help us get there.”

Daniel Shelly, Operations Manager,
Informatel

Generate new revenue streams with EMC Managed Services

EMC’s Managed Services solutions can be deployed utilizing your existing networks and data centers to create new, compelling, revenue-generating services that will differentiate you from your competitors and enhance your relationship with your customers. EMC’s comprehensive portfolio of Managed Services includes:

- Managed Storage Services
- Managed Backup and Recovery Services
- E-mail, PC, Server, and Document Archive Services
- Physical Security and Video Surveillance
- Data and Network Security Services
- Remote Infrastructure Monitoring and Management Services
- Disaster Recovery and Business Continuity Services
- Utility Computing Services

EMC’s Managed Services solutions have been successfully deployed by some of the world’s largest service providers.



Optimize your business and operational systems

EMC's portfolio of Business Support Systems/Operational Support Systems (BSS/OSS) solutions includes a systematic approach to support growth and operational efficiencies, minimize downtime, and "go green."

EMC solutions can help you significantly optimize and secure data center operations by supporting customer-facing applications such as billing and mediation as well as data used by network operations systems. For example, the number of servers and the energy to run applications can be reduced by up to 80 percent by using VMware® virtualization software for servers and storage. Further, EMC Avamar® data de-duplication significantly lowers the amount of data to be archived (by as much as 300:1) by allowing you to back up only the information that has changed since the last backup. Also, as information ages, such as in the case of Call Detail Records (CDRs), the need for these records to be immediately available diminishes, so they can be automatically moved to a lower-cost tier of your EMC information infrastructure.

When a problem occurs within a network, a single alert identifying the root cause of the problem can be issued by EMC Smarts that will enable the problem to be resolved as quickly as possible. EMC Smarts also extends its reach beyond the traditional data center with solutions that include monitoring IPTV delivery out to the edge.

RSA, The Security Division of EMC, can help you put critical information into the hands of the people who need it, while protecting that information against unauthorized access. RSA's family of information-centric security solutions secures enterprise data and employee, partner, and customer access. RSA enVision™ collects, correlates, and analyzes large amounts of security audit data to ease the burden of log management and facilitate compliance.

In July 2007, the U.S. Environmental Protection Agency issued a report stating that using currently available technology and techniques, data centers could reduce their energy use by more than 20 percent with modest improvements, 45 percent using best practices, and up to 55 percent using state-of-the-art practices.

Global Business Services Division of Major U.S. Telco

Goals and Objectives

- Implement a solution that moves beyond traditional event management to root-cause analysis
- Acquire a platform for advanced automation
- Improve service levels for 3,200 customers in 149 countries

Summarized Benefits

- Automated trouble ticket generation
- High Availability—99.7 percent of alarms identified in real time helping the customer meet industry leading SLAs
- Fast Network Restoration for U.S., third party managed, global business centers and remote networks

EMC Smarts Solutions—IP Availability Manager handles network topology changes and monitoring; Service Assurance Manager automates first-line, fault-management operations such as testing, maintenance verification, and ticketing

Improved Mean-Time-to-Isolation by an average of 8-11 minutes/event





Build a next-generation IT infrastructure now

EMC offers a variety of consulting services and software tools that help you manage your IT configurations, protect data generated by network devices, and optimize daily network and service operations. EMC also provides consulting services to review IT processes and procedures. EMC partners are using NEBS-compliant EMC CLARiiON® storage systems to protect and back up data created by applications such as messaging located in geographically distributed network sites. EMC Smarts VoIP performance management and performance reporter help ensure customer satisfaction. EMC Smarts network management tools for MPLS, Optical, and IP networks ensure a satisfactory customer service while delivering a dashboard of information to help network engineers proactively monitor network performance with actionable intelligence.

Reap tangible results with EMC

EMC helps you derive the most value from your information:

- Grow revenue—Offer new services that utilize existing infrastructure and communications for both individual subscribers and enterprises.
- Operate more efficiently—Consolidate information, back up data from remote locations more efficiently, reduce the amount of equipment required, and reduce energy consumption at an affordable price point.
- Protect customer information and reduce risk—Comply with regulations including the EU Data Retention Mandate, Payment Card Industry (PCI), CALEA, and Sarbanes-Oxley, while protecting customer and corporate data from unauthorized access.

To ensure you gain the most value from your information infrastructure, EMC has created one of the industry's strongest communities of partners. We join with industry-leading strategic partners to deliver telecommunications, media, and entertainment solutions that meet your individual needs.

EMC Consulting and Professional Services—a combination that can't be beat

EMC BusinessEdge Solutions offers a complementary set of innovative offerings designed to maximize the value and insight from both traditional and new services. They deliver a set of revenue-enhancing solutions targeting new IP-based services such as consumer and enterprise Voice over IP (VoIP) services, IPTV, digital content management, next-generation business and operations support systems (BSS/OSS) solutions, and IP Multimedia Subsystem (IMS), Software Delivery Platform (SDP), and Open Cable Application Platform (OCAP)-based services.

On the forefront of the advances in technology, BusinessEdge understands convergence. They have established themselves as a leading-edge provider of rich broadband solutions and capabilities designed to catapult clients into the world of IP-based services. Their comprehensive solution sets enable and enhance the power and opportunity created by the consolidation of content, wireline, wireless, and cable companies and the convergence of their services.

BusinessEdge Solutions' content and media experts offer world-class solutions that enable leading media and content companies to address these business and technology demands. The team combines extensive business experience in media management with a comprehensive knowledge of technology. Recognizing that the industry is evolving so rapidly that no one company can provide the best advice or solution, the team also partners with leading product and technology vendors to provide best-of-breed solutions.

Addressing traditional high-cost operational environments, both on the IT and operations side, BusinessEdge capabilities and proven packaged solutions focus on cost containment, operational efficiency, and scalability. Their business analytics solutions systematically identify the drivers of cost, operational inefficiency, and customer dissatisfaction, offering the potential of eliminating millions of dollars in costs while improving operational efficiencies and increasing customer satisfaction.





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Take the next step

EMC TME solutions offer best practice methodologies to meet the critical challenges of your business. In addition to our industry-leading products and technology and our award-winning customer service, EMC offers a full range of services, such as business continuity and security assessments, data classification, information architecture planning, optimization of your data networks, and operational performance enhancements.

Let EMC help you create the right information management infrastructure for tomorrow's telecommunications, media, and entertainment environment. Talk to your EMC sales representative for more information or visit our TME solutions website at www.EMC.com/Solutions.