



EMC ACADEMIC ALLIANCE

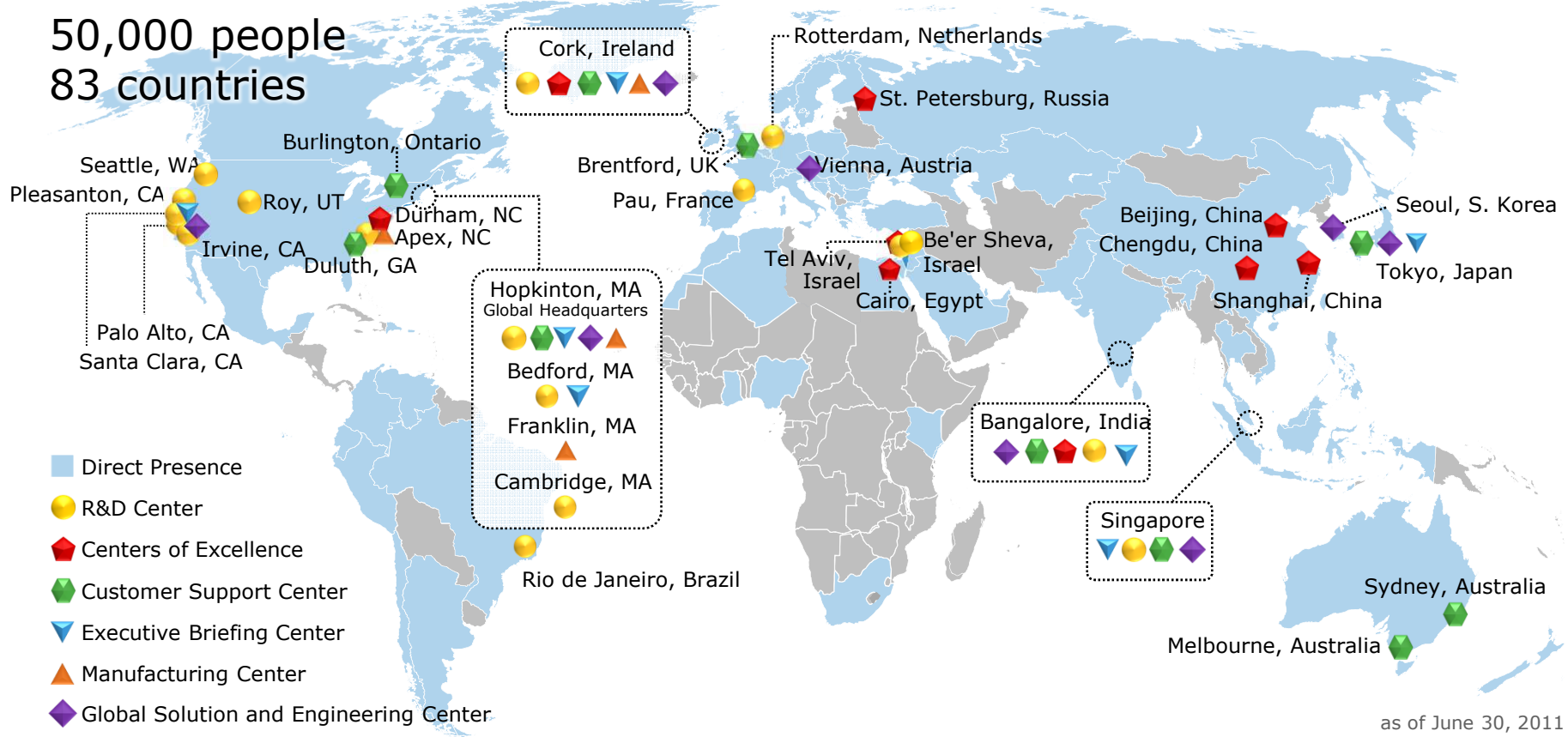
Educating Future IT Professionals

<http://education.EMC.com/AcademicAlliance>

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Our Global Presence

50,000 people
83 countries



as of June 30, 2011



The Financial Strength To Invest Heavily

2011 Fortune 500 Rank	152
2011 Revenues	\$20B
2011 R&D Investment	\$2.3B
2011 R&D As A Percentage Of Revenues	~11.5%
2011 Free Cash Flow	\$4.4B
2011 Total Cash And Investments	\$10.8B
Market Value	\$54B

All data f

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Catalysts For Change

Budget Dilemma

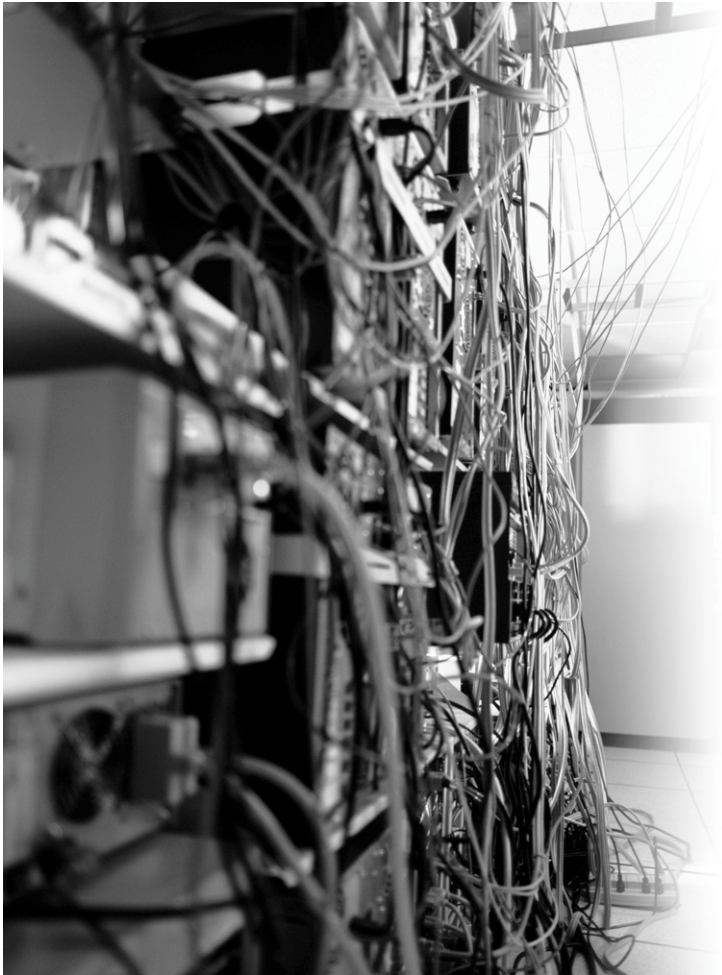


Information Deluge

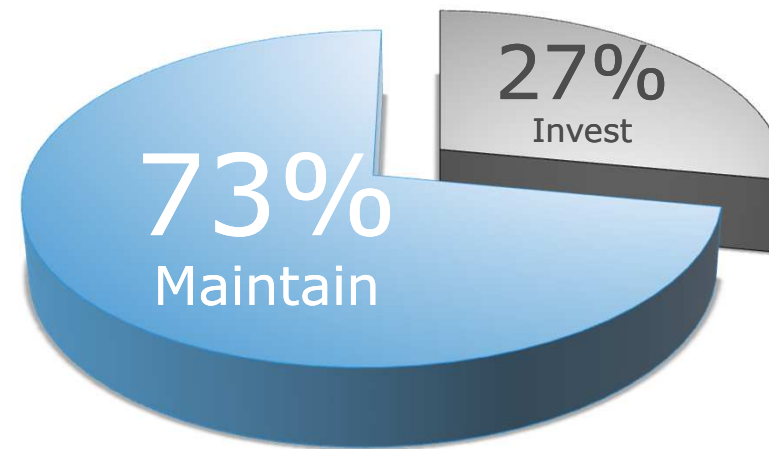


Cyber Security





I.T. BUDGET DILEMMA



Source: Forrester Research, Inc., IT Budget Allocations:
Planning For 2011, December 3, 2010

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IN 2010 THE DIGITAL UNIVERSE WAS
1.2 ZETTABYTES
1,200,000,000,000,000,000,000

Source: 2010 IDC Digital Universe Study

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IN A DECADE THE DIGITAL UNIVERSE WILL BE
35 ZETTABYTES
35,000,000,000,000,000,000,000,000,000,000

Source: 2010 IDC Digital Universe Study

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90% OF THE
DIGITAL UNIVERSE IS
UNSTRUCTURED



Source: 2011 IDC Digital Universe Study

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What's Driving The Data Deluge?



Mobile Sensors



FACEBOOK
GROWS BY
250 MILLION
PHOTOS / DAY

Social Media



Video
Surveillance

INFORMATION IN THE ENTERPRISE WILL

GROW 50X

IN THE NEXT 10 YEARS

READING METERS
EVERY 15 MINS.
IS 3,000X MORE
DATA INTENSIVE



Smart Grids

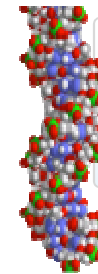


Geophysical
Exploration

Medical Imaging



Gene Sequencing



COST TO SEQUENCE
ONE GENOME
HAS FALLEN FROM
\$100M IN 2001
TO \$10K IN 2011

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In 2010...

88% OF FORTUNE 500 HAD
BOTNET ACTIVITY
ASSOCIATED WITH THEIR DOMAINS



Source: Panda Labs Research

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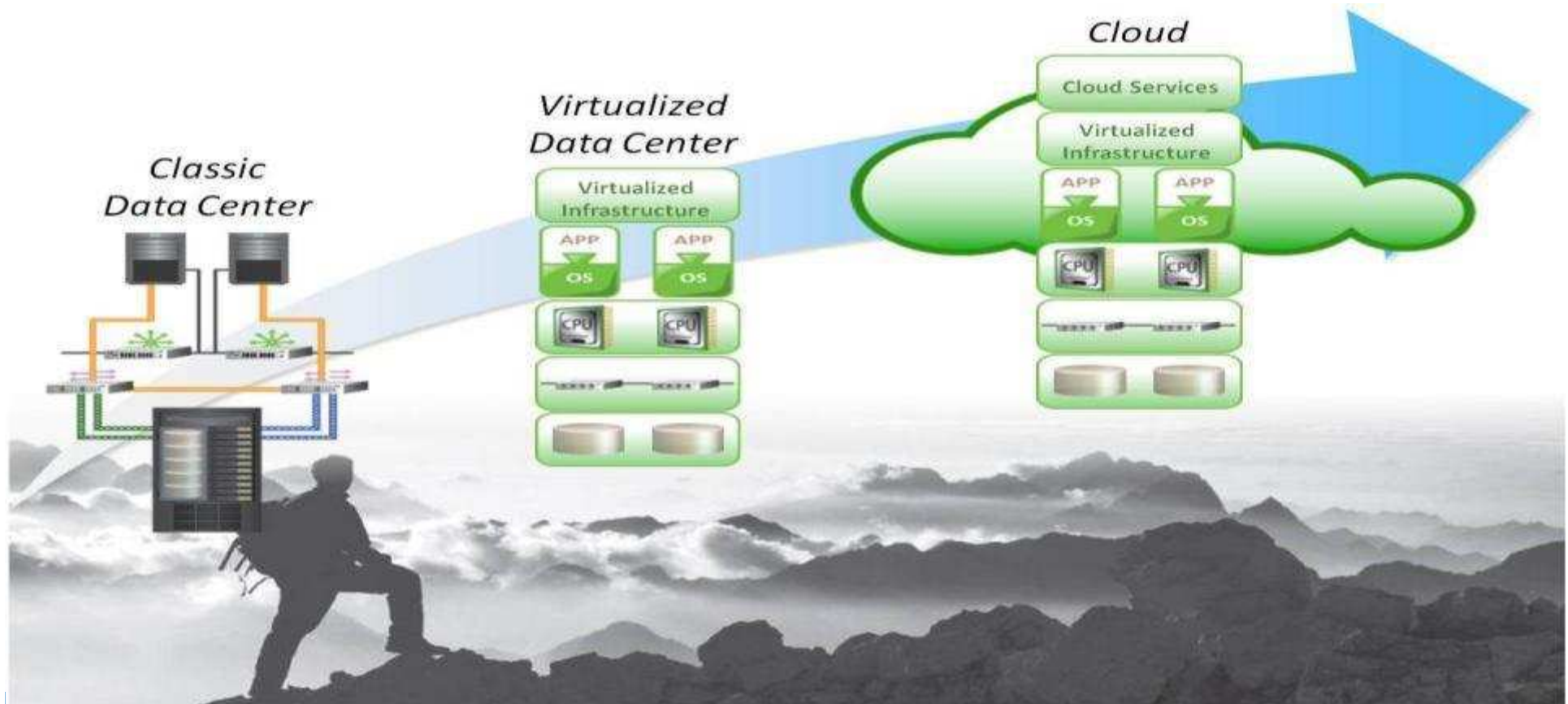
Enter The Cloud.



Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

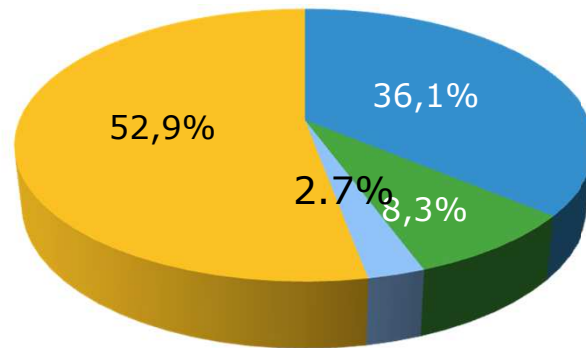
Source: National Institute of Standards and Technologies (NIST)

IT Transformation: Journey to the Cloud



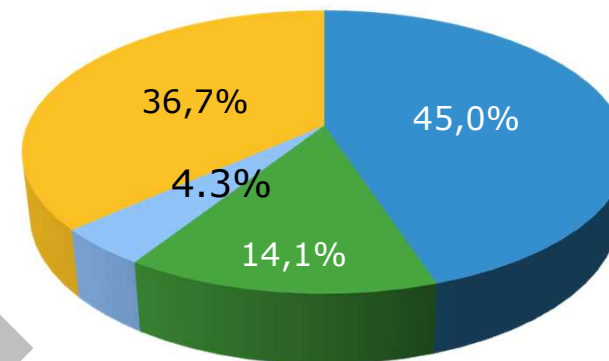
Evolving Information Infrastructure

- Current Capacity Allocations



- Virtualized Server Environment
- Private Cloud Environment
- External Cloud Environment
- Traditional/classic Environment

- In 24 months...



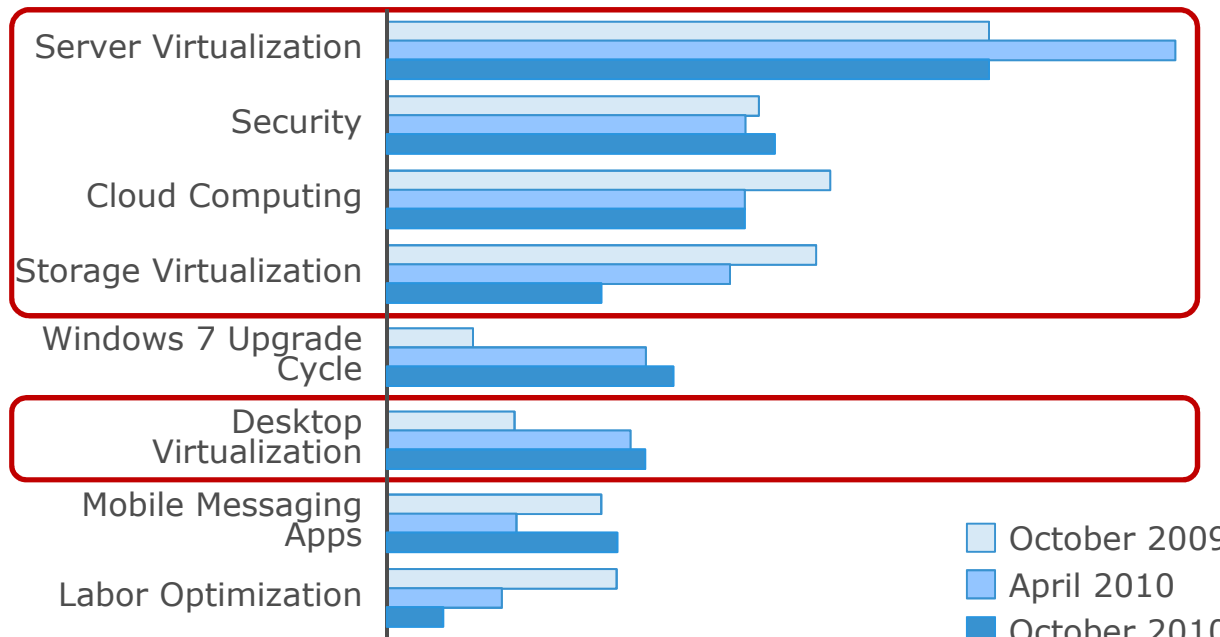
- Virtualized Server Environment +24.6%
- Private Cloud Environment +68.9%
- External Cloud Environment +57.8%
- Traditional/classic Environment -30.6%

Source: *Managing Information Storage: Trends, Challenges and Options 2011-2012*

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Virtualization & Cloud - Top Priorities

Biggest Trends Driving Spending Decisions In 2011

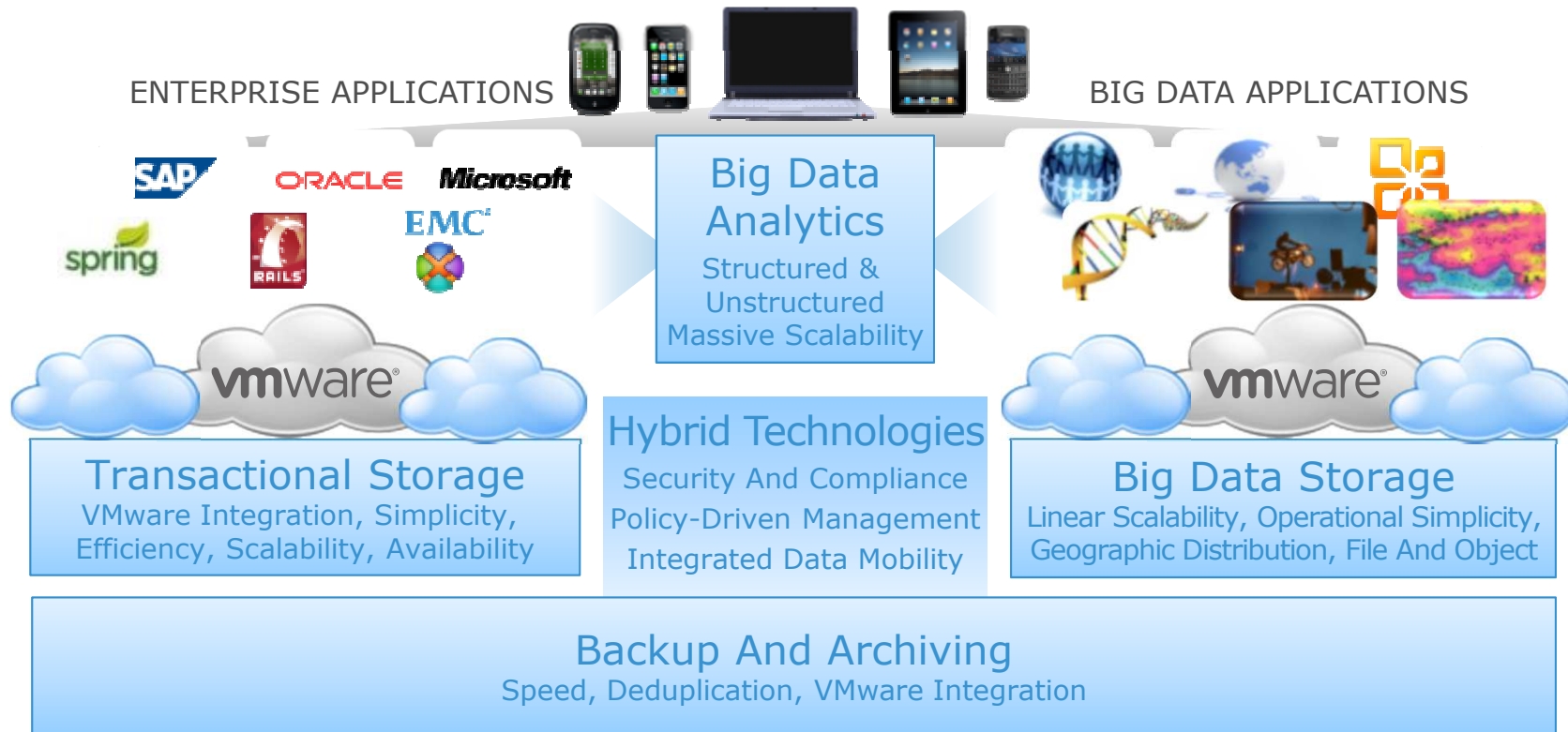


Source: Barclays Capital, CIO Survey, October 2010.



Requirements For The New IT Portfolio

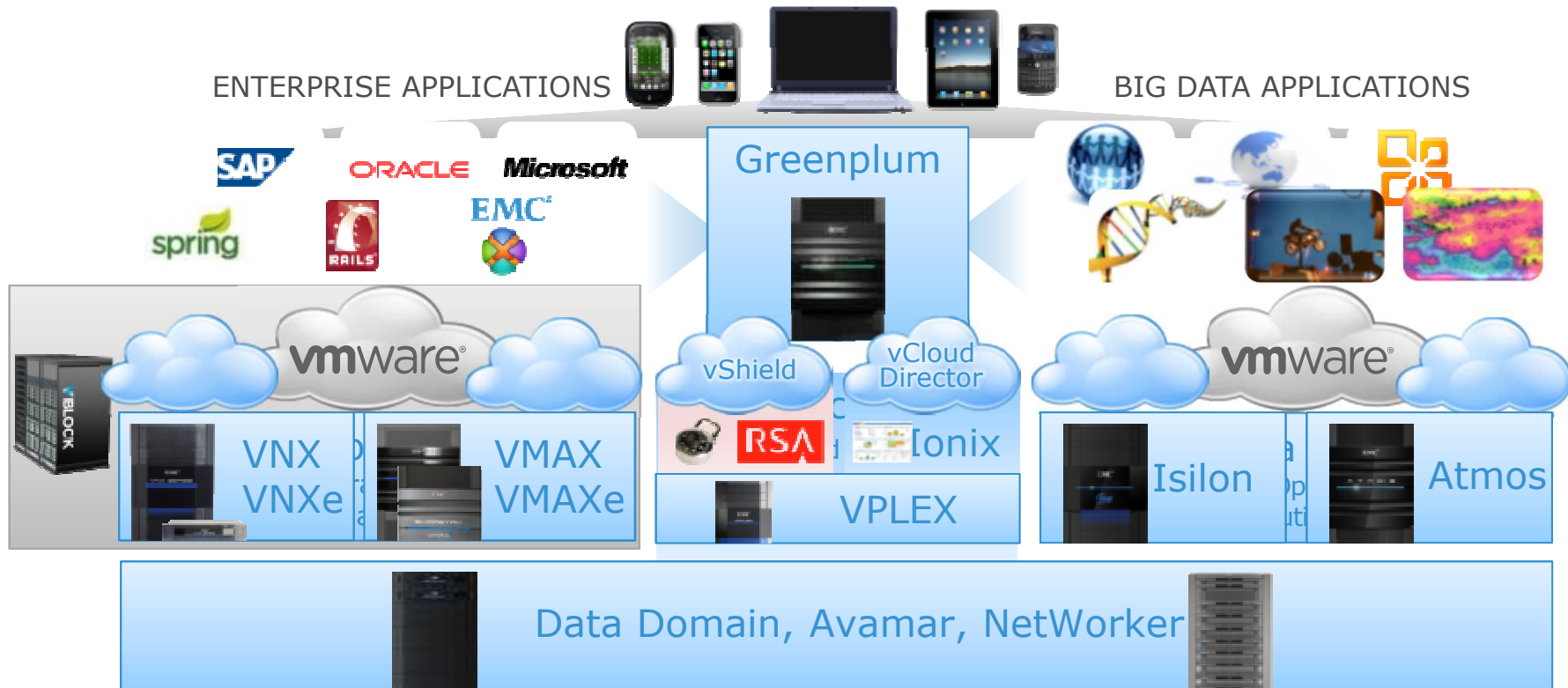
Virtual Desktop Infrastructure: End-User Choice With IT Control



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The EMC Product Portfolio

Virtual Desktop Infrastructure, End User Choice With IT Control



Digital Information Storage Challenges

Managing growth and defining strategic directions

1. Managing Storage Growth
2. Designing, deploying, and managing storage in a virtualized server environment
3. Designing, deploying, and managing backup, recovery, and archiving solutions
4. Storage consolidation
5. Making informed strategic / big-picture decisions
6. Designing, deploying, and managing disaster recovery solutions
7. Lack of skilled storage professionals
8. Designing, deploying and managing storage in a cloud computing environment
9. Convincing higher management to adopt cloud
10. Managing external cloud service providers

Source: *Managing Information Storage: Trends, Challenges and Options 2011-2012*



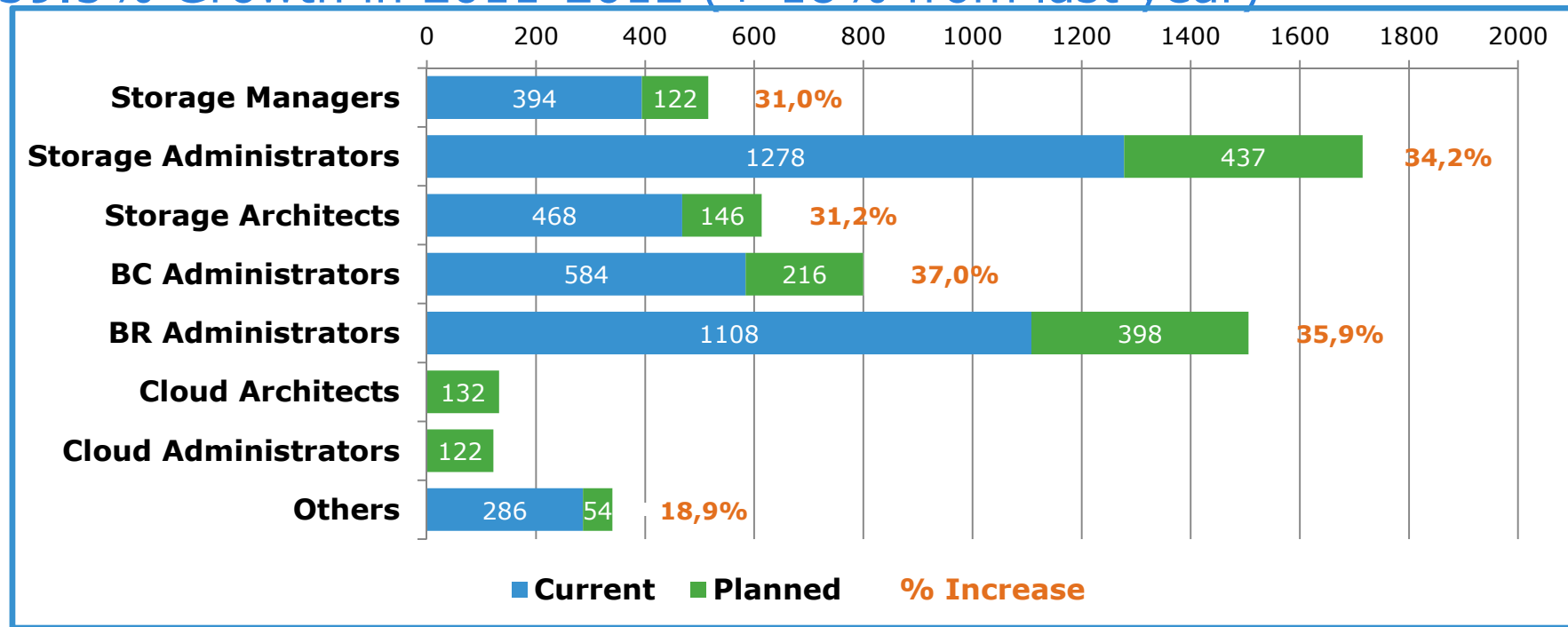
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Building an Effective Storage Mgmt

IT Managers Hiring Plans for the Next Year

Organization

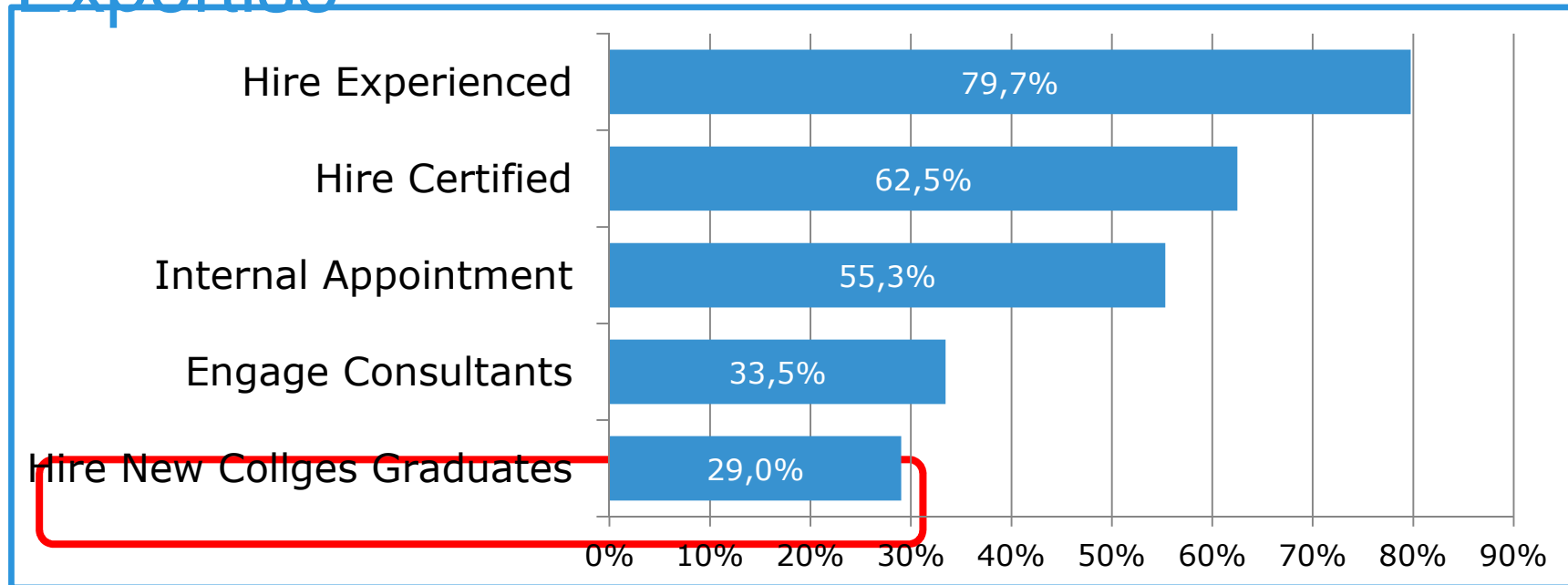
39.5% Growth in 2011-2012 (+ 18% from last year)



Source: *Managing Information Storage: Trends, Challenges and Options 2011-2012*



Where Managers Plan to Find Storage Expertise



Source: *Managing Information Storage: Trends, Challenges and Options 2011-2012*



Storage Role Across IT Disciplines

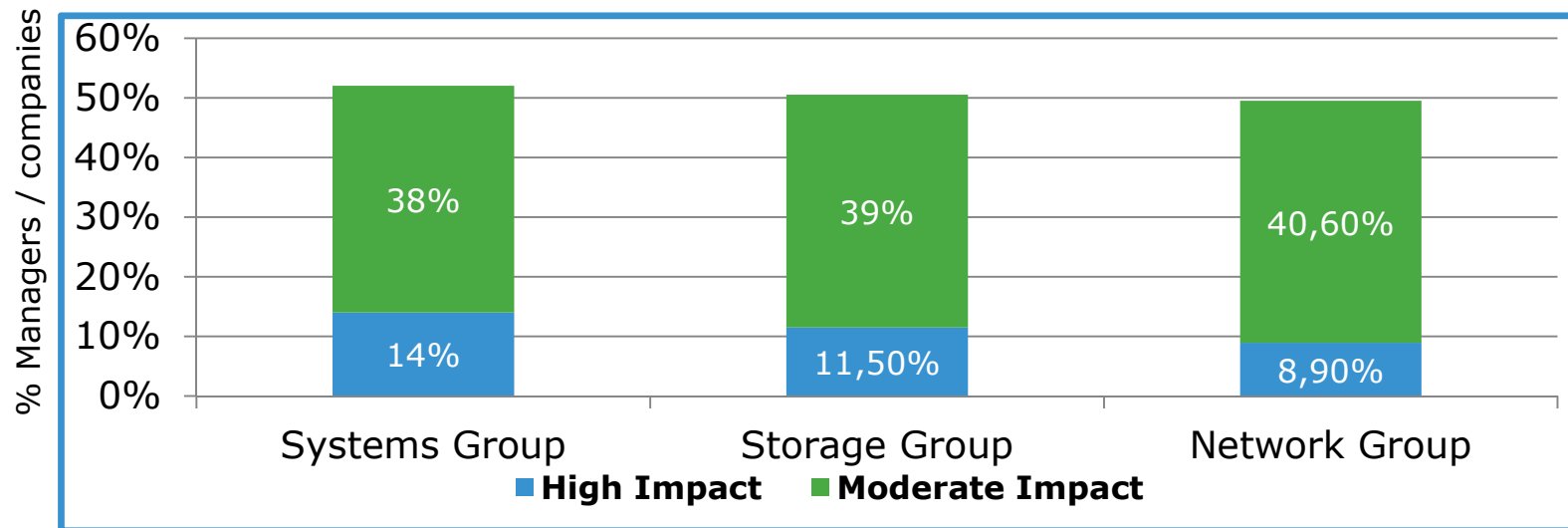
Leverage the functionalities of storage technology products to.....

- Systems Architects/Administrators
 - Maximize performance, increase availability, and avoid costly server upgrades.
- Network Administrators
 - Maximize performance of your network and to help you plan in advance.
- Database Administrators
 - Maximize performance, increase availability, and realize faster recoverability of your database.
- Application Architect
 - Increase the performance and availability of your application
- IT Project Managers



Impact of Cloud Technologies...

~50% managers estimate moderate to high impact



- High impact: Re-skill the team
- Moderate impact : Acquire additional skills

Source: *Managing Information Storage: Trends, Challenges and Options 2011-2012*

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EMC Academic Alliance Course Offerings

Information Storage & Management (ISM)

- Intro to ISM
- Storage System Environment
- Data Protection: RAID
- Intelligent Storage System
- Storage Networking Technologies
 - DAS, SAN, NAS, IP SAN, CAS
- Storage Virtualization
- Intro to Business Continuity
- Backup and Recovery
- Local and Remote Replication
- Securing & Managing the Storage Infrastructure

Cloud Infrastructure & Management (CIS)

- Journey to Cloud Computing
- Overview of Classic Data Center environment
 - Server, Storage and Network
- Virtualization
 - Compute, Storage, Network, Application & Desktop
- Backup Recovery & BC in a Virtualized Environment
- Cloud Security
- Cloud Infrastructure and Management
- Migrating to Cloud

Data Science & Big Data Analytics (DSBDA)

- Intro to Big Data Analytics
- Overview of Data Analytics Lifecycle
- Using R for Initial Analysis of the Data
- Adv Analytics & Statistical Modeling for Big Data
 - Theory and Methods
- Adv Analytics and Statistical Modeling for Big Data
 - Technology and Tools
- Concluding and Operationalizing & Analytics Project
- Big Data Analytics Lifecycle Lab

Backup Recovery Systems & Architecture(BRSA)

- Backup Theory
- Information Storage Concepts
- Backup Client
- Backup Storage Node
- Backup and Recovery, Planning

E20-001 Information Storage & Mgmt Exam



- *Exam Details*
 - 90 minutes and ~65 questions
- *Be prepared, take the FREE ISM practice exam.*
 - **Step 1:** Go to <http://education.emc.com/guest/certification/exams.aspx> .
 - **Step 2:** Find Information Storage and Management (E20-001) in the table.
 - **Step 3:** Click “Launch” under the Practice Exam heading in the ISM row of the table.
- *Request certification voucher.*
 - Ask your professor to provide you with certification voucher. You get a 50% discount *and* a free retake!
- *Pearson Vue testing centers.*
 - Visit <http://www.pearsonvue.com> to locate a testing center near you.
- *Once certified, get the EMC Proven Professional logo.*
 - Add it to your business cards and email signature.
 - Log in to [CertTracker](#) to access your logo.



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Secure Student Web Portal

EMC
where information lives

Education Services
Support

Student Testimonial

"The EMC Academic Alliance helped us to partner with the world leader in storage management and thereby helped us to access world's best curriculum of Information storage and Management..."
-A.Soundarrajan
Academy Officer, Senior Lecturer,
PSG College of Technology,
Peelamedu, Coimbatore - 4

"The digital universe is very large and continues to grow at a rapid pace. We are glad to be associated with EMC Corporation which is a world leader in Information Storage and Management and one of the top 10 IT companies of the world..."
-Prof. Basavarajiah
Dean (Planning & Development)
Siddaganga Institute of Technology

Information Storage and Management

Simulators

- CLARION CX - 2P >
- Centera - 7sur >
- Navisphere - 2P >

Case Studies

- Raid Arrays:** Case Study 1 > | Case Study 2 >
- SAN:** Case Study >
- Backup/Recovery:** Case Study >
- Local Replication:** Case Study 1 > | Case Study 2 >
- Remote Replication:** Case Study >

White Papers

- EMC CLARION Fibre Channel Storage Fundamentals >
- Networked Storage Virtualization >
- The Efficient Green Datacenter >
- Back-up-to-Disk: Building an Effective Long-Term Strategy >
- Virtualizing your Information Infrastructure >
- Information Lifecycle Management for Enterprise Content Management Users >

Communities

Industry Readiness Community!
Interact with storage industry professionals, IT faculty, and students!
Discuss industry challenges, share your ideas and expertise, find answers, or simply connect...
[Click Here >](#)

Certification

EMC Proven Professional
EMC Proven Professional is the premier certification program in the information storage and management industry!
[Click Here >](#)

Get Proven
[Validate your skills >](#)

ISM Exam Practice Test
[Prepare yourself >](#)

Knowledge Sharing

<http://education.emc.com/academicalliance>

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EMC Global Services Associate Program

(GSAP) Be a force in the IT infrastructure!

- GSAP is an intensive 10-week, role-based training program.
- Receive technical expertise needed to obtain EMC certification(s)
- At end of program, participants are assigned an EMC mentor for on-the-job coaching and ongoing-skills development.

GSAP Associate Program Hiring Profiles

Title	Description	Minimum Requirements	IT Experience Required	Training Boot Camp Duration
Associate Customer Engineer (ACE)	Supports and provides maintenance of EMC products	Associate Degree, Technical Discipline (Networking, MIS, Computer Engineering)	0-2 years	7 weeks
Associate Implementation Delivery Engineer (AIDE)	Implements business continuance software and moderately complex solutions	Associate Degree, Technical Discipline (Networking, MIS, Computer Engineering)	0-2 years	9 weeks
Associate Practice Consultant (APC)	Provides technical and consultative support on EMC technical solution opportunities on a range of IT consulting engagements (Microsoft, Infrastructure)	BS Computer Science	1-3 years	6-8 weeks
Associate Project Manager (APM)	Manages customer service delivery contracts and activities	BS Information Technology Management, MIS	2-5 years	5 weeks
Associate Storage Operations Specialist (ASOS)	Manages the customer's storage infrastructure	BS Computer Science	0-3 years	7 weeks
Associate Technical Education Specialist (ATES)	Develops technical training for EMC employees, partners, and customers	BS Computer Science	0-2 years	9 weeks
Associate Technical Support Engineer (TSE)	Provides remote support to internal and external EMC customers both centrally located EMC support centers	Associate Degree, Technical Discipline (Networking, MIS, Computer Engineering)	0-2 years	7 weeks
Associate Technology Consultant (ATC)	Supports presales activities (architecture, configuration, qualification, and supporting documentation) leading to the sale of EMC solutions	BS Information Technology Management, MIS	2-5 years	8 weeks



Careers@EMC

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Apply now »

Feed Your Curiosity and Intellect

At EMC, the world's information management and storage leader, we know that a single idea can ultimately grow to change lives, conventions, and the way the world does business. That's why we're always on the lookout for the biggest thinkers and the most innovative minds on campus and around the world. So if you're curious about what you can do given the right opportunity and company, you're in the right place.

Your ideas, creative problem-solving abilities and drive can take you to unimaginable places at EMC. But first, you have to get here. Explore the site to see which career entry point could be right for you.

Associate Training Programs

Sales, Global Services

Development Programs

IT, Engineering, Business Operations, Marketing, Human Resources, Finance and Global Services Organizations

Internships and Co-ops

Apply the knowledge you have gained in school and gain real-world work experience.

RSA, the Security Division of EMC

Information Infrastructure Products Division, the business unit within EMC creating and manufacturing world-class data storage, data computing, infrastructure and information intelligence solutions.

Details about our opportunities can also be found by clicking on the "Additional Information" links on the right.

Connect with Us

- EMC Careers on Facebook
- EMC Careers on Twitter
- EMC Careers on YouTube

Highlights



EMC on Experience's list of "Top 20 Best Places to Work for Recent Grads."

[Learn more](#)

EMC in BusinessWeek's List of Top 100 Places to Launch a Career

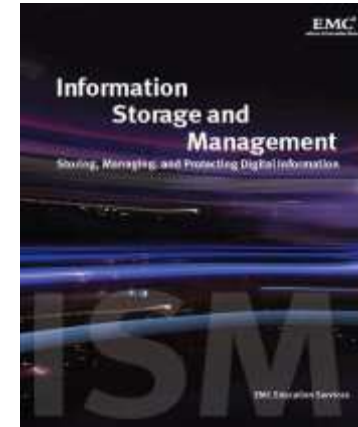
[Learn more](#)

Additional Information

- Information Infrastructure Products Division

Enroll in the Course Today . . .

- **Course Name/Number:** <enter # and name>
- **Course Description:**
 - <enter description>
- **Course Schedule:** <enter semester, days and times>
- **Instructor:** <enter name>



Connect with us!

The screenshot shows the Facebook profile for EMC Academic Alliance. The page header includes the Facebook logo and a search bar. The profile picture is a blue book with the EMC Academic Alliance logo. The cover photo shows a group of people. The bio states: "Education - Franklin, Massachusetts". The page is followed by 750+ users, is in 50+ countries, and has 85,000+ likes. A post from EMC Academic Alliance is visible, dated 2 hours ago, with the text: "Thank You. Hope you enjoyed Our Contents on Fibre Channel over Ethernet. Next Week, We will take you on a Journey to Cloud (Cloud computing) with EMC. IT. Wishing You a Great Weekend !!!". A statistics box shows 86% of users are in the United States, with 50,000+ users in the US, 400,000+ users worldwide, and 3+ users in other countries. The page also has a "Like" button and a "Comment" button.

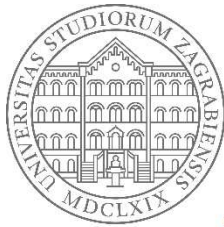
<http://facebook.com/EMCAcademicAlliance>

The screenshot shows the Twitter profile for EMC Academic Alliance (@EMCAcademics). The profile picture is a blue book with the EMC Academic Alliance logo. The bio states: "The EMC Academic Alliance offers colleges and universities open curriculum-based education focused on technology concepts applicable to any vendor environment. Franklin, MA <https://education.emc.com/academicalliance>". The page is followed by EMC Academic Summit, Candace Collins, Mark Stockman and 5 others. The statistics show 382 tweets, 417 following, and 329 followers. The page is currently following one user. A list of tweets is visible, including: "Why start a career in information + communications technologies? [@gsnyder](http://bit.ly/xUgsL)" (23 Feb), "February #EMC #ProvenProfessional bit.ly/zVqoJ Afra Aldhaheri @chicostate student" (10 Feb), and "Are we there yet? bit.ly/ABkrp #EMC #Cloud @chuckholis" (10 Feb).

<http://twitter.com/EMCAcademics>

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Q&A



Univeristy of Zagreb

Faculty of Traffic and Transportation Sciences

The Department of Information and Communication Traffic

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