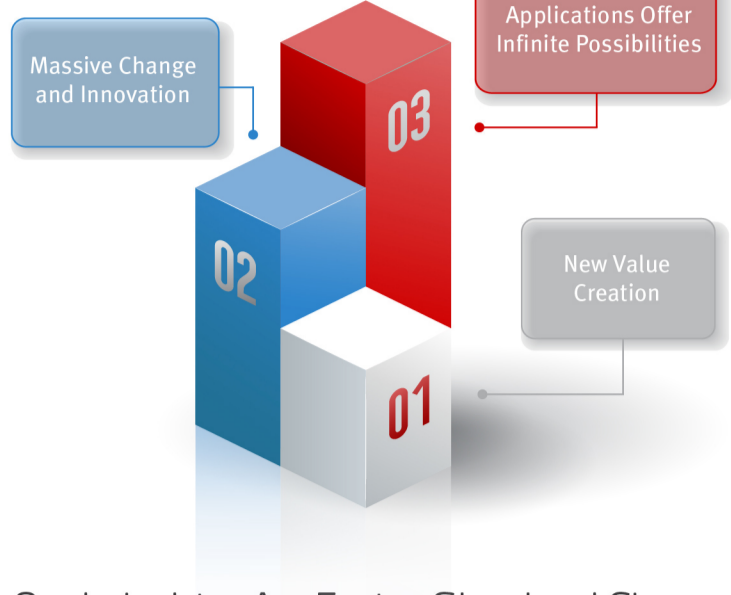


REDEFINE INNOVATION

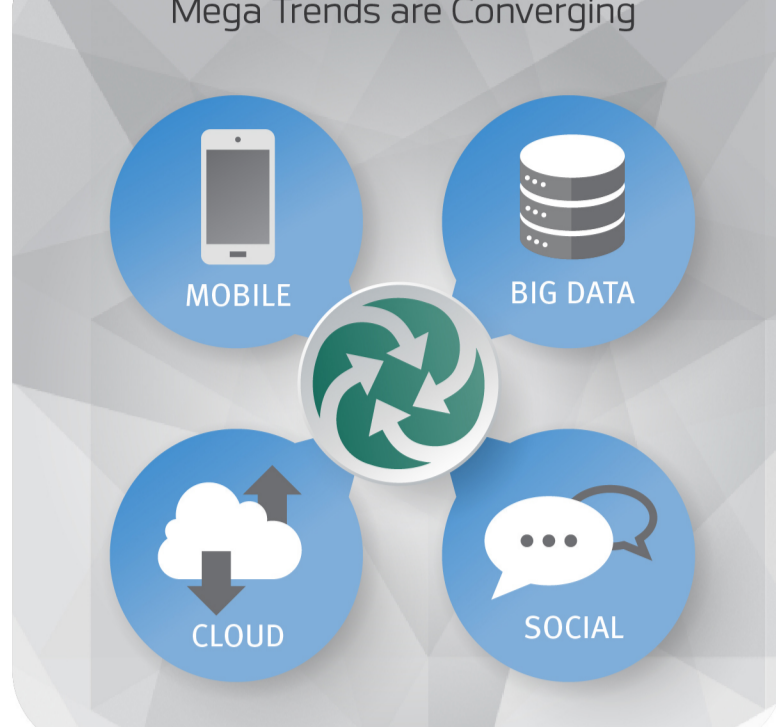
Highlights from the EMC, Pivotal, RSA, VCE and VMware CIO Summit | Monaco 21-24 May 2015

Visionary IT leaders from across EMEA gathered in Monaco recently to explore shifting industry trends and envision new business strategies for turning challenges into opportunities. Here are some highlights from this exclusive gathering.

WHERE WE ARE: Big Changes



Our Industries Are Facing Structural Changes



EMC Is Changing

"I have converted the organization to be much more sensitive to what the business demand is and built IT in an elastic way."

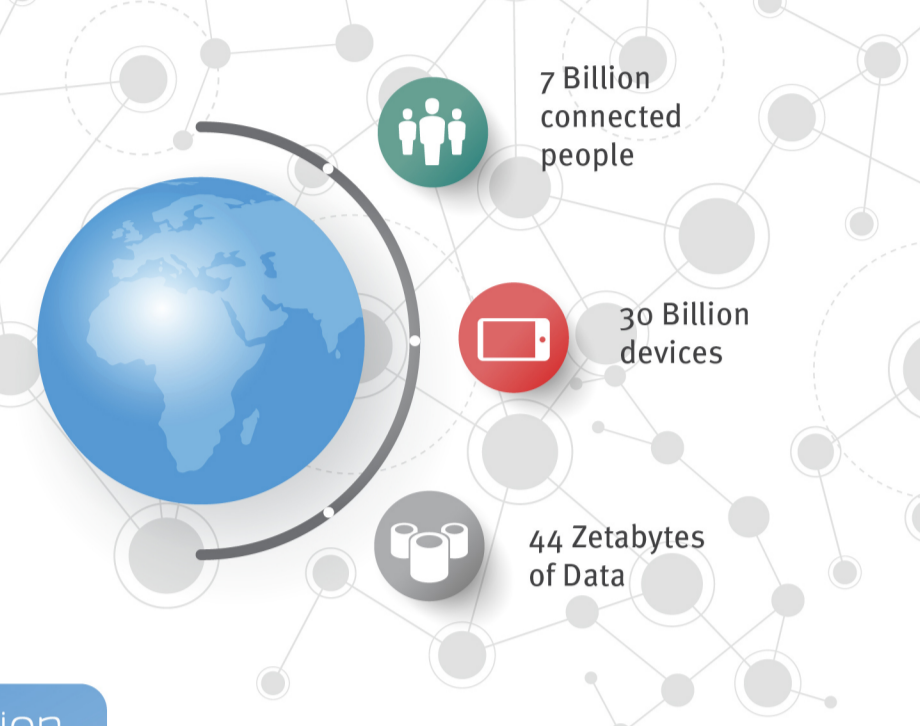
– Vic Bhagat, EVP Enterprise Business Solutions and CIO, EMC II



WHAT'S AHEAD? More Change

"By 2020, 30 billion new devices will be connected."

– Vernon Turner, SVP and Research Fellow, IDC

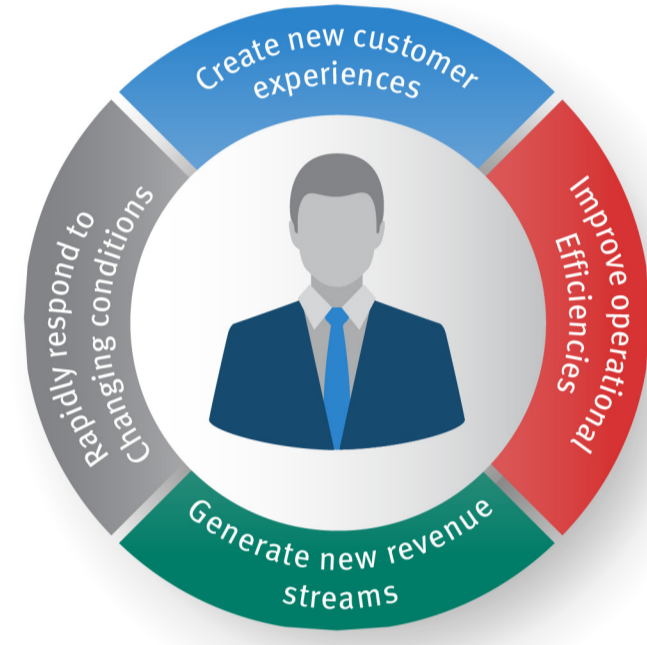


THE NEW CONTEXT: Digital Transformation

We are adapting to changes in our ecosystem by leveraging digital technologies to create enhanced, customer-centric business models.

"It's as much about people skills as technology."

– Bill Cook, President and COO, Pivotal



To Accelerate Transformation We Need to:

- Move outside our process comfort zone
- Cultivate tomorrow's IT talent today
- Deliver technology the way business wants it

THE PATH AHEAD: Clear Steps Ahead

We are at different stages along IDC's Digital Transformation Maturity Model

- Digital Resister: Ad hoc
- Digital Explorer: Opportunistic
- Digital Player: Repeatable
- Digital Transformation: Managed
- Digital Disrupter: Optimized



"The existing infrastructure and the way we built apps for the last couple decades has to change."

– Bill Cook, President and COO, Pivotal



"67% of organizations are operating at a 2nd Platform IT or 3rd Platform IT transformation stage."

– Vernon Turner, SVP and Research Fellow, IDC



"The enterprise hybrid cloud is an engineered solution with a true roadmap behind it."

– David Goulden, CEO, EMC II

"We went to bi-modal IT to stay in control and be a fully integrated part of the business—and a key enabler of the business."

– CIO, Global Retail Company



THE VISION: A Clear Agenda

Live Polling Fact: 92% of the CIO attendees do not have an active chargeback system in place

The EMC IT Agenda

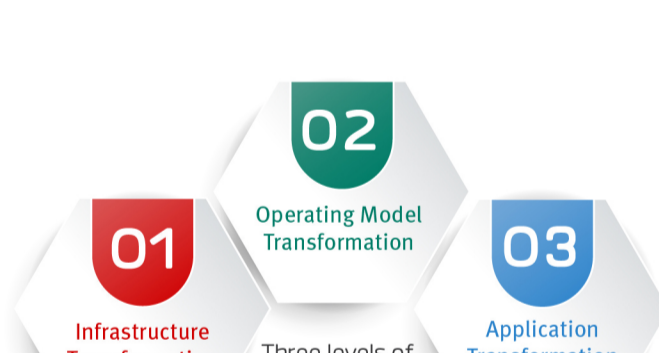
- Provide access to all applications and data through mobile devices
- Use agile development to build new client-centric applications
- Build a data lake to deliver greater insight in real time
- Move to a software-defined enterprise for efficiency and scale
- Use adaptive, data-driven security to respond rapidly to emerging threats

Business Transformation

IT needs to support two modes: existing platforms and new platforms

"The challenge is whether we create an IT model that allows us to do a little bit of both of those things."

– Tom Roloff, SVP Global Services, EMC II



Themes We Explored:

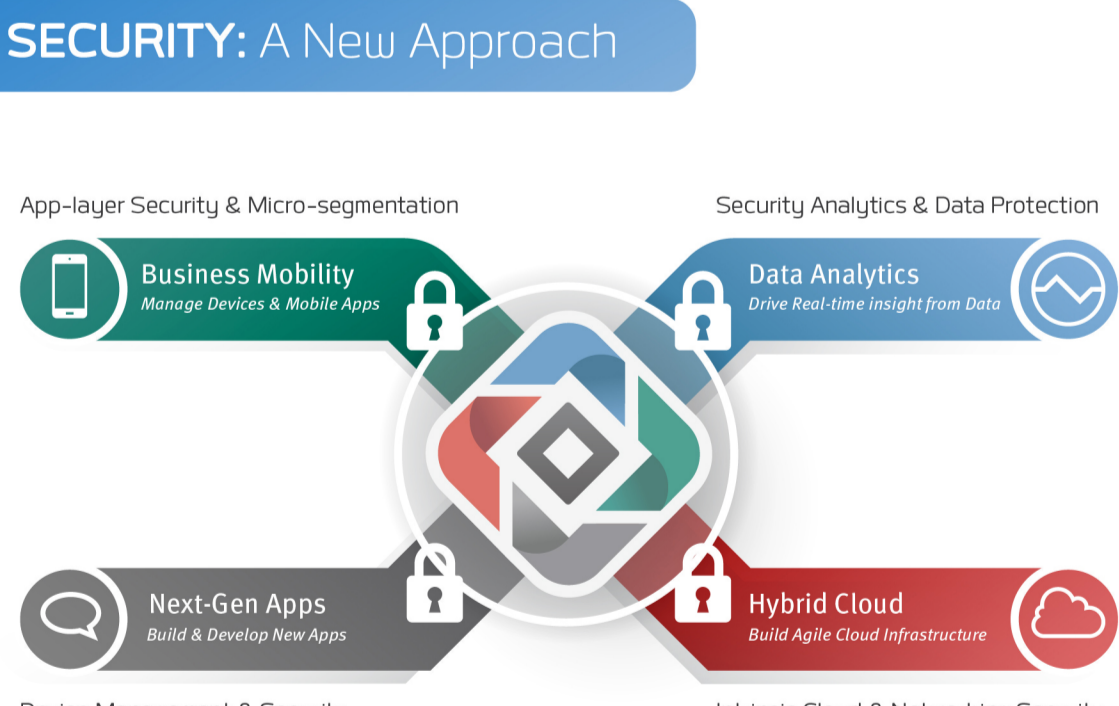
- SOFTWARE INNOVATION
- BI-MODAL IT
- DEVOPS
- AGILE DEVELOPMENT = OPTIMIZING FOR CHANGE
- DIGITAL TRANSFORMATION

"The key distinction between traditional enterprise environments and large-scale scale-out environments is the number. The size of the machine, or the size of the environment you build is the number of those environments that you've replicated out across the globe."

– Josh Bernstein, VP Technical Strategy, Emerging Technologies Division, EMC II



SECURITY: A New Approach



"It's about rigorously the level of security to the risk. And the only way you're going to stay on top of that, particularly when the risks are dynamic and evolving, is to actually have an ongoing analytical function."

– Brian Gammage, Chief Market Technologist, VMware

"You have to assume that prevention will fail. Detection and response don't get the attention they deserve. Detection is the ability to see the bad guy, and response is your ability to contain that bad guy. You have to see him. And then if you see him, you have to be able to do something about it."

– Brad Malorino, CISO, Target

"We are all facing very sophisticated adversaries."

– Amit Yoran, President, RSA

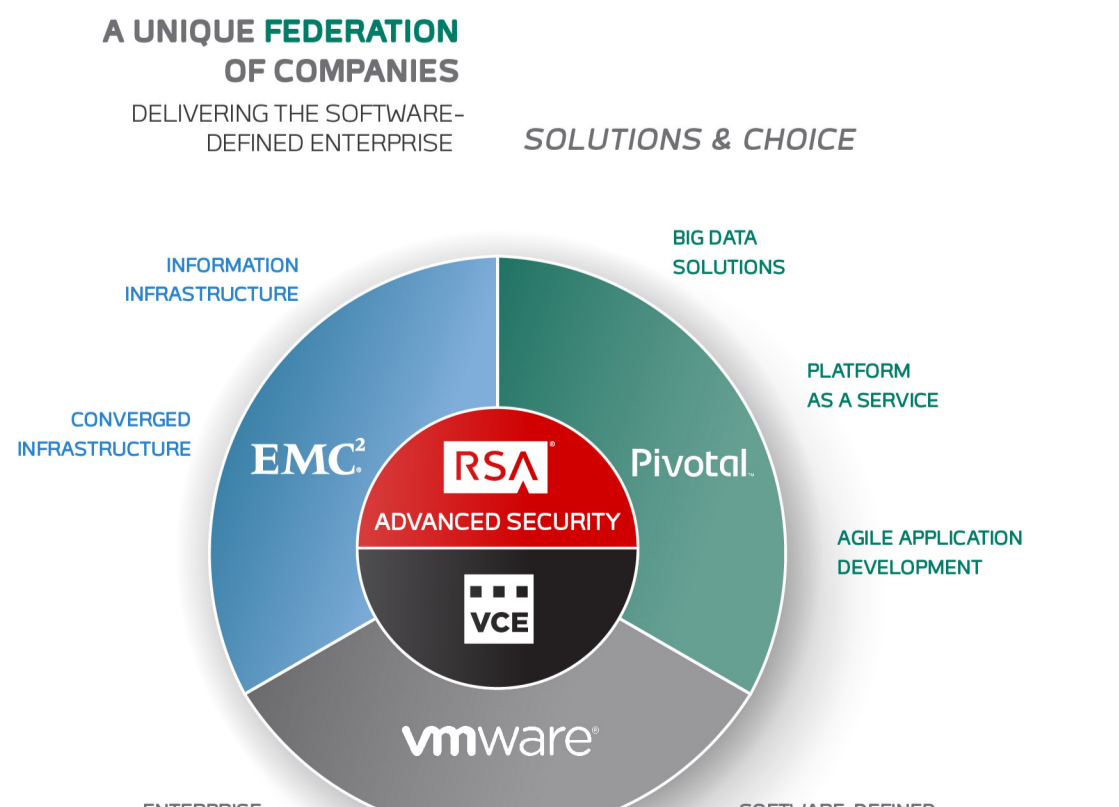


THE FEDERATION: Turning Obstacles Into Advantages

A UNIQUE FEDERATION OF COMPANIES

DELIVERING THE SOFTWARE-DEFINED ENTERPRISE

SOLUTIONS & CHOICE



THE FEDERATION DIFFERENCE

- SOFTWARE-DEFINED**: More IT Agility & Speed at the Lowest TCO
- HORIZONTAL ARCHITECTURE**: Best-of-Breed Technology with Customer Choice
- SOLUTIONS**: Best-of-Breed Solutions for the New IT Agenda

For more information, visit the CIO Summit Event website at www.emcfederation.com/forums/monaco.htm

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