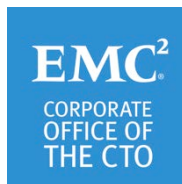


10th Central and Eastern European Software Engineering Conference in Russia - CEE-SECR 2014



Концепция Третьей платформы информационных систем



Виталий Козловский
vitaly.kozlovsky@emc.com

консультант по развитию продуктов

EMC Center Of Excellence St.Petersburg

October 23 - 25, Moscow



**BILLIONS
OF USERS**



**MILLIONS
OF APPS**



3RD PLATFORM

Mobile Cloud Big Data Social
Mobile Devices

**HUNDREDS OF MILLIONS
OF USERS**



2ND PLATFORM

LAN/Internet Client/Server
PC

**TENS OF THOUSANDS
OF APPS**

ORACLE
Applications

SAP



IBM

Microsoft
Dynamics

Java

**MILLIONS
OF USERS**



1ST PLATFORM

Mainframe, Mini Computer
Terminals

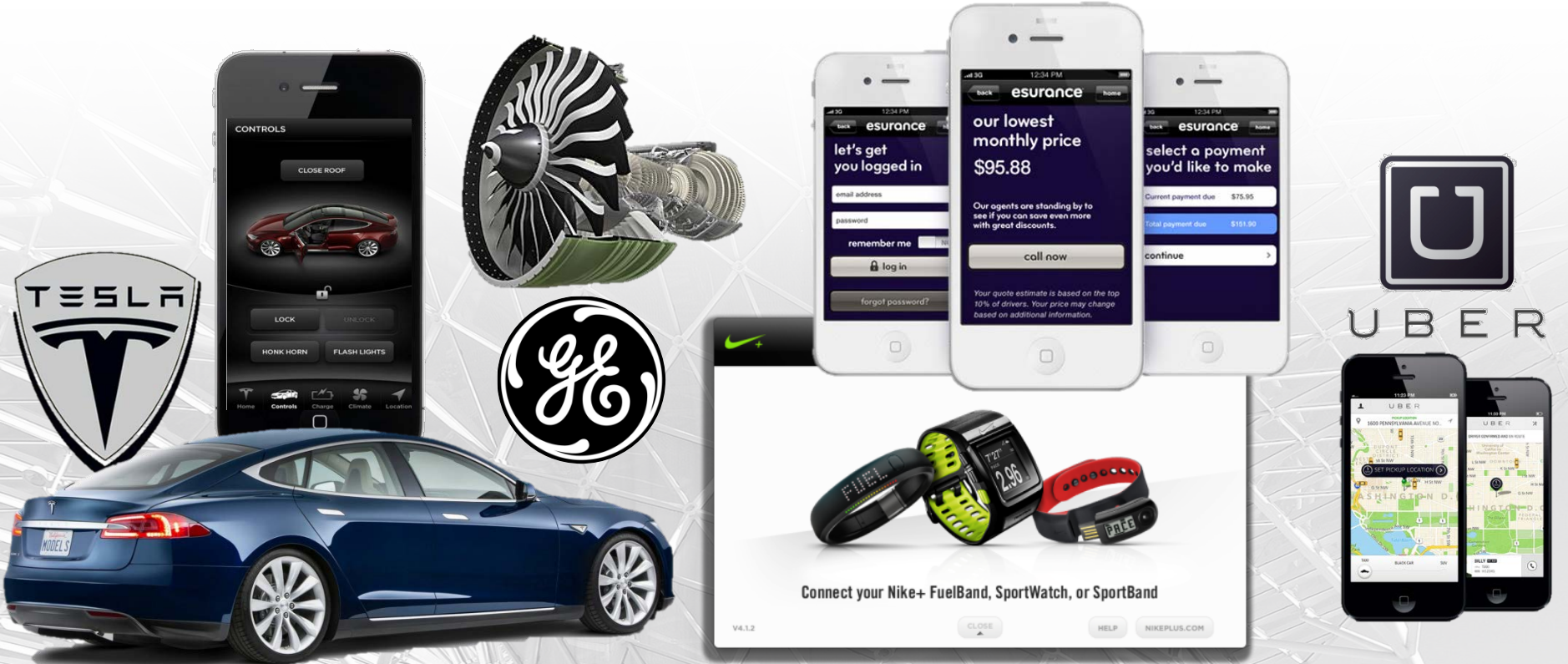
**THOUSANDS
OF APPS**



Source: IDC

EMC²

Many Industries Face Structural Change



Starbucks Mobile Application

"The Winning Hand As Mobile, Card & Online Sales Converge"

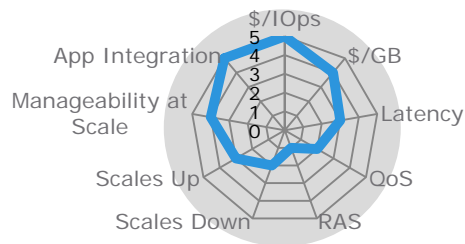


"Starbucks was prepared for these shifts having invested over many years in the creation & development of proprietary world class digital & mobile payment and card technology & expertise. We are just beginning to appreciate the full magnitude & possibilities of the Starbucks mobile payment platform opportunity."

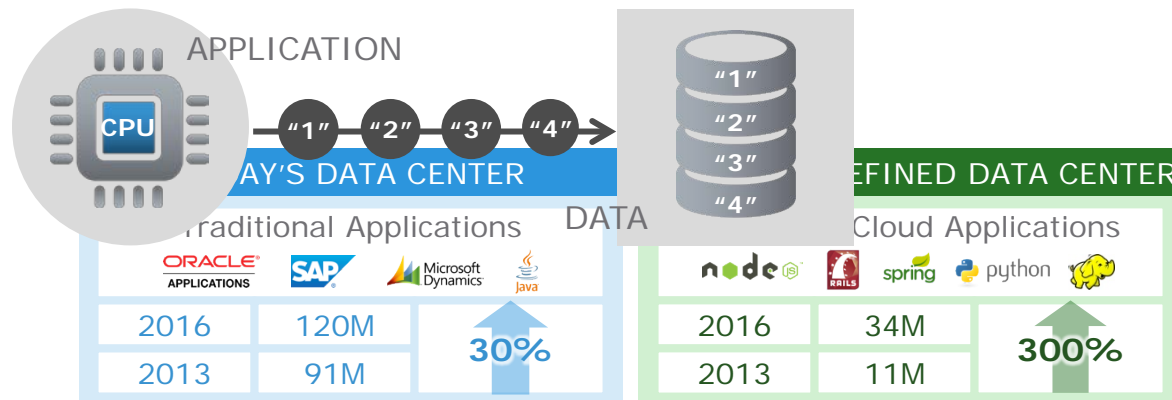
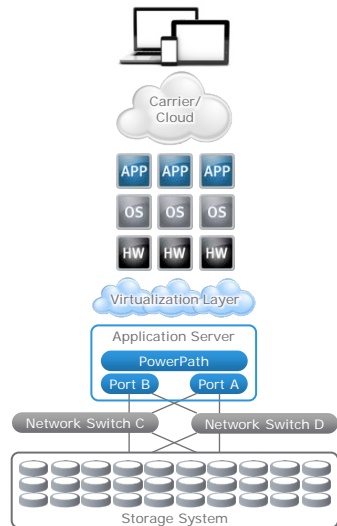
*Howard Schultz - Chairman, President and CEO
January 23, 2014*

10 MILLION MOBILE APPS USERS
5 MILLION MOBILE TRANSACTIONS / WEEK
\$1.6 BILLION ON PAYMENT CARDS IN Q4 '13

2014 Current State



APPLICATION DISTANCE



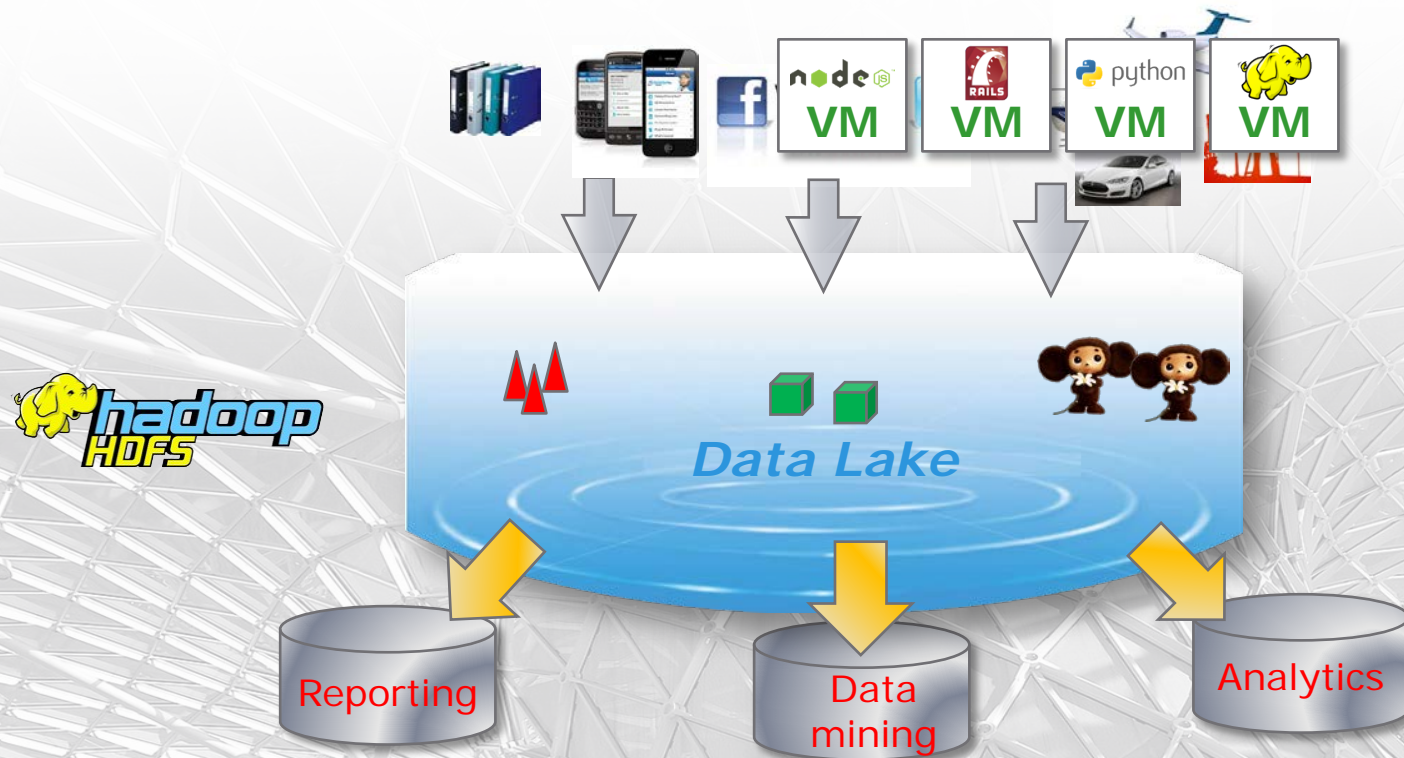
- ✓ Object/HDFS
- ✓ Software-Defined Storage
- ✓ Converged Infrastructure
- ✓ Policy-Based Automation
- ✓ Data-Driven Security
- ✓ On-Premise & Off-Premise



STORAGE SPAN, WIDTH, OR DISTRIBUTION

Data Lake

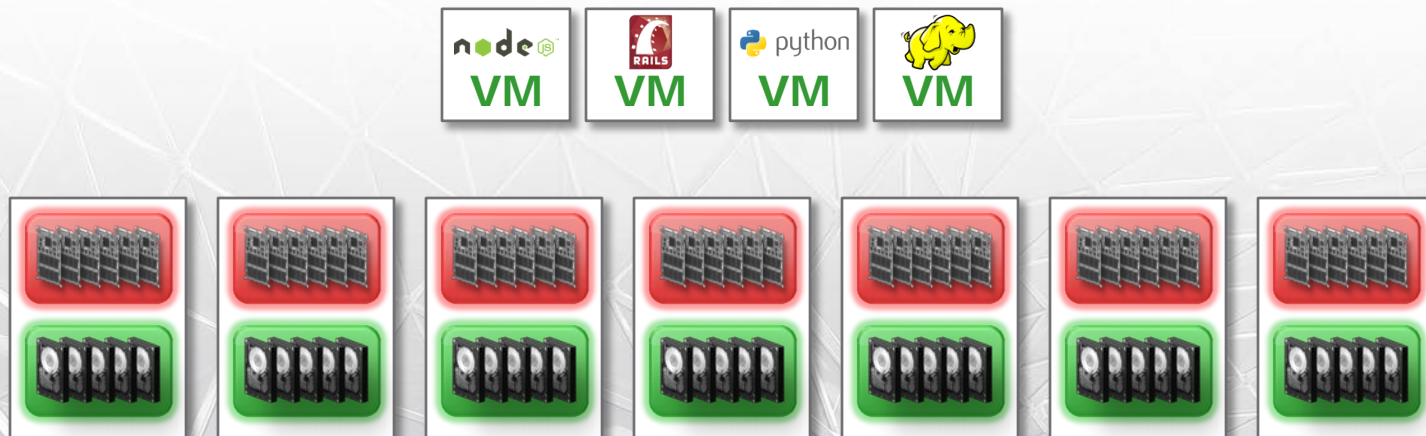
Data Lake substitutes DataWarehouse



Building Data Lakes

Scale-Out In Memory Data Grids, Backed By Scale-Out HDFS

 GemFire XD



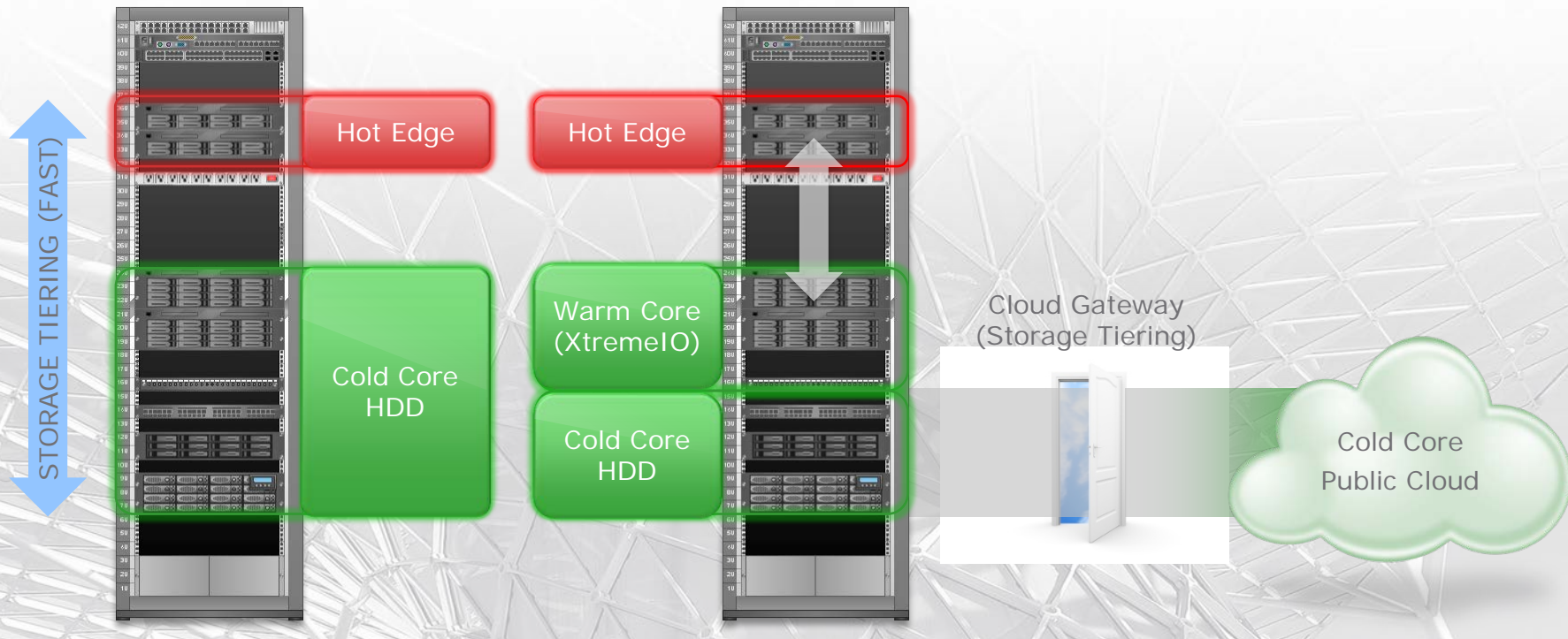
3RD Platform Storage For Mobile

Moving To Object-based Storage Infrastructure



Cold Core Intelligent Tiering

Deployed Within The Data Center, Or To The Public Cloud



Dynamic Deployment Of Block/File/Object/SQL

Storage “VMs” Deployed By SDS

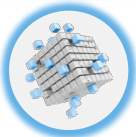
STORAGE CATALOGUE

- SQL
- Block
- File
- Object
- Mobility
- Replication
- Dedup

DEDUP



SQL



BACKUP



MOBILITY

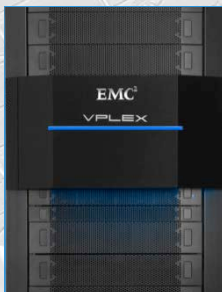
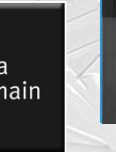
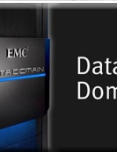
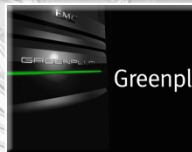


REPLICATION



VIPR Data Services

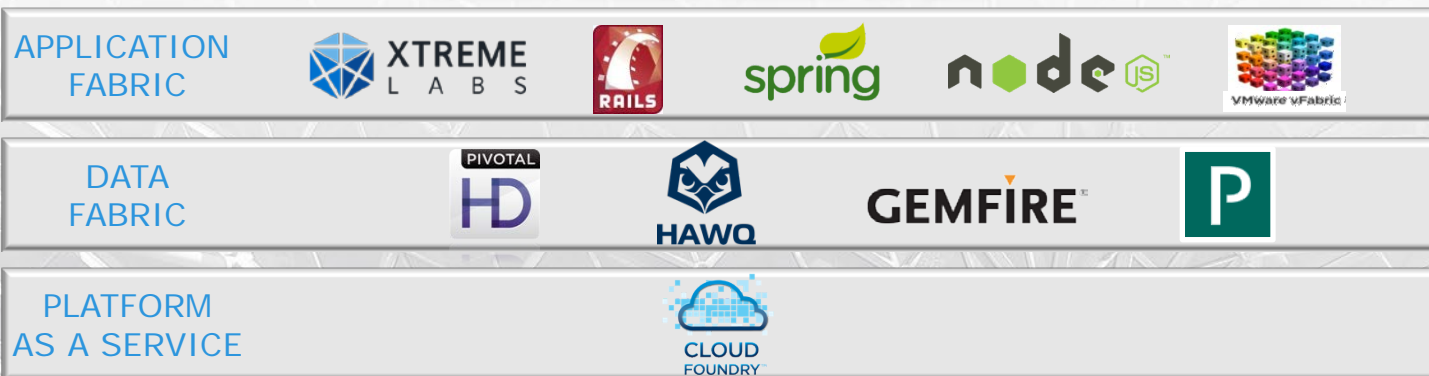
VIPR Controller



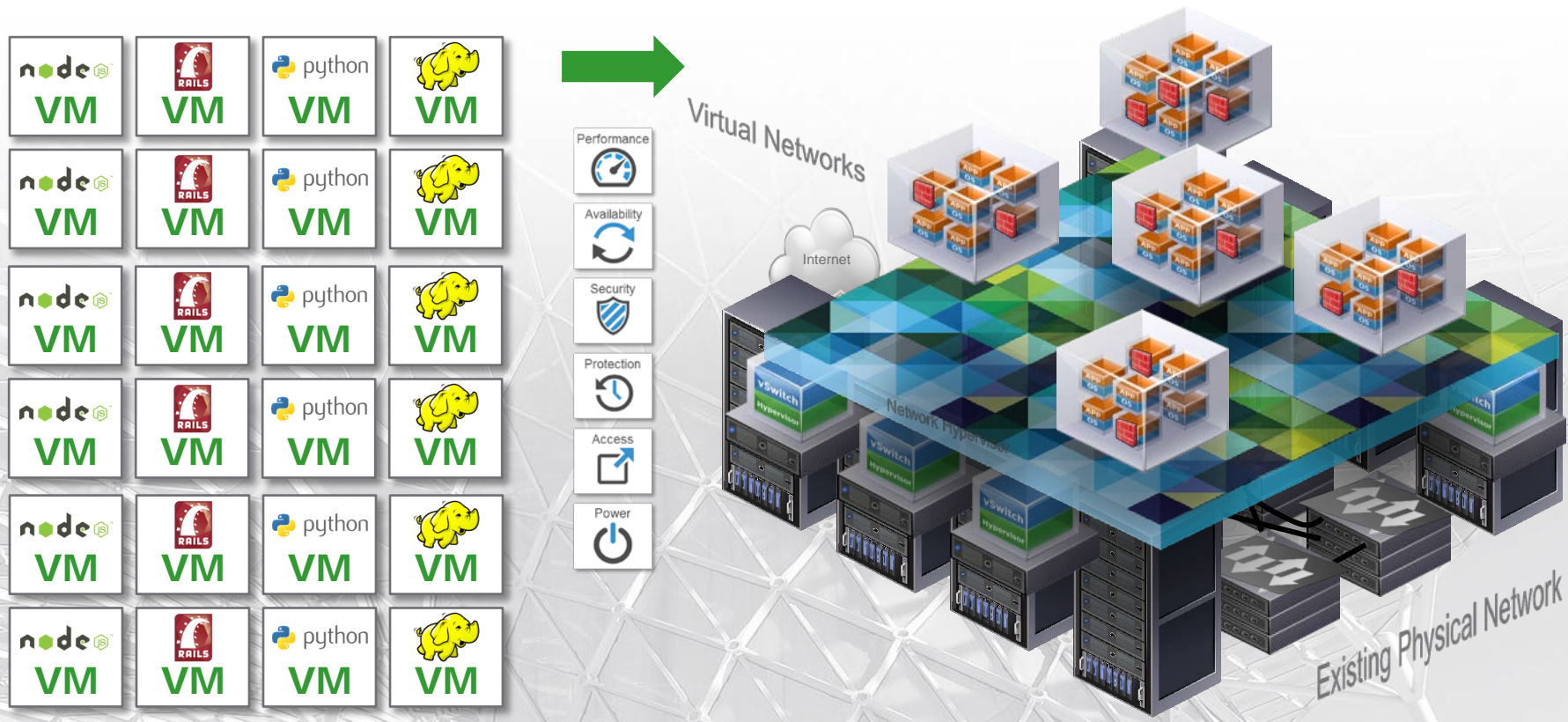
EMC²

Build/Deploy Apps Faster...

...Leveraging Data Fabric Toolsets

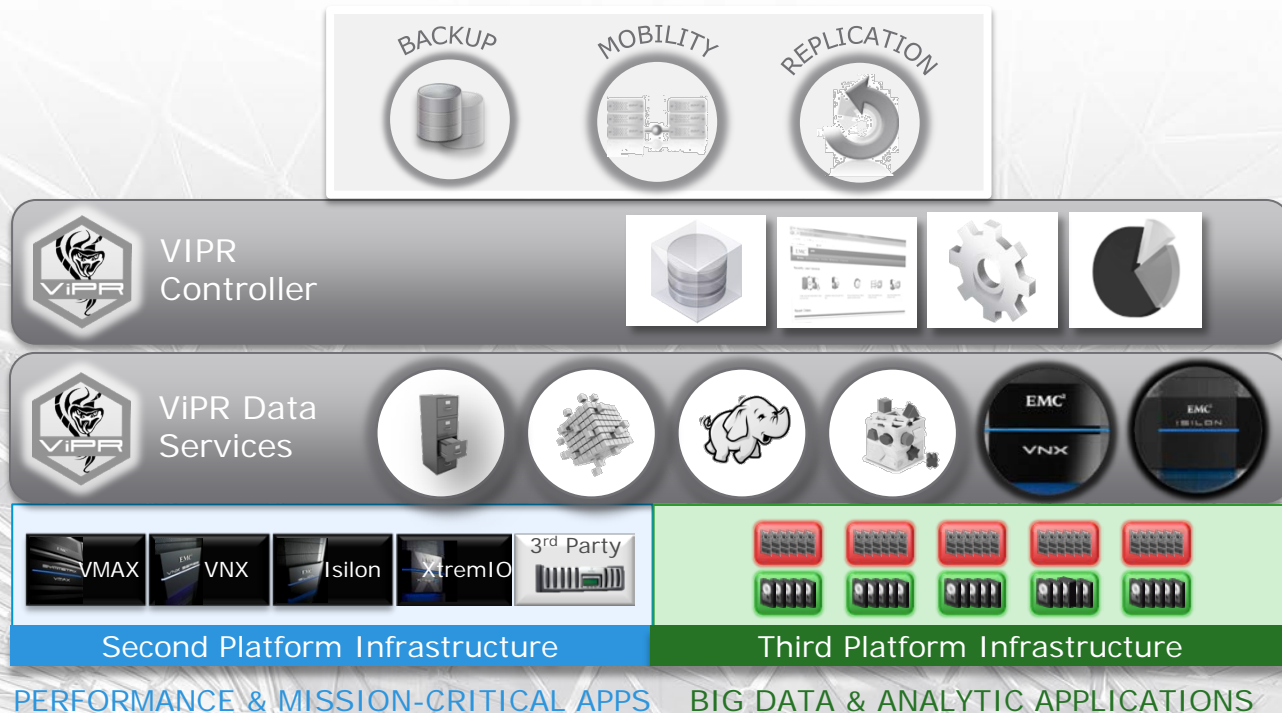


Mathematical Workload M&O



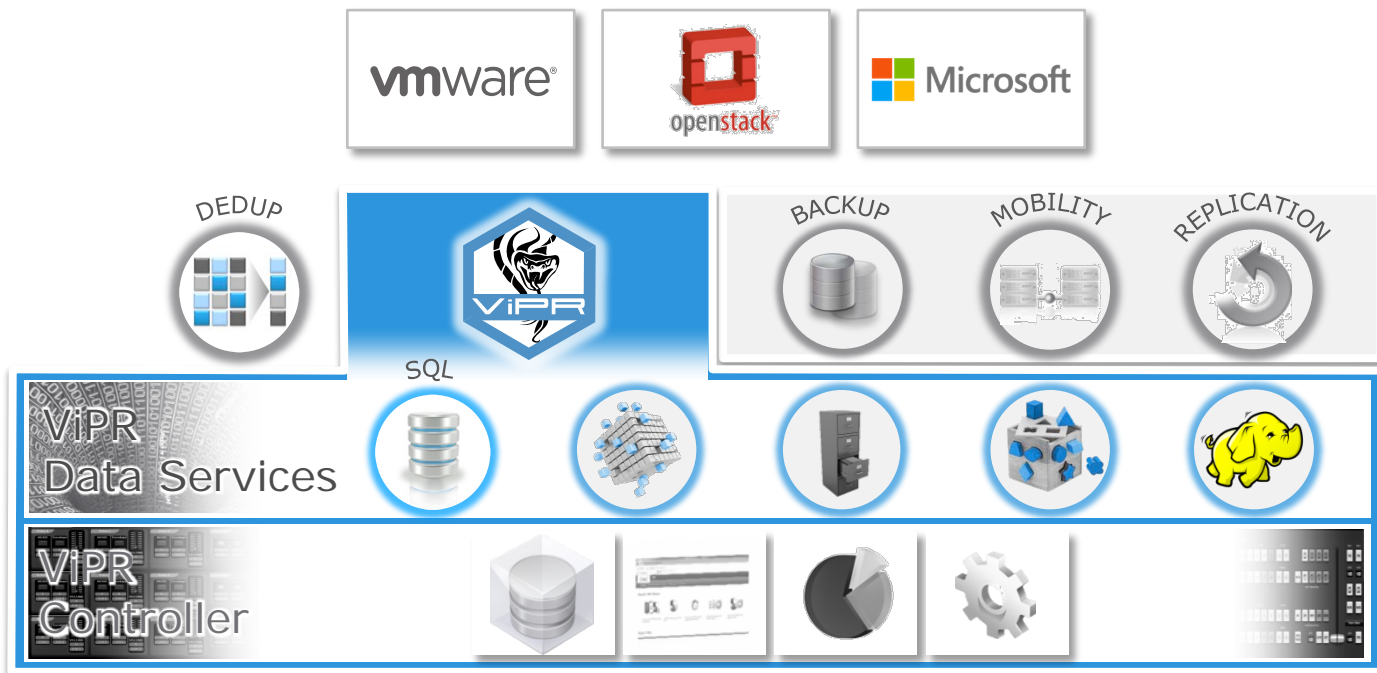
Building The Bridge

ViPR: Storage Arbitration For Both Platforms



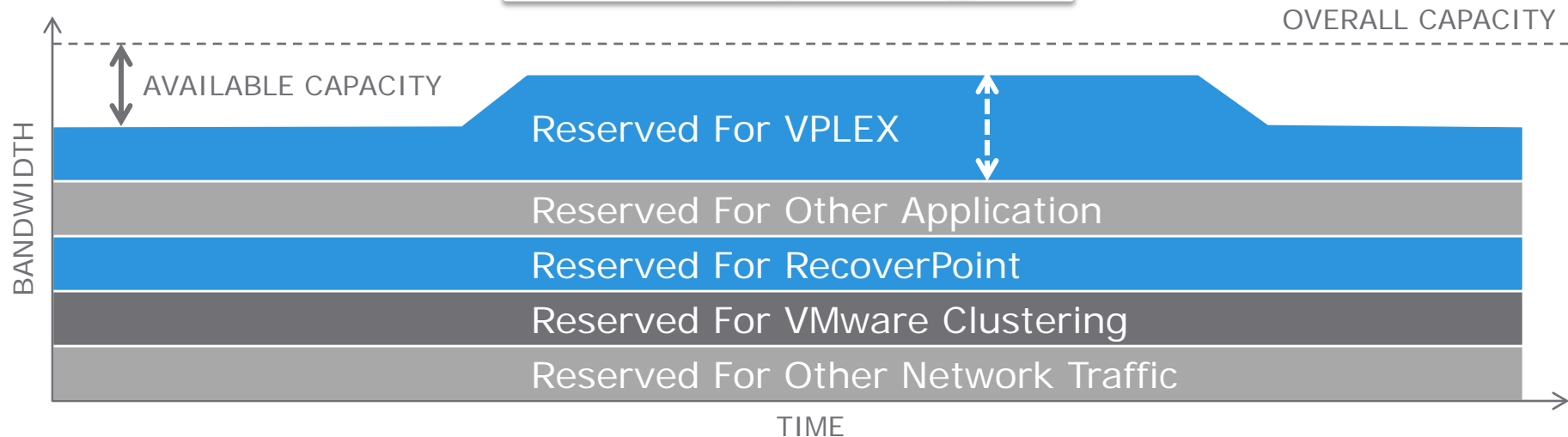
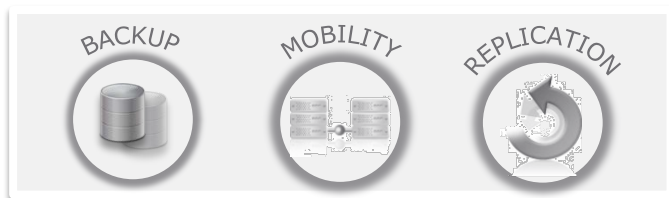
EMC²®

Interoperable With Any Cloud Orchestration Platform



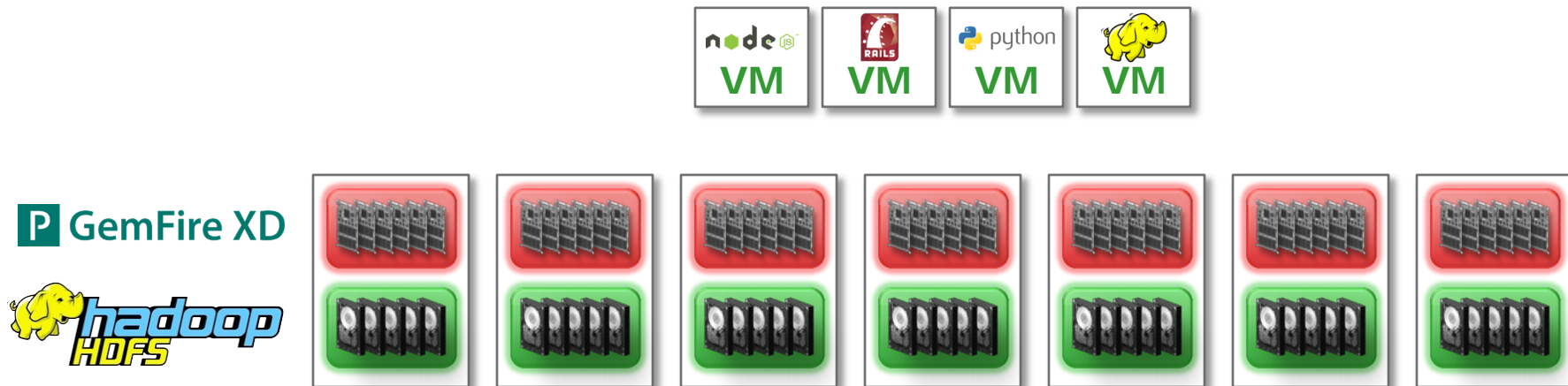
Storage Bandwidth Control With SDN

Dynamic Control Of Backup, Mobility, & Replication Operations



Start Building Data Lakes

Scale-Out In Memory Data Grids, Backed By Scale-Out HDFS



Server-Based Persistence

Hot Edge & Horizontal Data Stack/Services

