



The Radicati Group, Inc.  
[www.radicati.com](http://www.radicati.com)

# Microsoft Exchange and SharePoint Consolidation and Virtualization in a Private Cloud Environment

## A Radicati Group Web Event

*\*\* Please dial-in by phone to listen to the audio portion of this event. The dial-in number is in your registration confirmation email as well as on the side panel of your screen.*

9:30 am, PT  
March 28, 2013

# Speakers & Agenda



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## Speakers:

- ▶ Adrian Simays, *Director Technical Enablement for Microsoft, EMC*
- ▶ Phillip Reynolds, *Associate Director of Technology, Williams & Fudge*

## Agenda:

- ▶ *Overview Presentations from EMC and Williams & Fudge*
- ▶ *Guest Speaker Discussion – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



# Microsoft Exchange & SharePoint Consolidation and Virtualization in a Private Cloud

Adrian Simays  
Director, Microsoft Technical Enablement  
[Adrian.Simays@EMC.com](mailto:Adrian.Simays@EMC.com)



# Microsoft Application Challenges Today

## Challenges

Cost of  
Infrastructure

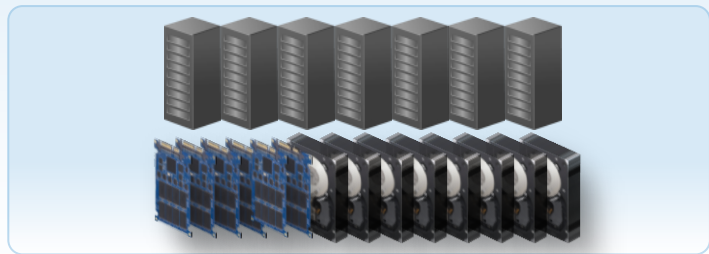
Management  
Efficiency

Accelerating Cloud  
Deployments



# Virtualization Is The Catalyst

## Cloud Infrastructure



Dynamic Pools Of  
Compute, Storage & Network  
Resources

vmware®



EMC<sup>2</sup>

# EMC Optimized for Microsoft

## Complete Integration Across the Microsoft Stack

On-Premise / Cloud

Business  
Productivity

 Exchange  SharePoint

- **Central Admin Integration**
- **Item-Level Recovery**
- **Content Migrations**
- **Optimized for mixed Workloads**

Application  
Platform

 Microsoft  
SQL Server 2012

- **Automated DB Tuning**
- **Real-Time Acceleration**
- **More Transactions**
- **Lower Response Times**

Core  
Infrastructure

 Windows Server 2012  Microsoft  
System Center

 vmware

- **End to End Monitoring**
- **Streamlined Workflows**
- **Windows Server 2012 Integration**

 EMC<sup>2</sup>

# EMC Storage For Virtualized Microsoft Applications

- Industry leading virtualization integration
- Rapid storage provisioning to support dynamic movement of workloads
- Automated tiered storage for high performance AND high capacity
- Flash (SSDs) technology leadership lowering cost/GB and cost/IO
- Integrated data protection provides peace of mind without the complexity
- Accelerate deployment with validated reference architectures and proven solution guides



# Why EMC For Virtualized Microsoft?

Accelerates Your IT And Microsoft Transformation



EMC Backup

## Powerful

- Run SQL 4x Faster, SharePoint Search 30% Faster & 60,000 Exchange Mailboxes On A Single System
- 10x Faster Backup, 30x Faster Recovery

## Efficient

- Reduce Storage 5x, Footprint 60%, Power & Cooling 75%
- 10-30x Less Backup Storage, 7 Month Payback

## Simple

- 80% Less Storage & Backup Management Time

## Long-standing Microsoft Alliance

- 15+ Year Alliance
- Joint Support Agreement, Shared Labs, Product Integration



# Everything Microsoft @ EMC



## Resources

### Community Resources

Getting Started  
ECN Communities  
EMC Support Forum

### Sizing Support

### Virtualization and Management

### Sharepoint Server

### SQL Server

### Exchange Server

### Windows Server

### Field Resources

### Demos

### Related Communities

## EMC Demos for Microsoft



**EMC Demos Available for  
Microsoft Technologies**

- All published Microsoft solutions and demos
- Interact with the Microsoft Specialist community at EMC
- Easily searchable
- Open to EMC partners and customers

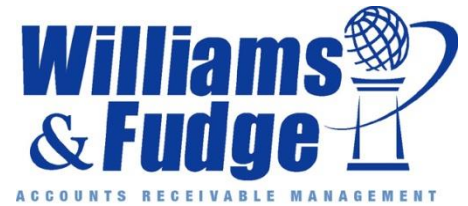
<http://www.emc.com/everythingmicrosoft>

EMC<sup>2</sup>®

# TRANSFORM NOW



# Company Overview



- Accounts Receivables Management Firm For 1300+ Colleges, Universities, And Private Financial Institutions
- Located In A Renovated 150-Year-Old Cotton Factory In Rock Hill, South Carolina
- Experiencing Tremendous Growth
  - 150 To 380 Employees In Five Years
  - More Commissioned Phone Agents – Fewer Admin Staff

# Challenges

- Significant Call Center Staff Growth Without Increased IT Staff
- Compliance Now The Top Priority With Larger Schools and Bank Clients (PCI, SSAE, Etc.)
- Downtime Is Not Acceptable
- Disaster Recovery Strategy Also A Top Client Concern For Mission Critical Applications

# IT And Business Transformation

- Deployed Windows 7 On VMware View 5.1 Using VNX5500 With EFDs And FAST Cache
- Virtualized All Mission Critical Applications Including Microsoft SharePoint and SQL
- Complete Disaster Recovery Using EMC RecoverPoint And VMware SRM To Provide 15-min RTO/5-min RPO
- 100% Virtualized Datacenter



ACCOUNTS RECEIVABLE MANAGEMENT  
ACCOUNTS RECEIVABLE MANAGEMENT

15 to 1 Consolidation Private Cloud  
Dynamic Datacenter Adjusts to Business Needs  
Accelerate Security Changes And Remediation

EMC<sup>2</sup>

# Your Speaker Panel



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- ▶ **Sara Radicati**  
President & CEO, The Radicati Group
- ▶ **Adrian Simays**  
Director Technical Enablement for Microsoft, EMC
- ▶ **Phillip Reynolds**  
*Associate Director of Technology, Williams & Fudge*



# Thank You!



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## Latest Reports published by The Radicati Group:

- ▶ Microsoft SharePoint Market Analysis, 2013–2017
- ▶ Microsoft Exchange, Office 365 and Outlook Market Analysis, 2013–2017
- ▶ Content-Aware DLP Market, 2013–2017
- ▶ Mobile Device Management Market, 2012–2016
- ▶ Email Market, 2012–2016
- ▶ Messaging Platforms Market, 2012–2016

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