

# EMC CONSULTING SERVICES FOR MICROSOFT SQL SERVER

Choose from a range of services from business planning and technology assessments to complete implementations

## ESSENTIALS

### EMC Consulting delivers:

- A choice of services to help you receive full return from your investment
- Deep knowledge, best practices, and industry expertise
- Industry-focused business analysts and user-experience experts who understand information architecture and user behaviors
- Pre-packaged services that implement a Microsoft technology-based data warehouse and business intelligence platform

## BUSINESS CHALLENGE

With limited resources and increasing demands, enterprises need to find ways to accelerate the deployment and increase the ROI from their technology investments. With its new performance and manageability features, Microsoft SQL Server® 2008 makes a major advancement in scalability for data warehousing, meeting the needs of the largest enterprises more easily than ever. New tools for performance monitoring, troubleshooting, and tuning enable administrators to more efficiently manage databases and Microsoft SQL Server instances. Often, the best way to receive full return from your investment is to engage expert support.

## SERVICE DESCRIPTION

EMC® Consulting provides deep knowledge, best practices, and industry expertise that can help you maximize the return on your business intelligence initiatives and Microsoft SQL Server investments. We provide data warehouse, business intelligence, and analytics services which help you identify and act more quickly on customer and market opportunities.

EMC's consultants work with you to determine the right data architecture based on your business needs. Our teams include not only technologists, but also industry-focused business analysts and user-experience experts who understand information architecture and user behaviors. We build systems that structure data in an intuitive user interface so that it is "actionable." Our services range from business planning and technology assessments to complete implementations, including:

- Business modeling, KPI identification, and scorecard development
- Database system assessment/upgrades/migrations
- Integration of disparate data types
- Management dashboards and reporting application development
- Remediation roadmaps for existing business analytics architectures
- Creation of analytic platforms
- Architecture design, including creation of scalable shared databases
- Solutions for Microsoft SQL Server 2008 R2 Parallel Data Warehouse

EMC also provides pre-packaged services that implement a Microsoft technology-based data warehouse and business intelligence platform.

Our Business Intelligence for Infrastructure provides reporting, dashboards, analytics, and alerting across a heterogeneous storage, server, application, and networking IT environment.

It provides a holistic view across IT operations that helps you analyze performance and capacity utilization, and triage performance problems, and calculate future capacity requirements given changes in the business. Robust trend analysis and forecasting capabilities measure actual performance against business goals and alert users when performance is outside boundaries.

Our BI for Call Centers brings business intelligence to the fingertips of everyone throughout the organization—from call center agents, to network operations managers, to product managers, to the CFO and CEO. This solution enables firms to adjust call center operations proactively, track sales and marketing results, take advantage of trends, and seize opportunities to create new revenue streams.

EMC understands both the Microsoft SQL Server platform and the information infrastructure that supports it. We have complete offerings for backup, recovery, and restore that include tiered service levels for performance and recovery, disk-based recovery options, and integration with point-in-time replication. Our LAN-free data protection solutions are tightly integrated with Microsoft SQL Server and include support for multi-site clustering using storage replication (cluster enabler) and disk-based replication for backup acceleration, reporting, and analysis services optimization. We also provide business continuity solutions that extend high availability across multiple sites with near-zero downtime.

## SUMMARY OF BENEFITS

Our seasoned professionals possess a unique combination of industry and technology expertise. Our industry expertise ensures we fully understand business problems and how data can be leveraged to address them. Our approach to identifying key areas of business and technology value is driven by a strong consultative style and approach. We focus on asset-based consulting and deliver a blend of industry-specific solutions and service offerings.

Our storage and infrastructure expertise ensure that your Microsoft SQL Server architecture will meet the performance, security, and availability requirements of your business.

EMC is a Microsoft Gold Certified partner, a Global System Integrator, and a Global Alliance Partner. Our Microsoft Certified consultants include multiple SQL Server MVPs. Our alliance with Microsoft encompasses multiple facets from joint technology development to partner advisories to access to the latest technology. We participate in the Technology Adoption Program (TAPS) for most Microsoft products including SQL Server 2008, and we were one of the earliest partners to develop solutions for Microsoft SQL Server 2008 R2 Parallel Data Warehouse.

## EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

### CONTACT US

To learn more about how EMC Consulting can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at [www.EMC.com/consulting](http://www.EMC.com/consulting).

EMC<sup>2</sup>, EMC, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. All rights reserved. Published in the U.S.A. © 2011 EMC Corporation. 01/11 Service Overview H5788.1

EMC Corporation  
Hopkinton, Massachusetts 01748-9103  
1-508-435-1000 In North America 1-866-464-7381  
[www.EMC.com](http://www.EMC.com)

EMC Europe Ltd.  
Tower Great West Road, Brentford TW89AN United Kingdom  
+44-0-20-72614444  
[www.EMC.com](http://www.EMC.com)

**EMC<sup>2</sup>**  
where information lives®