

# EMC CENTERA CUSTOMERS

## Welcome to the EMC Centera Customer Newsletter

As an EMC® Centera™ customer, you are already aware of the many benefits that an active archive brings to your organization. This newsletter is intended to provide you with information about new ways to get additional value from your EMC Centera.

First we want to thank all of you who attended one or more of the numerous EMC Centera presentations and exhibits at EMC World in April.

Interesting things in this issue include links to the latest animated demonstrations on Mainframe HSM Migrator, EMC Centera Universal Access, EMC Centera FileArchiver, and EMC Centera Seek/Chargeback, new customer best practice stories, and the latest industry analyst reports.

Please let us know what you think about this newsletter and which topics you would like to see in the next newsletter by sending a message to [CenteraNewsletter@emc.com](mailto:CenteraNewsletter@emc.com).

On behalf of EMC, we would like to thank you, our valued customer, for selecting EMC Centera to be your active archive storage platform.

Enjoy this issue.

Mark Thurmond, VP and Co-General Manager  
Jay Mastaj, VP and Co-General Manager

## EMC World Takes On Boston

*The experts, the technology, and the customers were all at EMC World*

More than 4,000 people attended four days of technical training at this year's EMC World. The event immersed attendees in EMC's portfolio of software, platforms, and services. EMC's chairman, president, and CEO Joe Tucci, talked about EMC's information lifecycle management (ILM) strategy and told conference attendees that EMC will spend approximately \$1.2 billion on research and development in 2006. Joe highlighted that EMC will debut more new products in

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2006 than it has at any other time in the company's history. So keep your eyes open for all the new upcoming solutions that will include EMC Centera. If you attended EMC World, a copy of the EMC Centera breakout session presentations can be found on your EMC Powerlink™ homepage. These include:

- EMC Centera 101: Simple, Affordable, Secure Archiving
- Implementing a Secure Archive—EMC Centera Security Protocol
- Accessing your EMC Centera Archive using Industry-Standard Protocols
- Using EMC Centera Metadata for Advanced Content Search and Retrieval
- Behind the Scenes Look at EMC CentraStar® —The EMC Centera Operating System
- Implementing a Mainframe Archive with EMC Centera
- Archiving with EMC Centera—Improving File System Management
- EMC Centera Content Protection for Corporate Governance or Regulatory Compliance

A special thanks goes to the EMC Centera partners who helped sponsor this year's conference. Those partners were Arkivio, Avamar, BusTech, CaminoSoft,

CommVault, Computer Associates, Iron Mountain, LogLogic, Mobius, Network Intelligence, NICE, and SenSage.

## EMC Solution for File System Archiving

File system archiving has become an efficient and cost-effective way for customers to store their ever growing quantities of unchanging or infrequently accessed information. The approach is based on automated policies that archive content off more expensive NAS, SAN, Windows, and other file storage platforms onto EMC Centera. With EMC Centera, users and applications maintain fast transparent access to their files at the lowest storage TCO possible.

In addition to reducing costs and freeing up NAS and file server storage, EMC Centera-based file system archiving shrinks the time needed to do backups, addresses internal policies and external regulations for document retention, eliminates the storing of duplicate copies of the same content, and can create, if desired, a virtually unlimited capacity for shared network drives.

For more information, please contact your EMC Centera business manager or [read more](#) on file system archiving.

[Read](#) the Enterprise Strategy Group's report on FSA.

## Security Information Management

Customers have long used EMC Centera as their archive in the e-mail, enterprise content management, healthcare, and financial markets. An emerging area where customers are garnering new business benefits from the use of EMC Centera is in Security Information Management (SIM).

SIM applications provide the ability to collect, store, and quickly analyze vast quantities of network log activity. Organizations that leverage SIM applications have the objective to use this untapped wealth of information to meet internal governance goals and to help them comply with Sarbanes-Oxley, HIPAA, and other regulations. EMC Centera's value is that it provides a simple, affordable, and secure repository for archiving the network log activity.

The following SIM application vendors have integrated their solutions to EMC Centera: SenSage, Network Intelligence, LogLogic, and Quest. Please contact your

EMC Centera business manager for the latest solution details.

## New EMC Centera Product Demonstrations Now Available on EMC.com

Now, in addition to the full animated demonstration on how EMC Centera works, you can view individual modules that highlight the newest features in several of our layered software offerings. These modules include:

- [EMC Centera Universal Access](#): layered software that enables non-integrated enterprise applications to store and retrieve content from EMC Centera using CIFS, NFS, FTP, and HTTP protocols.
- [EMC Centera FileArchiver](#): an automated, distributed, hierarchical storage management (DHSM) policy engine that facilitates transparent movement of static content from an EMC Celerra® NAS file system to an EMC Centera active archive.
- [EMC Centera Seek & Chargeback Reporter](#): a high-performance index and search engine embedded in EMC Centera that leverages metadata for fast, efficient retrieval of archived data in the EMC Centera archive. When EMC Centera Seek is combined with EMC Centera Chargeback Reporter (a software module used to assign, manage, and identify customized categories of archived data) storage administrators get fast and accurate search-and-reporting functionality even as their archives grow.
- [EMC Centera Mainframe HSM Migrator](#): as a software module for z/OS mainframe environments, it enables EMC Centera system connectivity to IBM DFSMSHsm (Data Facility Storage Management Subsystem) for data archiving that's completely transparent to end users and applications.

## EMC Centera Customer Best Practice Use Cases

Read how customers in a variety of industries are taking advantage of the power, security, and versatility of EMC Centera.

**Anna Amalia Library:** Located in Weimar, Germany, the library was struck by fire in September 2004. More than 50,000 irreplaceable books were destroyed and tens of thousands more were severely damaged. As part of its updated business continuity and disaster recovery

strategy, Anna Amalia is now leveraging EMC Centera to digitize and archive terabytes of original books and manuscripts. The EMC Centera-based active archive will ensure the longevity of these historical documents for both preservation and to provide online access to scholars. [Watch the Anna Amalia Library video testimonial now.](#)

**The Cincinnati Insurance Company:** As one of the United States' top 25 largest property and casualty insurers, Cincinnati Insurance wanted to automate claims management to reduce costs, improve productivity, and enable better decision making. They chose a combined EMC Documentum® and EMC Centera solution that provides a cost-effective and secure storage repository for all claim documentation—photos, e-mails, digital recordings, legal documents, and more. They commented, “Because of EMC Centera’s excellent performance, our users can retrieve digital content from the EMC Centera repository in less than a second, and then link this information to claims stored on EMC Symmetrix®. This not only accelerates the claims management process, but also provides us with a current, complete, and accurate picture of any given claim.” [Read the customer story.](#)

**The City of Hilversum:** Located in the Netherlands, The City of Hilversum digitizes and archives its city tax documents, objections, property assessments, and more to EMC Centera. This greatly simplifies the records management process, allowing fast access to archived information and substantially reducing IT costs. [Watch the City of Hilversum video testimonial now.](#)

**Commerce Bancorp, Inc.:** As one of North America’s fastest growing financial services retailers, Commerce Bancorp collaborated with EMC Services to create a new business continuity strategy. They moved their older information to EMC Centera to offload some of their production storage requirements, relieving tape backup windows and costs. With this new solution, the recovery time objective has gone from days to 20 minutes for over 150 applications. Also, the time to create backup copies of production data has gone from 90 minutes to two. [Read the customer story.](#)

**Korea Exchange Bank:** As the largest foreign exchange bank in Korea, Korea Exchange Bank comprises 10 corporations worldwide, 324 domestic branches, and 18 overseas branches. By implementing an information lifecycle management strategy supported by EMC solutions, the Korea Exchange Bank now manages its IT infrastructure with fewer resources, as well as improving performance, capability and asset utilization to strengthen customer service. [Read the customer story.](#)

**Institut Gustave Roussy:** As the largest cancer research center in France, IGR is devoted exclusively to cancer research and clinical work in oncology. The Institut chose an EMC solution that includes centralized patient archives on EMC Centera. Dr. Robert Sigal who is responsible for IGR’s PACS implementation stated, “With EMC Centera, the patient avoids undergoing tests a second time and carrying suitcases filled with documents. For caregivers, being able to easily access images and all of the patient’s data at any time facilitates the monitoring of the evolution of the disease, the assessment of treatment effectiveness, and a better knowledge of the patient’s specific situation.” [Read the customer story.](#)

**NTUC Income:** As the largest general insurer in Singapore, NTUC reaches 1.8 million customers with 2,500 insurance advisors. When NTUC was ready to transition to a more-efficient and paperless environment, they chose an EMC Centera solution because of its capacity, speed, transparent failover, and the ability to meet the requirements of Singapore’s Evidence Act. With EMC Centera, NTCU’s imaging application accommodates 120,000 new scanned images a month; supports the retrieval of 720,000 images a month on average; and retrieves the right scanned images in less than three seconds. [Read the customer story.](#)

**The Scarborough Hospital of Toronto:** As Canada's largest urban community hospital, Scarborough Hospital provides a diverse range of services across 11 patient care areas. When the hospital was searching for ways to improve the ability to share images both locally and regionally across an IP-based network, an EMC solution was chosen. EMC Centera and EMC Centera Universal Access software enables Scarborough Hospital’s Agfa PACS application to easily store and retrieve records without time-consuming application changes. [Read the customer story.](#)

## Backing up an EMC Centera

We recommend as best practice for fast access, business continuity, and disaster recovery, that EMC Centera users replicate their primary EMC Centera systems to offsite EMC Centera systems. However, some customers may opt to back up their EMC Centera systems to tape instead. In these cases, there are several options available:

**EMC Centera Backup & Recovery Module (CBRM)** is an easy-to-install software module that enables EMC Centera-based content to be backed up to and restored from tape. It uses Data Management Applications (DMAs) and industry-standard backup products, specifically EMC NetWorker™ and Symantec NetBackup. CBRM leverages the NDMP protocol supported by these industry-standard backup products to provide an open backup infrastructure for protecting EMC Centera data. [Read the data sheet.](#)

**Seven Ten Storage Software**, an EMC Centera partner, offers StorFirst Altus. StorFirst Altus provides the ability to replicate EMC Centera to inexpensive and removable secondary storage such as tape. [Read more about Seven Ten Storage Software.](#)

## Analyst Reports Offer Insight into the Value EMC Centera Brings to Customers

### *Doculabs—The Business Value of EMC Centera: An IT Perspective*

Many organizations have turned to EMC Centera to tap into the business value of unstructured digital content, such as e-mail, medical images, product design documents, and testing results. In this paper, Doculabs presents the results of interviews with customers on the business benefits they receive from EMC Centera. The paper covers:

- The business challenges associated with storage management of unstructured content
- Customer feedback on the key business benefits EMC Centera can deliver
- An overview of EMC Centera's approach to content storage management, including a review of its components, capabilities, administration, and architecture.

[Read the entire report](#) to see what other customers have to say.

### *ESG—File System Archiving: Focus on EMC*

According to SNIA, an average of 80 percent of files on storage systems are dormant—meaning 80 percent of files can be moved to a less-expensive, easier-to-manage storage tier. File system archiving, as part of a tiered storage architecture, is a proven way to improve information TCO, performance, and protection. This white paper from ESG discusses the benefits of file system archiving and explains the role of policy-based file movement. The paper presents various file movement scenarios and suggests archiving tools and technologies. If you are currently archiving or planning to archive e-mail, databases, and files, you'll find this paper helpful in understanding the available options and approaches that can benefit your organization. [Read the report.](#)

### *Taneja Group—Archiving Beyond File Systems: Object Storage EMC Centera and the New Era of Disk Archival*

Choosing between file system and object storage for archiving is an important decision with long-term impact. This strategic technology brief contains the findings of Taneja Group technology analysts who have spent significant time researching object storage archiving. Through their involvement with numerous organizations, Taneja Group has determined that content-addressed storage (CAS) provides significant benefits over traditional file systems for long-term online disk archiving. This paper explores the overall topic of archiving, highlights new requirements, and compares archiving options. [Read the report.](#)

## SenSage and EMC Centera Bundle Wins Editors Choice Award from Computer Technology Review; Earns Five-Star Rating from SC Magazine

The most recent evaluation by Computer Technology Review and SC Magazine gave SenSage and its use of EMC Centera their highest honors. [Read the article now](#)

## [Congratulations to the EMC Velocity<sup>2</sup> ISV CAS Specialty Partners for Becoming Centera Proven](#)

EMC has partnered with VeriTest, the independent testing service of Lionbridge, to perform testing and verification for EMC Centera ISV solutions. The EMC Centera Proven™ Program ensures that ISV applications effectively leverage EMC Centera functionality by testing the end-to-end solutions.



Fiserv Imagesoft's Titan™ Enterprise Edition (Titan e2) suite of archive-centric applications provides a comprehensive imaging solution for larger financial institutions that need sophisticated product integration and high-volume performance into and out of an archive. The powerful joint solution of Fiserv Imagesoft Titan e2 and EMC Centera meets and exceeds expectations for functionality, return on investment, opportunities for new products and marketing initiatives, and increased operational efficiency. [Read more about Fiserv Imagesoft.](#)



AXS-One Compliance Platform™ and EMC Centera provide an integrated solution for the secure capture, archival, management, search, supervision, integration, sharing, and audit of all electronic records—including documents and data generated by SAP. EMC Centera ensures that e-mail and instant-messaging content is permanently stored adhering to regulatory requirements. This solution can manage information through its entire lifecycle, from initial capture, indexing, and archival to storage, retrieval, and final deletion.

[Read more on AXS-One.](#)



Heydt-Verlags-GmbH Archive System (HYDMedia) delivers clinical workflow archive systems for hospitals and healthcare organizations. EMC Centera provides the seamless archiving of DICOM images and clinical workplace documents. This integrated image and information solution from Heydt-Verlags-GmbH and EMC enables healthcare providers to access medical images and information anytime, anywhere.

[Learn more](#) about EMC Centera Proven ISVs and how their applications can enhance your EMC Centera archive.



## [Centera Open Source Initiative](#)

### [EMC Centera Open Source Initiative \(COSI\)](#)

Announcing the all-new EMC Centera Open Source Initiative (COSI) program. This program creates an open source community to promote the development of applications/tools/toolkits above the EMC Centera SDK. You can access the new COSI section on the [EMC Centera Developer's Portal](#).

The EMC Centera .Net 2.0 wrapper for SDK 3.1.477 is the first tool to be open sourced. We will be adding more tools over time. There is also a [public discussion forum](#) where developers can ask questions and collaborate with their peers relative to the EMC Centera Net 2.0 wrapper. If you have feedback about the program or suggestions for future EMC Centera tools to be open sourced, please e-mail us at [centeradevelopersportal@emc.com](mailto:centeradevelopersportal@emc.com) with COSI in the subject line.

A corresponding project has been created on [SourceForge](#) where the actual source code is hosted. If you are interested in participating in this initiative, please create an account for yourself at SourceForge and then send an e-mail (with your user name details) to either of the project administrators: [stuart\\_graham@emc.com](mailto:stuart_graham@emc.com) or [lowing\\_steve@emc.com](mailto:lowing_steve@emc.com). The SourceForge setup includes message forums, source code control (using Subversion for the COSI projects), release packages, and a host of other things.

***[Come and join us in the wonderful world of Open Source.](#)***

## Access EMC Centera Documents on EMC Powerlink

Registered Powerlink users have access to volumes of information and tools on EMC Centera. Need a copy of year-old release notes and data sheets? What about a list of EMC Centera service offerings or analyst reports and answers to your interoperability questions? It's all available to you right now on Powerlink.

If you don't have a Powerlink account, the first step is to register. Obtain your site ID from your service provider and point your browser to <http://powerlink.emc.com>. Follow the path **Support > Software Registration and License Keys > Register your Software Sites** and enter your Site ID.

All documents are in Document Library at **Support > Document Library > Hardware/Platforms > Centera**.

- Product release dates are at **Support > Software Registration and License Keys > Product Release Dates**.
- Analyst reports are at **Products > Hardware/Platforms > Centera > Analyst Reports**.
- Service offerings are at **Services > Manage and Support > Service Offerings**.
- Interoperability is at **Support > Interoperability > eLab Navigator**.

These are just a few examples of valuable information you can find on Powerlink, so give it a try.

## Upcoming Events

### *EMC Customer Forum Series*

This is the third year that EMC is hosting a series of seminars where customers gather to gain insight on how EMC and partners can help them meet complicated IT challenges. Each seminar features two keynote presentations plus in-depth breakout sessions focused on:

- Digital Archiving
- Business Continuity
- Server Virtualization and Consolidation
- Backup, Recovery, and Archive
- Storage Virtualization and Consolidation
- Specific Application Areas

Attendance is FREE but seats are limited. Click [here](#) to see when this series is coming to your area and register early.

### *Microsoft TechEd*

Boston, MA June 12-15, 2006

Explore the range of options available to address requirements in your Microsoft environment. At this event, EMC will focus on ILM, Archiving, Business Continuity, Compliance, and Backup/Recovery demands. [Learn more/register](#).

### *Gartner Storage Summit*

Orlando, FL June 12-15, 2006

This event explores storage best practices and provides attendees with actionable advice. EMC will share in-depth information and compelling insights on how to derive business value through the implementation of ILM architectures that leverage SAN, NAS, and CAS technologies. [Learn more/register](#).

### *Securities Industry Association*

New York, NY June 20-22, 2006

At the SIA Technology Management Conference & Exhibit, EMC will discuss optimum approaches to address the Securities Industry business requirements for information availability, compliance, archiving, backup, and recovery. [Learn more/register](#).

Check [here](#) for more EMC events.

## In Closing

Thank you for taking the time to read this issue of the EMC Centera Customer Newsletter. At EMC, we are committed to making it easier and more affordable for organizations of any size to take advantage of our archiving storage solutions. Let us know about your experiences with EMC Centera and your suggestions for other topics you would like to read about in the next Newsletter by e-mailing us at [CenteraNewsletter@emc.com](mailto:CenteraNewsletter@emc.com).

If you no longer wish to receive the Newsletter, please send a message to [CenteraNewsletter@emc.com](mailto:CenteraNewsletter@emc.com).