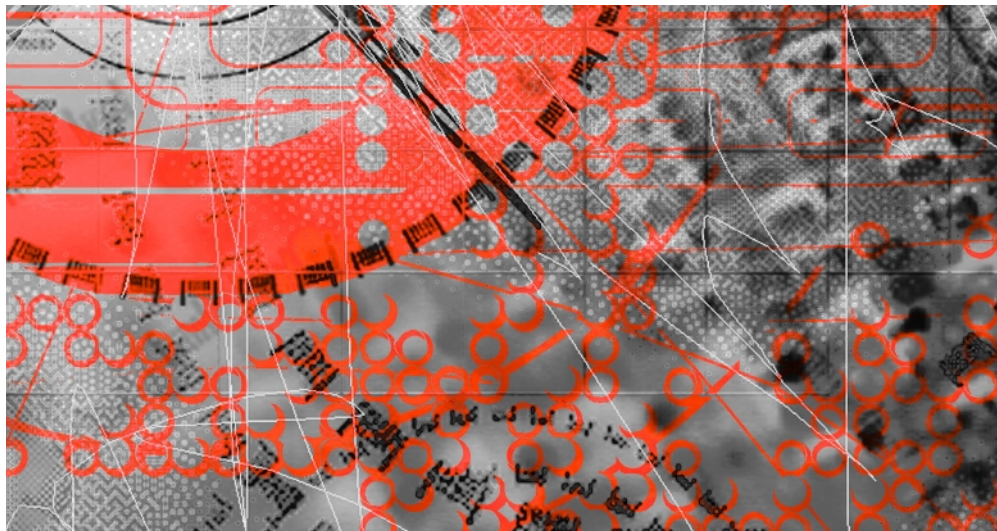


EMC Centera Solutions



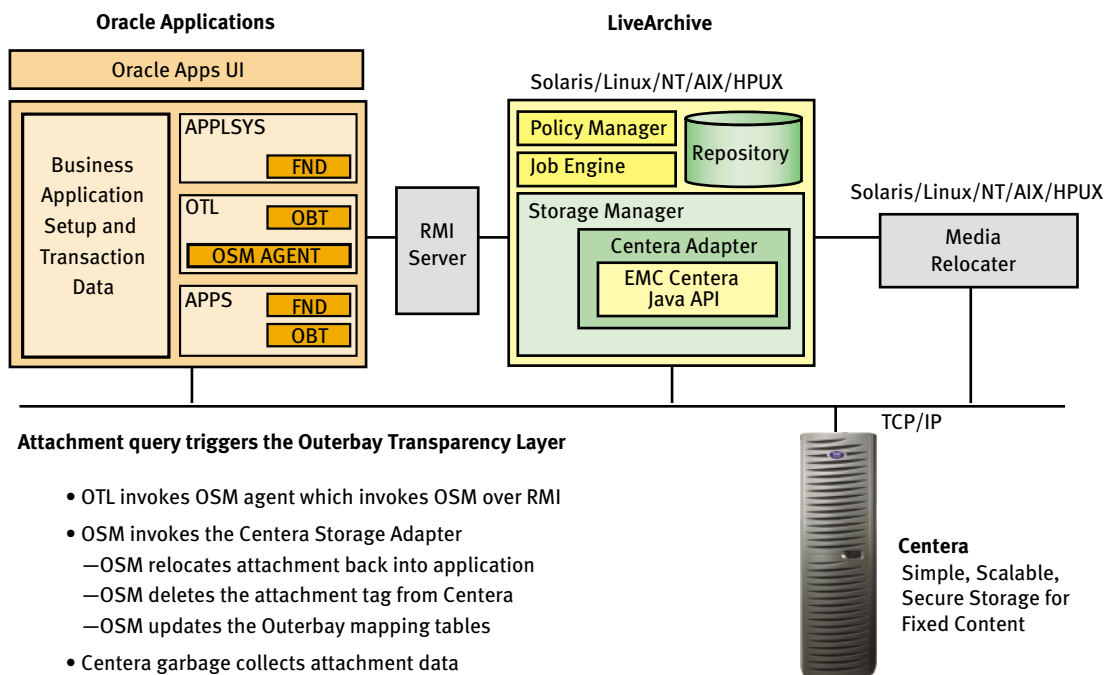
EMC-OuterBay Information Management Solution for Data Production to Archive

- The Big Picture**
- Delivers simplified management, sharing, and protecting of large-scale, fixed content repositories, such as EMC Centera
 - Addresses data management across the lifecycle of application data
 - Provides “application aware” pre-packaged support for patches and upgrades for Oracle and PeopleSoft modules
 - Monitors the space consumption by attachments in an OLTP database and reduces OLTP database size by moving attachments to Centera fixed content storage
 - Policy-based system provides the ability to establish and enforce data retention
 - Supports compliance with Sarbanes-Oxley, HIPAA, SEC regulations
 - Supports structured and non-structured data, application attachments, and content addressable storage (Centera)
 - Delivers Centera content-addressing, integrity-checking, and retention-protection capabilities to ensure records are authentic and accessible, regardless of the retention requirements
 - Supports business growth with easy storage scalability; through Centera’s automatic data structuring, the addition of physical disk space is accomplished without the need for file system and LUN management
 - Supports automatic recovery from component failures by mirroring all information objects within a local Centera cluster



Manage data growth, comply with business data retention policies, and benefit from higher performance, stability, and cost-containment in production ERP and CRM systems

The volume of information added to ERP and CRM databases every minute of every day is phenomenal. If your company isn't using the right tools to manage these huge volumes of information, including fixed content (unchanging digital assets that are retained for active reference and value such as check images, contract records, credit card signatures, and voice trade confirmations), you could face a number of problems. Are you ready to meet all the requirements of new compliance regulations? Can you maintain high service levels with no user disruption and realtime, transparent access to data? Will you have to purchase additional systems to hold all the new and existing data? One thing is certain. Successful companies work with information lifecycle management professionals who help them maximize their business investments and protect their valuable information during upgrades, consolidations, and more—professionals like EMC and OuterBay.



EMC delivers Centera™ content addressed storage that ensures the integrity of fixed content records throughout their lifecycles through an automated system of continuous data integrity checking as well as onsite and offsite protection mechanisms. Add OuterBay LiveArchive for Centera, with its application-aware, policy-based benefits, and you have a solution where the sum is much greater than the parts. LiveArchive for Centera identifies fixed content in a production database and relocates it to an easily accessed, online Centera archive. Centera then uses advanced content addressed storage technology to provide easy online access to archives and attachments. Once this data is archived, it retains its original data integrity, is easily and transparently accessible by all users through a simple interface, and frees up valuable disk space for important day-to-day business processes.

EMC Centera Content Addressed Storage

EMC Centera provides online access with assured content authenticity for a wide range of fixed content, such as electronic business documents, e-mail archives, check images, electronic statements, and more. Centera's unique self-healing and authentication features have prompted its industry-wide recognition as the first disk-based WORM (write once, read many) storage medium. Centera constantly self-monitors to detect and repair faults and automatically reconfigures itself and replicates objects as necessary. And all information objects are mirrored within a Centera cluster to support automatic recovery for business continuance.

With revolutionary content addressing technology that drastically reduces management overhead, Centera enables one full-time employee to manage up to 350 terabytes of fixed content. Centera's content addressing technology results in a globally unique, location-independent identifier for each piece of fixed content. An object is stored only once, ensuring its authenticity and reducing valuable disk space. Each record cannot be overwritten, while retention protection makes certain that a record cannot be prematurely erased before the expiration of its retention period.

Centera Compliance Edition facilitates compliance with regulatory requirements, such as SEC Rule 17a-4, 21CFR Part 11, HIPAA, Sarbanes-Oxley, GoBs, and DoD 5015.2 and provides the advanced retention and disposition functionality that compliance applications demand. When stored on Centera, every electronic record can be accessed quickly, eliminating the time-consuming and human-intensive process.

OuterBay LiveArchive for Centera

OuterBay LiveArchive for Centera is a solution for archive "vaulting" for attachments generated from Oracle, PeopleSoft, or custom applications. It is designed specifically for archiving transaction data with application attachments and then offering online, transparent access by applications users. Businesses can comply with data retention policies and benefit from higher performance, stability, and cost-containment in their production ERP/CRM systems by archiving fixed content, which accounts for 60-80 percent of the data in production databases and can cripple performance and costs. OuterBay LiveArchive for Centera offers application-aware software that enables enterprises to analyze and manage data growth throughout the entire lifecycle of their application and storage investments.

The TCO of a business application is proportional to the size of its database and can be reflected in decreased performance, as well as increased backup/recovery times, increased disk space requirements, and increased upgrade and outage time. Now, businesses don't have to move data to offline storage or suffer the costs of maintaining a larger OLTP database. With the EMC-OuterBay solution, relocating application attachments to fixed content storage allows business users to reap the benefits of a faster OLTP database while enjoying transparent access to application attachments. Businesses that have implemented OuterBay solutions have benefited from performance improvements of over 70 percent, reductions in production database size of up to 60 percent, reductions in upgrade outage windows of 42 percent, and annual storage costs savings in the millions of dollars.

About EMC

EMC Corporation is the world leader in information storage systems, software, networks, and services, and the provider of the most robust, secure, and trusted information infrastructure in the world. Major customers include the world's largest banks and financial services firms, manufacturers, telecommunications providers, airlines, transportation companies, Internet providers, retailers, educational institutes, and regional and national government agencies. EMC helps you unlock the value of your fixed content with products like Centera content addressed storage. For more information, visit <http://www.emc.com/products/systems/centera.jsp>.

About OuterBay Technologies

OuterBay's Application Data Management Suite delivers an application data lifecycle approach to managing data. ADM monitors, forecasts, and manages data growth in application and database environments and takes action to maintain high service levels of performance and stability with no user disruption and real time, transparent access to data. OuterBay's product suite works with leading ERP, CRM, supply chain, and custom applications, as well as all major databases and reduces the total cost of ownership associated with enterprise application environments. With headquarters in Campbell, California and offices in the US, Europe, and Australia, OuterBay is found at some of the world's largest application implementations and its customers include many of the Fortune 500. For more information on OuterBay's solutions, visit the website at <http://www.outerbay.com>.

Take the Next Step

This seamless integration of EMC Centera and OuterBay LiveArchive is available now. To learn more, call your EMC sales representative or OuterBay sales representative, or visit our websites at <http://www.emc.com/products/systems/centera.jsp> and <http://www.outerbay.com>.



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