

EMC ATMOS CLOUD DELIVERY PLATFORM

Build, manage, and deliver cloud storage services

ESSENTIALS

- Provides cloud storage services management, a metering module, and a portal
- Improves the IT process, which frees up time and budget for innovation and business agility
- Provides a secure, multi-tenant, accessible, controlled, and billable service environment

A COMPLETE CLOUD STORAGE SERVICES PLATFORM

Today's digital world creates dynamic unstructured content at record speed and size. This data explosion has led to higher IT costs and the inability to quickly and cost-effectively meet market fluctuations and demand. Enter the Cloud Storage Services for IT transformation. Cloud Storage Services provides elastic storage, a way to manage shared resources and accurately charge consumers for use. It enables IT to move faster with their customers, and it provides opportunity for service providers to expand their offerings into cloud IT.

EMC® Atmos™ is a globally accessible cloud storage platform to manage content in modern content-rich applications, high-scale content infrastructures, and cloud service provider environments. The Atmos Cloud Delivery Platform provides IT departments and services providers with a way to build, manage, and deliver self-service and robust metering to charge-back and billing methodologies—so transforming storage to the cloud is a breeze.

ATMOS CLOUD DELIVERY PLATFORM FEATURES

- **Cloud Storage Service Management:** Enables developers and application owners to provision identities and storage, control access, and view utilization. At the same time, it gives IT the ability to define the appropriate groups and roles and track utilization across groups or tenants for billing and chargeback purposes.
- **Usage-based Metering Module:** Tracks disk utilization, I/O, metadata operations, and applied policies by tenant to facilitate billing and chargeback requirements.
- **Cloud Delivery Platform Portal:** This interactive portal provides self-service identity provisioning, delegation, and utilization monitoring through a rich user interface.

ATMOS MAKES IT-AS-A-SERVICE A REALITY

ATMOS CLOUD DELIVERY PLATFORM ENABLES SELF-SERVICE AND CHARGEBACK



Access storage in minutes
Leverage metadata for tagging and policies
Focus on development instead of IT process

Reduce bottlenecks and improve customer satisfaction
Offer public cloud-like functionality with more control
Drive chargeback based on actual consumption
Focus on strategic projects, not mundane chores

IMPROVE THE CUSTOMER EXPERIENCE WHILE MAINTAINING CONTROL

The Atmos Cloud Delivery Platform enables a flexible IT resource provisioning process by offering self-service with IT controls. This improves the overall IT process across a number of different roles, freeing up time to focus on more strategic projects, and providing a more agile organization.

- Developers have quick and efficient access to storage resources, enabling them to focus on code instead of IT processes
- Development managers and application owners have reduced IT process overhead and transparency into their resource utilization saving time and money
- IT administrators can move to a more agile IT management model and improve customer satisfaction by streamlining more labor-intensive workloads while increasing time for higher value projects

CLOUD STORAGE SERVICES YOUR WAY

There are multiple ways to build a storage utility with EMC Atmos technologies:

- Use and private-label the Atmos Cloud Delivery Platform Portal along with its robust Metering Module to onboard customers via a total self-service experience
- For customers who have their own user experience or want a high level of customization, use your own user experience with the easy-to-integrate Atmos Cloud Delivery Platform Metering Module
- Customers who want complete control over their environments and user experience can forgo the Atmos Cloud Delivery Platform and use the Atmos APIs directly to build their own user experience and metering mechanism

ATMOS CLOUD DELIVERY PLATFORM

DEPLOYMENT CONSIDERATIONS

The Atmos Cloud Delivery Platform is flexible enough to use out of the box or can be fine tuned to drive your unique brand and business requirements. The following chart suggests use cases and features to consider how to best utilize the Atmos Cloud Delivery Platform.

Atmos	Atmos Cloud Delivery Platform	Pros	Best For
Atmos	Metering Module Interactive Portal	<ul style="list-style-type: none"> • Out-of-the box user experience • Full identity management and workflow • Turnkey metering environment 	<ul style="list-style-type: none"> • Full turnkey environment with no development
Atmos	Metering Module	<ul style="list-style-type: none"> • User experience and self-service provisioning is fully controlled by the service provider • Turnkey metering environment 	<ul style="list-style-type: none"> • Control of user experience and identity • Turnkey log management and metering infrastructure
Atmos		<ul style="list-style-type: none"> • User experience, self-service provisioning, and metering is fully controlled by the service provider • Metering requires development of log hooks, log management processes, and metering protocols 	<ul style="list-style-type: none"> • Full development control

DELIVER A CLOUD STORAGE SERVICE ENVIRONMENT

Deployment of a cloud storage service based on Atmos storage and the Atmos Cloud Delivery Platform has similar network and security requirements as any web-based application. Atmos technologies connect with network, security, and billing technologies to provide a secure, accessible, controlled, and billable service environment.

Whether you are just getting started with cloud services, or you need advanced services and support, EMC Global Services is ready to help. EMC Consulting has a comprehensive set of services that enables service providers to quickly stand up cloud services and differentiate their offerings in the market while maximizing the return for their efforts.

We advise service providers on the market segments they should be targeting, workloads they should be offering based on their existing customer bases, and in developing a framework and roadmap to launch these services. We provide the operational blueprint that will transform their current sales processes and skills. Our B/OSS architecture and infrastructure services provide the requirements and implementation capabilities that accelerate the cloud services and ensure that they automate and integrate with our customers existing portal, billing, and provisioning systems. In addition, we work with our clients to make certain the customer experience and consumption models drive service adoption.

CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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