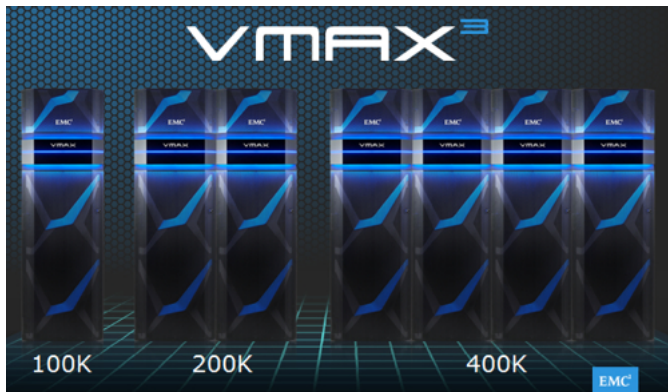


EMC Reveals VMAX3 Platform

Written by Marco Attard
11 July 2014

EMC announces what it claims is the first open enterprise data service platform with VMAX3, a product family featuring embedded cloud access capabilities courtesy of new acquisition TwinStrata.



According to EMC the VMAX3 platform provides means to control where to best run specific workloads (either data centre or public cloud), allowing customers to manage their Storage-as-a-Service through predictable service levels at hyper cloud scale.

It is based on the Hypermax OS converged hypervisor/OS and Dynamic Virtual Matrix architecture, and comes in purpose-built scalable hybrid systems-- the 100K, 200K and 400K-- handling up to 384 processing cores.

EMC claims VMAX3 provides 3X faster performance and 50% lower costs over the previous VMAX generation.

As mentioned above TwinStrata provides embedded cloud access capabilities, with support for "many" public cloud. Acquired for an undisclosed sum, TwinStrata develops CloudArray, a cloud tiering technology allowing customers to move infrequently accessed data to the public cloud for lower TCO.

Also announced by EMC's Information Infrastructure division are additions to its flash, high-end storage and scale-out NAS lines, with system software additions, new Isilon and new XtremIO products.

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VMAX3 and Hypermax OS will be available from Q3 2014, with more TwinStrata functionality to follow.

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