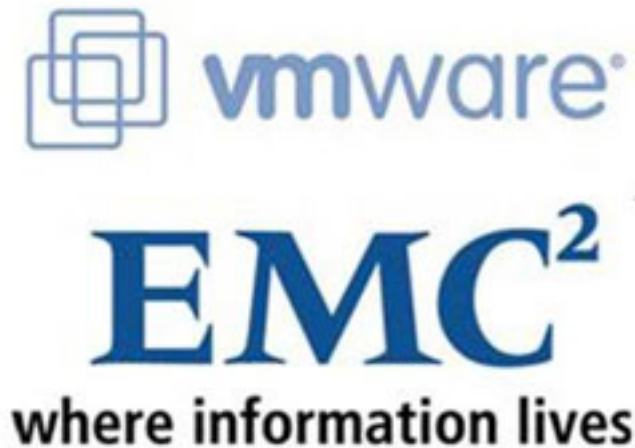


VMware and EMC promise further revenue growth as they launch Pivotal, the separate entity bringing together cloud and big data resources from the two companies.



First announced back in December 2012, Pivotal is headed by Ex-VMware CEO Paul Maritz and includes 6 primary components-- VMware's Cloud Foundry application platform, GemFire application ingestion software and Spring platform together with EMC's Greenplum big data platform, Cetas data analytics software and the 250-strong Pivotal Labs development team.

EMC owns 69% of the venture while VMware owns the remaining 31%. The two companies hope it will make revenues of around \$300 million in 2013 before growing to over \$1 billion by 2017

Pivotal Initiative already has a product offering-- Pivotal HD, an Apache Hadoop big data distribution able to move Hadoop queries from a batch to an interactive process, making them as easy as SQL database queries.

Go [EMC and VMware Promise Growth, Outline Pivotal Plan \(Reuters\)](#)

Go [VMware, EMC Spin Out "Pivotal Initiative"](#)