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Brocade and EMC Deliver Software-Defined Storage for Fibre Channel SANs

Brocade SAN Management Technology Integrated into New EMC ViPR Software-Defined Storage to Enable Immediate Virtualization Functionality for 50,000 Joint EMC/Brocade SAN Customers

LAS VEGAS (EMC World)—May 7, 2013: [Brocade](#) (Nasdaq: BRCD), the leader in fabric networking solutions, today announced its Gen 5 Fibre Channel storage area network (SAN) solutions are integrated with the new [EMC® ViPR™ Software-Defined Storage Platform](#). This approach helps eliminate data center cost and complexity by improving policy-based automation of EMC and non-EMC storage infrastructures, creating a modern storage architecture for future application deployments. This solution will allow more than 50,000 joint EMC and Brocade customers to immediately realize the virtualization benefits of the new EMC ViPR software-defined storage platform within highly virtualized cloud environments.

Teams from Brocade and EMC have completed the integration of Brocade® Network Advisor SAN management software into ViPR using the industry-standard [Storage Management Initiative \(SMI\) interface](#). This integration enables customers with both third-party and EMC storage arrays—including the EMC VMAX®, VPLEX®, VNX®, Atmos®, and Isilon® families—to take advantage of Brocade Gen 5 Fibre Channel SAN solutions enhanced with [Brocade Fabric Vision™](#) technology as they transform to a software-defined storage architecture with EMC ViPR. Brocade Network Advisor is sold by EMC as Connectrix® Manager Converged Network Edition (CMCNE).

EMC ViPR is the world's first software-defined storage platform that uniquely provides the ability to manage both storage infrastructure (called the Control



Plane) and the data stored within that infrastructure (called the Data Plane). It masks the complexity behind configuring and managing storage infrastructure and delivers single point-and-click management for complex, heterogeneous storage functions.

With Brocade technology integration, EMC Connectrix SAN customers can now utilize the EMC ViPR platform to enable existing SAN infrastructure to leverage existing storage infrastructures for traditional data center workloads, as well as provision new EMC ViPR Object Data Service and EMC ViPR HDFS Service through access to Amazon S3 and OpenStack Swift for next-generation workloads. This complete spectrum of capabilities can be run against enterprise or commodity storage.

Demonstrations of the joint solution are being shown at EMC World in the EMC Infrastructure Management booth #543.

"We are really excited to collaborate with EMC to enable all Fibre Channel storage connected to Brocade switches and directors to be part of this revolutionary approach to storage automation and management," said Jason Nolet, vice president of Data Center Networking at Brocade. "With ViPR, Brocade FC SAN customers can transform existing heterogeneous physical storage into a simple, extensible and open virtual storage platform, a significant step towards the software defined data center."

"As a crucial component of today's storage infrastructure we are very excited with the work we've done with Brocade to ensure seamless integration of the networking stack with ViPR," said Christopher Ratcliffe, vice president of marketing, Advanced Software Division, EMC Corporation. "The ability to automate and define policy across the entire storage environment extends our common vision to deliver proven, simple-to-use solutions for storage networks and private clouds with unparalleled ability to transform enterprise data centers. We look forward to continuing our long term strategic relationship to further improve the utilization of our customers' existing and future storage investments."

Availability and Pricing

The EMC ViPR platform will be generally available at the end of 2013 from EMC and its global network of channel partners. For pricing information, please contact EMC at www.emc.com.

About Brocade

Brocade (Nasdaq: BRCD) networking solutions help the world's leading



organizations transition smoothly to a world where applications and information reside anywhere. (www.brocade.com)

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