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by EMC

EMC Documentum for Life Sciences Regains Its Competitive Edge with VMware vCloud Air

The EMC Documentum for Life Sciences sales force could not always effectively compete, because it took them several weeks to deploy a proof of concept while it took their competitors much less time. In addition, EMC sales engineers had to spend valuable time creating and managing demos. By hosting the EMC Documentum for Life Sciences solution on VMware vCloud® Air™, EMC now creates and deploys their demo and proofs of concept environments in just a few minutes, and offers tighter security and better performance, both competitive differentiators.

EMC Documentum for Life Sciences helps accelerate product discovery and development. It streamlines and secures information and provides a flexible, secure, powerful and automated information infrastructure essential to speed processes governing research, clinical trials and GMP while reducing cost and complexity. The solutions consist of modules for research and development, clinical trials, regulatory submissions, and manufacturing to provide critical compliance with various global governmental oversight entities such as the FDA. EMC Documentum is the industry standard for regulated document management with more than 75 percent of leading life sciences enterprises relying on EMC Documentum solutions.

The Challenge

Several years ago, the EMC Documentum team faced a challenge. Their Documentum Life Sciences Solutions were superior to competitors' offerings in many ways, yet many customers had the impression that EMC's competitors were more agile and flexible. In particular, competitors could deliver proofs of concepts (POCs) far faster than EMC.

The primary reason they could do this was a difference in methodology. Competitors hosted their software in a cloud-based multitenant environment, and they could initiate a POC by simply creating a login account for a prospect. In contrast, EMC had to physically install the Documentum solution at the customer's site, configure the system, and load the customer's data, all of which could take several weeks to accomplish.

Demonstrating the EMC Documentum for Life Sciences Solutions to potential customers was also inefficient. Systems engineers had to develop demo images specific to each sales situation. Not only did this process consume a lot of sales engineers' time, it also proliferated large numbers of unique images that were difficult to manage and even more difficult to update with new features and use cases. The customer demos themselves often did not perform well because of the limited processing power of the laptops used for these demos. Despite having a superior product offering, EMC found itself at a competitive disadvantage in the sales process.

INDUSTRY
High Technology

LOCATION
Hopkinton, Massachusetts

KEY CHALLENGES
- EMC Documentum could not compete effectively because it took weeks to deploy POCs.
- Sales engineers spent too much time creating individual demos for each sales situation.

SOLUTION
EMC Documentum Life Sciences moved its software to VMware vCloud Air with a SaaS model, allowing EMC to standardize demos and POCs, shorten the sales cycle, and compete more effectively.

BUSINESS BENEFITS
- POCs can be deployed in 10 minutes, compared to 3-4 weeks previously.
- Sales engineers spend less time creating demos and more time selling.
- Demos and POCs perform much better on vCloud Air than on laptops.

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> *"VMware vCloud Air levels the playing field, making EMC as agile as our competitors. We simply can't compete without it."*
>
> **- Brian Hagen,**
>   **Principal Systems Engineer,**
>   **EMC Documentum**

VMWARE FOOTPRINT

• VMware vCloud Air Virtual Private Cloud

APPLICATIONS VIRTUALIZED

• EMC Documentum D2

The Solution

The EMC Documentum team put their heads together to envision a more effective solution. It needed to be cloud-based, secure, and fast. The team wanted proven technology that would scale easily at an affordable price point. Given the upfront expense required, they ruled out developing their own private cloud, instead deciding to look into existing cloud services.

That decision led them to consider VMware vCloud Air. It was a logical option, since VMware is part of the EMC Federation, a group of strategically aligned businesses that also includes Pivotal and RSA. However, the team still needed to perform due diligence to make sure that vCloud Air was the best solution for their problem. To that end, they looked at Rackspace and Amazon Web Services (AWS). They quickly realized Rackspace imposed too many constraints on use, while Amazon had resource flexibility but was too expensive.

Satisfied that VMware was the best choice on paper, the EMC team signed up for a trial to test a number of real-world scenarios on vCloud Air. Brian Reynolds, practice lead for EMC Life Sciences Consulting, remembers the team's initial reaction: "We couldn't believe how fast we could spin up a cloned environment. It was crazy fast. Plus, vCloud Air was easy to pick up because we were already familiar with VMware vSphere®." After additional testing, the EMC team made the decision to subscribe to vCloud Air as the platform for delivering Documentum Solutions using a software-as-a-service (SaaS) model. And they've never looked back.

Business Benefits

POCs can now be deployed in just 10 minutes – The vCloud Air solution has transformed EMC Documentum's ability to compete effectively. EMC sales engineers can now quickly set up POCs for prospects in minutes, compared to three to four weeks previously. Now prospects see that EMC is agile and flexible, making them more likely to buy.

Sales engineers spend less time creating demos and more time selling – Using vCloud Air has allowed EMC to standardize demos around a "gold standard" template. "Instead of everyone having their own flavor of demo, we all use the same standardized template," says Brian Hagen, principal systems engineer for EMC Documentum.

The "gold standard" template automatically incorporates new use cases and features into demos – New configurations and features are easily added to the demos made available for the sales force just by updating the gold standard template. Thanks to the efficiencies of the template approach on vCloud Air, EMC sales engineers spend less time managing demos and more time selling.

Demos and POCs perform better on vCloud Air than on laptops – The performance problems of the laptop days are gone, thanks to vCloud Air. "vCloud gives us a high degree of control of our resources so that we can tune the system for optimum performance," says Hagen. "For example, it takes just minutes to allocate additional RAM to accommodate more users."

EMC offers better security than competitors' multitenancy solutions – EMC's vCloud Air solution has a built-in security advantage over its competitors: single tenancy. "We now tell prospects, 'EMC SaaS solutions avoid the security risks associated with multitenancy,'" says Hagen. "'You're the only one who can access your sensitive business information.'"

Hagen sums up the positive impact of VMware vCloud Air for EMC Documentum Life Sciences: "VMware vCloud Air levels the playing field, making EMC as agile as our competitors. We simply can't compete without it."

FIVE USE CASES FOR VMWARE VCLOUD AIR

1. Development and testing – Move bursty test and development workloads to the public cloud for affordable capacity, a consistent environment, distributed development, and convenient collaboration.

2. Extend existing apps – Accommodate seasonal peaks, gain geographic reach, reduce latency, free up data center capacity, or drive consolidation by extending existing applications on VMware vCloud Air.

3. Disaster recovery – Use vCloud Air as a secondary data center to store backup copies of applications and data.

4. Web and mobile apps – Evolve existing applications by breaking them into tiers, creating new Web and mobile front ends, making applications service oriented, or leveraging infrastructure APIs to add scalability or context.

5. Cloud-hosted desktops – Deploy new cloud-native workspace and desktop solutions to seamlessly deliver productivity tools and information to people.

Looking Ahead

VMware vCloud Air allows EMC to extend demo and POC capabilities to the global sales force. For example, sales engineers in India can now run demos directly from the U.S. and U.K. data centers. EMC is investigating how vCloud Air can support other applications such as customer-facing sandboxes and prototypes. While the future is uncertain, one thing is clear: EMC Documentum Life Sciences will continue to leverage the many features of VMware vCloud Air to compete effectively.

To Learn More about vCloud Air, go to http://vcloud.vmware.com/

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