

# EMC Corporation

Where Information lives

Sergey Donenko

Bright .O. Worji

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# History of company

- EMC corporation is an American multination that sells data storage products and services used to build web-based computing systems It is headquartered in Hopkinton, Massachusetts USA.
- 1979 – Founded by Richard J. Egan and Roger Marino in Newton, Massachusetts.
- 1981 – Develops 64-kilobyte chip memory boards for Prime Computer, Inc.
- 1985 – First to ship memory upgrades using 1 megabit RAM.
- 1987–Split-Capability Controllers Up IBM Midrange Disk Subsystem Performance.
- 1989 - unveils Orion, a solid-state mainframe storage system, develops Storage Subsystems for IBM Computers.

# History of company

- 1990 – Introduces EMC Symmetrix 4200 integrated cached disk array with a capacity of 24 gigabytes
- 1994 – Enters Fortune 500 list of America's largest industrial corporations; sales surpass \$1 billion.
- 1998 – World's Fastest-Growing Major Software Company with revenue of \$445 million.
- 2003 – Launches World's First Integrated ATA Networked Storage Solution.
- 2009 – Cisco, EMC, VMware Form Coalition to Accelerate Virtualization.
- 2011 - EMC Technology Breakthrough Enables Virtual Storage over Distance.

# Strategy

- EMC develop the best of combined strategies to deploy business models, identify new revenue opportunities, and leverage technology to drive business value.



# Strategy

## Six Principles Will Guide Our Approach to the Current Market Turbulence

We will ...

**Maintain our external focus**, staying closer than ever to our customers

**Gain share in our top markets**

**Retain, attract, and develop key talent**

**Sharpen our discipline on costs**

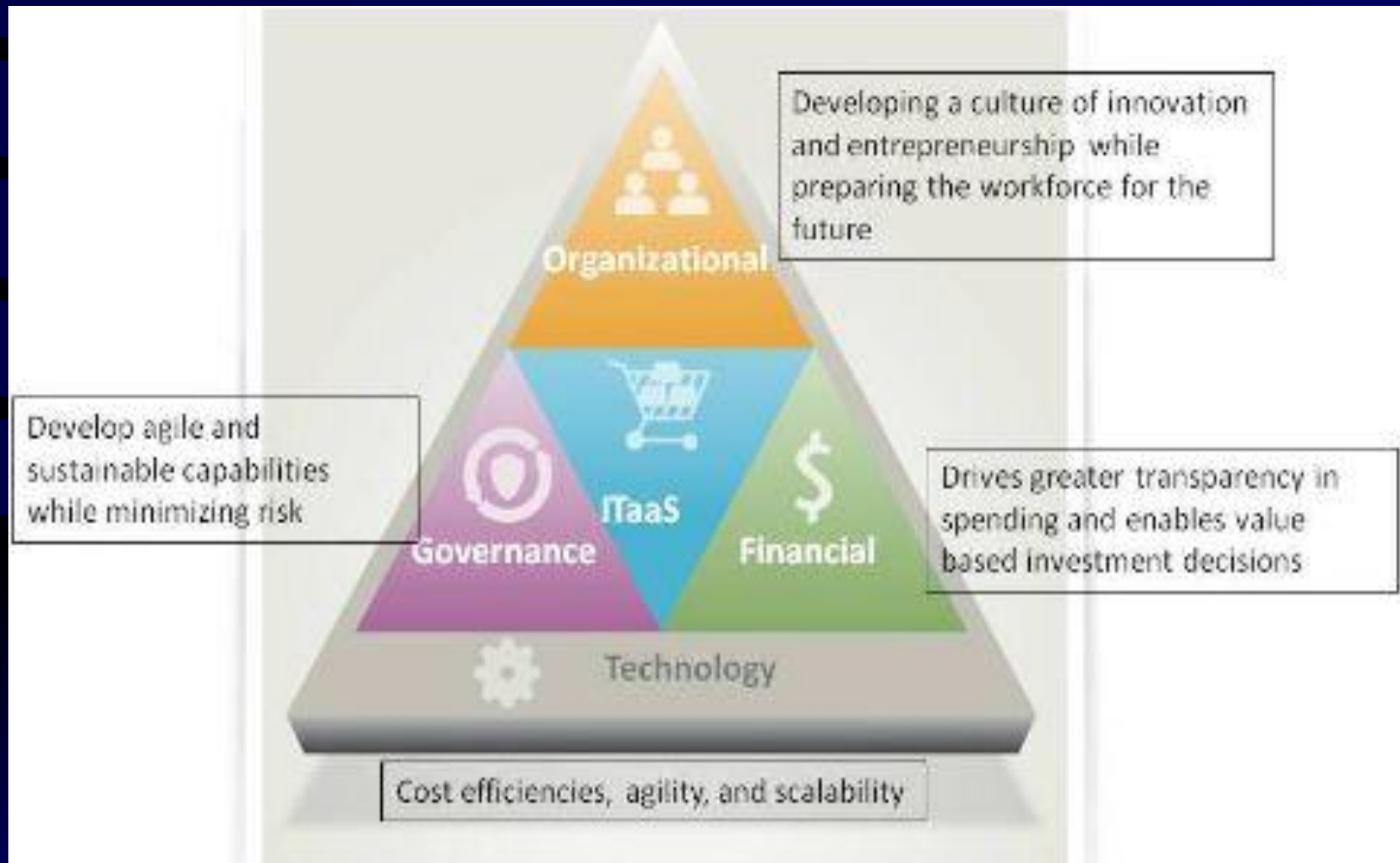
- Take advantage of cost opportunities earlier than competitors, using what we learned in the last downturn
- Reduce our break-even point
- Watch inventories

**Sustain and extend our product technology, assuring an enhanced competitive advantage**

- Sustain productive R&D spending through the downturn
- Put a fence around our “Investment Expense” (Cloud Infrastructure, etc.)

**Stay close and communicate frequently**

# Organisation and structure of company

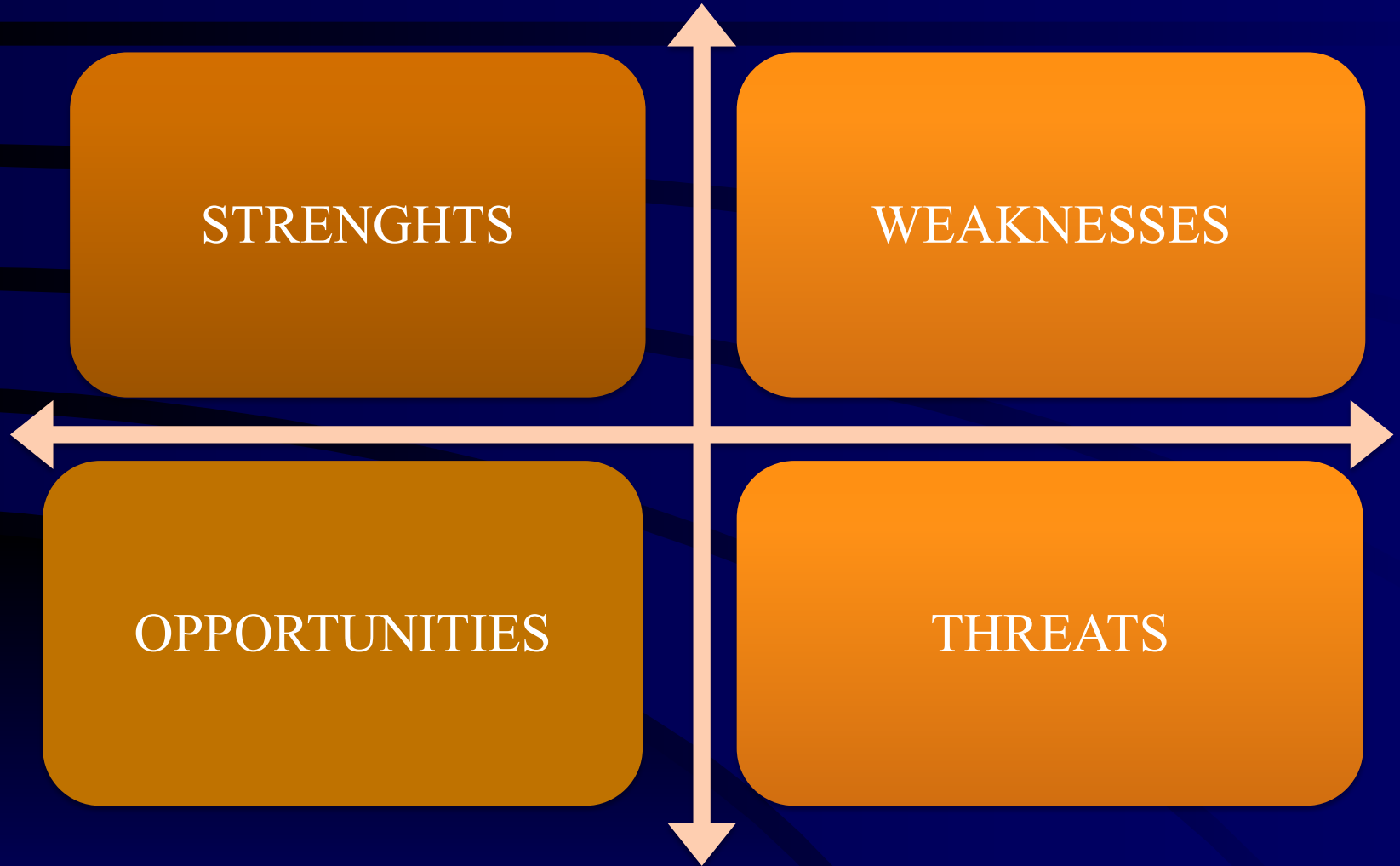


# Matrix

Decision Type	IT Principle	IT Architecture	IT Infrastructure Strategies	Business Application needs	IT Investment	
	Input	Decision	Input	Decision	Input	Decision
Business Monarchy						
IT Monarchy						
Feudal						
Federal						
Duopoly						
Anarchy						



# SWOT Analysis



# SWOT Analysis

## Strengths

- \* Asset leverage
- \* High R&D
- \* Innovation
- \* Market share leadership
- \* Supply chain
- \* Unique products

## Threats

- \* Competition
- \* Economic slowdown
- \* External changes (government, politics, taxes, etc)

## Weakness

- \* Breakdown communication  
With other companies

## Opportunities

- \* Acquisitions
- \* Emerging markets and expansion abroad
- \* Innovation
- \* Product and services expansion

THANK YOU  
FOR YOUR  
ATTENTION