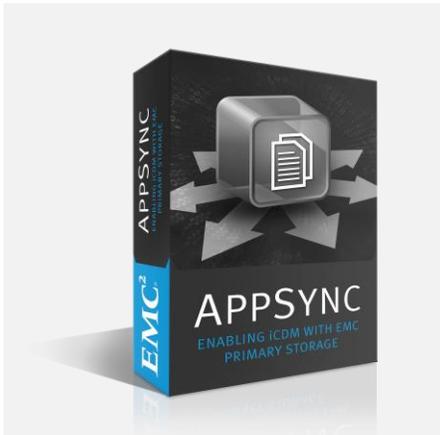


EMC APPSYNC

Enabling integrated copy data management with EMC XtremIO, VMAX, UNITY, VNX & VPLEX



APPSYNC ESSENTIALS

Simple to Setup and Use

- AppSync has a Unisphere-like interface and a lightweight deployment which saves time and complexity in setting up array-based copy management

Smart

- AppSync's deep integration with enterprise applications, VMware environment and the array technologies means you don't need to reinvent copy management for every IO stack.

Friction less

- Well-defined service plans in AppSync give clear visibility into SLA requirements and resource utilization, thereby eliminating the friction between application and infrastructure owners.

[DATA SHEET](#)

SIMPLE, SMART AND FRICTION LESS

EMC AppSync simplifies and automates the process of generating and consuming copies of production data. By abstracting the underlying EMC storage and replication technologies, and through deep application integration, AppSync empowers application owners to satisfy copy demand for data repurposing, operational recovery and disaster recovery using a single user interface. Storage administrators need only be concerned with initial setup and policy management, resulting in an agile, friction-less process.

With AppSync you can manage the protection, replication and cloning of applications and databases, including Exchange 2010 and 2013, SQL Server 2008 and 2012, Oracle 11g and 12c, FileSystems and VMware datastores on block and file storage. After defining service plans, application owners can protect, recover and clone their own data quickly using EMC integrated Copy Data Management (iCDM) and replication technologies (such as XtremIO XVC, VMAX SnapVX, SRDF, TimeFinder, VPLEX and RecoverPoint). AppSync also provides application protection monitoring and reporting service that generates alerts if SLAs are not met or if a copy management job fails.

SIMPLE TO USE

MANAGE DATA WITH A SINGLE CLICK

Application owners using AppSync spend less time learning and enable copy management quickly and easily. They can launch AppSync's simple GUI from Unisphere and meet their SLAs. Application owners and DBAs can make sure they get the right copies to the right stakeholders like analytics, test and development without worrying about underlying storage intricacies.

INSTALL APPSYNC YOURSELF

We've designed the product to be easy to use so users don't have to learn a new technology. You won't need to call in a technician onsite to help install, configure, or optimize your AppSync product. Simply visit the EMC Support page for AppSync, download the product and follow the install wizard to install the product.

SMART

AppSync automatically discovers application databases, learns the database structure and maps it through the virtualization layer to the underlying storage LUN. It then orchestrates all the activities required from copy creation and validation through mounting at the target host and launching or recovering the application. Workflows also include refresh, expire and restore production.

FRICION LESS

APPLICATION OWNERS CAN PROTECT THEIR OWN DATA

Create service plans and then empower application owners and DBA's to protect, restore and clone their own data. Application owners login to AppSync and only see their service plans. VMware datastore protection can be managed from vCenter, using the VMware VSI plugin, or directly from within AppSync.

MULTIPLE ENVIRONMENTS AND CONFIGURATIONS

AppSync supports physical, Virtual and mixed host environments across EMC primary storage: XtremIO, VMAX, VNX and UNITY families including configurations with VPLEX enabled active-active datacenters and RecoverPoint replication. It is deeply integrated with Oracle, Microsoft SQL Server and Microsoft Exchange. For other customer applications (EPIC, DB2, etc.) support is through File System copies with Callout Script Integration to allow freeze and thaw.

For VMware virtualized environments AppSync offers VM consistent (with individual VM recovery) copies. Perform granular restore of your VMware datastores at two levels: virtual machine restore and file or folder restore from a virtual disk.

LEARN MORE

Find out more about EMC AppSync by visiting us at:

- [EMC AppSync Community](#): Read posts and ask questions in this interactive forum.
- [EMC AppSync Free Trail](#): Check out how a simple, SLA-driven, and self-service copy management solution can make your life easier with this 90-day free trial.

CONTACT US

To learn more, contact your local representative or authorized reseller.



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