Pivotal®

The Pivotal Story

Leo Spiegel, SVP Strategy and Corporate Development

Forward Looking Statements

This presentation contains "forward-looking statements" as defined under the Federal Securities Laws. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in information technology spending; (iii) the relative and varying rates of product price and component cost declines and the volume and mixture of product and services revenues; (iv) competitive factors, including but not limited to pricing pressures and new product introductions; (v) component and product quality and availability; (vi) fluctuations in VMware, Inc.'s operating results and risks associated with trading of VMware stock; (vii) the transition to new products, the uncertainty of customer acceptance of new product offerings and rapid technological and market change; (viii) risks associated with managing the growth of our business, including risks associated with acquisitions and investments and the challenges and costs of integration, restructuring and achieving anticipated synergies; (ix) the ability to attract and retain highly qualified employees; (x) insufficient, excess or obsolete inventory; (xi) fluctuating currency exchange rates; (xii) threats and other disruptions to our secure data centers or networks; (xiii) our ability to protect our proprietary technology; (xiv) war or acts of terrorism; and (xv) other one-time events and other important factors disclosed previously and from time to time in EMC's filings with the U.S. Securities and Exchange Commission. EMC disclaims any obligation to update any such forward-looking statements after the date of this presentation.

This presentation contains non-GAAP financial measures which include, but are not limited to, non-GAAP Gross Margin, non-GAAP Operating Margin, non-GAAP EPS, non-GAAP Net Income, Free Cash Flow and Non-GAAP Income Tax Rate.
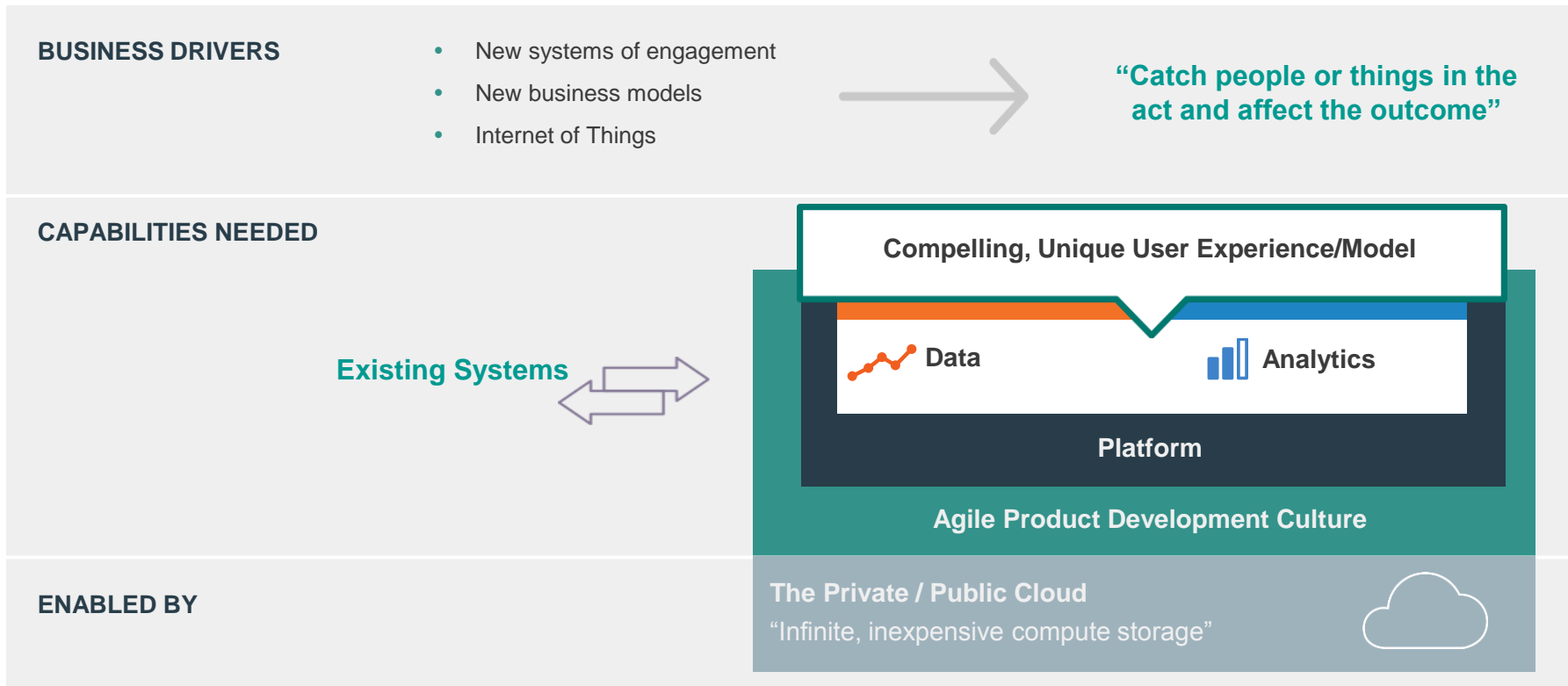
Pivotal.

Pivotal®

Powering Digital Transformation

Pivotal enables enterprises to provide modern software-driven experiences for their customers and workforces.

Every Business is Becoming a Digital Business

Anatomy of a Modern Digital Business

BUSINESS DRIVERS

- New systems of engagement
- New business models
- Internet of Things

"Catch people or things in the act and affect the outcome"

CAPABILITIES NEEDED

Compelling, Unique User Experience/Model

Existing Systems

Data

Analytics

Platform

Agile Product Development Culture

ENABLED BY

The Private / Public Cloud
"Infinite, inexpensive compute storage"

Pivotal

Building a Modern Digital Business

CEO/ CMO

- How do we become an agile, digital business?

- People and organization

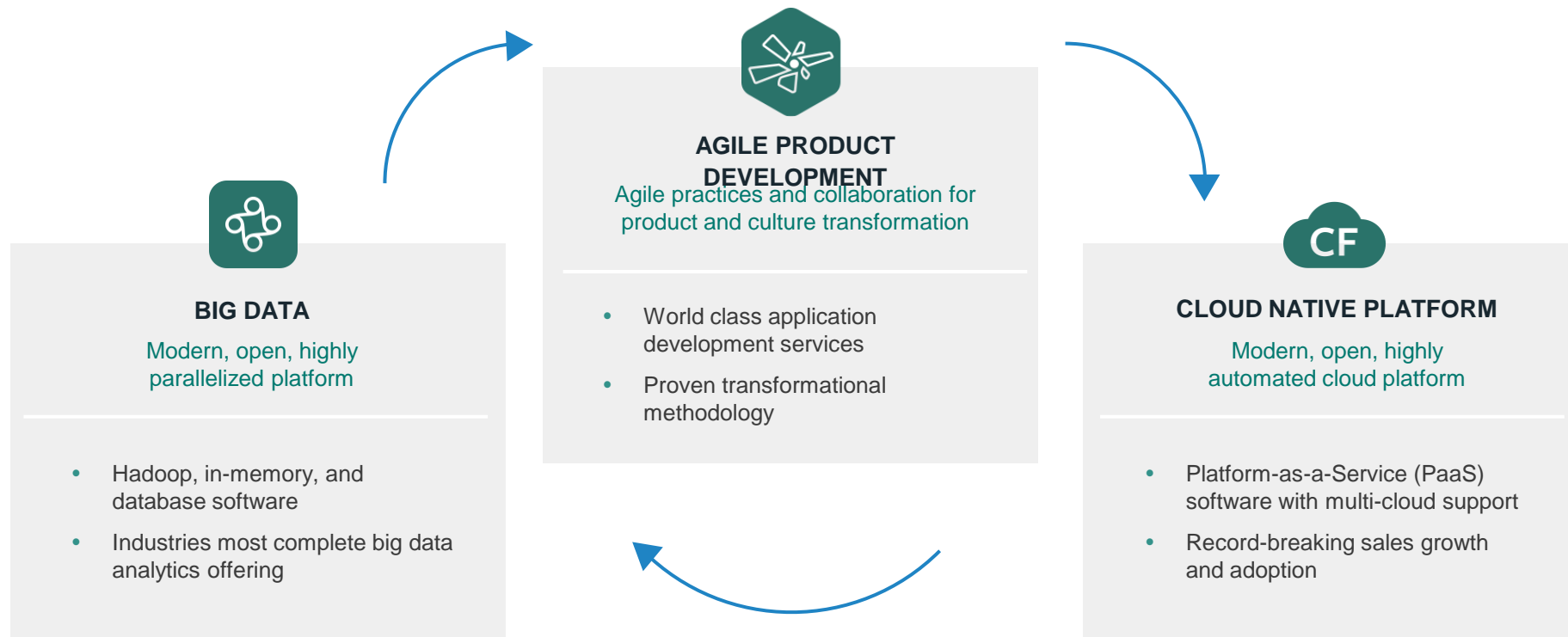- Where/how do we start?

IT/DEVs

- How do we architect for agile, micro-services, continuous delivery, containers, security, etc.?
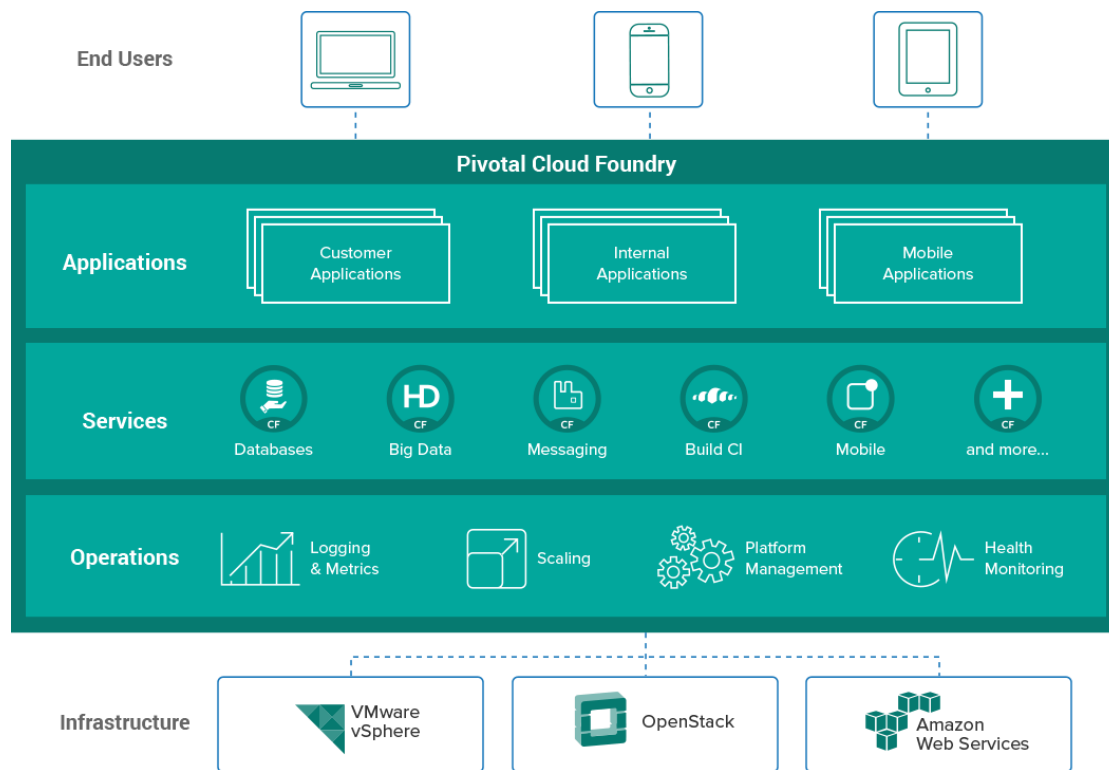
CIO

- Meet future business needs while simplifying and taking cost out of legacy?

- Avoid lock-in again?

- People and organization

Pivotal.

Modern Approach for Digital Business

BIG DATA

Modern, open, highly parallelized platform

- Hadoop, in-memory, and database software
- Industries most complete big data analytics offering

AGILE PRODUCT DEVELOPMENT

Agile practices and collaboration for product and culture transformation

- World class application development services
- Proven transformational methodology

CLOUD NATIVE PLATFORM

Modern, open, highly automated cloud platform

- Platform-as-a-Service (PaaS) software with multi-cloud support
- Record-breaking sales growth and adoption

Pivotal

Pivotal Cloud Foundry for Open Cloud Computing

End Users

Pivotal Cloud Foundry

Applications

Customer Applications

Internal Applications

Mobile Applications

Services

CF Databases

CF Big Data

CF Messaging

CF Build CI

CF Mobile

CF and more...

Operations

Logging & Metrics

Scaling

Platform Management

Health Monitoring

Infrastructure

VMware vSphere

OpenStack

Amazon Web Services

Pivotal.

Pivotal Big Data Suite – Open and Cloud-Ready

Data Processing
- Spring XD
- Spark
- Pivotal HD

Advanced Analytics
- Pivotal Greenplum Database
- Pivotal HAWQ

Apps at Scale
- Pivotal GemFire
- Redis
- RabbitMQ
- Pivotal Cloud Foundry

Pivotal Big Data Suite
on Pivotal Cloud Foundry

Pivotal.
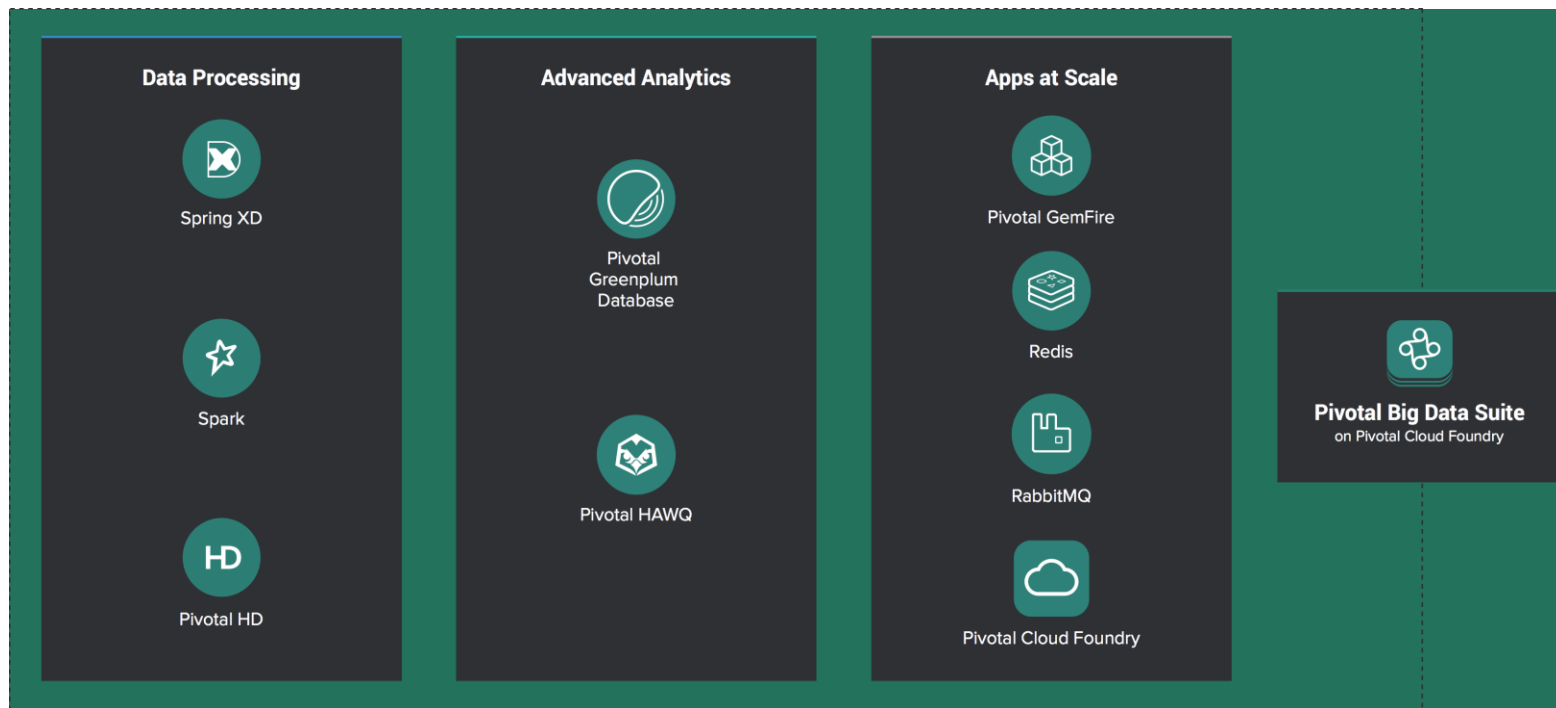
Open Source is the New Standard

- Address the core needs across community

- Differentiated features/value-add

- OSS also enables customer-specific backlogs/features

Advanced Customer Engineering

Commercial Value Adds

Common Open Core
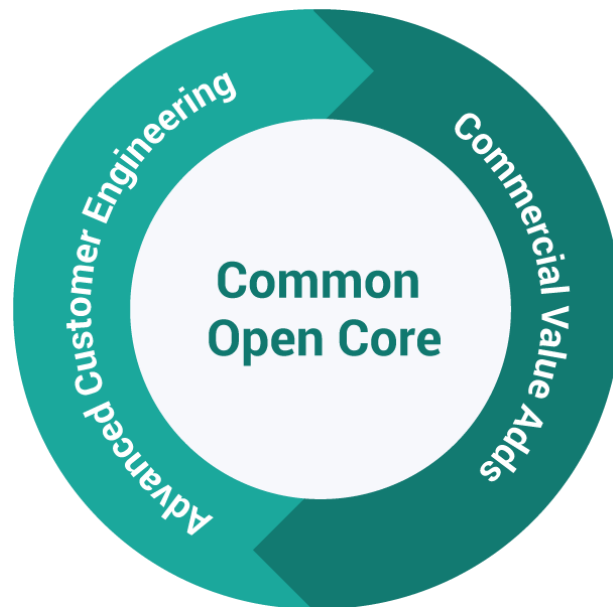
Cloud Foundry: The Industry's Open Cloud Standard

Pivotal

Open Data Platform Initiative

Rapidly accelerated certifications, ecosystem development and enterprise-grade quality

"ODP offers stability end users can invest in. That stability offers a catalyst for mainstream Hadoop adoption."

Pivotal

Hortonworks

IBM

GE

SAS

Infosys

INTERNATIONAL TELCO

EMC²

vmware

verizon

Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

altiscale

CenturyLink

splunk>

TERADATA

Pivotal

sundance
institute

"The senior leadership and stakeholders at Sundance all agreed that we needed to create the right digital infrastructure, and a partner like Pivotal could help us get there over the long-term."

PHILIPS

Philips chose Pivotal Cloud Foundry for a common digital platform

- Maturity and adoption

- Provisioning, configuration, control, monitoring and updates

- Elastic runtime service

- Choice of IaaS

- Built-in services

- Custom service brokers

HAVAS MEDIA

Global communications group transforms into analytics business

- Real-time decision support system with direct client access

- Analysis of structured and unstructured consumer data, including campaign, search, social and mobile

- Real-time course corrections on ad campaigns in 57 countries

- Significant revenue improvement

CoreLogic

"We chose Pivotal because it provides a 360-degree view of the process. This means delivering an enterprise-grade, commercially-supported platform based on Cloud Foundry. It means delivering best-in-class data technologies and enabling them on their platform. We are leveraging Pivotal's experience and skills to deliver new applications for us."

Pivotal™

Trusted partner for IT innovation and digital transformation

New mode for cloud-computing – open and enterprise ready

Gold standard for modern software development
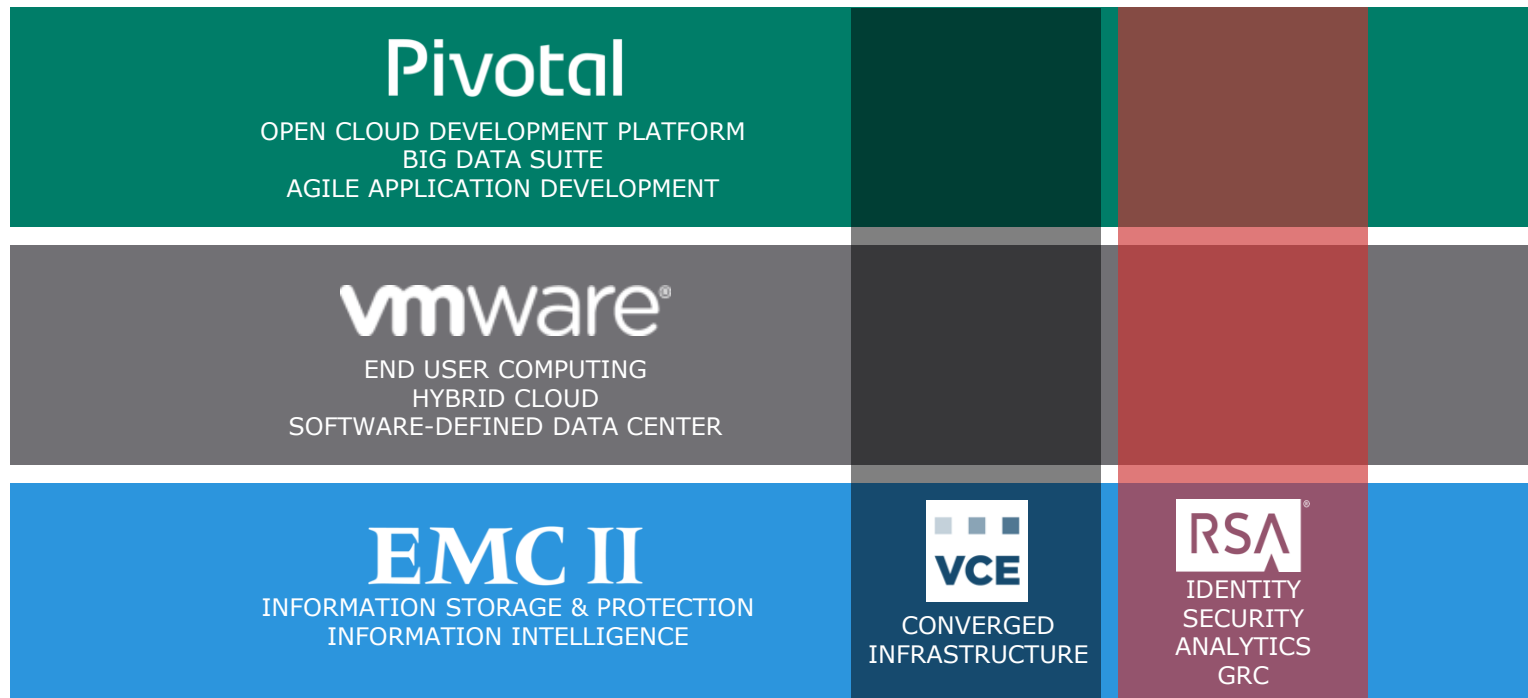
CF Pivotal **Cloud Foundry**®

Pivotal **Big Data Suite**®

Pivotal **Labs**®

EMC Federation of Companies

Pivotal
OPEN CLOUD DEVELOPMENT PLATFORM
BIG DATA SUITE
AGILE APPLICATION DEVELOPMENT

vmware®
END USER COMPUTING
HYBRID CLOUD
SOFTWARE-DEFINED DATA CENTER

EMC II
INFORMATION STORAGE & PROTECTION
INFORMATION INTELLIGENCE

VCE
CONVERGED
INFRASTRUCTURE

RSA®
IDENTITY
SECURITY
ANALYTICS
GRC

Pivotal.