



May 5, 2014

Brocade Challenges Data Center Networking Status Quo at EMC World 2014

Company to Showcase Its Broad Offering of Cloud-Optimized Networking Products

LAS VEGAS, NV -- (Marketwired) -- 05/05/14 -- (EMC World) Brocade (NASDAQ: BRCD)

What:

- Furthering its efforts to break the status quo in data center networking, Brocade will showcase its broad offering of cloud-optimized networking products and fully integrated EMC[®] solutions at EMC World 2014.
- Brocade technical experts will deliver presentations designed to educate attendees on the fundamentals of Brocade[®] fabric-based networks and their ability to provide the scalability, high performance and operational simplicity needed to transform data centers into highly virtualized and cloud environments.

Where:

EMC World - Booth 302
The Venetian (Sands Conference and Convention Center)
Las Vegas

When:

May 5 - 8, 2014

Speakers:

Is Your Network Ready for EMC Cloud Storage?

Dave Phillips, Principal Director, Product Management, Brocade

Tuesday, May 6, 1:30 - 2:30 pm
Room Palazzo F

This session will present IP network designs and use cases for connecting scale-out IP storage to help IT administrators address rapid growth in unstructured and large-object data. Attendees will learn about the market drivers and benefits of scale-out IP storage networks, as well as the benefits of deploying converged versus dedicated IP storage networks.

OpenStack to ViPR: How Will You Automate Your Data Center Storage Network for Hybrid Cloud?

AJ Casamento, Global Solutions Architect, Brocade

Tuesday, May 6, 3:00 - 4:00 pm
Room Palazzo D

This session will present an overview of hybrid cloud architectures and the technologies needed to best implement them within enterprise data centers. Attendees will learn about concepts and deployment examples of Fibre Channel SANs with EMC ViPR software-defined storage, as well as the roles VMware vCloud, VMware NSX, OpenStack, SDN and NFV play in helping organizations more easily create cloud services.

Fabric Vision Technology: How to Automate SAN Monitoring to Improve Application Availability and Performance

Jack Rondoni, Vice President, Data Center Storage and Solutions, Brocade

Wednesday, May 7, 11:30 am - 12:30 pm
Room Palazzo E

This session will present how organizations -- faced with higher-density virtualized environments, new and evolving workloads and flash-based storage -- can lower operational costs by automating setup, management and operation of their SANs with Brocade Fabric Vision technology. Attendees will learn how to implement a fabric-wide monitoring and alerting system that utilizes industry best practices in just two steps. The session also will cover how to automate the monitoring of SAN health and performance via easy-to-understand dashboard views, as well as automated validation of SAN fabric performance and

robustness.

Demos:

SAN Fabric Solutions: Learn how cloud-optimized Brocade SAN fabric solutions built on the Gen 5 (16 Gbps) Fibre Channel standard deliver greater levels of flexibility for data center consolidation, expansion and refresh projects.

Build Your Own Ethernet Fabric: Learn how easy it is to design a highly resilient Ethernet fabric based on Brocade VCS[®] Fabric technology and the award-winning family of Brocade VDX[®] switches, which improve network performance, utilization, availability and operational simplicity.

Proven Infrastructure: See how ***EMC VSPEX***[™] combines with Brocade cloud-optimized networking technologies, EMC unified storage and next-generation backup architectures to help IT administrators leverage their server and hypervisor of choice, accelerating their journey to the cloud.

Business Challenge Experience: Encounter an everyday, real-world business challenge and then explore network architecture and solution deployment options for one of three platforms: hybrid/private cloud, client-server or mainframe.

MORE INFORMATION:

- Remember to like us on [Facebook](#) and follow us on [Twitter](#)
- For real-time updates for the show follow @BRCDcommEvents and join the conversation with #EMCWorld, #HelloBrocade and #StatusQuoBreakers

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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