



## EMC MAINTENANCE AND SUPPORT SERVICES FROM CENTRICSIT

**71%** of  
**FORTUNE 100  
COMPANIES**

USED A THIRD-PARTY  
MAINTAINER AS A FORM  
OF SUPPORT IN THEIR  
ENVIRONMENT  
IN 2016.

*(Gartner: Forecast Analysis: IT  
Services, Worldwide, 1Q17 Update;  
Published: 22 March 2017)*

## DON'T PAY A PREMIUM JUST FOR BRAND EQUITY

When you pay OEM pricing for maintenance on your existing EMC, you're paying a premium for the simple fact that EMC is a worldwide market leader in data storage. There's no denying EMC as a premier storage solution—that's why you have it in your data center. The problem from a business standpoint is simple: EMC can be an expensive product to purchase, but it doesn't have to be as expensive to maintain. If you're paying a premium for maintenance through EMC—you're paying into its brand equity. Why not invest those dollars in your own company instead?



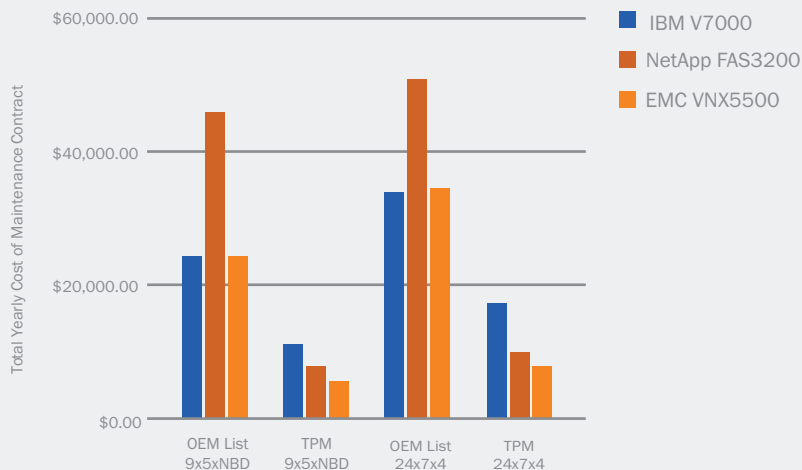
3140 Northwoods Parkway, Suite 700, Norcross, Georgia 30071  
Phone: 1 (877) 531-7466 // Fax: (877) 568-2114 // [www.CentricsIT.com](http://www.CentricsIT.com)  
United States // Canada // United Arab Emirates  
// United Kingdom // Czech Republic

**WE SEE IT  
DIFFERENTLY:  
THIRD-PARTY  
MAINTENANCE IS  
A SMART CHOICE**

You should always consider the primary driver of EMC's financials—new hardware sales. That's the dirty secret. Driving up support costs has the net effect of pushing you toward new hardware, which will start the cycle all over again. But it does not always make sense to keep your equipment on a three-year refresh cycle, and you deserve the right to decide that timeline based on your own needs—not EMC's.

## WE DID THE MATH

We researched the OEM maintenance cost for three comparable storage configurations across EMC, NetApp, and IBM. We then compared third-party maintenance (TPM) through CentricsIT for those same configurations. While the OEM costs ranged (and you can see that EMC is not the only manufacturer that struggles with brand inflation), the TPM costs were consistently less across the board.



This is because third-party maintenance is a solution that is cost-effective across manufacturers. No matter how premium the brand, spare parts are still spare parts, and their values on the secondary market are unaffected by brand equity—they're affected by the simple concept of supply and demand. The longer a model has been on the market, the more abundant the supply of spares becomes. It's that simple.

When it comes to engineering, the principle remains the same. The longer a product line has been around, the more talented engineers become familiar with the line and know how to work on it. And even in cases where an extremely high-level engineer, or team of engineers, is required to address a support issue, the OEM will often sub-contract the exact same engineers that a third-party maintenance provider would—especially for support contracts on equipment outside the United States.

### READY TO UNCOVER MAINTENANCE SAVINGS?

You can uncover areas of untapped savings in your data center.

**CONTACT US AND SCHEDULE AN INITIAL ASSESSMENT  
TO FIND OUT HOW.**