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## ***EMC's Lewis Pitches The Future***

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**Executive Summary:** Mark Lewis, President of EMC's Content Management and Archiving division and the company's official seer, spoke to EMC's vision regarding innovation. Lewis did well in conveying the vision and its achievability by presenting a realistic understanding of information consumers needs, his own division's solution potential and EMC's thirst for success as a purveyor of intelligent information solutions.

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### **The News**

Capping off a multi-week period during which EMC entertained and educated customers, prospects, and the investment community as to the company's embrace of and disposition toward innovation, the Hopkinton, MA-based company turned its attention to the industry analyst community. Over the course of two days, set against the background of Boston's Museum of Science, EMC executives and various product group members highlighted the company's embrace of innovation, counting both in-house development and acquisition as innovation-driven behavior. All of the company's presenters spoke to innovation as a multi-faceted endeavor that involves more than novel technical invention but by necessity includes a distinct vision of market conditions, complementary development and business processes and a high degree of sensitivity to the real business and technology challenges faced by consumers of EMCs solutions.

Addressing the need to derive more than simple control over the overwhelming volume of data growth, Mark Lewis spoke to EMC's heritage as a rock-solid infrastructure provider that is uniquely positioned to meet the needs of information consumers across a broad spectrum of use cases and business conditions.

### **The Analysis**

Mark Lewis, now the president of EMC's Content Management and Archiving division, long ago assumed the role as the company's official seer, guiding executives above and developers below as to the proper direction in which the increasingly complex storage ship should sail. During the 2 day Innovation Day event, Lewis wore carried the standard for the business division he now oversees, but-more importantly-presented a vision that wrapped together a clearly articulated view of fast-changing market dynamics and EMC's innovation-driven orientation all in light of the unstoppable wave of mounting volumes of data.

Lewis began by highlighting the fact that the internet as we now know it has liberated individuals to use and create more data going forward than even global corporations. Lewis homage to data growth was his vehicle into describing a world where these massive volumes of data have unintentionally created both crisis and opportunity. Lewis focused on 5 problem areas:

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- Infrastructure sprawl and energy consumption,
- Security,
- Regulatory and best practice compliance,
- Management complexity, and
- Process complexity.

EMC's vision, as articulated by Lewis, puts EMC in a privileged position to address these problems because EMC is uniquely focused on the root of these problems-information sprawl.

Sticking closely to his role as visionary, Lewis described the ways in which these problems have evolved and have spawned innovations that, in some ways address the problems, but in others, leverage the condition by creating new information use scenarios. The scenarios Lewis invoked included social networking, mobility and services-orientation. Lewis also referred to wide ranging fields of innovation generally described as "Web 2.0" and Software as a Service (SaaS) as vehicles by which these problems can be addressed or overcome. In the end, Lewis was short on specifics pertaining the ways in which EMC's legacy and innovative products will solve these problems while facilitating the new usage scenarios, leaving one with the a conclusion that echoed Justice Brandeis's remedy to bad speech; "more information begets more solutions."

Incorporate in the vision delivered by Lewis was a refreshing embrace of the idea that it is knowledge which is the ultimate concern of consumers wrestling with interfaces and data volumes. If Lewis's division, and EMC at large, remain focuses on this premise, success will emerge from the commitment to innovation as this specific orientation is itself innovative among product-driven technology companies. Many companies pay lip service to actionable intelligence or information, but fail to understand that knowledge is ultimately in the beholder and that that "beholder" may be a iPod using teen or iPhone dependent executive.

## The Takeaways

- EMC sees innovation as a result achieved through in-house activity as well as acquisition.
- Knowledge is a logical outcome and key requirement of intelligent information infrastructure.
- EMC's vision is achievable, but requires a new willingness to partner and, at times, to follow these partners not lead.
- EMC needs to expand the discussion of why the problems it highlights will led consumers to its door specifically.