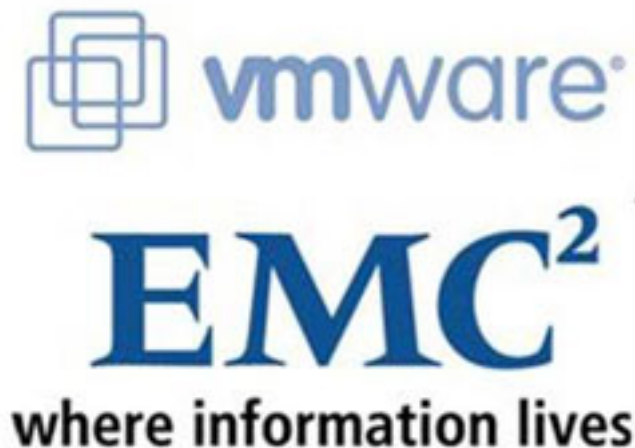


## VMware, EMC Spin Out "Pivotal Initiative"

Written by Marco Attard  
06 December 2012

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VMware and parent company EMC confirm a long-rumoured spin-off-- Pivotal Initiative, the bringing together of big data and cloud resources from the 2 companies into a single semi-independent entity.



Leading the Initiative is former VMware CEO (and current EMC CSO) Paul Maritz, together with technology and 1400 staff from the Greenplum data analytics, Pivotal Labs agile development, Cetas analytics, vFabric and Cloud Foundry divisions.

In a blog post VMware global corporate communications VP Terry Anderson writes "the new organisation will accelerate existing efforts in this area by the 2 companies, creating a primary, unified and focused endeavor around a common mission, roadmap and strategy."

Following the spin out, VMware will concentrate on server virtualisation, with vSphere, vCloud Director and vCentre as cornerstones of the VMware portfolio. Meanwhile EMC aims to gain further credibility within the big data and cloud spheres.

The Pivotal Initiative will launch on Q2 2013, and more details should be available sometime during Q1.

Go [The Pivotal Initiative](#)

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