EMC Intros Cloud Service 2.0

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EMC claims enterprises will be able to "complete the transformation to IT-as-a-Service" with Cloud Solutions 2.0, a framework designed to allow customers fully leverage on hybrid cloud technologies.

"Now more than ever, it's time to deliver on the Journey to Hybrid Cloud," the company says. "It's time to bring the power of automated, on-demand, self-service capabilities within IT's grasp and begin to accelerate the business."

Cloud Solutions 2.0 promises the fastest possible service with features such as policy-driven IaaS, open API integration, financial transparency, enhanced security and integrated automation services enhancing application performance and operations.

The company also says adding data services such as high-performance flash-based IOPs or web application APIs is as simple as adding a new service to a self-service-- basically everything is enabled as a service through either simple portal or open API.

To help customers further their cloud plans EMC also has launches an IT Transformation Workshop to "help customers prioritise own IT initiatives and create an action plan."

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