# TOP 100
# Executives

## Business Transformation Brings Challenges and Opportunities
### EMC Channel Executives' Vision for Partner Success

**EMC²**

**Top 25 Disrupter**

**Amit Yoran**
President, RSA, The
Security Division of EMC

**Top 25 Innovator**

**Jeremy Burton**
President, Products &
Marketing

**Top 25 Sales Leader**

**Gregg Ambulos**
Senior Vice President,
Global Channel Sales

**Q.** *CRN:* **What are the new security concerns brought about by digital transformation?**

**A.** **Amit Yoran:** Digital business transformation requires an entirely new perspective on cybersecurity. There is the immediate need to provide better, more comprehensive insight than legacy tools and systems can provide. This new perspective is the path forward for RSA. We call this business-driven security.

The net-net is that the next generation of cybersecurity solutions, ones that RSA is developing, need to move the industry forward with a better, more complete perspective. Identity has become the biggest attack vector and with the right visibility, advanced analytics holds great promise for our future. At RSA we've released several analytics methods and are delivering great results. But let me be clear. Tools alone won't win the battle.

**Q.** *CRN:* **What role does EMC play in the era of digital business transformation?**

**A.** **Jeremy Burton:** Every company is going to become a digital business. They'll interact with 1,000X more people, collect 1,000X more data, and analyze data in real time. These new requirements will break traditional IT infrastructure, requiring most IT organizations to undergo transformation. They'll need to modernize their data centers with flash, scale-out, software-defined and cloud-enabled technologies, while hardening them so they're trusted and protected. IT processes must be standardized and automated so that IT runs in a self-service and frictionless way, acting as a service provider in-house, while brokering additional services from external providers. In doing this, IT will have created a hybrid cloud, which will run traditional applications faster and more efficiently while laying the foundation for new, cloud-native applications that will enable digital business.

EMC is committed to providing best-of-breed technology to build the modern data center and, through partnerships with VMware, Pivotal, RSA and Virtustream, hybrid cloud solutions to transform IT.

**Q.** *CRN:* **What do you think is the most challenging trend in the channel today?**

**A.** **Gregg Ambulos:** There's no debate that we are in the midst of a technological revolution. Cloud, mobile, the Internet of Things, and other disruptive forces are driving innovation across industries today: in how companies operate, how they do business, and in their very buying motions. Now, more than ever, customers are looking to strategic partners to translate how these digital advances will impact their businesses, and to architect the customized solutions that will enable business transformation.

So the challenge, and opportunity, for partners is in building the expertise, skill sets, and services needed to lead their customers through the transition. At EMC, we're passionate about working with our partners to design the best solutions for our end users, drawing from the most compelling product portfolio and a dynamic partner program. Our goal? To be unstoppable—to deliver best-of-breed technology, drive partner success, spur business transformation for end users—and, collectively, seize the power of today's technological revolution.

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