Virtualisation Challenges

IBM Smarter Storage Symposium – July 2012

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Agenda

Virtualisation has many benefits such as cost savings and improved DR – but we don't want them reduced by a different set of problems

In a virtualised infrastructure you need to make sure your storage is agile and enterprise class.

It's arguably the most important building block in your virtualised infrastructure

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VMware is the Customer Proven Market Leader

- **Company Overview**
  - FY '11 $3.77BN (27% growth)
  - > $1 billion trailing q1 '12 revenue
    - (25% growth)
  - Over $5 billion in cash and equivalents
  - Healthy Margins
  - ~11,000 employees worldwide
  - 5th largest infrastructure software company in the world

- **Proven in the Trenches**
  - 300,000+ VMware customers
  - 100% of Fortune 100
  - 100% of Fortune Global 100
  - 99% of Fortune 1000
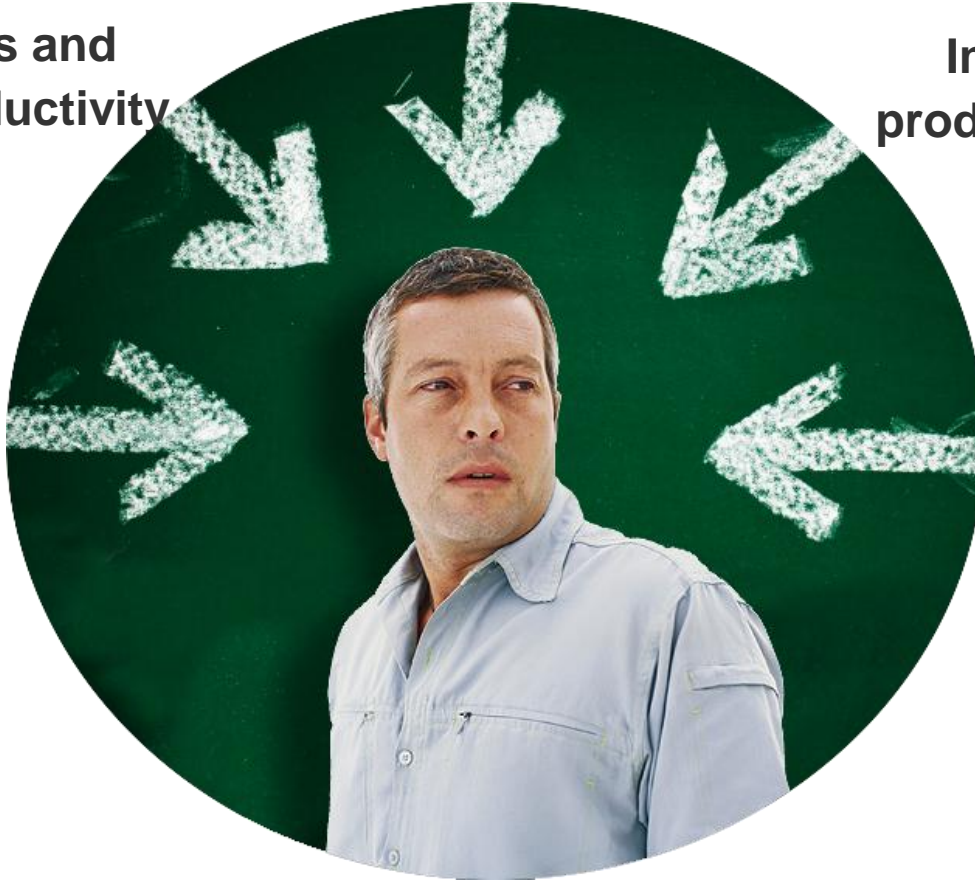 - 97% of Fortune Global 500

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Business and Market Pressures Weigh Heavy on Businesses

React quickly to changing market conditions

Contain costs and improve productivity

Improve quality of products and processes

Grow revenues and customers

Continually innovate to beat competition

Sources: SMB Group 2011: Top 10 SMB Technology Market Trends; Zoomerang 2011 Study: SMB Business Perspectives; Forrester 2011

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New Technology, While Vital to SMB, Brings IT Challenges

More mobile devices and apps

1.1 billion
Cell phones shipped by 2015

300 million
Tablets shipped by 2015

85 percent
SMBs surveyed stating employees use personal devices for work.

IT Challenges

- Complexity of diverse IT environments
- Seamless technology adoption
- Availability and security of systems and applications
- Streamlining processes
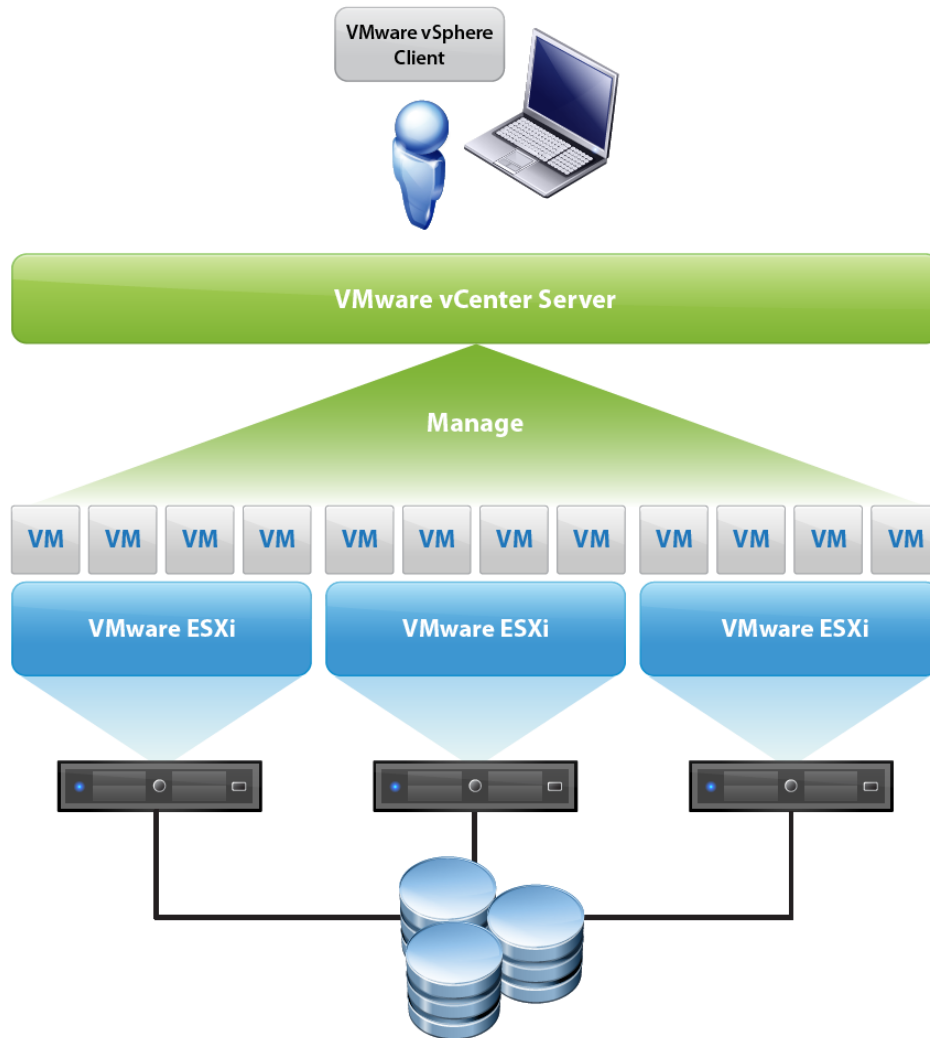- Demand for instant access

More clouds forecast

>30 percent
SMBs have or plan to adopt cloud in the next year

66 percent
Growth rate of cloud data traffic by 2015

Source: CompTIA Annual SMB Technology Adoption Trends Study; Gartner Survey Analysis: Midsize-Business Cloud Plans; Reuters 2011, Forrester 2011

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You business is what matters

- **Real business value**

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VMware vSphere Deployment Architecture

VMware vSphere Client

VMware vCenter Server

Manage

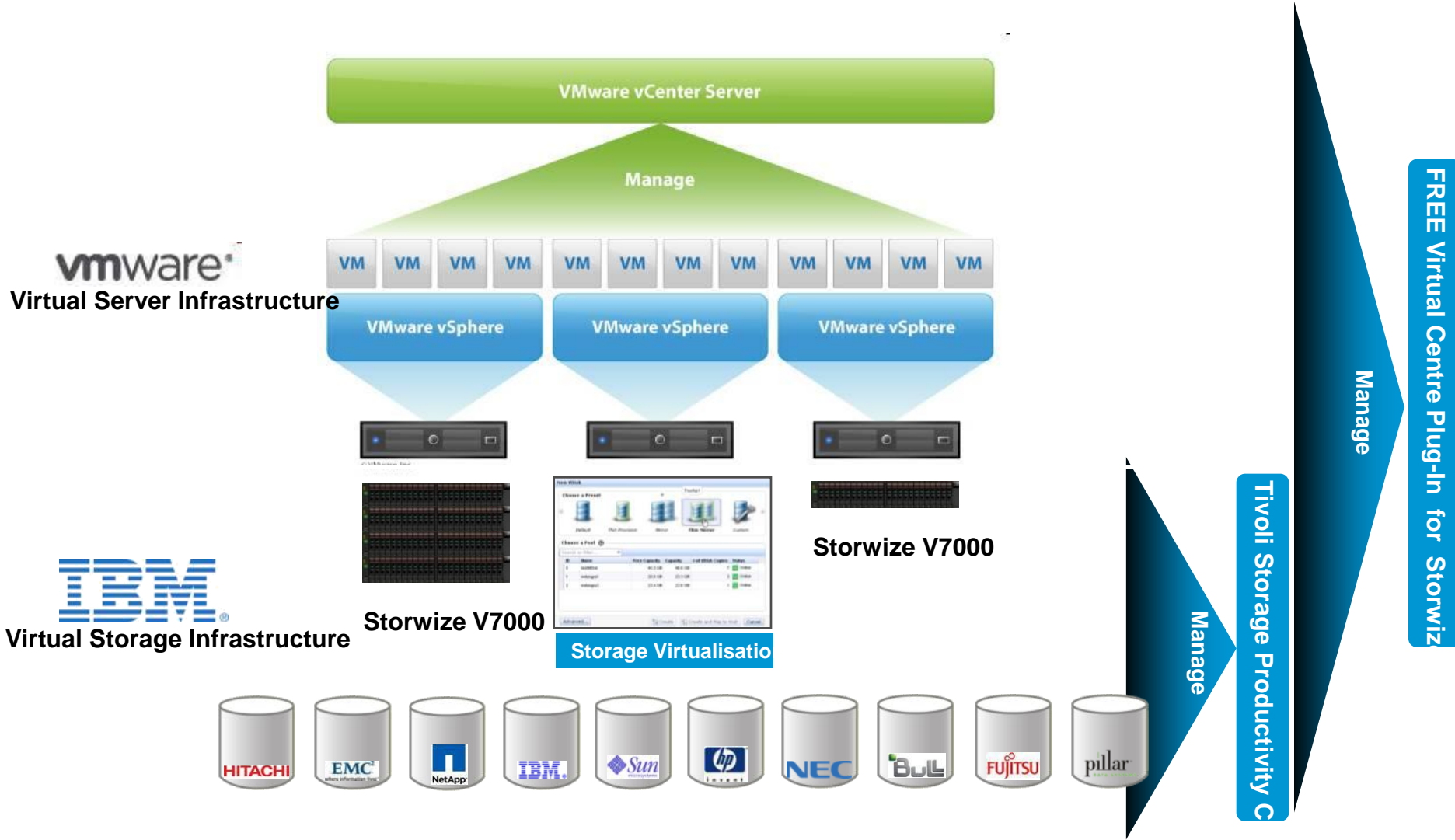VM VM VM VM VM VM VM VM VM VM VM VM

VMware ESXi VMware ESXi VMware ESXi

Management Layer
vCenter Operations Manager
vSphere Client

Virtualization Layer
vSphere

Hardware Layer
Storage
Server
Network

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Virtualisation Built-In - Virtualise the 'Complete Infrastructure'

Virtual Server Infrastructure

VMware vCenter Server

Manage

VMware vSphere

VMware vSphere

VMware vSphere

Virtual Storage Infrastructure

Storwize V7000

Storwize V7000

Storwize V7000

Storage Virtualisation

FREE Virtual Centre Plug-In for Storwize

Manage

Tivoli Storage Productivity C

Manage

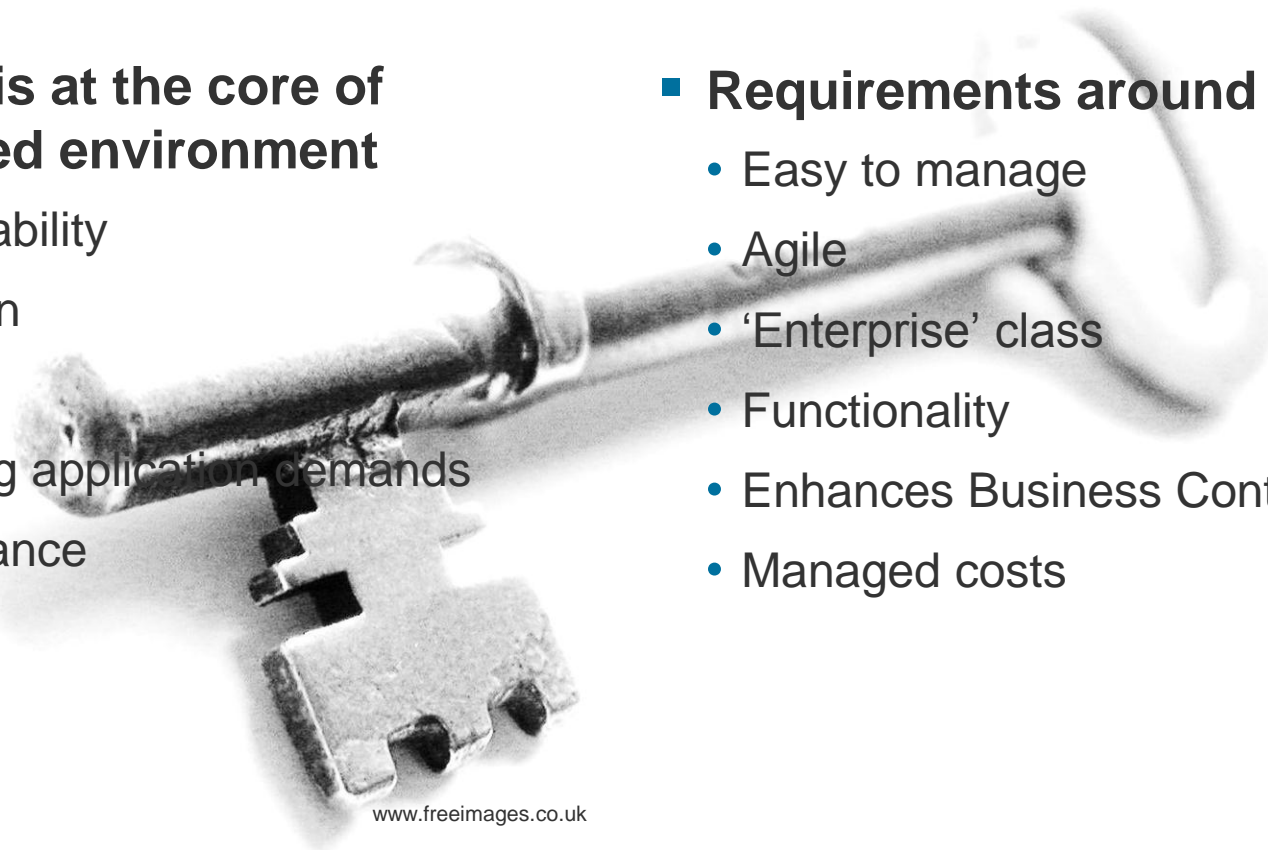HITACHI EMC NetApp IBM Sun hp NEC BULL FUJITSU pillar

The Challenges

- **Storage is at the core of virtualised environment**
  - Manageability
  - Utilisation
  - Sprawl
  - Changing application demands
  - Performance

- **Requirements around storage**
  - Easy to manage
  - Agile
  - 'Enterprise' class
  - Functionality
  - Enhances Business Continuity
  - Managed costs

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VMware and IBM: Joint Innovation

Partnering for more than 13 years – more than 20,000 joint Customers

IBM x86 Virtualization:

- First VMware system vendor
- First VMware joint development partner
- First to offer comprehensive VMware support
- First blade to include VMware
- First demonstrated VMware embedded hypervisor
- First VMware managed desktop offering
- First reference platform for vSphere scalability

- One of the largest number of dedicated 1,600 VMware certified professionals outside of vmware
- IBM level 1 and level 2 support – single point of contact for hardware and software escalations.
- VMware level 3 and 4 – best of both worlds.
- Joint Development and Solutions
  - Data Centre Consolidation
  - Business Critical Applications
  - Virtual Desktop and Mobility
  - Business Continuity & Disaster recovery
  - Private and Public Cloud Offerings

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Thank You

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