

Transform your Business with VMware



The global leader in virtualization solutions from the desktop to the datacenter

“At VMware, we understand the business challenges that our customers face and how virtualization can transform their infrastructure to successfully overcome these challenges.”

Paul Maritz
CEO, VMware Inc.



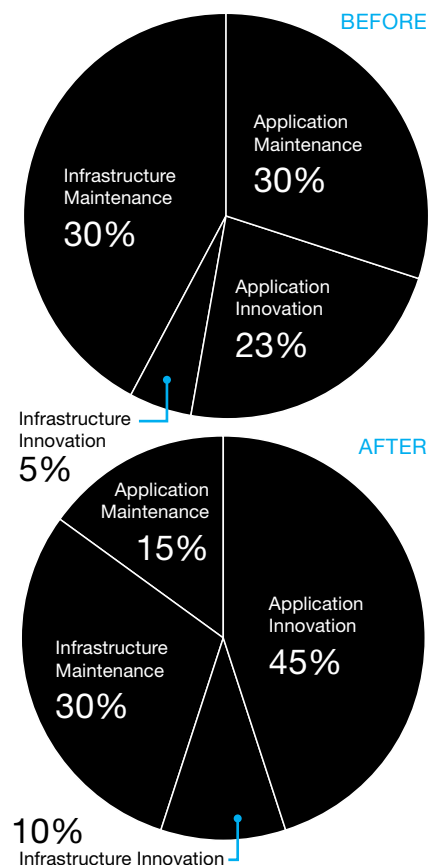
Virtualization Enables “Business-Ready” IT

Nationwide Insurance leverages VMware Infrastructure as part of its overall IT operations to “dramatically reduce the administrative burden of buying, deploying, configuring and (eventually) discarding hardware by consolidating an average of 13 virtual machines on each physical host.”

CIOs indicate that the goal for IT is to serve the business promptly, reliably and cost-effectively. To achieve this, CIOs want to build a service-oriented IT culture where resources are aggregated for building and delivering business services and rewards are granted for delivering on SLAs. In their 2008 “State of the CIO” survey, CIO magazine reports that “82 percent of respondents said that aligning IT and business was their number-one activity.”¹ Creating business value can be difficult when you are focused on managing your IT infrastructure. Let’s face it, traditional IT organizations can be difficult to manage. The interdependencies of servers, networks, storage, operating systems, and applications mixed with customer demands, SLAs, governance, and regulations create seemingly insurmountable tasks for IT. Even IT managers using ITIL or other industry standards find that the infrastructure planning requires a lot of their time.

So what to do? What if you could simplify the management of IT so your team could focus on providing innovative value instead of day-to-day caretaking? What if your IT administrators didn’t have to spend as much time maintaining servers, debugging runtime environments, and applying updates and fixes? What if your application architects could spend more time delivering business services and less time managing an application’s lifecycle across a plethora of servers, OS versions, and development tools? VMware vSphere™ delivers an architecture that simplifies all of this complexity, letting you focus on delivering business services in the datacenter and on the desktop.

VMware Innovates the Maintain Versus Innovate Economics



In the aftermath of Hurricane Ike, Nationwide Insurance needed to temporarily add 220 people to its claims call center to handle the load of customer calls. Finding the volunteers to man the phones was easy. Connecting them to the claim processing system was a little harder. The business goal was to provide the best customer service during a hurricane. The IT goal was to enable that service without focusing on servers, application, and OS complexity.

Nationwide Insurance leverages VMware Infrastructure as part of its overall IT operations to:

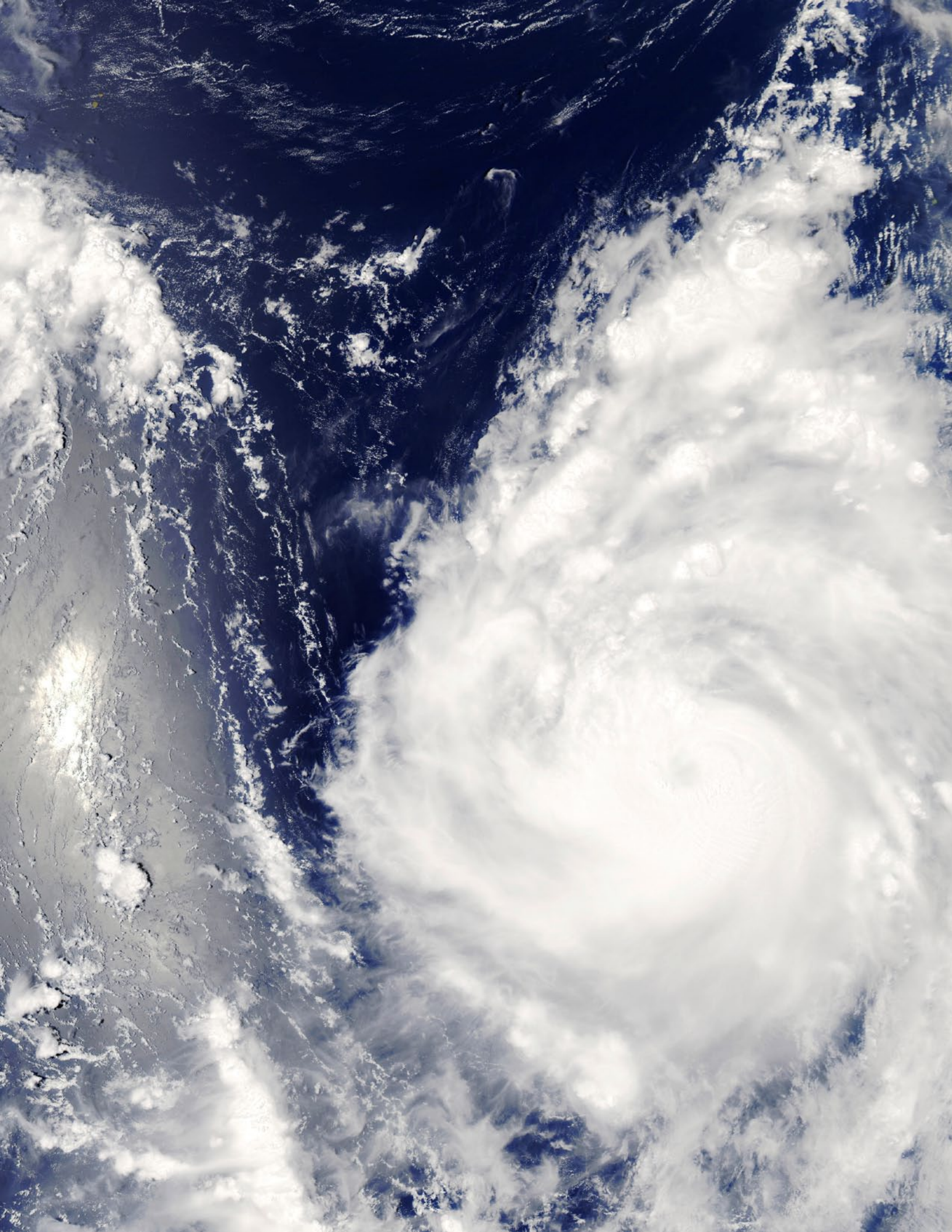
- Reduce capital expenditures on computing resources
- Improve the company's competitive position by accelerating the development and deployment of new systems.
- Deliver on Nationwide's "On Your Side" pledge by ensuring that critical systems achieve high availability—which means the applications and data that Nationwide needs to serve its customers are accessible.
- Support the company's commitment to responsible corporate citizenship by dramatically reducing Nationwide's environmental footprint.
- Shorten the deployment time for new servers, improving Nationwide's responsiveness to dynamic business conditions

Nationwide Insurance is leveraging VMware Infrastructure as part of its overall IT Operations transformation to:

- Eliminate over 700 physical machines, enabling fewer people to manage the IT environment and allowing more focus to be placed on strategic initiatives
- Provide Nationwide with nearly limitless scalability by allowing IT to quickly provision virtual machines whenever additional capacity is needed
- Extend the life of its primary datacenter by greatly reduced power, cooling and space

"A great example of where we see it potentially used is this past week with hurricane Ike, we needed additional people on the phones and for that I believe [...] 220 associates volunteered to man phones and help take customer calls. And the thought is if we have virtual desktops we can bring them up quicker, we can make it easier for people to move from desk to desk or location to location and still with the same look and feel."

Jeff Miggo
Nationwide Insurance



Prepared for Change: The Economy, Mergers and Acquisitions, and IT

Today's economic times are changing the way we do business. Companies need to be efficient and able to rapidly respond to changing conditions. IT managers are being asked to increase service levels and at the same time to reduce expenses. This means making the most efficient use of hardware and people. Companies are also restructuring to maintain a competitive edge. Business units are moved offshore, mergers are negotiated, and acquisitions are made to improve economic and operating positions. IT is critical to the success of these changes.

VMware provides the technology to change the economics of IT. Server consolidation, coupled with efficient resource allocation, can realize cost savings of 50-70 percent. Automated management reduces datacenter administration requirements often allowing productivity gains two to three times greater than before VMware.

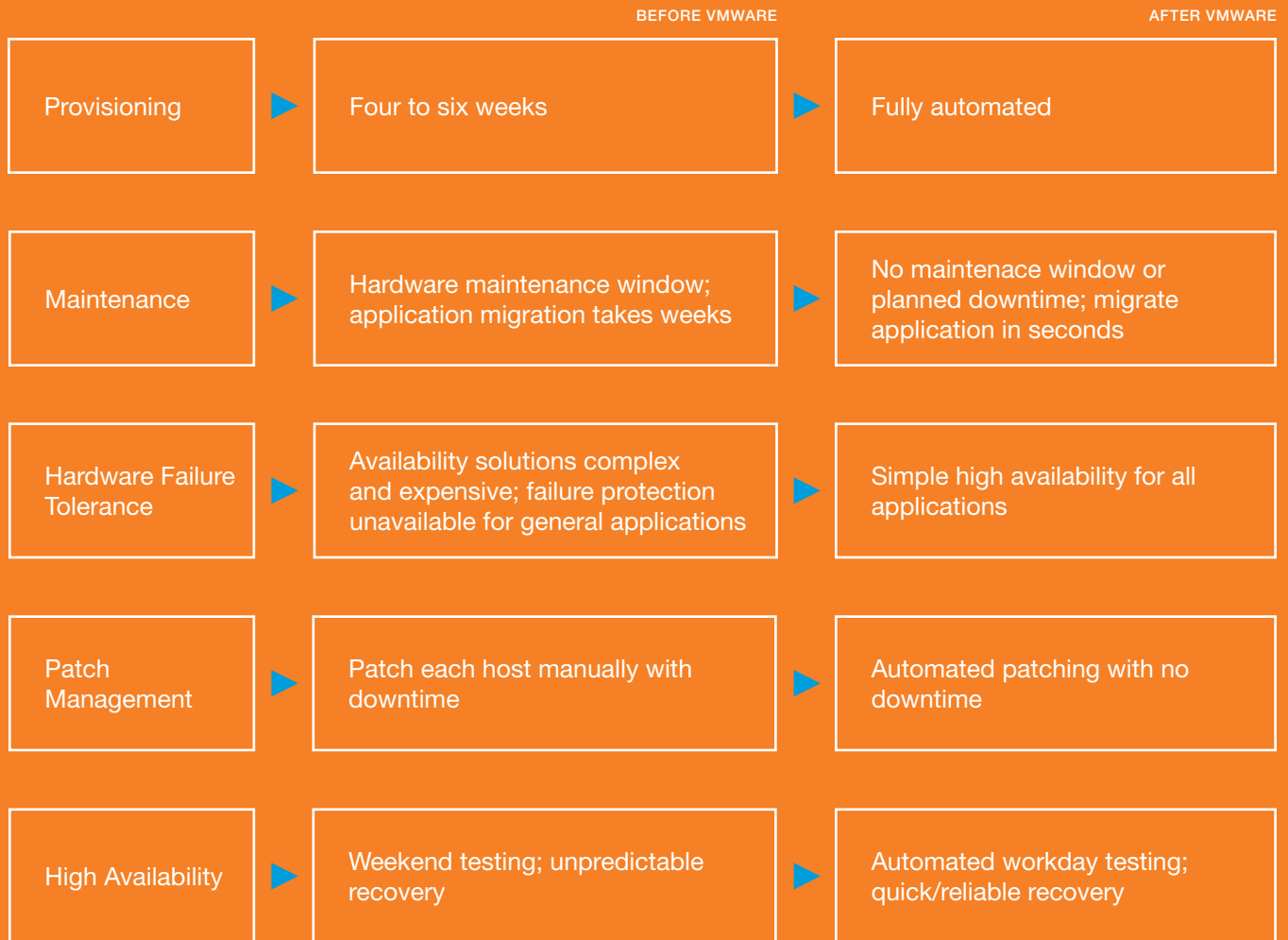
VMware provides the flexibility that enables IT to adapt to change quickly and efficiently. Virtualization changes physical servers to virtual machines that are treated as data files, allowing them to be easily moved across physical domains. A datacenter can be moved by converting the servers to virtual machines, copying the virtual machines and their data to a new location,

changing the network addresses, and restarting the virtual machines. Virtual desktops with remote access allow business units to operate overseas, while data remains safe in the local datacenter.

VMware helps IT to create tomorrow's datacenter today that is agile and resilient to ever-changing business needs.

“One of the key initiatives in the optimization program is virtualization with VMware...our efforts in virtualization have allowed us to extend the life of our existing datacenter, saving Nationwide tens of millions of dollars in capital expense, with VMware being a key contributor to the success of the program.”

Jeff Miggo
Nationwide Insurance



Managing Security and Risk in a Global Business Environment

“As threats to the virtual machine landscape continue to evolve, IBM will leverage the VMsafe technology to provide holistic system and data protection solutions for the virtual environment. IBM is dedicated to extending superior ahead of the threat multi-layered protection to the virtual landscape, and to working with VMware to develop new and innovative ways to protect the VMware infrastructure.”

Scott Johnson
Business Line Manager, Host Solutions for IBM Internet

Keeping your data secure is a challenge in today's global business world. Viruses and malicious attacks continue to be problems. The potential liability stemming from identity theft, data piracy, data privacy laws, and accidental data loss continues to be an issue for IT executives. Compounding the issue is the increased use of temporary employees and outsourcing of work to partners. Although offshoring can lead to significant savings, the risks to data and from laws protecting data can be a real liability.

In recent years, disaster recovery has become a huge issue for IT. The threat of terrorist attacks and natural disasters has made this topic top of mind for many businesses. Many companies have created disaster recovery plans for the datacenter but what about their client desktop systems. Many of these systems contain data that is necessary for the operation of the business. Data backup can mitigate the problem of recovering from a disaster but weeks can go by as IT tries to bring these systems back on line.

Business is more dependent on technology than ever before, yet more frustrated by its inflexibility. VMware can give you the flexibility you are looking for. VMware vSphere provides inherent availability, security, and state-of-the-art disaster recovery. VMware View can

extend these features to your desktop systems. Desktop data is secured within the datacenter and afforded the same availability and disaster recovery protection as server data. Whether it is accessed from the office or home or abroad, with VMware View™, your desktop data is always available and always secure.



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Think Services, Not Servers

VMware delivers a business-ready infrastructure that is based on a services-ready architecture and deployed using an operations-ready framework. VMware is ready to transform your business.

VMware vSphere aggregates IT assets into a shared resource, or internal cloud, in which shared resources are allocated among applications precisely and efficiently. VMware vSphere provides built-in services such as availability, security and scalability to ALL applications and it federates with external clouds, so cloud computing is easily accessible within and beyond the enterprise. Imagine that new services can be implemented quickly—in hours instead of weeks. This means that new business initiatives can be delivered based on business need and all application backlogs can be reduced dramatically or eliminated altogether.

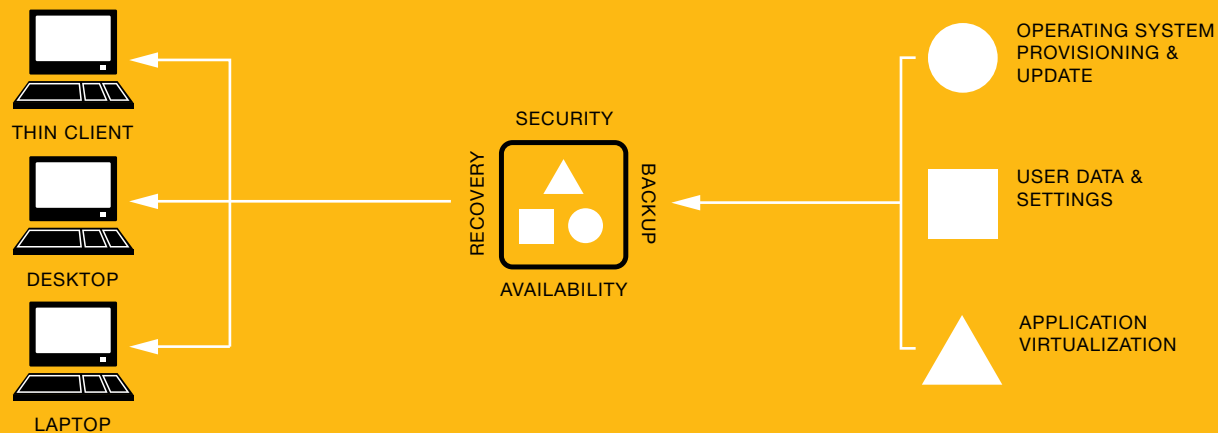
VMware vSphere enables applications to be transformed into business services and delivered on demand. Any application can be transformed into a service by bundling it with “just enough OS” and resources to meet a specific SLA. Any application can be run on VMware vSphere with unprecedented availability, security, and performance.

With VMware, application developers can build services based on business and user needs, unconstrained by infrastructure, OS heterogeneity and the complexities of version control. Ninety-five percent of all packaged applications have ISV support to run and perform well on VMware. Pre-configured applications delivered as virtual appliances drive faster time to market and standardization. Deliver personalized applications and centrally manage and secure desktop environments, whether online or offline with the rich experience users expect.

Software delivered as services through massive cloud datacenters provides capacity on-demand very cheaply. Without virtualization however, to take advantage of this cheap capacity, enterprise applications have to undergo a great deal of customization and porting. Also, customers have to make the difficult choice of either doing things the old way—or completely recreating applications to run off-premises.

In addition to helping customers address these challenges, VMware also helps customers address some important trends, opportunities and threats. Multicore x86 processors with increased computing power and memory are more prevalent than ever and, with virtualization, can support multiple larger applications at much lower cost than traditional servers. Experimentation and vibrant innovation with application stacks like SOA, and Web 2.0 makes it hard to predict what that prevalent application architecture will be in future datacenters, if there is a single one. With a VMware vSphere, you can “future-proof” and protect your application infrastructure investments.

Build the Desktop of Tomorrow, Today



The desktop of the future will not be a single physical device but a collection of different devices and environments. Applications and data may be located across a combination of locations for example: a virtual desktop running on a server, a home notebook computer and a webmail account. End users want the same view regardless of what device they use to connect to their desktop or where their applications and data are located—the user wants a universal client. IT organizations on the other hand want to simplify management and take control of desktops and applications cost effectively. Universal client is the next evolution in desktop computing including virtual desktop infrastructure.

Decouple applications, data, and operating system from the hardware and deliver them to the user rather than a device. Give users a personal view of their applications and data, whether they're on a thin client or laptop, in the office or on the road. Intelligently deliver applications and data to any device and allow users to focus on their jobs rather than the tools. Balance the requirements of your business with the needs of your users and create a seamless experience where applications and data follow the user and not the device.

VMware Virtual Desktop Infrastructure Connects Bell Canada for Optimized Customer Care

“With VMware virtual desktop infrastructure, we are able to manage complex, secured desktop environments from our datacenter. This has made it easy for Bell Canada to create and manage 1700+ desktop environments for call center agents. We will continue to utilize the solution because it gives us the flexibility to easily and cost-effectively provide customized desktop environments.”

Martin Quigley
CGI Senior Technical Consultant

Transform Your Business



VMware delivers tomorrow's datacenter today and allows your IT organization to spend less time caretaking and more time innovating. With VMware, you can design sustainable IT solutions based on a flexible architecture that provides unprecedented support for business goals. Thousands of VMware customers transform their business by doing more with less and giving self-service control to business owners. With VMware, delivering IT services so you are first to market with new business ideas is easy.

VMware transforms the way you do business.

¹Nash, K. S. (2007, December 10). The State of the CIO 2008: The CIO's Time to Shine. Retrieved October 13, 2008, from www.cio.com: http://www.cio.com/article/163700/The_State_of_the_CIO_The_CIO_s_Time_to_Shine

