Should Our Business Be Using Virtualization?

What Virtualization Means for Your Bottom Line

What is Virtualization?

In its simplest terms, virtualization lets you run multiple "virtual" servers from a single physical machine. This allows your business the ability to rapidly respond to changing business conditions while minimizing risk, reducing costs and improving service levels.

Traditionally, servers are used for one operating system and/or application. Virtualization allows you to utilize one server for multiple applications, saving time and money.

When it comes to managing your business, there are three main concerns for every executive:

1. Reduce Capital and Operating Expenses
2. Maximize Equipment Investments (leverage your existing equipment investments)
3. Improve Efficiencies and Energy Savings

Virtualization provides a solution to address each of those three concerns.

Reduce Expenses

Did you know…

- For every $1 spent on server hardware, it is estimated that $.50 is spent on power/cooling.
- For every $1 spent on new infrastructure, $8 will be spent on maintenance.
- Data center construction costs are greater than $1,000 per square foot.
- Every unvirtualized server, on average, costs the organization an extra $2,750 per year.

Virtualization can help you reduce these capital and operating expenses, helping improve your company's bottom line.

Maximize Investments

There are some up-front costs associated with virtualizing a server, but it doesn't always mean that you will need to buy a new one. Often, technology currently in place can be used or repurposed to provide a backup/disaster recovery solution. Long term, virtualization will help maximize the technology equipment investment for your company.

Improve Efficiency

Virtualization reduces power and cooling needs, helping your business save money and improve energy usage. It also allows IT staff to be more efficient with their time and to reduce waste of valuable building "real estate."

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What Virtualization Means to Your IT Infrastructure

How Do You Spend Your Time?

Businesses that focus on IT innovation experience a competitive edge. An infrastructure that includes virtualization automates processes, standardizes deployments and creates a more efficient and effective IT operation. Spend your time innovating, not administering.

Virtualization can save you physical space while optimizing server usage.

When it comes to managing your network and IT infrastructure, there are three main concerns for every IT manager:

1. Reduce Additional Hardware and Infrastructure Investments
2. Reduce Administration Burdens and Increase Availbility of IT Staff
3. Increase Disaster Recovery and Business Continuity Solutions

Virtualization provides a solution to address each of those three concerns.

Control Budget Expenditures

Your business can save 50-70% on overall IT costs by consolidating equipment and utilizing current machines to their full capacity. A reduced number of physical machines also equates to a reduction in power and cooling expenses.

The compatibility of virtual machines can also offer additional savings. Virtual machines are compatible with all standard x86 computers and can be used with a variety of databases and applications, such as SQL Server, Exchange, SAP and Oracle.

Reduce Burden on IT Staff

For each server, a large portion of staff time is devoted to server maintenance and upkeep. Virtualization reduces resources dedicated to provisioning and offers zero-downtime maintenance and automated patching. Users will have increased availability while IT staff maintains centralized, simplified control.

Implement Disaster Recovery Solution

If you have any critical systems (HR, payroll, records, etc) running on equipment that is no longer supported, you run the risk of losing essential data. Would you be able to restore the data to pre-incident levels in a timely manner?

Virtualization is the first step in a phased approach to disaster recovery. Create your own secondary data center that offers secure backup and allows you to recover immediately from unplanned issues.

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