



# BUSINESS EFFICIENCY: A VIRTUAL SNAP

IT belt-tightening is geared toward saving money—but you can achieve the same goal by boosting business efficiency. Virtualization is the secret to this strategy.

Everyone is under extra pressure to save money this year. And because IT typically makes up a good chunk of the budget in most enterprises, it can seem like the logical place to make cuts. But the most obvious belt-tightening tactics—simply putting off expenditures—can be counterproductive in the data center.

By foregoing key technology advances in favor of short-term savings, companies can rob themselves of much larger long-term technology savings, as well as undercut important organizational goals. That's why the smartest CIOs are looking beyond this year's bottom line and carefully selecting products and services that can put their companies on the fast track to business efficiency.

Business efficiency means simplifying administration and maintenance tasks, making operations more intuitive, and ensuring that advice and support are easily available. Virtualization can make it a snap to achieve these goals. As a proven way to free up space in the data center, reduce power consumption, increase uptime, and dramatically shrink your hardware replacement budget, virtualization is the secret to saving money without eliminating IT services.

## STEP 1: GET VIRTUALIZED FAST

The goal of virtualization is to reclaim time, money, and man-hours. That's why it is important to plan ahead—to make the transition to a virtualized infrastructure as fast and smooth as possible.

A variety of new Dell services can help speed up your enterprise virtualization efforts. For example, Dell ProConsult services are designed to help your team plan out server reduction and data center optimization involving dozens, hundreds or thousands of servers. Dell also offers a full range of data

center optimization services, from planning and management to platform optimization and facilities efficiency.

Deploying virtualization on the servers and storage in your data center doesn't have to mean hiring more IT staff. Instead, you can use Dell services to augment your staff for deployment projects. Dell education services can reduce the learning curve for your IT team on the new, more sophisticated virtualization features in releases like VMware vSphere 4 and Citrix 5.1. Dell experts can even tune your new vSphere 4 configuration to improve performance by up to 40 percent.

To make sure your newly virtualized systems support business operations as efficiently as possible, you need visibility into VM performance, including processor, memory, network, and disk utilization. Dell's new Virtual Server Remote Monitoring and Reporting tools give your IT team the right data at the right time—helping your team to more efficiently handle business growth, heavy workloads, and peak business hours. Complete, end-to-end VM reporting, monitoring and management are also available 24x7 from Dell's Service Operations Center.

## STEP 2: DEPLOY BUSINESS-READY VIRTUALIZATION INFRASTRUCTURE

Getting value out of virtualized infrastructure shouldn't be complex—which is why Dell builds business efficiency into its virtualization hardware solutions. Dell PowerEdge servers are designed to help you deploy new virtualization infrastructure quickly and predictably. The new configurations feature a Dell and VMware stack that incorporates physical-to-virtual (P2V) migration capabilities from PlateSpin. Tight integration with VMware and Microsoft System Center is also built into Dell

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servers and storage—which can also go a long way toward minimizing your administration time and your virtualization investment.

### **STEP 3: CHANGE THE ECONOMICS OF STORAGE**

Virtualization has the potential to transform the traditional cost equation for storage in your data center. Because it optimizes the use of storage media and makes storage administration dramatically simpler than in the past, storage virtualization should be a cornerstone of any business efficiency strategy.

Enterprise-grade virtualized iSCSI storage is driving down costs by enabling IT departments to capitalize on affordable Ethernet technology. Dell EqualLogic takes the savings a step further by integrating management functions into storage array software at no added cost, automating approximately 25 storage management steps down to four or five.

The new Dell EqualLogic PS4000 iSCSI array adds automatic replication for remote offices, enabling cost-effective backup and recovery that’s easy to scale across the enterprise. Deploying Dell EqualLogic PS4000 storage solutions in your remote offices can extend the domain and expertise of your central data center and lets you rest easier knowing that remote offices are compliant with backup


requirements. And built-in support for VMware vStorage and Auto Snapshot Manager VMware edition v.2 gives your IT team new freedom to move and back up virtual machines without a lot of time-consuming complexity.

### **STEP 4: GET MORE FOR YOUR CLUSTER INVESTMENT**

If your organization uses high performance computing (HPC) clusters in your server environment, consider evaluating the new Dell PowerEdge R410 server. It’s built with HPC-specific design characteristics and performance advantages that will give you more payoff for your server investment—including 4-way server performance at 2-way prices.

Advanced systems management technology in Dell’s newest generation servers is another way to keep costs down. Built-in LifeCycle Controller functionality makes it easy to update the BIOS and firmware on servers or roll back to a previous version, potentially saving hours of configuration and support time.

### **PUT YOUR BUSINESS ON THE FAST TRACK**

By helping to accelerate ROI on virtualization and consolidation projects, improve service level agreements, and ensure compliance with internal and external policies, virtualization products and services from Dell can make achieving greater business efficiency a virtual snap. Improved business efficiency is the key to handling today’s economic pressures—and Dell technology gives you a fast track to success. 

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