

Put Advisor to Work For You

- **If you are a business going through an RFP process**, the Advisor can help you to determine your Infrastructure Unit needs and provide you with a comprehensive template for generating a clear and concise document ready for distribution to potential vendors.
- **If you are a business that has not realised the expected ROI from your virtualized infrastructure**, the Advisor Service can help you tune and optimize existing environments.
- **If you are new to virtualization and Cloud Computing** and need to make a business case for these solutions, the Advisor Service can deliver the TCO and ROI metrics needed to support critical decisions.
- **If you are preparing a Disaster Recovery Strategy**, the Advisor Service can help to produce an optimal plan – whether you are running a purely physical infrastructure, a virtual infrastructure, or a mixed environment.
- **If your existing Virtual Infrastructure hardware is reaching end of life**, the Advisor can help you map out an upgrade strategy, including ROI analysis compared to cloud offerings.
- **If you are currently partnered with a data center on physical servers**, the Advisor Service can help with an evaluation of the Cloud, and with Disaster Recovery Strategies that may improve upon those offered by your current vendor, perhaps even at a lower cost.

Cloud computing what does it mean to my organization

Organizations today rely heavily on their IT infrastructure to run their business and, even more importantly to drive the innovation that creates and sustains a competitive advantage in the marketplace. Despite this reliance on IT infrastructure, there is increased pressure to control and reduce IT costs, while improving service levels and responsiveness to the business. As the bulk of IT costs usually go towards supporting existing applications and services, the funds available for these innovative initiatives are typically in short supply.

Cloud computing has emerging as the front runner to helping business meet these challenges. The Cloud promises ubiquitous computing, available on demand in a simple and cost effective manner - all while driving efficiency and freeing up budgets. Sounds simple enough, but how do you actually get there? How do you begin to understand which of the myriad options in the market is the right fit for your organization?

Realizing the Benefits of the Cloud

Whether you are new to Cloud or Virtualization, have a partially virtualized infrastructure, or even if you have a fully virtualized infrastructure that is not meeting expectations, the first step to realizing the full benefits of Cloud based technologies is a comprehensive fact based analysis of your current environment. This evaluation ought to include all facets of the IT ecosystem, from the technology stack through the supporting processes and procedures, and must include the business as part of the exercise. Considerable attention should be given to actual usage patterns, business continuity, SLA's and performance measurement. The data collected during this effort must then be evaluated against your organization's strategic business goals. Only then can you gain sufficient insight to develop an understanding of the strategic and tactical steps required to align your IT infrastructure to the real needs of the business. Empowered with this information, you are ideally positioned to either begin the design of a custom Cloud solution or perhaps more likely to evaluate which of the commercial Cloud solutions will best meet your requirements.

Such a solution may be a customized private Cloud deployed within your facility either using your own infrastructure or delivered as a remotely managed service, or it might be an off-premise fully managed Enterprise Cloud delivered as either dedicated or Multi-Tenant or it may be a Hybrid Cloud that combines the best features of the on-premise and off-premise Cloud architectures.

A Successful Transformation

The scope of such a project may seem like a daunting task, and it is one that is difficult for most organizations to undertake without the assistance of specialized tools and expertise. A successful transformation of this magnitude requires a structured approach using proven processes and metrics, otherwise this type of planning is often prone to error and frequently there is excessive estimating and guess work involved. Inevitably, such imprecision leads to costly miscalculation, either over-sizing the environment, therefore spending excessively on idle resources, or perhaps worse, under sizing the environment and thereby delivering poor service to the business. In this latter case, missed SLA's can lead to substantial opportunity costs or worse for the business and ultimately more money and resources will be wasted fixing the avoidable "performance issues" that arise. Ironically, fixing a design that was undersized to begin with often leads to overcompensating and can easily result in over-sizing. The tools available for this type of analysis tend to be very narrowly targeted, and focus on just resource requirements and ignore the crucial operational impacts that Cloud solutions can cause. Often some of the efficiencies gained through Cloud and Virtualized solutions are lost because of a lack of attention to organizational processes and procedures for the Virtual Infrastructure, and by extension the Cloud solution. Though this can easily be avoided with the proper planning and alignment with the business, it is often overlooked.

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Through the Advisor Service, Virtustream is able to deliver a clear vision for your organization transformation to a more efficient and flexible infrastructure. This vision is delivered with clear and actionable analysis and recommendations that meet the needs of business and technology stakeholders. Virtustream's mission is to enable our clients to select the next generation of Information Technology systems for their business -systems that truly deliver on the strategic direction that organizations themselves have formulated.



What is the Advisor?

Virtustream offers the industry's leading transformational tools and methodologies surrounding the virtualization and Cloud ecosystem. The Advisor Service provides multidimensional suite of design, analysis and reporting methodologies. At its core is an integrated suite of software tools and professional services that economically address the need for comprehensive analysis, reporting and planning and operational readiness. The Advisor Service produces strategic deliverables that are specifically designed to provide a roadmap for the alignment of IT to the business while transitioning to a more efficient Cloud architecture. The roadmap is based on the organization's core business objectives, existing compute infrastructure, embedded skill sets, and operational requirements as identified during the various workshops conducted during the data gathering phases of the Advisor Service. The business needs are considered paramount and constantly evaluated throughout.

How Does It Work?

The software tools within the Advisor Service have been developed throughout our ten years of delivering Virtual Infrastructure solutions, including hundreds of projects involving tens of thousands of physical and virtual machines. The Advisor tools dramatically reduce the labour necessary to produce a comprehensive picture of the x86 computing landscape, and provide a factual framework for the workshops that round out the Advisor Service. The data gathered from the tools are integrated with input gathered from business stakeholders, IT personnel, and the user community to provide a cohesive vision and actionable set of plans for transforming the IT infrastructure to meet the needs of the business while transitioning to a new Virtual or Cloud computing model.

Why Is It Different?

No two organizations have identical needs, therefore the Advisor is a scalable and customizable solution that provides a strategic roadmap for the transition into Cloud based computing model(s). It leverages a data collection and analysis tool that has evolved over nearly a decade and implements industry recognized "best practice" design and efficiency solutions gathered from the deployments of thousands of Virtual Machines. This powerful tool gathers computing metrics and provides a business and process oriented questionnaire in order to provide a customer with a holistic report on their IT infrastructure. These inputs are further refined during workshops conducted with Virtustream's subject matter experts in areas such as networking, virtualization, storage, security, ITIL, and enterprise applications including SAP, Exchange, and various database applications such as SQL server, Sybase or SAP DB. The Advisor tool overlays these data points into a variety of scenarios including Virtualized and Cloud computing architectures, providing the in depth analysis necessary to identify the strengths and weaknesses of each option, vis-à-vis your specific business requirements, ultimately recommending those options that best meet the organization's strategic objectives.

In addition to the strategic roadmaps, the Advisor reports include performance metrics and statistical analysis that allow us to provide fully detailed Return on Investment (ROI) and Total Cost of Ownership (TCO) projections that illustrate clear benefits afforded by Cloud computing, balancing the various technical options against one another on a cost benefit basis.

How Do I Get Started?

The best solution for your IT environment can be easily identified once you have a complete view of what you currently have and a vision of where you need to be. The Advisor Service guides your business and your technology users through this process with relative ease, reducing friction and ultimately improving on quality.

On-Boarding Process



Step 1: Data Collection

Sound decisions must be made on solid information. The exclusive set of data collection tools used in the Advisor Service process are deployed within the client's IT environment at the onset of a Cloud analysis to "listen" to a client's environment for a determined period of time. Virtustream's tools can be targeted to individual machines that present pain points, or more broadly to collect data from many or even all the machines in a given landscape. The Advisor Service also has the flexibility to allow for customizing the metrics collected based on the functions of each machine, it's relative importance to the business, or even for such criteria as collection intervals, synchronization at quiet hours and other business considerations. The emphasis of the Advisor Service data gathering is to identify the many possible pain points that can impair the various Cloud solutions. With that information in hand, our subject matter experts can produce a cohesive designs based on industry leading Cloud based technology. While extremely valuable, this information would be incomplete without the additional insights gained from the various questionnaires and workshops built into the data gathering phase of the Advisor Service methodology. The unified view of the customer's strategy, key objectives and top concerns is critical qualitative information that is often overlooked in the development of information technology plans, but they are integral factors in the Advisor Service.

Step 2: Resource Modelling

The Advisor collector automatically gathers data within the client's IT environment on predetermined schedule, preferably a full business cycle. The cycle can be from seven to thirty days, to best meet any business

requirement. Additional tools within the suite complement the collector and are deployed on an as needed basis, typically for a specific application that requires more granular information regarding specific services, processes, or pressure points. These tools are normally brought to bear based on preliminary analysis of the data, or as a result of the stakeholder interviews and workshops. Evaluation of the data is ongoing throughout the engagement. Once data is captured, proprietary algorithms within the Advisor suite are then used to profile the application workloads and translate them into Cloud based resource requirements. The Virtustream Solutions Architects and subject matter experts use the data and tools in concert with input from the Advisor workshops to create the optimal Cloud Computing model.

Step 3: the Advisor Report:

The Advisor Service process generates a comprehensive report detailing the findings, the recommendations and the plan of action for the next steps. The exact nature of the report varies from customer to customer based on their specific needs and the predefined scope of the engagement; each report contains a thorough explanation of Virtualization, Cloud Computing, Disaster Recovery, and Cloud Computing Architectures. This content is presented in an integrated manner alongside client specific results derived from the analysis of the data collection, the workshop sessions include extensive explanations and graphical representations of observed workloads, and calculated TCO and ROI analyses. Each Advisor Service engagement contains proposed "best fit" solutions, along with various alternatives and the justifications of each.

Whether you are new to cloud or virtualization, have a partially virtualized infrastructure, or even if you have a fully virtualized infrastructure that is not meeting expectations, the first step to realizing the full benefits of these technologies is a comprehensive fact based analysis of your current environment.

Adopt At Your Own Pace

The Advisor Services gives you the ability to align your organization core business objectives, computing infrastructure and operational requirements to your own timeframes and budgets. The information collected and the resulting blueprint is pertinent to the adoption of any cloud solution regardless of which platform or provider you ultimately choose.



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WHY VIRTUSTREAM

We partner with our clients for sustained success and deliver long term strategic benefits combined with class leading total cost of ownership through the intelligent use of virtualization based Cloud solutions. Virtustream has been a thought leader providing specialized IT Strategic Consultancy and implementation services in all areas of the Enterprise ecosystem from the data center to the desktop for over 10 years, it also has an extensive portfolio of Private and Hybrid Cloud service options to meet all operating requirements. The options include Private Virtual Environment, a customized Cloud using client infrastructure; Virtustream Private Cloud, an On or Off-premise preconfigured solution managed remotely; and Virtustream Enterprise Cloud, an Off-Premise Private Multi-Tenant Cloud.

Virtustream has been providing specialist independent IT consultancy in all areas of virtualization and Cloud Computing winning numerous industry awards in recognition of the detail and quality of our work including become VMware first global VAC, winner of the VMware EMEA Partner of the Year 2008 and the ICT - Green IT initiative of the year award in 2008.

ABOUT VIRTUSTREAM

Virtustream (www.virtustream.com) is an innovative cloud provisioning firm committed to delivering next generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. We lead our Cloud Platform Services with Cloud Advisory Services, providing expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure-related integration services. We provide ongoing support for our Cloud Platform Services through two groups: Our Cloud Cover team provides a managed service, from core infrastructure through enterprise applications and the Cloud Staging and Networks group that provides colocation, security and network services. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands.

For more information on Virtustream and our Advisor Services
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