



VirtualizeIT in Partnership with NetServices

NetServices has recognised the importance and value virtualisation can bring to its clients by enabling a highly efficient optimised resilient and secure infrastructure through the managed and hosted services they provide. To realise the true potential of virtualisation however it must be looked at on a strategic rather than tactical basis and to do so requires specialist experience and expertise.

NetServices has therefore partnered with VirtualizeIT to provide the deep domain knowledge necessary to assess, design and implement these solutions for their clients.

Introduction to VirtualizeIT

Virtualize IT® is EMEA's premier consultancy practice dedicated to the advancement and adoption of virtualisation technologies within today's businesses, encompassing strategic solutions from the data centre to the desktop.

Having been providing virtualisation solutions for more than 8 years, we have an unrivalled track record and experience in developing and delivering services that cover all areas of virtualisation.

Our business solution delivery ethos is to use the leading virtualisation technologies currently available to maximise the business benefits of a virtual infrastructure for our clients and to deliver competitive advantage using best of breed solutions. This approach of combining virtualisation technologies into a coherent virtual infrastructure strategy is unique within the market place.

Awards and customers

Virtualize IT® have won numerous industry awards in recognition of the detail and quality of our work including most recently being awarded VMware's EMEA Consultancy Partner of the Year 2008 and the ICT - Green IT initiative of the year award 2008 for our work with Allied Irish Bank. We are also ISO 27001, ISO 9001 and ISO 14001 registered.

Our customers range from the smaller business to the larger enterprises, charities and government organisations including: HSBC, Honda, Fortis, Royal Borough of Kensington & Chelsea, Kuwait Investment Authority, Advent International, Bank of England, LG Legal and Irish Life.

Challenges our clients were facing:

The adoption of virtualisation is often driven from one or a combination of the following factors:

- Reaching capacity in the data centre - requirement to reduce data centre footprint and power spending
- Significant hardware investment becoming necessary year on year to stop servers falling out of warranty
- Further server purchases necessary to support the growing business year on year - Desire to reduce hardware operational costs
- A desire to improve business continuity across Intel-based applications
- The need for a robust, fast, disaster recovery solution to achieve recovery point and time objectives
- Scalability and flexibility for future expansion
- Demand for the development of new IT solutions for improved business processes
- Physical server sprawl causing IT management issues
- A requirement to migrate ageing systems that are still required for historical data from unsupported operating systems and older hardware onto new supported technology. Reduce the risk of maintaining legacy applications.

What we deliver for our clients

Agile Infrastructure	<ul style="list-style-type: none"> Greater agility aiding responsiveness to business demands
Operational aligned infrastructure	<ul style="list-style-type: none"> Unification of technology to operational requirements
High Availability	<ul style="list-style-type: none"> Ensure business continuity for critical systems
Improved test and development	<ul style="list-style-type: none"> Greater flexibility and speed of response
Improved operation efficiency	<ul style="list-style-type: none"> Improved management Dynamic resource allocation
Improved return on Investment	<ul style="list-style-type: none"> Reduce future capital outlay Reduce running costs
Environmental benefits	<ul style="list-style-type: none"> Measurable carbon emission reductions
Improved cost recognition	<ul style="list-style-type: none"> Align virtual platform to a new cost model
Skills transfer	<ul style="list-style-type: none"> Operational readiness and handover
Transformation management	<ul style="list-style-type: none"> Structured fully managed approach
Compliance to standards	<ul style="list-style-type: none"> Alignment to existing standards


Partnerships

VirtualizeIT is a strictly vendor independent organisation as this enables us to provide our clients with impartial advice and select the most appropriate solution to meet the client’s requirements.

We operate a policy of continuous assessment of the technologies available in each virtualisation sector and we partner with the vendors that we believe offer best of breed solutions. Through following this policy we are authorised resellers for all the major virtualisation technology providers for both hardware and software.

Our partnerships include VMware, Microsoft, Citrix, Datacore, and LeftHand Networks amongst others.

With the array of technologies available in each of these areas, the virtualisation market is an increasingly complex landscape. Faced with such a diversity of software, VirtualizeIT provide our clients’ independent advice and delivery of solutions tailored to their requirements through a highly skilled and experienced team of specialist consultants.

 <p>virtualizeIT EFFICIENCY THROUGH INNOVATION</p>	<p>Contact: James Horsfield – VirtualizeIT - Strategic Alliances Manager Tel +447973 627162 or email james.horsfield@virtualizeit.com</p>
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Services

VirtualizeIT have created a unique series of consultative solutions designed to provide clients with the expertise to take them from the assessment of the benefits offered by infrastructure virtualisation to the capacity measured detailed design, implementation and support services for the solution.

Leveraging our extensive experience in virtualisation, we are able to ensure that our clients correctly align virtualisation technologies to objectives and create the overall cohesive strategy that is designed to meet their specified requirements. From the initial strategic conception right through implementation and subsequent after care services, VirtualizeIT have the comprehensive expertise to transform organisations into a virtual framework.

Virtualisation Strategic Assessment Services



Virtualisation Environmental Design Initiative

VEDI details the full strategic benefits available to organisations planning for virtualisation transformation. Including business justifications, top level design and review of technology options.



Virtualisation Blueprint Report

VIBR has been designed to provide smaller organisations with the impact analysis of the possibilities of virtualisation.



Virtual Desktop Infrastructure Strategy

Desktop client computing has traditionally offered two options to organisations now virtualisation offers the benefits of both traditional desktop computing with the advantages of centralised terminal services. The VDIS is designed to fully explore the benefits offered by a virtualised desktop strategy.



Virtualisation Optimisation Service

VOPT is an invaluable service to adopters of virtualisation now targeting more strategic benefits than the initial solution has delivered. It has been specifically designed to take the established initial footprint of virtualisation and transform this into a strategic delivery platform.



Virtualisation Efficiencies for Dynamic Data centres

Virtualisation transforms the efficiency model on which computing is performed. VEDD aligns virtualisation to data centre design.



Virtualisation Efficiencies for Outsourcing Services

Designed to analyse the benefits offered by virtualisation in an outsourcing environment, the service offers benefits to outsourcing providers and companies either utilising or considering outsourcing arrangements.

Types of Virtualisation

Virtualisation is an efficiency creating technology. It removes some of the traditional constraints associated with today's IT environments. Removing the logical state's dependency on the physical. It can do this in two ways: by making one physical resource appear as many, such as servers; or many physical resources appear as one, such as disks.

Server/Host Virtualisation

System virtualisation is the most widely understood application of virtualisation technology, that of virtual infrastructure software for partitioning, consolidating and managing systems in mission-critical environments.

Although originally pioneered by IBM in the sixties, VMware is credited with bringing it from the mainframe world to the modern, inexpensive Intel and AMD server and workstation-computing platform.

Virtual infrastructure provides a layer of abstraction between the computing, storage and networking hardware, and the software that runs on it. Virtual infrastructure introduces a new category of IT capabilities to the data centre that have never before been available.

With virtual infrastructure, IT organisations can provision new services and change the amount of resources dedicated to a software service simply by interacting with a Management Console.

Hardware management is completely separated from software management, and hardware can be treated as a single pool of processing, storage and networking power to be allocated and de-allocated to various software services "on the fly".

Virtualisation infrastructure is a standardised hardware image – implemented in software – on which operating systems and applications can run, whether the underlying hardware is a SAN-attached 8 CPU Server with gigabit Ethernet cards, or a direct attached Blade Server sharing a network switch, the exact same virtual hardware platform is presented to the operating system and its applications.

Data Centre Virtualisation

"Data Centre Virtualisation" is one of the hottest industry buzz-phrases at the moment. Though seemingly newer than system virtualisation, data centre virtualisation again traces its heritage back to IBM's pioneering and ongoing work within the mainframe and enterprise computing environments.

Where systems virtualisation is primarily focused on maximising the power of individual servers by enabling them to host multiple virtual systems, data centre virtualisation focuses on the enterprise data centre. It enables businesses to maximize the efficiency not only of individual servers, but whole farms.

Desktop and Application Software Virtualisation

Desktop and Application software virtualisation provides yet another potential solution for IT departments faced with the daunting task of providing customised workstations and applications in pace with ever changing business needs, across a diverse business estate.

Desktop virtualisation repeats the principles of Server virtualisation but the hosts providing individual workstation sessions to a thin (or thick) client device.

Virtual Desktop gives you the benefits of server-based computing without the limitations of shared services technologies or the difficulties of application integration. Desktops are managed centrally, simplifying desktop installations, backups and maintenance. End users are provided with individual isolated virtual desktops that look and feel like their normal desktop located in a secure datacentre.

Application virtualisation is the ability to deploy software without modifying the virtual machine's operating system, file system or registry. Using this technology, organisations can deploy software across the enterprise without installation conflicts, system changes or impact on stability or security. The main advantage of hosting applications is that the requirements / footprint of a virtual desktop machine is minimised meaning there is less to manage.

It also means that each Virtual machine requires less disk space to hold all the install files for the application. The combination allows organisations to centrally manage and deploy tightly-controlled, standardised applications and workstation computing environments as well as retain tight control of software license compliance.

Business Continuity Virtualisation

As pressure from users, clients, partners, investors and competition forces the enterprise to move ever nearer 24 x 7 computing, then the requirement to ensure minimum downtime across the enterprise network increases at a remorseless pace. Such solutions require the automated provision of failover and failback of centralised server resources, to minimise the direct and residual commercial effect of system failure. The traditional “tape backup and restore” after an engineer visit will no longer suffice.

This problem and solution is known respectively as Business Continuity, Disaster Recovery or High Availability, which implies different things to different people. If implemented correctly a proper solution will use High Availability heartbeat technology to facilitate Disaster Recovery and thence provide the enterprise with Business Continuity.

It is the consideration and adoption of this technology and its implications that often leads businesses to consider server virtualisation alongside business continuity – particularly when neither solution has been previously acquired.

Such a solution must be incorporated as part of a reduced cost environment where possible and therefore demands the minimum of manual intervention. Also, as stated above, where budgets permit, such a solution can be incorporated alongside server or host virtualisation to drive further cost efficiencies for the business.

Storage Virtualisation

Storage virtualisation will create a more cohesive and viable solution to the ever growing data storage needs of businesses. It does this by allowing many physical resources to be seen as one Virtual Storage Area Networks (SAN).

There are many technologies available on the market depending on the needs and budget of the client but virtual SAN will allow Heterogeneous management of multi-vendor storage devices as well as benefits such and it is easy to implement thin provisioning for just in time resource allocation.

Storage virtualisation also offers vast improvements in Data Migration i.e. to move data off of an over-utilised storage device or onto a faster storage device as needs require.

Storage Virtualisation cost effectively provides a way of consolidating and managing enterprises ever growing storage requirements for legal, compliance, business management or enterprise planning reasons.