

Virtualize Your Enterprise

Partner with a virtualization leader...we'll guide you to success.



Low server utilization rates, rising energy and hardware costs, floor space limitations, "going green," and other concerns are fueling the drive to virtualization. But, even as corporate America's computing infrastructure seems to be on a virtualization fast track, "getting it right" is a tall order for many organizations. Among IT consulting firms, Datatrend Technologies stands out from the crowd in guiding businesses and their IT departments to the rewards of this game-changing technology.



Virtualize Your Enterprise

We help transform possibilities into everyday returns.

We know your concerns.

We deliver the answers you can count on.

Like a lot of IT decision makers today, you probably know the benefits of virtualizing your computing environment: improved system utilization, lower power consumption, decreased maintenance requirements, and higher system availability, to name a few.

But maybe you're not sure how virtualization fits into your enterprise or where to begin. Perhaps you've even started down the virtualization pathway, but it's not turning out as you hoped.

At Datatrend Technologies, we understand what you're going through because we've worked with many companies that share your concerns, questions, and uncertainties. More importantly, we've helped a diverse group of organizations realize the outcomes they set their sights on, whether the initiative involves x86 servers, a UNIX operating system, storage, desktops, or other elements of their computing environment. In many instances, our clients discover additional benefits they never even envisioned.

This is what you can expect when you partner with a virtualization leader.

Server virtualization: More upside, less risk.

At Datatrend we possess a keen understanding of all the elements that must work together to achieve improved utilization, higher availability, strong disaster recovery capabilities, or other top priorities for your organization. Key questions include:

- How many servers do you need?
- What size servers will work best for you?
- Should you go with a blade or rack system?
- Which brand of processor is best?
- What's your optimal workload mix?

Working with Datatrend, you can be confident in the answers you get. Through the skillful application of virtualization technology, many of our clients have realized a 30% to 50% decrease in hardware costs, a 70% to 80% reduction in datacenter space, a 40% reduction in application load times, and/or overall IT efficiency gains of 25%.

Desktop virtualization: A huge boost to utilization.

In many companies, PC utilization runs at 5% or less. Thick-client computing has other significant drawbacks, too, such as high total cost of ownership (hardware, maintenance, software deployment, updates, etc.), data loss and security issues, and challenges meeting regulatory requirements. Even if you already have thin-client computing through a shared services implementation, you may be addressing only 5% to 20% of your desktop needs.

Every day of the year, Datatrend clients are reaping the rewards of our proven expertise in desktop virtualization. Besides greatly increased utilization, you can enjoy streamlined PC deployment, improved manageability, reduced total costs, and better protection of sensitive data. For end users, there's little or no learning curve; they access a personalized desktop that behaves just like their old PC.



Storage virtualization: Extend your returns.

All too often, companies implement a virtualization solution without considering their data storage systems. They may not even realize that certain data storage decisions may actually negate some benefits of a virtual platform. At Datatrend we scrutinize how all the pieces of your system will fit together, and we carefully formulate our recommendations to assure you of peak performance and maximum return on investment. We'll also explain how virtualizing data storage can extend and magnify the advantages of your virtualized servers, creating a highly flexible and reliable environment.

If it can be virtualized, we're on top of it!

Virtualization doesn't have to end with servers, desktops, or data storage. We're constantly investigating the latest virtualization innovations, focusing on how they can generate additional benefits for our clients. For example, in many companies, very few servers fully utilize the networks they've been allocated. Through network virtualization, these organizations can realize improved performance from their current infrastructure while avoiding future costs.

In short, we overlook no virtualization innovation if it's in your best interest. And we can design your system in a way that allows you to capitalize on new opportunities as quickly and cost-effectively as possible.

We tailor our services to your company's needs.

Working with Datatrend Technologies, you choose the scope of virtualization services you need, whether it's intensive participation in every phase of your initiative, assistance with one component, or somewhere in between. Following are key areas of proven expertise we bring to our relationship with you:

Needs assessment, planning, and design — We specialize in translating your corporate and IT priorities into system requirements and solution design. Our pre-design analysis goes deep, considering factors such as workloads, corporate standards and preferences, and the skill sets of IT resources who will manage the system post-implementation. Before moving forward, you'll have a clear picture of what you can realistically expect, from a performance, ROI, and IT management standpoint. We can also help you address important questions you may not have considered, such as: How will you prioritize your investments? Should you buy or lease your hardware? How will you handle chargebacks?

Hardware and software sourcing — Many companies end up with servers that are too big, too small, or simply not configured to what they need. Don't let this happen to you! We know the "rules of the game" inside and out, right down to which type of computer chip will deliver optimal results. When you depend on Datatrend to source your hardware, networking software and other components, you can be certain you're getting a system that will meet or exceed your expectations. Ask us about our exclusive Virtualization-in-a-Box solution— an all-in-one package delivered to you preconfigured, tested, validated, and installed by our IT professionals.

Implementation, training, and support — Isn't your IT department busy enough without having to manage the many intricacies of a virtualization implementation? Datatrend implementation specialists possess decades of combined integration and deployment experience. We know all the tactics for achieving world-class performance, iron-clad security, excellent operating costs, and the least amount of complexity. If needed, we'll provide specialists to augment your team. To ensure you get the most out of your virtual environment, we can provide tailored training programs and recommend strategies for long-term management of your installation.

Your mission provides the foundation for our work.

Before moving forward with you, we invest time in clearly understanding your corporate mission and objectives. Only with this big picture in sharp focus do we recommend a course of action. Ultimately, you get a virtualization solution with all the right components for your needs. And it's done right the first time.

What are you waiting for? Let's get started!

The benefits of virtualization may be closer than you think. Datatrend Technologies can help you expedite the deployment of your virtualization solution, while instilling confidence that you're making the right decisions every step of the way. For a complimentary, no-obligation initial consultation, call us at **800-367-7472 or 952-931-1203**, or send an e-mail to **info@datatrend.com**. Visit us online at **www.datatrend.com**.



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