



## KEY HIGHLIGHTS

INDUSTRY: TECHNOLOGY



## CHALLENGE

Deploy custom software solutions within customers' complex IT environments.

## SOLUTION

VMware Server creates pre-built, ready-to-run virtual machines that include virtual hardware, operating system and application environments.

## VMWARE AT WORK

- VMware Server

## DEPLOYMENT ENVIRONMENT

- Host operating system: Linux
- Guest operating systems: Linux, Windows®
- Applications: Various proprietary IT solutions developed by Alerois

*"Using VMware Server to deploy our product saves us a tremendous amount of time and money. We wouldn't be doing nearly as much business without it."*

Alex Shmelev  
President, Alerois Corporation

## Alerois Corporation

Alerois Corporation (Alerois) is a software developer and IT consultancy that helps organizations generate competitive value using the power of technology. Through its custom software development services, Alerois ensures fast-paced development of high-quality software solutions.

"Our software solutions are pretty complex, and as a result, it takes a fair amount of effort to ensure the solution is correctly deployed within the customer's IT environment," says Alex Shmelev, president of Alerois. "In the past, this meant that either the customer had to have a technical staff on hand or we had to fly someone out to the customer's data center to make sure everything was properly installed. Both options are resource-intensive."

Alerois found a better way to deploy its applications by using VMware® Server to create a virtual machine that already has the application prebuilt on the customer's IT platform of choice. From there, the virtual machine is transmitted to the customer—via DVD or the Internet—who can then use his or her own free copy of VMware Server to launch the prebuilt, ready-to-go virtual machine. "VMware Server takes the guesswork out of installation," says Shmelev. "That makes the deployment procedure easier for our customers, as well as for us."

## Results

- **Reduce customer deployments from days to minutes.** "It used to take hours—or even days—to get some customer deployments up and running," says Shmelev. "By deploying the final product with VMware Server, the customer can be up and running as soon as the virtual machine is launched."
- **Greatly increase effectiveness of product demonstrations.** "I keep a copy of VMware Server running on my laptop so that I can 'demo' our product in every possible IT environment," says Shmelev. "That way, we don't have to tell a customer to imagine what our product might look like in the IT environment—we can go ahead and show them."
- **Save hundreds of IT staffing hours.** "We used to have to field a large number of technical support calls from our customers during deployment," says Shmelev. "VMware Server has virtually eliminated that problem, freeing up our employees' time to focus on other things."