



KEY HIGHLIGHTS  
INDUSTRY: NON-PROFIT



**CHALLENGE**

Contain server sprawl and create a more manageable IT infrastructure

**SOLUTION**

VMware technology creates a virtual infrastructure that reduces the time and costs of IT administration.

**VMWARE AT WORK**

VMware Infrastructure 3 Enterprise, featuring:

- ESX Server 3 with VMFS
- VirtualCenter 2
- VMotion

**DEPLOYMENT ENVIRONMENT**

- VMware ESX Server running on HP ProLiant DL585 servers attached to NetApp® 3050 SAN
- Guest operating systems: Windows® Server 2003, Linux Red Hat
- Applications: Homegrown web-based applications and web services, SQL databases

*"I think the real vote of confidence from us is the fact that we run all of our critical, public-facing web services using VMware technology. We've been very happy with how it performs."*

Mark Nelson  
Director of Information Technology, American Psychological Association

## American Psychological Association

Based in Washington, DC, the American Psychological Association (APA) is a scientific and professional organization that represents psychology in the United States. With 148,000 members, APA is the largest association of psychologists worldwide.

"We face the same challenges as everyone else," explains Mark Nelson, director of information technology operations at APA. "We have opportunities to use technology more strategically to strengthen the value proposition of all that we do. With VMware® Infrastructure 3, we saw an option to consolidate many of our servers onto a virtual platform and create a more agile, manageable and green IT environment."

By virtualizing almost 100 servers, APA has effectively contained its server sprawl while realizing a host of additional benefits. "Our servers are much easier to maintain now," says Nelson. "Also, our ability to recover is much greater than it was before. If there's a server outage, we can always revert back to a snapshot of the server created with VMware Infrastructure 3. All in all, VMware technology has been a big win for us in a lot of different areas."

### Results

- **Reduce power consumption by 30 percent.** "We're using at least 30 percent less power with our VMware infrastructure than if we had a physical IT environment," says Nelson.
- **Achieve 9:1 server consolidation ratio.** "We have nearly 100 servers running on a dozen VMware® ESX Server hosts," says Nelson. "There's still plenty of room to grow—we can put more virtual machines on the hosts as needed."
- **Avoid costs of expanding data center.** "If the number of servers that we have were running on actual boxes rather than virtual machines, we'd probably have to expand our data center footprint just to accommodate all that hardware," says Nelson.