



Run It with VMware!
Video Contest

Flex your movie-making muscles and **win big!**

Grand Prize: \$5000 Cash

Four \$1000 Second Prizes

The five winning videos will be displayed at VMworld 2009 in San Francisco to determine the VMworld attendee favorite for an additional \$1000 cash prize!

**All participants will get one free limited edition
Run It with VMware T-shirt!***

If you can answer yes to any of these questions, **this contest is for you!****

- Are you a VMware® customer or a VMware enthusiast and a firm believer in using virtualization to run business-critical applications?
- Do you currently run business-critical applications using VMware technology for improved availability and manageability?
- Are you considering running your business-critical applications on VMware vSphere™ for breakthrough performance and outstanding reliability?
- Should every IT organization use VMware vSphere to deliver business-critical applications as dynamic, cost-efficient, reliable IT services on internal clouds?

Learn more at www.vmware.com/go/runitwithvmware

*To qualify, participants must follow all contest rules, including video criteria and the submission process.

**U.S. Residents Only. See Terms and Conditions at www.vmware.com/go/runitwithvmware/termsandconditions for details.

Create Your Video

Put your creativity to the test and create a video that shows why VMware is the best platform for business-critical applications. Here are the guidelines to qualify. Your video should be **one to three minutes long and in English**. Please title your video "Run It with VMware: [add your creative touch here]" (e.g. "Run It with VMware: Who Said I/O Intensive Databases Aren't Good Candidates for Virtualization?!") All videos must show why business-critical applications run best on VMware infrastructure. In addition, each video must include general proof points and one application and database specific proof point.

General proof points (include several)

- **Performance.** More than 95 percent of applications (including large databases, enterprise business suites, and email) running on VMware vSphere will match and even exceed the performance achieved on physical servers.
- **Cost Savings.** VMware vSphere minimizes infrastructure costs by eliminating the need to overprovision capacity and allowing five to 10 times consolidation ratios for demanding applications. With such a high consolidation ratio, the cost to run each application can be lower than on competing products.
- **Accelerated Delivery.** VMware vSphere accelerates application delivery with 1) pre-configured vApps that can be provisioned on-demand; 2) the ability to test multi-tier applications quickly and efficiently; and 3) VMware vCenter Stage Manager to automate release cycles.
- **Quality of Service.** VMware vSphere guarantees application quality of service by automatically providing the right levels of application availability and scalability.
- **Support.** Three of the top four global ISVs – Microsoft, SAP and IBM – now provide the same level of application support on VMware software as on physical servers. Hundreds of smaller ISVs support their applications on VMware, recognizing the value that VMware brings to their customers. The overwhelming majority of ISVs without an official support statement do provide support for their applications in virtual machines as long as the customer specifies the operating system and hardware that they are using to run the application.
- **The Cloud.** VMware vSphere, the first virtual datacenter operating system, is the best platform for building cloud infrastructures, freeing existing and future applications from the constraints of a static dedicated infrastructure. Running applications on VMware vSphere is a step towards delivering business-critical applications as dynamic, cost-efficient, and reliable IT services on internal clouds.

Application and database specific proof points (include one)

- Microsoft SQL runs best on VMware vSphere.
- Oracle databases run best on VMware vSphere.
- IBM WebSphere runs best on VMware vSphere.
- Microsoft Exchange Server 2007 and RIM BlackBerry run best on VMware vSphere.
- Microsoft SharePoint runs best on VMware vSphere.
- SAP applications run best on VMware vSphere.
- Healthcare applications such as McKesson and Meditech run best on VMware vSphere.
- Oracle applications run best on VMware vSphere.
- Citrix XenApp runs best on VMware vSphere.

The Process

Create Your Video

Post Your Video on YouTube

Add Your Video to
www.youtube.com/group/runitwithvmware

Submit Your Entry by August 3rd

Send Your Video Files to VMware

Promote Your Video Until August 10th

Find Out Who Won August 25th



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Keep in mind that you do not have to be a current VMware vSphere user to talk about VMware vSphere. You can create a video about your VMware vSphere evaluation, or talk about how your organization is considering deploying VMware vSphere and why. Or, you can simply talk about why every IT organization should run business-critical applications on VMware vSphere. Finally, be creative: Consider humor, animation, graphics, music and/or other catchy techniques to demonstrate that applications run best on VMware vSphere.

Other important guidelines

- Do not use any content or data that you do not have the right to use. This includes your company's data if you use VMware vSphere in the workplace.
- If you include your company logo or company name, we may require a signed marketing materials release from your organization.
- Do not use inappropriate language.
- Do not use music that does not belong to you. Only use original or royalty-free music (or no music at all).



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Post Your Video

Post your video on YouTube (You'll need to first create a YouTube account if you don't have one already):

1. Title your video: "Run It with VMware: [add your own creative touch here]."
2. Describe your video: Include www.vmware.com/go/runitwithvmware at the top of the description. Also include a short description of why applications/databases run better on VMware (You can use specific application/database names here if you would like.).
3. Tag your video: All submissions need the tags "runitwithvmware""vmware""enterprise applications""enterprise databases""[names of the enterprise applications/databases that you mention in your video]" "virtualization."
4. Select a category: Entertainment .
5. Set privacy settings: Select "Share your video with the world."
6. Set comments settings: Select "Allow comments automatically."
7. Set ratings settings: Select "Yes, allow this video to be rated by others."
8. Embedding settings: Select "Yes, external sites may embed and play this video."
9. **Submit your video!**

Add Your Video to www.youtube.com/group/runitwithvmware

Once you post your video to YouTube, be sure to add it to the group "Run It with VMware."

1. Go to www.youtube.com/group/runitwithvmware.
2. Click on "Join This Group."
3. Click on "Add a New Video."
4. Select your video and add to the group.
5. Once we review your submission, your video will appear on the group page.

Submit Your Entry to VMware by August 3, 2009

Next, you'll need to submit your entry to VMware.

1. Go to www.vmware.com/go/runitwithvmware/submit.
2. Fill out all required information.
3. **Submit your entry by August 3, 2009.**



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Send the Actual Video Files to VMware

Once we take a look at your submission and verify that your video meets the contest rules, we'll send you an e-mail asking for your video file.

Once you get the e-mail, be sure to send the video to VMware in one of the specified methods within five business days.

Promote Your Video Until August 10, 2009 at 1pm PST

Be sure to promote your video—and increase your chances of winning.

1. Write a blog posting and embed your video to drive views.
2. Send your video to all your friends and family.
3. Link to your video from your Facebook page, MySpace page, and personal website.

Judging

VMware judges will evaluate the top 30 videos—based on the highest number of views. They will select winners based on the following criteria:

1. Demonstrates value of running business critical applications on VMware (35 percent).
2. Creativity (35 percent).
3. Quality of video including editing and sound quality (30 percent).

The Winners

We will announce the winning videos on August 25 via www.vmware.com/go/runitwithvmware. Additionally, we will contact the winning contestants via email.

Remember

Before you post and submit your video, be sure to watch it one last time and check for the following:

Length: Is it one to three minutes long?

Content: Does it show why business-critical applications run best on VMware and include several of the required proof points?

Creativity: Is it creative?

Production Quality: Is the editing and sound quality good?

Permissions: Does it contain any private information? If so, be sure you have permission to include it in your video. If you choose to include your company name or company logo in your video, we may require a signed marketing materials release from your organization.

Language: Is it in English? Be sure you don't use any inappropriate language.

Music: Did you use original or royalty-free music (or no music at all)? Be sure not to use music that does not belong to you.

