

# VMware Professional Services: Strategy & Operations Practice

Business experience and technology expertise that maximize the benefits of a virtual infrastructure

*“VMware Professional Services created a detailed scorecard of our priorities, with each activity rated by urgency and difficulty. And our core virtualization team now has recognition from the rest of our company.”*

— John Kenyon  
Senior Systems Engineer  
Cardinal Health

### Three Ways to Get Ahead

- Prioritize virtualization initiatives to maximize return on investment and decrease deployment time
- Reduce deployment risk through comprehensive planning
- Accelerate time to market by overcoming non-technical problems and preparing the company to scale as new technology comes to market

In the face of overwhelming datacenter complexity and the need for efficiency, control, and choice in IT solutions, many of companies has introduced virtualization software to the IT environment—and achieved considerable savings in the process. But challenges often emerge as these companies attempt to take virtualization to the next level.

Application ownership may be unclear. Existing operational processes may not scale beyond the first few hundred virtual machines. Or executive management may not completely understand the initiative. Whatever the cause, when deployments stall, cost savings are delayed. A company can only virtualize its datacenter—and reap the benefits—as fast as the organization can adapt.

The Strategy & Operations practice within VMware Professional Services helps VMware customers overcome strategic, planning, and operational roadblocks so they can realize the full value of their virtualization solutions. From identifying necessary skill sets and process changes to establishing Virtualization Centers of Excellence, we help our clients build a foundation for long-term virtualization success.

### An Early Adopter Prepares for Expansion

With the move to a virtual environment well underway, global healthcare technology provider Cardinal Health engaged VMware Professional Services to assess its use of the VMware Infrastructure software and associated operational processes in preparation for a major expansion. VMware consultants recommended the creation of a Virtualization Center of Excellence to focus its efforts and sell the idea of virtualizing servers throughout the company. Cardinal Health received a detailed roadmap for optimizing performance and ensuring efficient growth across its VMware implementation, as well as a clear vision and strategy for its next phase of virtualization.

### Strategy & Operations Services Benefits

Drawing on experience with a large number and variety of companies, VMware Strategy & Operations consultants deliver tangible results in every engagement. The team helps clients accelerate time to market by overcoming non-technical problems, reduce deployment risk through comprehensive planning, and maximize the return on a virtualization investment by preparing the company to scale as new technology comes to market. In addition to these benefits, our consultants facilitate understanding of virtualization within IT and business departments, which elevates priority and increases resources devoted to virtualization.

### A Virtualization Vision

VMware Strategy & Operations consultants deliver value to executive management teams in a variety of ways:

- Benchmarks
- Plans
- Business justifications
- Process implementation roadmaps
- Prioritized lists of actions
- Knowledge transfer
- Best practices
- Proof of concept
- Interactive workshops
- Demonstrations

### Our Approach

VMware's highly customized Strategy & Operations engagements can last two to ten weeks, depending on the needs of the organization. The length of an engagement depends on the number of locations, complexity of the environment, depth of analysis, amount of fact verification required, and number of customer personnel who need to be interviewed. Members of the Strategy and Operations practice will work with you to determine the type of project that best suits your needs.

Our virtualization strategy, operations, and planning services deliver value to executive management in the form of benchmarks, plans, business justifications, process implementation roadmaps, and prioritized lists of actions. We also facilitate knowledge transfer, advocate best practices, conduct proofs of concept, and hold interactive workshops and demonstrations.

### Trusted Advisors for Every Stage of Adoption

The Strategy & Operations practice within VMware Professional Services advises companies in all phases of virtualization adoption. Whether your organization is just starting out and has limited in-house virtualization knowledge, or you have already begun to virtualize and want to expand the effort, VMware Professional Services can help.

All of our consultants are virtualization experts, as well as experienced business strategists who know how to address organizational obstacles to success. Find out how we can help your company learn from the experience of others and realize the full potential of a virtual IT environment.

Contact your VMware sales representative today.

