



## INDUSTRY

Financial Services

## KEY CHALLENGES

- Improve virtualization infrastructure management
- Integrate virtualization into IT strategic planning
- Increase communication between IT departments

## SOLUTION

- Participation in VMware beta tests
- Expanded communication with VMware IT experts
- Expedited problem resolution

## BUSINESS BENEFITS

- Faster time-to-deployment of VMware products
- Better integration of virtualization and business initiatives
- Opportunities to influence the direction of VMware product development

## VMware Technical Account Manager Services Provide Targeted Information for Strategic Growth

Technical Account Manager Services provide a direct pipeline to VMware information and expertise that help the IT staff strategically expand their virtualization footprint.

### The Challenge

Integrating virtualization into an extensive IT infrastructure is typically a journey of learning and exploration. For this financial services firm, that journey accelerated dramatically when one of their data centers was relocated. The IT team elected to mitigate the risk of powering down and moving older servers by converting existing physical computers into virtual machines. The physical-to-virtual (P2V) conversion process created virtual images that served as backups. The value of that strategy became clear when several of the servers failed to restart, and the popularity of a virtualized infrastructure began to grow.

As the team implemented more and more P2V conversions and consolidated hundreds of servers, they were able to analyze the costs associated with physical machines such as disk, memory, and power, and demonstrate the operational efficiencies of virtualization. The approximately 800 P2V conversions involved in that effort dramatically increased the virtualization footprint in the data center and advertised the benefits of virtualization throughout the IT organization. People saw how much easier it was to work with virtual machines. They could do things like adding memory and CPU in minutes instead of hours or days, which really increased the adoption rate.

But as virtualization use spread throughout the organization and IT efficiency grew, the IT team began to acknowledge a new challenge. They had moved beyond the, 'Let's virtualize everything!' part of the journey. It was time to look more closely at what value this technology could provide.

### The Solution

To help the company sort through the vast and growing array of virtualization opportunities enabled by VMware products, the financial services firm engaged Technical Account Manager (TAM) services. The TAM provides ongoing communication services such as forwarding information about opportunities to participate in VMware beta tests, recommending relevant training classes, and escalating support requests when appropriate. Another significant area of service is bringing personalized resources to the firm.

The TAM coordinates phone calls with VMware specialists when the firm is planning a project. She also coordinates on-site meetings, where VMware experts provide in-depth presentations or lead strategy discussions with the team.

One of the most important services that the TAM provides is screening the vast amount of information and opportunities that are potentially useful to any customer, and passing along insights based on her extensive knowledge of the firm's

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Client-Server Engineer  
at financial services firm

infrastructure. With a vast array of virtualization upgrades, it can be difficult to keep up. The TAM knows where they are in their virtualization journey, and she makes sure they have the information they need. The firm feels like someone inside VMware is looking out for them.

### Business Results and Benefits

Participating in beta tests gives VMware customers early access to new technology and opportunities to provide important design input. The TAM is instrumental in helping the firm obtain these benefits. The TAM informs the firm about beta test opportunities that they wouldn't otherwise know were available. Then she coordinates the process for getting the firm involved.

Advanced knowledge of product changes speeds the IT team's implementation of new features when they are released. The beta testing gives them a good idea of how they would use a new feature in their environment and enables them to start planning for that ahead of general availability. It gives the firm a head start.

The early access to new products and features gained through beta test participation is extremely useful in long-term, strategic planning. The team integrates the VMware vision for product direction with the firm's vision for its own IT environment. Often that vision comes from talking with people at VMware who are not available to collaborate through other channels, which adds even more value to the experience. The IT team also uses the opportunity to communicate their own requirements to VMware and offer insights that influence product development to their advantage.

### Looking Ahead

VMware is continually updating its products based on evolving technology and market needs. In such a dynamic environment, it can be difficult for customers to stay fully informed. The IT team depends on their TAM to keep them up-to-date on all the latest developments at VMware. Any future project involving virtualization will be strongly influenced by the TAM's recommendation.

### About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services help you uncover and exploit the unique opportunities made possible by VMware technology and solutions. Drawing on our unparalleled expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for your VMware solution to deliver results that are positive, tangible and material to your business.  
[www.vmware.com/services](http://www.vmware.com/services)

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