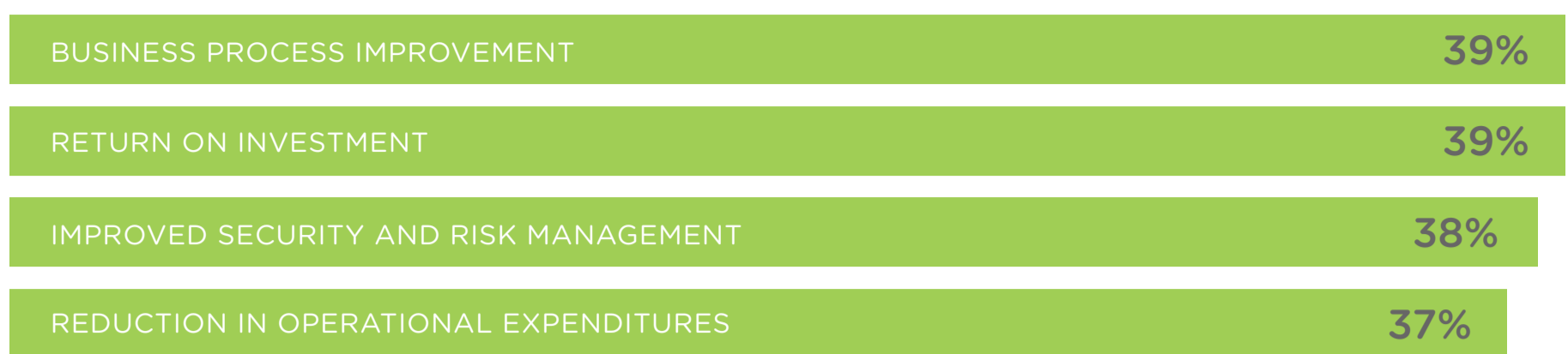


# GET THE FACTS ABOUT VIRTUALIZATION



Are you exploring the best way to get started with virtualization? Get the facts about the VMware approach and learn why 8 out of 10 companies choose VMware.

## TOP REASONS WHY IT OWNERS CHOOSE TO VIRTUALIZE



Source: ESG: Virtualization and Cloud Computing Move the SMB Market Forward, 2012

## DID YOU KNOW THAT VMWARE DELIVERS...



**LOWER TOTAL IT OPERATING COSTS**  
91% lower than Hyper-V

**FASTER PROVISIONING**  
78% less time to provision new hosts than Hyper-V

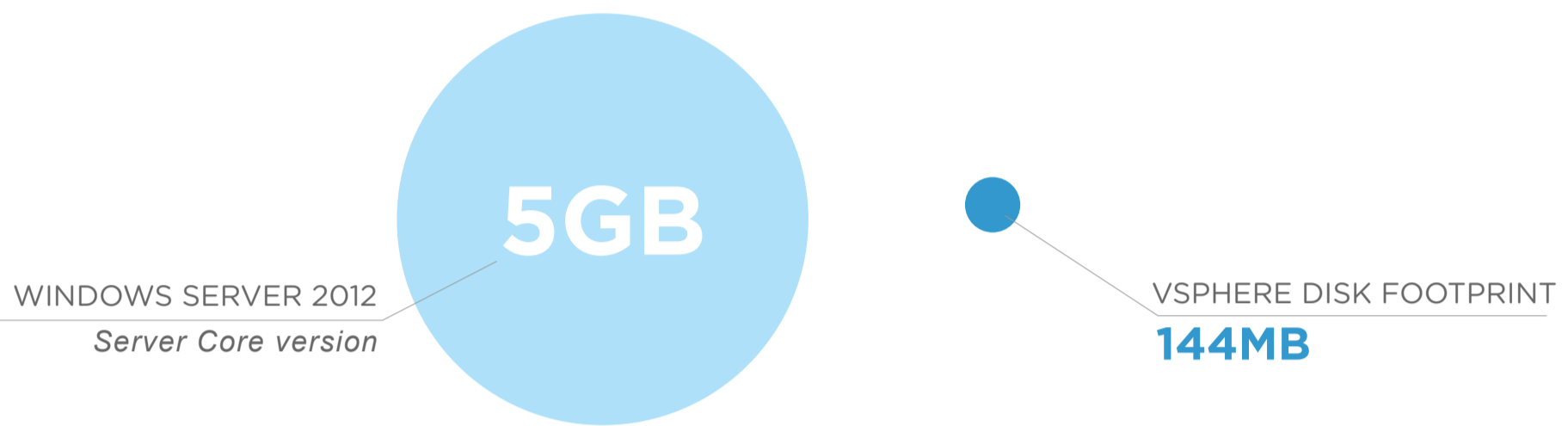


**SIMPLIFIED MANAGEMENT**  
95% less time to provision new storage than Hyper-V

Source: Principled Technologies, Total Cost Comparison: VMware vSphere® vs. Microsoft Hyper-V, 2012

## PURPOSE-BUILT ARCHITECTURE

vSphere is built on a thin hypervisor architecture designed specifically for virtualization. Other providers use a general-purpose OS with a much larger attack surface that potentially leads to a single point of failure.



## HIGH RELIABILITY

When we say vSphere patches are virtually non-existent, we aren't exaggerating.

CRITICAL SECURITY PATCHES REQUIRED FROM MAY 2012 TO APRIL 2013



**VMWARE VSPHERE PATCHES**



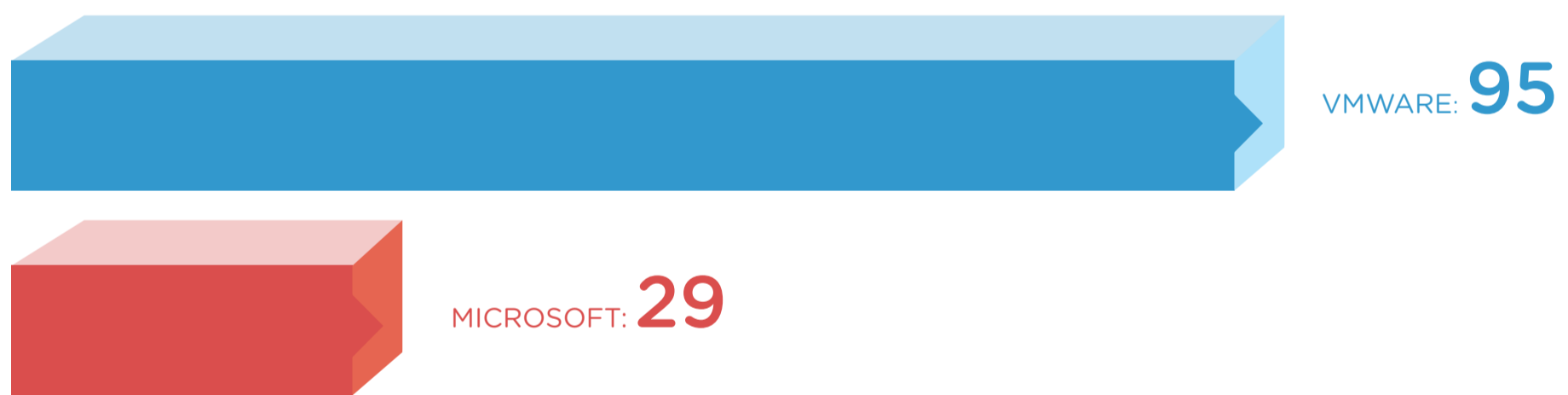
**MICROSOFT HYPER-V PATCHES**

Do you want to have to reboot your data center every Patch Tuesday?

## SUPPORT FOR THE MOST OPERATING SYSTEMS

VMware supports more operating systems than any other x86 bare metal platform. That means you have more flexibility and your investments are protected.

NO. OF OPERATING SYSTEMS SUPPORTED:



## THE RIGHT CHOICE FOR YOUR BUSINESS

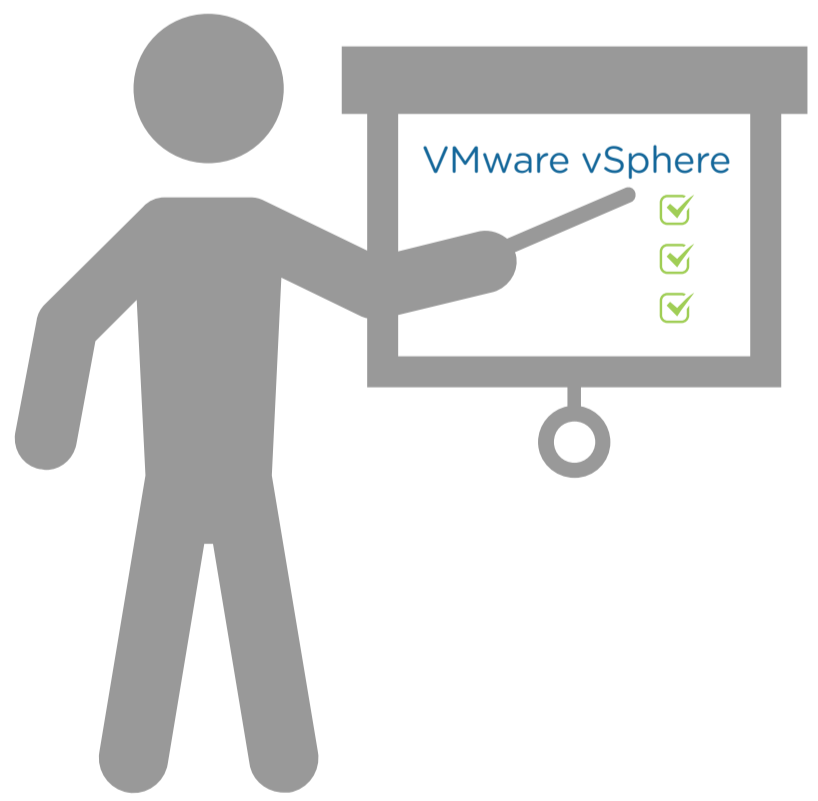
IT professionals worldwide have discovered that VMware really does deliver the best solution, most flexibility and lowest total cost of ownership. Here are just two examples of customers who have switched from Microsoft Hyper-V to VMware vSphere.

### BancVue.

With a heterogeneous IT environment, BancVue needed VMware's agnostic approach to OS support to run their business. What they also got was hosting and energy costs cut by 45%, reduced server costs, and unification of internal IT and data center departments on a common system.

### EM ergomedia

Because improved service availability for customers was critical, Ergomedia switched to vSphere to dramatically improve reliability, availability, and stability. They also experienced CapEx savings, faster implementation of new projects, and quicker disaster recovery.



## THE LEADER IN VIRTUALIZATION

When it comes to your virtualization platform, go with the provider consistently named as the leader by Gartner, IDC, InfoWorld, and other industry analysts and experts\*.

**500,000+**  
VMWARE CUSTOMERS

**100%** of FORTUNE 100

**97%** of FORTUNE GLOBAL 500

**100%** of FORTUNE GLOBAL 100

**99%** of FORTUNE 1000

\* InfoWorld - <http://www.infoworld.com/slideshow/24605/infoworlds-2012-technology-of-the-year-award-winners-183313#slide22>

\* Gartner MQ for Server Virtualization - <http://virtualization.info/en/news/2013/07/gartner-releases-its-2013-magic-quadrant-for-x86-server-virtualization-infrastructure.html>

\* IDC - IT Buyer Market Guide: cloud and virtualization System Software; August 2013

## MORE THAN HALF A MILLION CUSTOMERS WORLDWIDE CHOOSE VMWARE

LEARN MORE AT [www.vmware.com/getthefacts](http://www.vmware.com/getthefacts)

