

Meet challenging demands on IT with VMware vSphere® with Operations Management™

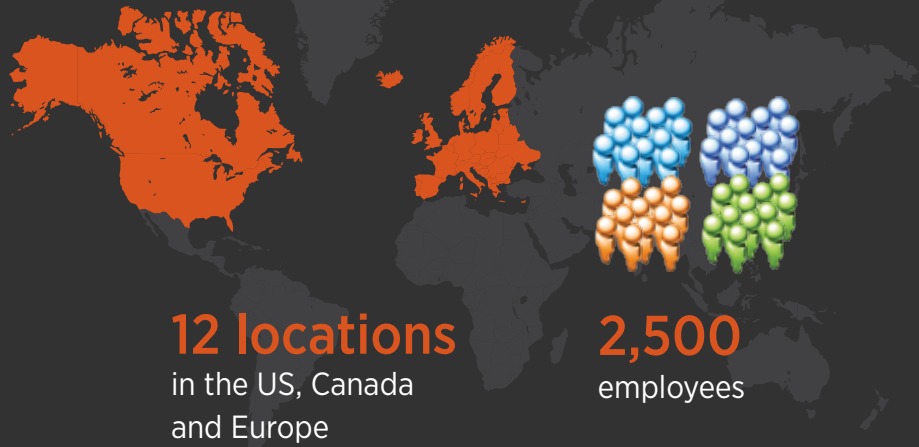
A rapidly growing foodservice disposables manufacturer



“The organization has been crying out for quicker implementation of new applications. Using vSphere with Operations Management, we can bring up new virtual hosts and deploy applications much more rapidly than in the past.”

Paul Reed, IT Director, The Waddington Group

The Waddington Group is a major global packaging manufacturer and marketer. The Group’s four divisions specialize in dinnerware, servingware, drinkware, and custom packaging products. They have 12 locations across North America and Europe, employing almost 2,500 people.

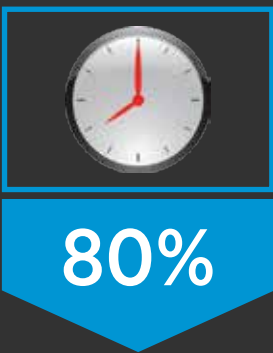


Experiencing **explosive growth** through expansion and acquisitions, The Waddington Group **needed the centralized ability to scale to meet increasing demands of its mission-critical applications—without increasing IT resources.**

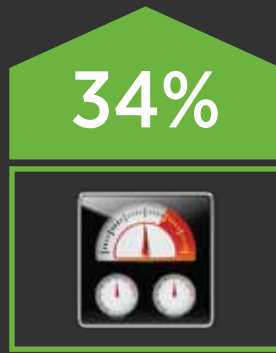


Helping IT add value and not just infrastructure

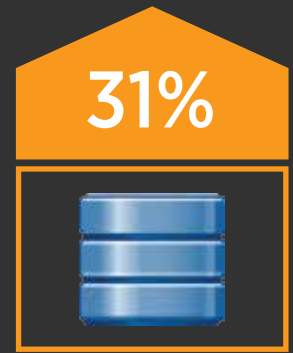
Benefits Waddington Achieved with vSphere with Operations Management



80% reduction in time spent integrating backend systems



34% increase in data center efficiency



31% increase in storage capacity utilization



Cost savings
Hardware, heating and cooling costs all reduced



Reliable backup and recovery
VMware system allows testing of new applications in virtualized environment



Increased visibility
“Single pane of glass” dashboard allows real-time data center management

“The savings have allowed me to invest more budget in new technologies and new applications for the company.”

Paul Reed, IT Director, The Waddington Group