

# TOP 5 REASONS

Why You Can't Afford Not to Virtualize

80% or more workloads will be virtualized by 2016<sup>1</sup> – but small and midsize businesses are lagging behind. Only 53% of applications are virtualized, with 32% surveyed having virtualized less than 40% of workloads.<sup>2</sup>

**If you don't virtualize – or limit what you virtualize – you risk:**

- ▶ Unnecessarily high costs
- ▶ Greater IT complexity
- ▶ Losing out to the competition
- ▶ More business disruption

Virtualize to build the right foundation for cloud computing, mobility, social media and big data – which will account for 98% of the spend on IT growth by

2020<sup>3</sup>

**If you don't embrace virtualization...**

1



You will be missing out on significant cost savings – and spending far more than your competition on IT.

▶ **Typically 16 Virtual Machines** (VMs) run on each physical server, says Forrester,<sup>2</sup> which saves on server costs as well as power and cooling requirements.

▶ **Virtualization 50%** estimates Gartner,<sup>4</sup> compared with businesses that rely on physical resources, while also increasing flexibility, speed and QoS.

2



**Your IT organization will be far less efficient.**

Independent research<sup>5</sup> shows that a modern virtualization platform with operations management capabilities enables:

▶ **67%** gain in IT productivity

▶ **36%** reduction in application downtime

▶ **30%** increase in hardware savings

▶ **26%** decrease in time spent troubleshooting

3

You will put the organization at increased risk for lost revenue due to business disruption.



▶ A staggering **\$7,900 a minute** is the cost of unplanned data center downtime.<sup>6</sup>

▶ Virtualization provides more efficient and cost-effective disaster recovery with near zero downtime compared with legacy physical solutions.

4



Your business will be less agile and less flexible in responding to new opportunities.

▶ Virtualization is the driving force for increased business agility,<sup>8</sup> which is the “central business issue of our times”, according to Forrester.<sup>7</sup>

▶ It is much easier to deploy and scale resources faster, more efficiently and cost-effectively.

5



You won't be putting in the right technology platform for next-generation business and IT initiatives.

▶ Virtualization is the key to business agility.<sup>8</sup> It's the pathway to the cloud, which is also the route to other major IT changes including mobility, big data analytics, social media and IT consumerization.

▶ At least 70% of your IT environment should be virtualized to successfully transition to the cloud, says Capgemini.<sup>8</sup>

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**to find out why you can't afford to miss out on the efficiencies, cost savings and agility provided by virtualization: [vmware.com/go/top5reasons](http://vmware.com/go/top5reasons)**

1 Source: Magic Quadrant for x86 Server Virtualization Infrastructure, Gartner, June 27, 2013  
 2 Source: Expand Your Virtual Infrastructure With Confidence And Control, Forrester Research, February 2014  
 3 Source: IDC Predictions 2013: Competing on the 3rd Platform, IDC, November 2012  
 4 Source: Virtualization Key Initiative Overview, Gartner, July 23, 2011  
 5 Source: The Benefits of VMware's vCenter Operations Management Suite: Quantifying the Incremental Value of the vCenter Operations Management Suite for vSphere Customers, Management Insight Technologies, September 2012  
 6 Source: Emerson Network Power, Ponemon Institute Study Finds Significant Increase in Cost of Unplanned Data Center Outages Since 2010, Emerson Network Power and Ponemon Institute, December 3, 2013  
 7 Source: What should EA do for business agility?, Forrester Research, December 6, 2011  
 8 Source: Do You Want Business Agility? Start with Virtualization, Capgemini, 2010