

VMWARE® VSPHERE™ 4 FROM INTEL®

INTEL CERTIFICATION SPEEDS TIME TO MARKET

Bring virtualized server solutions to market more quickly and at lower cost with pre-validated combinations of VMware® vSphere™ software and Intel® Server Products. Pass-through system certification offered by Intel Enabled Server Acceleration Alliance (ESAA) solution recipes save you the effort and expense of getting solutions onto the VMware Hardware Compatibility List (HCL).

CUSTOMER PAIN POINTS

- **Cost and complexity of keeping my business running. Data backup/recovery and higher availability options are expensive.**
The more hardware needed to manage your IT systems means greater cost and more risk. Virtualization on Intel allows the SMB to simplify their environment providing dramatic savings on hardware and IT resources.
- **Lack of “in-house” virtualization knowledge.**
Intel ESAA, pre-testing the recommended solutions, ensures that you purchase correct the first time.
- **Under-utilized IT hardware (servers & storage).**
Running one server per application is inefficient and not earth friendly. With Intel and VMware, a customer can get a full return on investment by taking advantage of the most dense and expandable servers on the market.
- **IT infrastructure is not agile enough to quickly meet changing business needs.**
A virtual environment on Intel takes advantage of the modularity of Intel servers and storage by allowing the IT department to quickly meet the changing needs of the business.

‘ALWAYS ON IT’

The range of VMware vSphere product options from Intel enable businesses of all sizes to match their virtualization solution to their specific needs, as shown in the chart on page 2. All VMware vSphere products provide a cost-effective means to enable ‘Always On IT.’

- **Slash costs by consolidating servers.**
VMware virtualization improves server utilization, so end-customers have fewer resources to buy, power, manage, and store.
- **Enhance staff productivity.**
Solutions are easy to deploy, use, and manage, releasing IT professionals from menial tasks so they can take on a more strategic role.
- **Deliver affordable business continuity.**
Complete data protection, continuous availability, and automated disaster recovery across sites are now within reach of SMBs.
- **Improve application quality and deployment.**
SMBs can use VMware vSphere to deploy optimized pre-production staging environments, reducing application downtime.

INTEL AND VMWARE SOLUTIONS

VALUE PROPOSITION OF INTEL’S “SMB-READY” SOLUTIONS FOR VMWARE

- Lower space and administrative costs through maximum computing capacity in a minimal footprint.
- Simple to deploy and reliable VMware virtualization solutions with ESAA pre-tested configurations.
- Transition to a virtual environment quickly and confidently with Intel’s ESAA pre-tested configurations and resources from Intel.
- Take the guesswork out of virtualizing your IT environment with Intel’s pre-tested solutions for SMBs.

TARGET CUSTOMER PROFILE

- Companies with 2 servers or more are candidates for virtualization.
- Single or mixed operating system environments.
- Storage can be direct attach or built in (ie, Intel Modular Server).
- All Industries, all geographies.

SOLUTION COMPONENTS

- Intel EPSP systems listed in matrix provided.
- Intel or 3rd party storage solutions recommended in matrix.
- VMware vSphere virtualization software sold thru Intel.
- SMB focused SKUs and pricing!

HAVE A QUESTION?

Send to: systembuilder@vmware.com

CUSTOMER NEED	RECOMMENDED VMWARE VSPHERE PRODUCT	RECOMMENDED INTEL PLATFORM								RECOMMENDED STORAGE SOLUTION*							
		INTEL® SERVER BOARD S3420GP	INTEL® SERVER BOARD S32005H	INTEL® SERVER BOARD S3500BC	INTEL® SERVER BOARD S3520HC	INTEL® MODULAR SERVER	INTEL® SERVER BOARD S5520UR	INTEL® SERVER S7000FCUR4	INTEL® SERVER BOARD S5500WB (LOW POWER)	PROMISE JBOD W/ PCI RAID	STORMMAGIC SYSAN	INTEL® SERVER SYSTEM SR2612UR WITH STORMMAGIC	INTEL® SERVER SYSTEM SR2612UR WITH OPENLE	INTEL® MODULAR SERVER WITH DATACORE	PROMISE RBOD	INTEL® SERVER SYSTEM SR2612UR WITH DATACORE	INTEL® SERVER SYSTEM SR2612UR WITH FALCONSTOR
Consolidation and Increased Utilization	Essentials	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Consolidation, Increased Utilization and Data Protection	Essentials Plus	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Consolidation, Increased Utilization, Data Protection, and Uptime High Availability	Essentials Plus	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Business in a box	Essentials Plus Standard	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Mid-Market to Large Customer	Standard, Advanced, Enterprise Plus	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Large to Enterprise Customers	Standard, Advanced, Enterprise Plus	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

*Contact storage vendor for VMware vSphere support.

OBJECTION HANDLING

■ What puts VMware ahead of competitors like Microsoft?

- Most Trusted, Reliable, Robust.
 - VMware is the leader in the market on its 4th generation. MS is still in its 1st generation.
- Most Complete Availability and Data Protection, delivering “Always On IT.”
- Data Recovery (integrated backup) with disk de-duplication, VMware High Availability, VMware VMotion™ and VMware Fault Tolerance.
- Most Cost-Effective
 - Lowest cost per application workload – the true way to measure cost.
 - Low entry price with Essentials packages for small IT environments.

■ It seems risky loading so many applications on one server.

What if the server or one of the apps fail?

- Failure to an application on one virtual machine does not affect other virtual machines on the same physical server.
- VMware High Availability and Data Recovery protect your application workloads and data in the event of unplanned downtime.

■ I’m already using VMware’s free product, why buy?

- VMware vSphere Essentials Plus has integrated backup and high app availability.
- Centralized management of virtual machines.
- Save significant administration time.
- Update and patch all servers automatically.

HAVE A QUESTION?

Send to: systembuilder@vmware.com

Intel, Intel logo and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries
 ©1998-2009 VMware, Inc. All rights reserved. Protected by one or more of U.S. Patent Nos. 6,397,242, 6,496,847, 6,704,925, 6,711,672, 6,725,289, 6,735,601, 6,785,886, 6,789,156, 6,795,966, 6,880,022, 6,961,941, 6,961,806 and 6,944,699; patents pending. VMware, the VMware “boxes” logo and design, Virtual SMP and VMotion are trademarks or registered trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies.



The Foundation of Virtualization

The following VMware vSphere SKUs are offered when purchasing a qualifying Intel Server Board or Intel Server Systems.

DESCRIPTION	SKU	MM#
Essentials VMware vSphere 4 Essentials Bundle for 3 hosts (Max 2 processors per host and 6 cores per processor) with VMware 1 Year Subscription.	VMW4ESS	904791
Essentials Plus with 1 year Basic SNS VMware vSphere 4 Essentials Plus Bundle for 3 hosts (Max 2 processors per host and 6 cores per processor) with VMware 1 Year Basic Support and Subscription.	VMW4ESSPLUS	904792
Essentials Plus with 1 year Production SNS VMware vSphere 4 Essentials Plus Bundle for 3 hosts (Max 2 processors per host and 6 cores per processor) with VMware 1 Year Production Support and Subscription.	VMW4ESSPLUSP	908061
Standard with 1 year Basic SNS VMware vSphere Standard license for 1 CPU with VMware 1 Year Basic Support and Subscription.	VMW4STD	904793
Standard with 1 year Production SNS VMware vSphere Standard license for 1 CPU with VMware 1 Year Production Support and Subscription.	VMW4STDP	908062
Advanced with 1 year Basic SNS VMware vSphere Advanced license for 1 CPU with VMware 1 Year Basic Support and Subscription.	VMW4ADV	904797
Advanced with 1 year Production SNS VMware vSphere Advanced license for 1 CPU with VMware 1 Year Production Support and Subscription.	VMW4ADVP	908063
Enterprise Plus with 1 year Basic SNS VMware vSphere Enterprise Plus license for 1 CPU with VMware 1 Year Basic Support and Subscription.	VMW4ENTPLUS	904800
Enterprise Plus with 1 year Production SNS VMware vSphere Enterprise Plus license for 1 CPU with VMware 1 Year Production Support and Subscription.	VMW4ENTPLUSP	908064
vCenter Standard[†] with 1 year Basic SNS VMware vCenter Server 4 Standard for vSphere (Includes Orchestrator and Linked Mode) with VMware 1 Year Basic Support and Subscription.	VMWVCSTD	904801
vCenter Standard[†] with 1 year Production SNS VMware vCenter Server 4 Standard for vSphere (Includes Orchestrator and Linked Mode) with VMware 1 Year Production Support and Subscription.	VMWVCSTDP	908065

[†]Management console required for Advanced, Standard and Enterprise Plus SKUs.

HAVE A QUESTION?

Send to: systembuilder@vmware.com

Intel, Intel logo and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries
©1998-2009 VMware, Inc. All rights reserved. Protected by one or more of U.S. Patent Nos. 6,397,242, 6,496,847, 6,704,925, 6,711,672, 6,725,289, 6,735,601, 6,785,886, 6,789,156, 6,795,966, 6,880,022, 6,961,941, 6,961,806 and 6,944,699; patents pending. VMware, the VMware "boxes" logo and design, Virtual SMP and VMotion are trademarks or registered trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies.

FAQ INFO

Q. How do I sell VMware and Intel solutions?

A. Order via your authorized Intel distributor. VMware license(s) must be ordered with Intel EPSD board at time of purchase in order to receive the best price.

Q. How do I receive VMware certification for my server and storage hardware?

A. Join the VMware System Builder (VSB) program at the "registered" level (free of charge) http://partners.vmware.com/enrollment_page1?program=systembuilder to receive access to pass-thru certification benefits.

Q. What if I have a presales question?

A. As a member of the VMware System Builder program you will have access to an email alias for all presales questions. TAT is 24hrs: systembuilder@vmware.com.

Q. Is there VMware sales training available?

A. As a member of VSB you will have access to the VMware Sales Professional course. Free of charge, web based, and designed for sales personnel.

USEFUL LINKS

Intel and VMware Alliance Page

<http://www.vmware.com/partners/intel/vmware-intel-portal.html>

VMware for SMB

http://www.vmware.com/solutions/smb/smb_home.html

VMware System Builder

<http://www.vmware.com/partners/programs/system-builder>

Intel ESAA

<http://www.intel.com/cd/channel/reseller/asm-na/eng/products/server/424422.htm>

HAVE A QUESTION?

Send to: systembuilder@vmware.com

Intel, Intel logo and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries
©1998-2009 VMware, Inc. All rights reserved. Protected by one or more of U.S. Patent Nos. 6,397,242, 6,496,847, 6,704,925, 6,711,672, 6,725,289, 6,735,601, 6,785,886, 6,789,156, 6,795,966, 6,880,022, 6,961,941, 6,961,806 and 6,944,699; patents pending. VMware, the VMware "boxes" logo and design, Virtual SMP and VMotion are trademarks or registered trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies.