

# VMware Professional Services

Accelerate the value of VMware solutions with VMware Consulting, Education, and Technical Account Manager

*“The fact that everything worked the first time, exactly as planned, is a testament to a well-thought plan created by following the best practices of VMware Professional Services.”*

— Michael Rappette  
Whirlpool

## Benefits of VMware Professional Services

- Accelerate time-to-value of a virtual environment.
- Mitigate potential risks of deployment.
- Maximize return on investment in VMware products and solutions.
- Raise awareness and understanding of virtualization across an organization.
- Gain increased support from senior management.

## VMware Professional Services

Today’s IT organizations spend more than 70 percent of their resources on maintenance, leaving less than 30 percent for value-added and strategic projects. Now facing significant inefficiencies in resource utilization and a more difficult environment to manage and control, IT is looking for a new approach. VMware delivers proven virtualization solutions that enable a new approach to IT through cloud computing.

With VMware, organizations gain a more dynamic IT service delivery model that preserves existing investments, while better supporting the business goals. However, new IT service delivery models require new policies and governance procedures before, during and after virtualization implementation. Where IT organizations lack in-house virtualization expertise or the bandwidth to identify and deploy these new IT infrastructure models, VMware Professional Services steps in.

### What is VMware Professional Services?

VMware Professional Services, the largest services organization of experienced IT professionals focused solely on virtualization, provides industry-leading Consulting, Education, and Technical Account Manager services that enable customers to transform IT environments through virtualization and realize greater value from flexible, agile IT service delivery models sooner, with less risk.

As trusted advisors to VMware customers, our consultants, Technical Account Managers (TAMs) and course instructors help companies overcome strategic, planning and operations obstacles associated with deploying virtual solutions. Our programs serve companies at every stage of adoption, helping them to explore, expand and standardize on VMware virtualization solutions.

- More than 500 technical professionals on staff
- More than 1,600 customer engagements delivered annually
- More than 70,000 students taught annually
- More than 60,000 VMware Certified Professionals (VCPs) certified to date

VMware Service Professionals offer in-depth expertise and use proven, repeatable delivery methodologies that have helped thousands of customers energize their business while saving energy—financial, human and the earth’s—through virtualization. VMware solutions allow IT to reduce the complexity of their environments, while dramatically lowering costs and enabling a flexible, agile IT service delivery model, VMware Professional Services and our partner ecosystem helps organizations of all sizes successfully deploy these solutions to realize their full potential faster, and with less risk.

“Our relationship with VMware has been very positive—we can get support when we need it, and we have five or six dedicated engineers we can work with.”

—John Kenyon  
Cardinal Health

## VMware Consulting Services

VMware Professional Services offer end-to-end consulting services for Datacenter, Desktop Virtualization and Cloud infrastructures. Our service offerings are based on in-depth virtualization expertise, proven best practices, and repeatable delivery methodologies to help customers realize the full value of virtualization for IT as a service computing models faster, and with less risk.

Based on best practices from working with thousands of customers and using reliable, repeatable methodologies, our services are designed to help you: Assess your current environments, Plan and design solutions that meet your desired business objectives, Build and implement your desired virtualization solutions, and Manage your environment with staff augmentation and performance tuning.

### Data Center

VMware’s proven datacenter solutions, built on the industry’s leading virtualization platform, drive business agility by simplifying your business infrastructure to create a more dynamic and flexible datacenter. VMware Professional Services can help you accelerate the value from VMware’s datacenter solutions. Our consulting service offerings for Server Consolidation, Virtualization Management and Business Continuity are based on in-depth virtualization expertise, proven best practices, and repeatable delivery methodologies help customers optimize performance, reduce risk, and realize the full value of VMware virtualization solutions for datacenter transformation.

#### *Consolidation*

By consolidating your server hardware with VMware vSphere your organization can increase utilization of existing hardware from 5–15% up to 80% and reduce hardware requirements by a 10:1 ratio or better. VMware Consultants can help you accelerate the benefits of server consolidation with VMware Virtualization by helping you deploy more quickly and leveraging our best practices and expertise from working with hundreds of customers around the world to deploy successfully, with less risk.

Our range of services can help assess your IT environment, identify consolidation candidates and the potential savings from using virtualization, plan and manage a successful server consolidation.

#### *Virtualization Management*

From development and test labs to mission-critical applications, VMware vCenter enables the broadest visibility and deepest management of your virtualized datacenter. VMware vCenter solutions provide a universal hub for managing the VMware vSphere platform. By simplifying and automating management tasks, you can increase IT productivity and create a more flexible and resilient infrastructure. VMware Consulting Services can help you deploy more quickly, with less risk.

#### *Business Continuity*

Whether you are implementing VMware vCenter Site Recovery Manager (SRM) to automate the execution of a disaster recovery plan for the virtual environment or to facilitate a datacenter migration to VMware vSphere, VMware Professional Services can offer proven ways to safeguard your virtual server infrastructure. We provide a comprehensive architectural design that addresses each client’s unique requirements. And we transfer virtualization knowledge through pilot implementations and workshops, assuring business continuity through planned and unplanned situations.

**Working with VMware Professional Services for your desktop virtualization initiatives will:**

- Accelerate the rollout and reduce the risk of the move to a virtual desktop infrastructure.
- Develop and standardize on repeatable, efficient provisioning processes for virtual desktops.
- Improve desktop security and business continuity while gaining greater control over your desktop infrastructure.
- Leverage VMware and industry best practices, and the in-depth expertise of our consultants to deploy your desktop infrastructure successfully.

### Desktop Virtualization

Whether you're exploring the possibility of a virtualized desktop implementation, expanding your existing virtualization solution to your desktop environment, or standardizing on desktop virtualization across your entire IT infrastructure, VMware Professional Services can add strategic value at every step of the process.

Drawing on the broad experience of hundreds of customer implementations, VMware consultants and partners will focus on the application of VMware Desktop Virtualization technology in your IT environment to solve your specific business challenges.

This process begins by clearly defining and documenting your project goals, requirements and success criteria from both a business and technical standpoint. We introduce and explain key product features, assess your current environment, implement pilot projects to determine key success criteria and measure results, design and plan the implementation, and transfer knowledge through documentation and on-site demos.

By working together to plan, design, and build your desktop virtualization infrastructure, VMware Professional Services will:

- Accelerate the rollout and reduce the risk of the move to a virtual desktop infrastructure.
- Develop and standardize on repeatable, efficient provisioning processes for virtual desktops.
- Improve desktop security and business continuity while gaining greater control over your desktop infrastructure.
- Leverage VMware and industry best practices, and the in-depth expertise of our consultants to deploy your desktop infrastructure successfully.

### Cloud Infrastructure

The Cloud Computing practice within VMware Professional Services helps VMware customers maximize the benefits of their virtual infrastructure investments, accelerate the move to a cloud computing model, and address the business implications of shared computing resources. Certified VMware consulting architects can and tailored services to the needs of the organization, and will work with you to:

- Baseline the current state of your IT infrastructure and identify your company goals for IT transformation
- Determine your IT organization's ability to adopt a cloud computing
- Develop roadmaps for transformation based on the multiple domain areas required to adopt a cloud computing model
- Optimize your VMware vSphere based private cloud environment to accelerate the realization of the benefits of a private cloud computing environment.

Regardless of the level of a customer's virtualization maturity or business need, VMware Consulting Services can accelerate the business value of IT transformation to IT as a Service computing models, through virtualization, with less risk.

“Our TAM is absolutely essential to our success. He constantly delivers technical expertise, experience we couldn’t get anywhere else and a long-term vision for our infrastructure. Those skills, along with empathy and honesty, make him a trusted and valuable part of our team.”

—Max Walker  
Solution Architect, Aviva

## VMware Technical Account Manager Services

For companies that are standardizing their IT infrastructure on VMware technology, VMware TAMs offers a proactive way to tap into VMware technical expertise, access VMware product development teams, and identify the best VMware solutions to meet your organization’s virtualization goals. VMware Technical Account Managers (TAM’s) are cross-functional, VMware experts who help customers accelerate the business value from transformation to IT as a Service computing models, with less risk. TAM’s enable customers to overcome obstacles and barriers by providing a go-to resource that leverages VMware best practices and solutions.

With a VMware Technical Account Manager on the team, IT organizations minimize project hurdles, deploy solutions faster, and can take on more projects at once, leading to higher ROI.

The Technical Account Manager relationship begins with a review of the customer’s existing infrastructure and organization objectives. Deliverables are highly customized but typically include recommendations for deployment configurations and verification that deployed virtual machines comply with VMware Professional Services best practices.

VMware Technical Account Managers deliver value through a three-step approach:

- Alignment: Proper alignment between customer needs and appropriate VMware resources build success.
- Deployment: Tools, templates and best practices support a rapid and successful progression through the stages of virtualization deployment.
- Knowledge: TAMs are VMware employees who are fully integrated within the larger VMware organization and can facilitate the flow of knowledge between your company and VMware..

## VMware Education Services

VMware Education Services provides industry-leading technical training and certification programs that build and recognize the virtualization knowledge and expertise of IT professionals and their organizations. By equipping IT professionals with knowledge and best practices to design, deploy, manage, and support VMware solutions, VMware Education Services enables organizations to transform IT environments through virtualization and realize greater value from flexible, agile IT service delivery models sooner, with less risk

### VMware Authorized Training

Available at over 600 locations worldwide, either directly from VMware or at one of over 200 VMware Authorized Training Centers (VATCs), VMware Authorized Training will give you the skills and confidence to handle enterprise-level deployments of VMware vSphere. All VMware Authorized instructors are seasoned professionals who have earned the coveted VMware Certified Instructor (VCI) rating. They bring top-notch teaching skills and real-world virtualization experience to the classroom.

Courses are also available as self-paced online courses via “Live on-line” (virtual classroom) sessions delivered live by Certified Instructors. Public sessions schedule for various dates and locations throughout the year, and custom on-site training delivered for your company is available as well.

Find your desired VMware training worldwide at [www.vmware.com/education](http://www.vmware.com/education)

“The VMware training program is one of a kind and offers the best professional advancement for an IT professional.”

—Dr. Mirzoev  
Department of Information Technology,  
Georgia Southern University

“The VMware Certified Professional credential enables us to demonstrate the technical skills of our virtualization consultants in the most effective way. The authorized training courses coupled with the proctored exam and hands-on experience ensure the VCP credential provides the necessary validation to give our customers confidence in our VMware consultants.”

—Craig Cook  
Director of Client Services for  
Long View Systems

### Get Certified

VMware offers world-class certification programs to ensure and validate the technical competencies and expertise needed to install, manage, deploy and support VMware software. Recognized by the industry, VMware certifications are available for three distinct skill levels:

- **VMware Certified Professional (VCP)**  
The first step toward gaining expertise in virtual infrastructure and the industry recognition that follows, this certification is designed to teach you what you need to successfully install, manage and deploy VMware vSphere 4.
- **VMware Certified Advanced Professional (VCAP)**  
Available in Datacenter Administration (DCA) and/or Datacenter Design (DCD), this program is appropriate for VCPs that are ready to further enhance their skills with the virtual infrastructure and add new, industry-recognized credentials to their list of accomplishments.
- **VMware Certified Design Expert (VCDX)**  
The highest level of VMware certification, this elite group is comprised of design architects highly-skilled in VMware enterprise deployments. The program is designed for veteran professionals who want to validate and demonstrate their expertise in VMware virtual infrastructure.

Whether you are advancing your current position or looking for new opportunities, to be competitive in today's IT job market, you will want to develop and demonstrate your technical expertise in virtual infrastructure. Take your first step towards gaining the in-depth skills and industry recognition offered by VMware Certifications. To learn more about VMware education offerings and how to gain your VCP or VCDX certification, visit [www.vmware.com/certification](http://www.vmware.com/certification).

### VMware Credits Program

VMware Consulting and Training Credits are a cost-effective and flexible way to purchase services and education classes. If you're planning to implement VMware products but have not yet finalized your strategy, VMware credits help you budget for consulting services and education up-front and redeem the credits as needed.

- Credits are available for purchase globally and can be used towards any available packaged consulting, custom consulting or training service, and VMware Certified Professional (VCP) exams.
- Credits can be purchased directly from VMware or from VMware authorized distribution and reseller partners. You can also purchase credits from the VMware store at [vmware.com](http://vmware.com) (limit 150 credits per transaction).

For more information about the VMware Credits Program, contact your VMware sales representative or visit [www.vmware.com/services](http://www.vmware.com/services).

### Find Out More

Regardless of the level of your virtualization maturity or business need, VMware Professional Services can work with you to accelerate the business value of your IT transformation to IT as a Service computing models, through virtualization, with less risk. Get started today—contact your VMware sales representative today or visit [www.vmware.com/services](http://www.vmware.com/services).

### VMware Professional Services in Action

VMware Professional Services programs and engagements drive measurable results for our customers.

Whirlpool	VMware consultants got a new datacenter up-and-running on the first attempt, with only six hours of downtime, saving the company \$2 million versus a physical migration.
IXIS Capital Markets	Through the VMware TAM program, the company boosted its CPU utilization from less than 15 percent to 60 percent and reduced server deployment time from as much as 17 days to as little as five hours.
Harley-Davidson	VMware Professional Services helped the company with a wide-scale deployment of VMware vSphere, enabling IT staff to achieve 67 percent datacenter virtualization.
Cardinal Health	VMware Professional Services formed and implemented a detailed game plan for optimizing the performance of the existing VMware Infrastructure, and the addition of 1800 new virtual machines over a two-year period.
Aviva Insurance	Through the VMware TAM program, Aviva has ongoing visibility into current and future VMware products, enabling them to minimize costs of maintaining its virtual environment, while saving thousands of dollars each month in power and maintenance costs by virtualizing physical servers.

