



## Virtualisation

### Summary

The objective of this datasheet is to give an overview of the services ADA Technology Services offers around virtualisation. Many of our clients both new and old have started to benefit from virtualisation within their environments.

### Industry Research – The Analysts' View

- 4 million virtual machines expected by 2009, 611 million virtualised PCs by 2011 and the IT infrastructure and operations deeply impacted by virtualisation by 2012 – GARTNER April 2008
- Over 50% physical servers will be virtualised in 2011 – IDC July 2007
- $\frac{2}{3}$  of enterprises will adopt virtualisation by 2009 – FORRESTER December 2007

### Why ADA?

At ADA, we place virtualisation at the core of our solutions and services. We were early to market the benefits of virtualisation to our clients. The components we use are industry leading and well tested, and we provide our own innovation to deliver world class solutions and services. We integrate many virtualisation components into our managed services, proving our commitment to the technology.

### Business Drivers

- Drive Lower Cost IT Model – improving operational efficiencies and productivity
- Risk Management – increasing capability on business continuity/disaster recovery
- Greater Agility, changing the business landscape – using IT to enable strategic changes and improved services to clients

### IT Challenges

- Time-consuming to evaluate the virtualisation marketplace
- Proving the value of virtualisation to the business with measurable results
- Leverage strengths of current systems
- Combining the simplest possible number of technologies to achieve the maximum number of objectives

## ADA Solutions/Services – Component Parts

<b>Assessment and planning</b>	Platespin PowerRecon VMware Capacity Planner
<b>Server Virtualisation</b>	VMware ESX 3.x VMware Virtual Centre Microsoft Hyper-V Microsoft VirtualMachine Manager
<b>Storage Virtualisation</b>	Dell EqualLogic PS Array NetApp FAS
<b>Application Virtualisation</b>	Microsoft SoftGrid Citrix XenApp
<b>Virtualised Resilience</b>	VMware Site Recovery Manager Platespin PowerConvert Vizioncore vReplicator Vizioncore vRanger

ADA has invested time, resource and money in evaluating VMware, Citrix XenServer and Microsoft Hyper-V server virtualisation technologies. We have trained and accredited staff to enable our clients to get a truly independent reflection of the virtualisation options in today's market place.

### ADA Methodology

As a VMware Authorised Consulting partner, ADA has integrated VMware into our project engagement methodology for use in virtualisation engagements. This is designed specifically to accommodate end-to-end solutions, integrating the benefits of virtualisation with existing infrastructures. The ADA methodology consists of 3 distinct phases:

- **Adopt** – Proof-of-concept engagements, workshops and virtualisation assessments
- **Expand** – Design, plan, build and validate virtualised infrastructures
- **Standardise** – Optimise and manage virtualised infrastructures to enable clients to have scalable, adaptable virtual environments

### Company quality standards

ADA operates to an ISO9000:2001 standard that incorporates sales, pre-sales, delivery and support. Our commitment to these standards ensures our clients have a consistently high quality and predictable experience with ADA.

#### Partners/Accreditations

- VMware Authorised Consulting Partner
- Vizioncore Silver Partner
- Platespin Silver Partner
- Dell Certified Partner (EqualLogic)
- NetApp Gold Partner
- Microsoft Gold Partner
- Citrix XenServer Solution Advisor

#### Clients

- GVA Grimley
- Avis Rent A Car UK Ltd
- Ince & Co
- Capespan
- Ann Summers
- DeBeers
- MGM Advantage

### Next steps

For further information about ADA's virtualisation services and solutions, please call us on 01444 239500 or e-mail [virtual@ada.co.uk](mailto:virtual@ada.co.uk)



ADA is one of the UK's leading technology services companies with an enviable reputation for technical excellence, service reliability and industry-leading standards. Working closely with manufacturers and partners who represent the best in the IT industry, ADA sources solutions that offer lasting advantages. Similarly, ADA's consulting and field engineering services are based on an approach that considers your business environment as well as your IT infrastructure, ensuring that your IT delivers real business benefits.