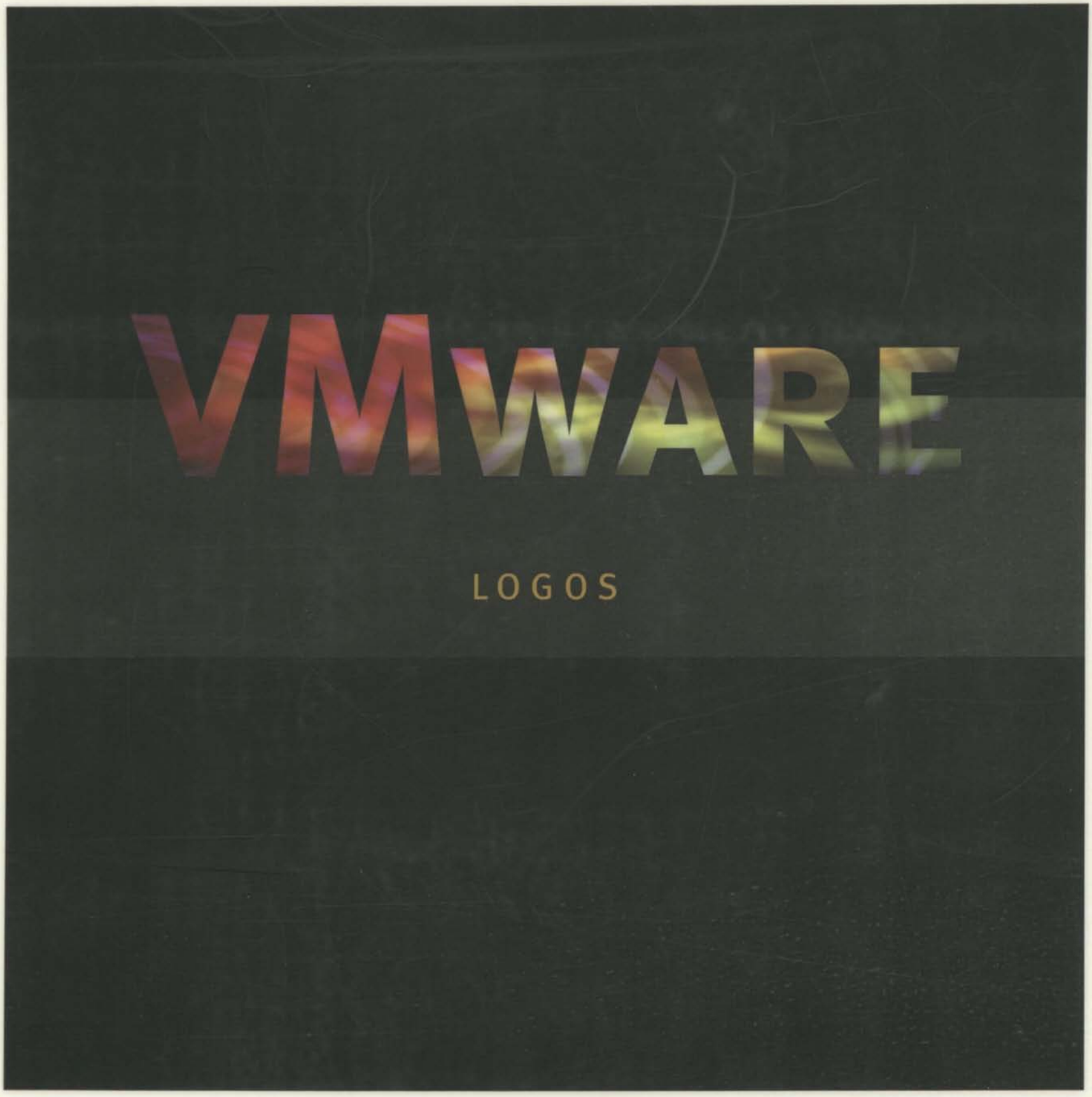
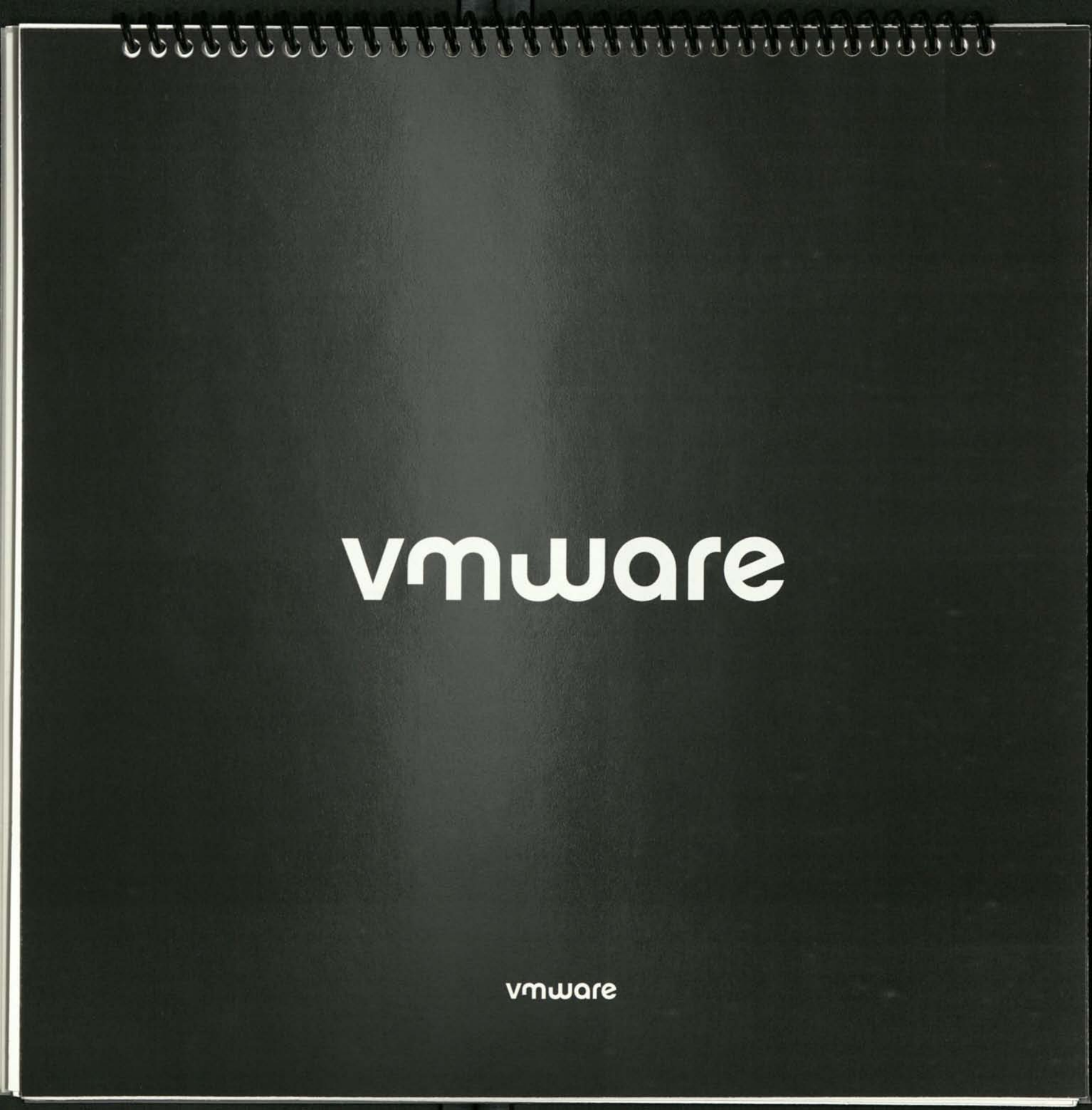

VMWARE
LOGOS

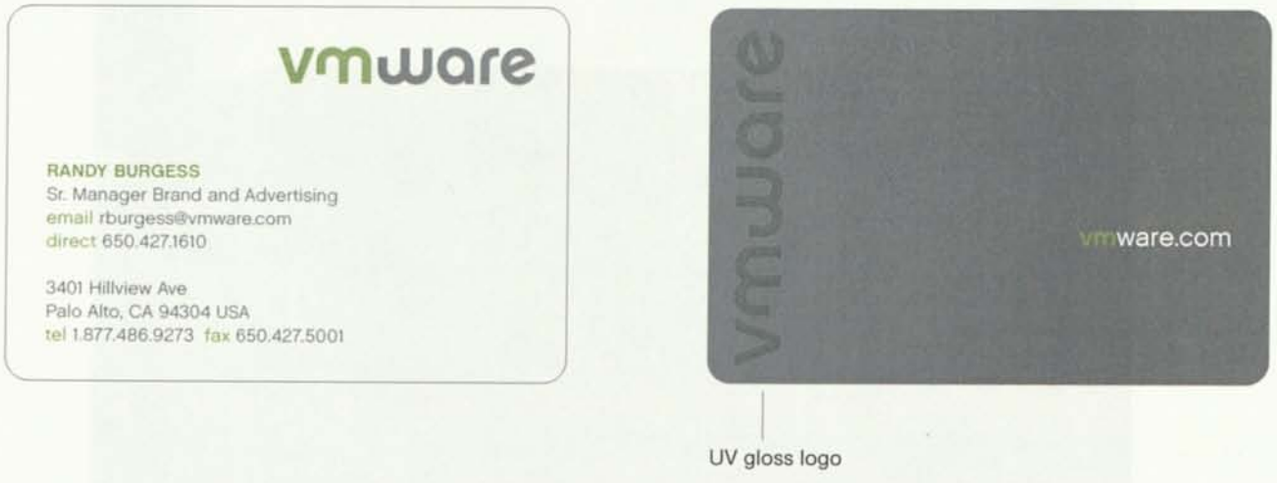
optionone

vmware

Abbreviated m and w suggest the corporate goal of "making the plumbing disappear." The m and w are also mirror letter forms and graphical opposites that speak to Virtualization's ability as a technology to transform (Mac into PC, a limited IT infrastructure into an expansive IT infrastructure, etc.). A contemporary, simple and evocative mark.

vmware


vmware
vmware



UV gloss logo

vmware

vmware

optiontwo

Modified bug opens the cubes to suggest virtual and freedom from constraints.

vmware

vmware

Randy Burgess
Sr. Manager Brand and Advertising
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E rburgess@vmware.com
D 650.427.1610
3401 Hillview Ave, Palo Alto, CA 94304
T 1.877.486.9273 F 650.427.5001

www.vmware.com

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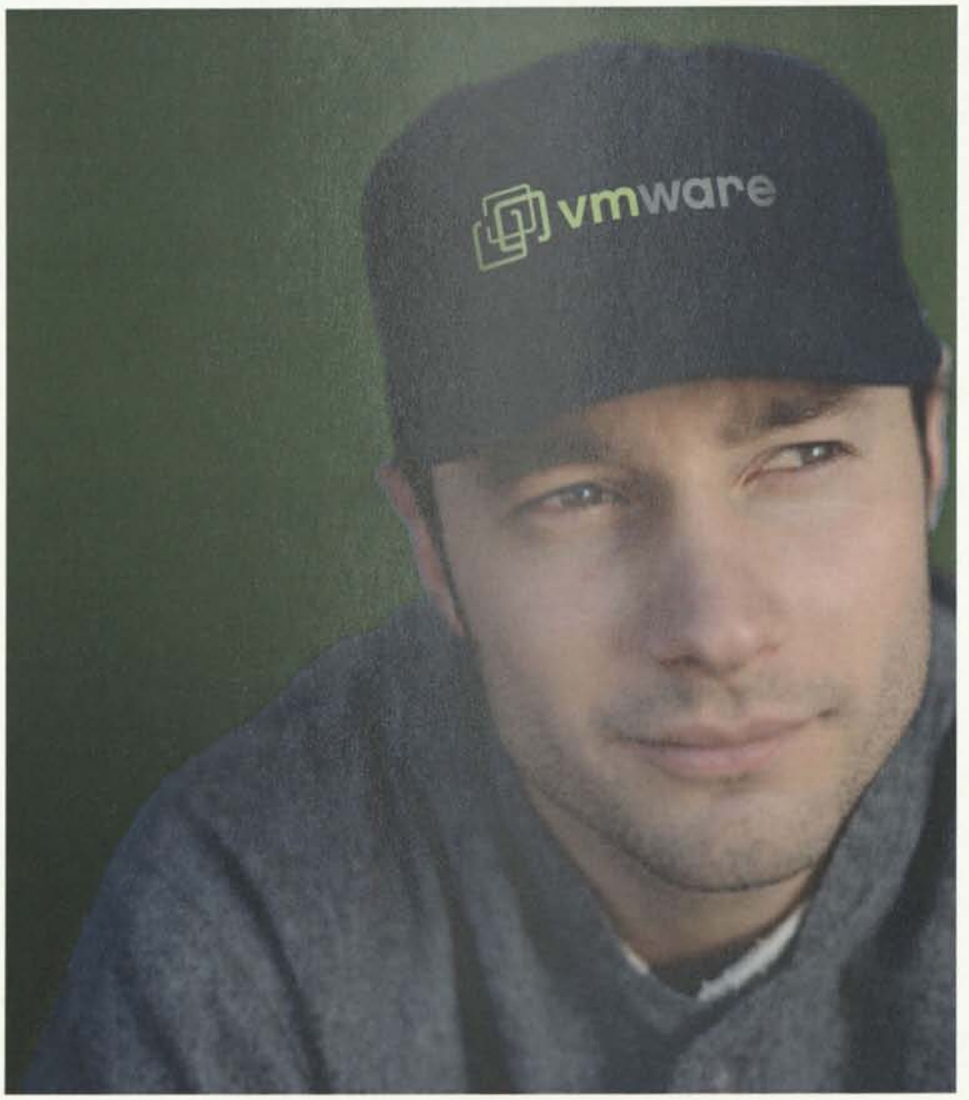
vmware

option**three**

VMware wordmark combines the V and the M to suggest the combination of advanced technology and solid reliability.

vmware

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Randy Burgess
Sr. Manager Brand & Advertising

vmware

VMWARE, INC.
3401 Hillview Ave.
Palo Alto, CA 94304 USA
T/ 650 427-1610
F/ 650 427-5001
rburgess@vmware.com

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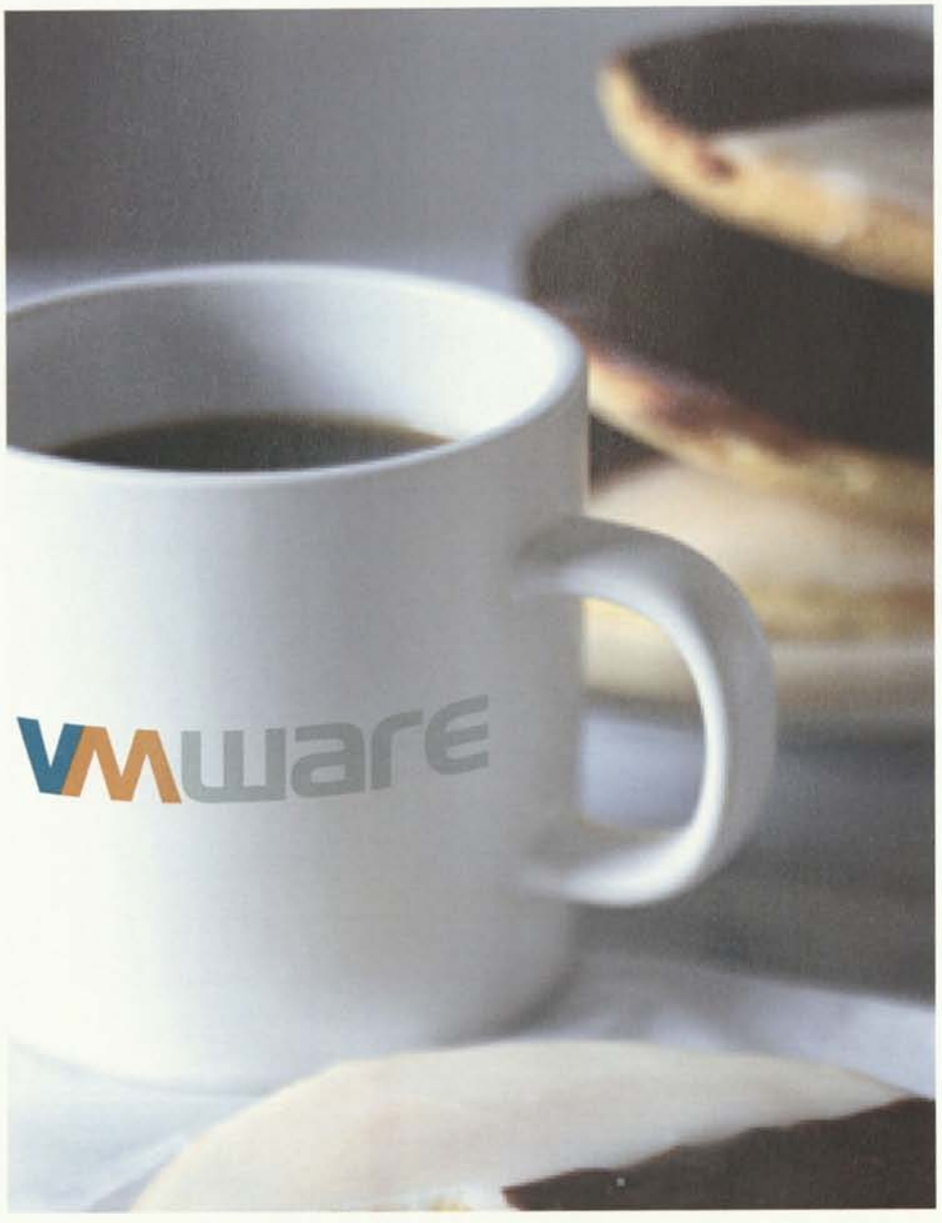

vmware

eleven**eighty**five**design**

VMWARE

LOOK & FEEL
INITIAL CREATIVE

KEY ATTRIBUTES THE VMWARE BRAND IDENTITY SHOULD EVOKE:

FREEDOM FROM CONSTRAINTS
TRANSPARENT TRUSTED BOLD
CONFIDENT RELIABLE ACCESSIBLE
OPEN HONEST INNOVATIVE SIMPLE
QUIRKY ADAPTABLE SECURE
TRANSFORMATIVE STRATEGIC
COMPETITIVE PERFORMANCE PROVEN
REVOLUTIONARY SMART INTUITIVE
ASPIRING LEADER ENABLING

KEY MESSAGES

- VMware's mission is to make the "plumbing" disappear—in the datacenter, the cloud, and on the desktop.
- VMware evolves IT operations from complex to simple, expensive to cost-effective, time-consuming to efficient, manual to automated, static to dynamic, rigid to flexible, carbon-polluting to green.
- VMware is the innovation & market leader, and most trusted provider in the virtualization market, with the broadest portfolio of proven virtualization solutions from the desktop to the datacenter to the cloud.
- VMware is evolving VMware infrastructure into the industry's first virtual datacenter operating system, that transforms IT infrastructure into an internal cloud.
- VMware wants to transform IT to be a strategic competitive advantage for the business.

BRAND PROMISE

- VMware delivers the technology that unlocks the true potential of IT infrastructure and applications—and the people who run them—so they are more efficient and responsive to business needs.

GOALS AND OBJECTIVES:

- Communicate VMware's technical leadership while also showing that VMware is as professional and reliable as companies that C-level executives know and trust
- Explore an updated approach to VMware's brand identity system
- Create a design language that clearly defines VMware's point of view as the proven virtualization leader
- Amplify VMware's position as the premium (most advanced) brand and market leader in a maturing category
- Communicate the value of VMware's complete approach to virtualization
- Replace the existing brand and re-energize employees, build momentum and educate internally
- Strengthen the brand's kinship with Agents of Change while appealing to the Enterprise
- Must appeal to advanced IT professionals as well as relative C-level executives
- Maintain VMware's perception of having a technical edge while simultaneously making it clear that VMware is the secure choice

TARGET AUDIENCES

- Middle and upper-level IT professionals in large, Fortune 1,000 corporate data centers
- C-level IT Managers for large companies
- C-level Business Managers at the same companies e.g. CFOs and CEOs
- Technology and Business Executives in small and medium size businesses
- Financial and Business Analysts
- Opinion-leading customers: a.k.a. Agents of Change
  - Students
  - Developers
  - Content Creators
  - Innovators in Enterprise Computing

KEY DIFFERENTIATORS

- VMware is the global leader in virtualization solutions from the desktop to the datacenter
- Pioneered the virtualization category
- Frees companies from constraints that have held them back in the past or might hold them back in the future
- Software is operating system agnostic
- VMware is the broadest portfolio of proven virtualization solutions from the desktop to the datacenter to the cloud

COMPETITORS:

Microsoft

IBM.

CITRIX

ORACLE

newScale
The Service Catalog Leader

optionone

VMware

VMWARE

TRANSPARENCY

The Creative:

Website

Website Refresh

Tradeshow

Datasheet

The Concept:

By using startling x-ray images that have been colorized, this approach highlights the unexpected fact: the choice to virtualize your IT network has never been more black-and-white. Clarity, visibility, flexibility, and performance are all suggested in the x-ray images as expected. Less tangible customer demands such as scalability, reduced cost or return on investment could be represented with x-rays of growing plants, man-made objects or even water that has been treated in a similar style. The contemporary design and understated typography lend an air of elegance and sophistication to the message.

Expanding the system: With an unending variety of possible x-ray images, this system expands conveniently. Technology, various product lines, and services could all have their own image library, some natural, some man-made. As well, company sectors would have their own color palette for easy identification.

Typography:

Helvetica Neue Ultra Light
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Bold

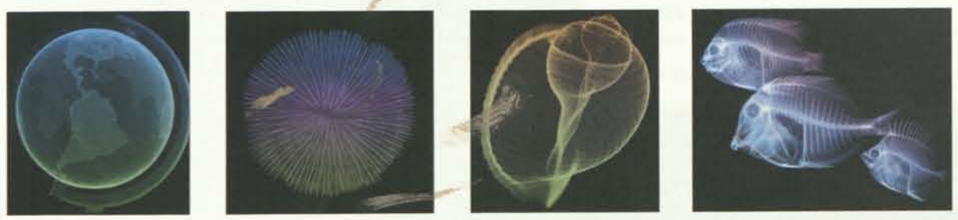
Arial Regular
Arial Bold

Color Palette:

PMS 541 PMS 542 PMS 7545 PMS 7547 PMS 369 PMS 7406 PMS 7459 PMS 718 PMS 525 PMS 7542

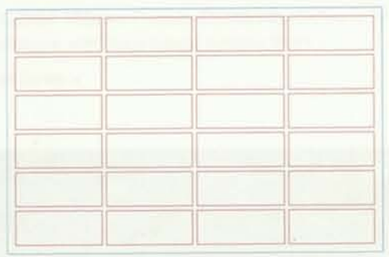
Photography Style:

Transparent x-ray style images are combined with overlays of bright colors

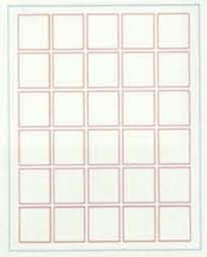


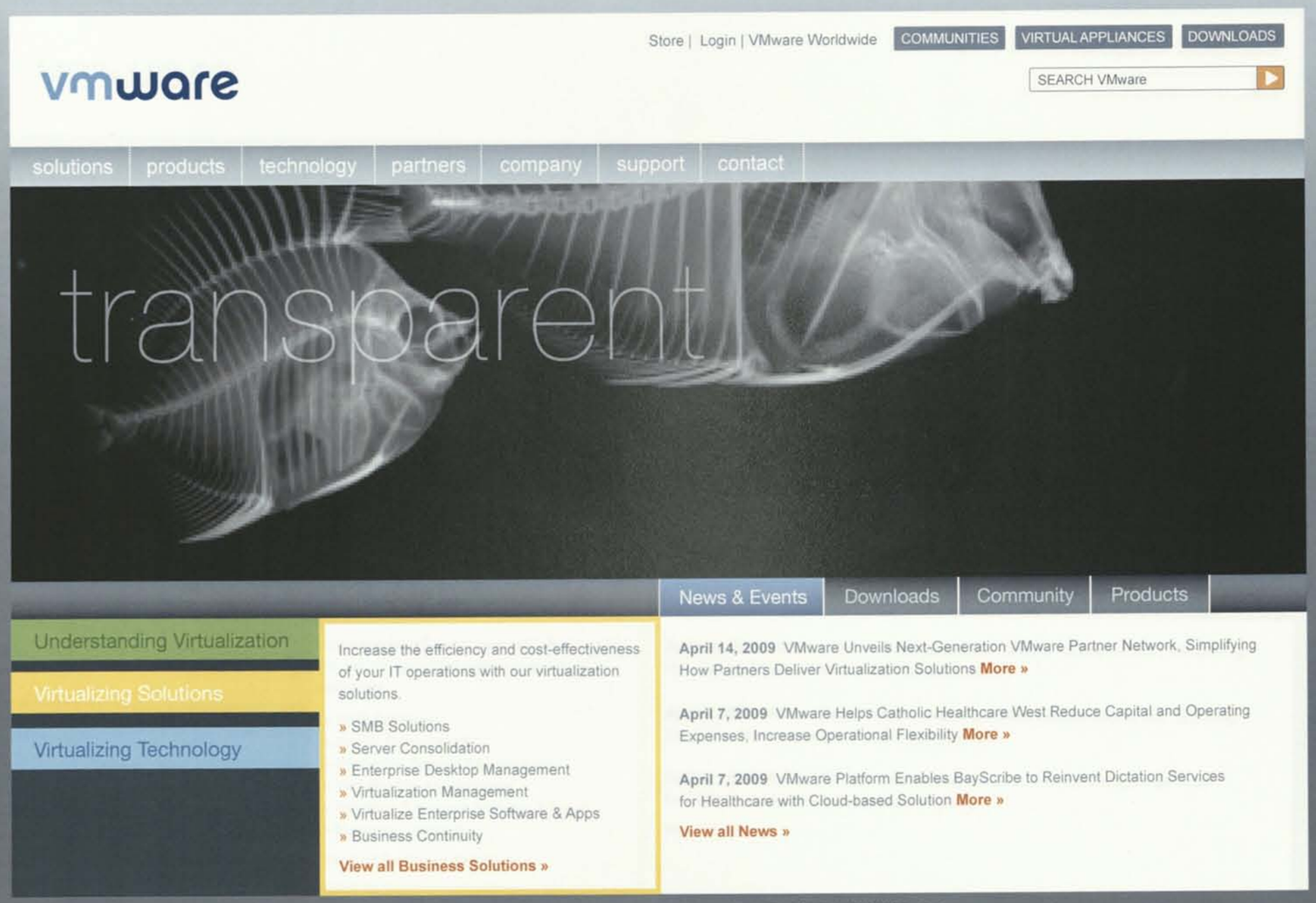
The Grid System:

The website is based on a four column system

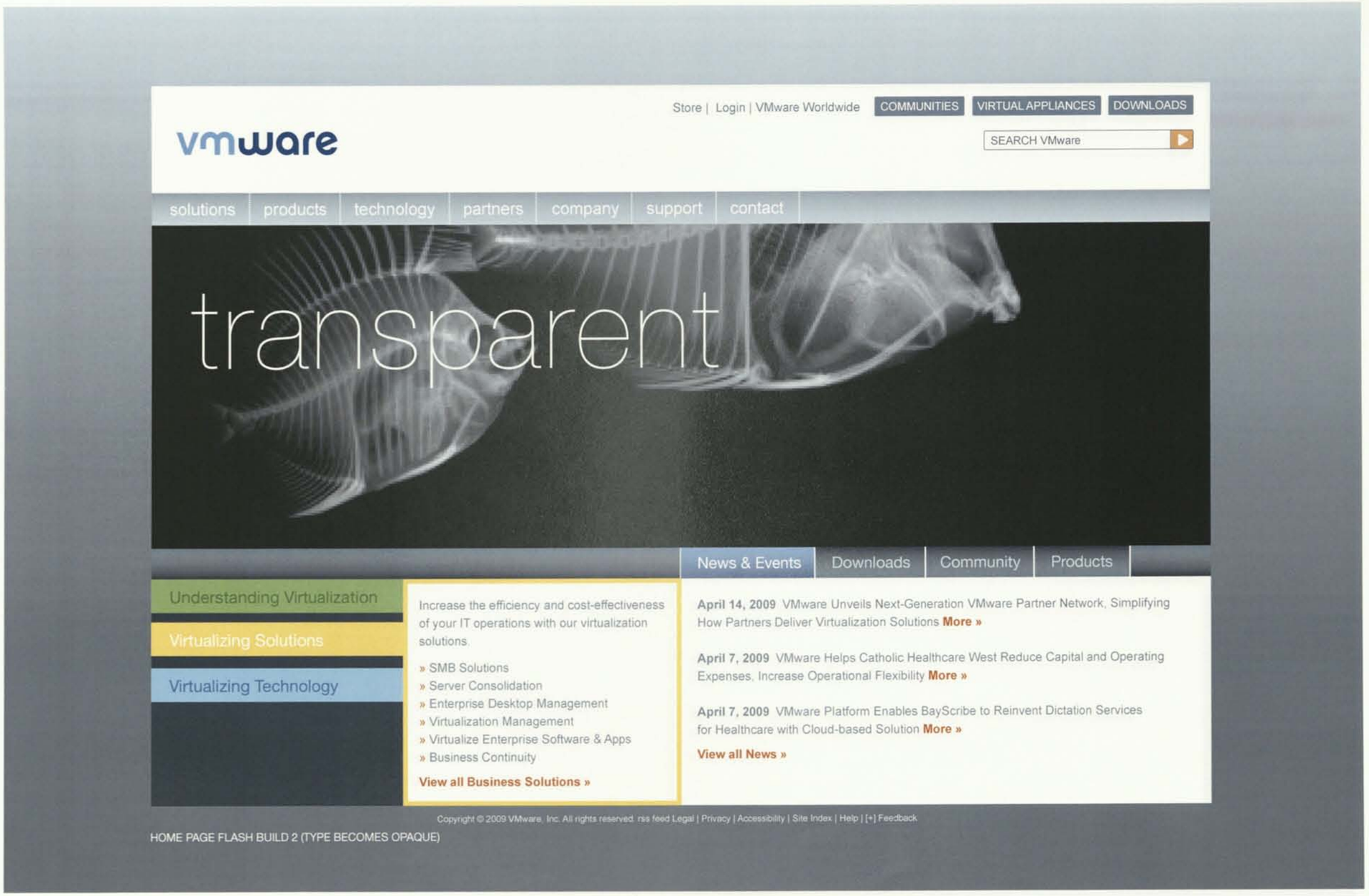


The datasheet is based on a five column system

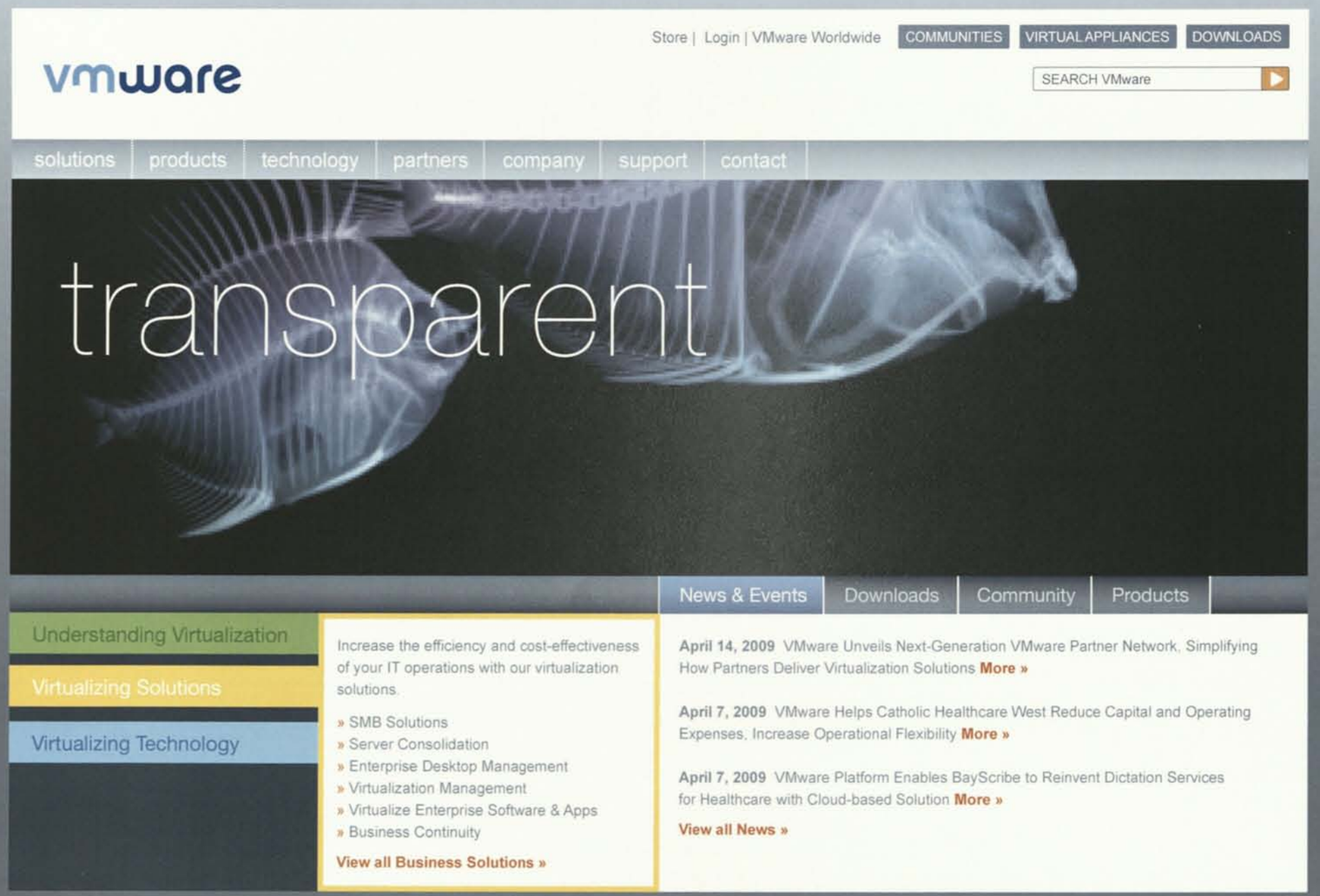




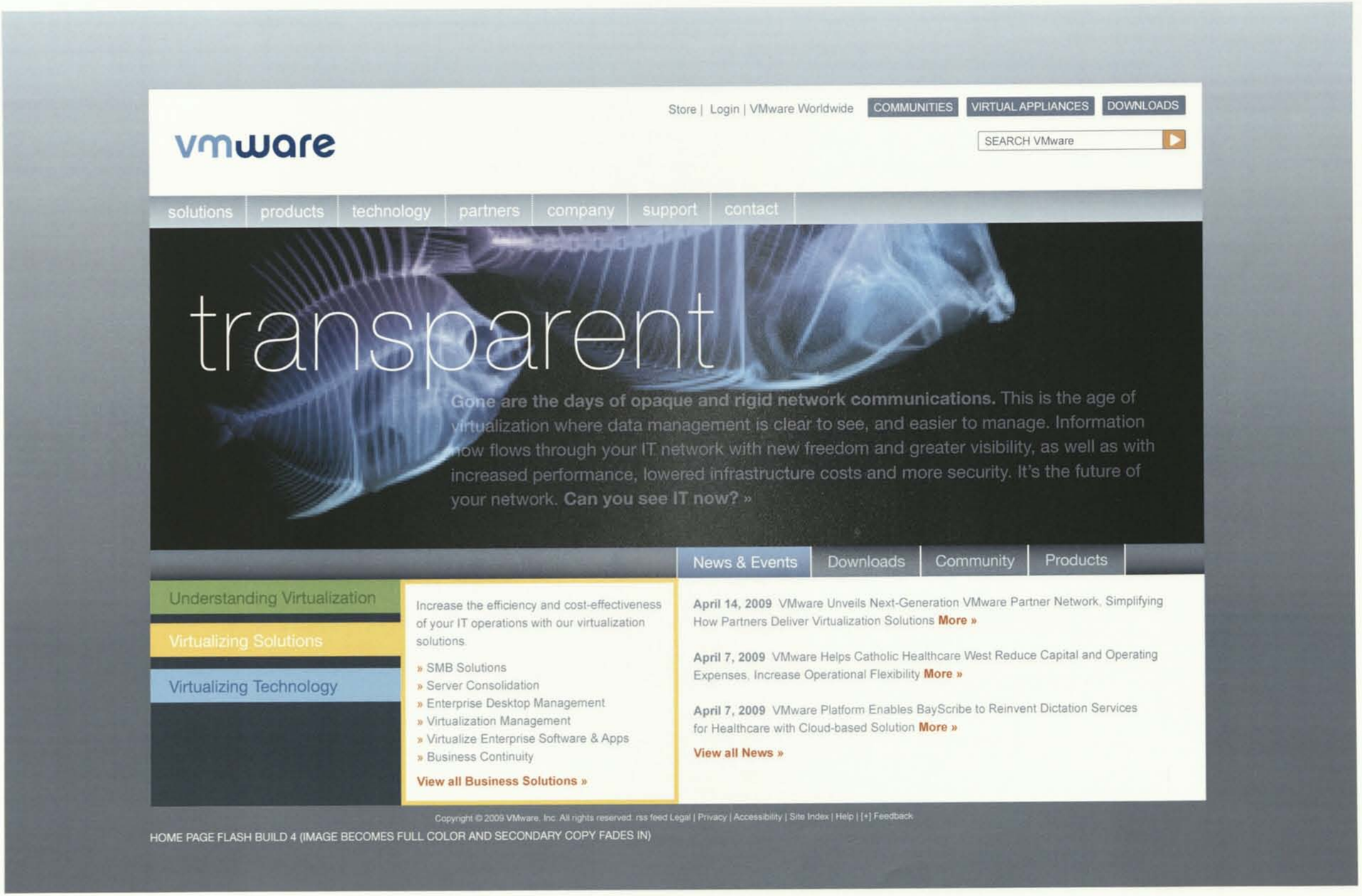
HOME PAGE FLASH BUILD 1 (LARGE TYPE FADES IN)



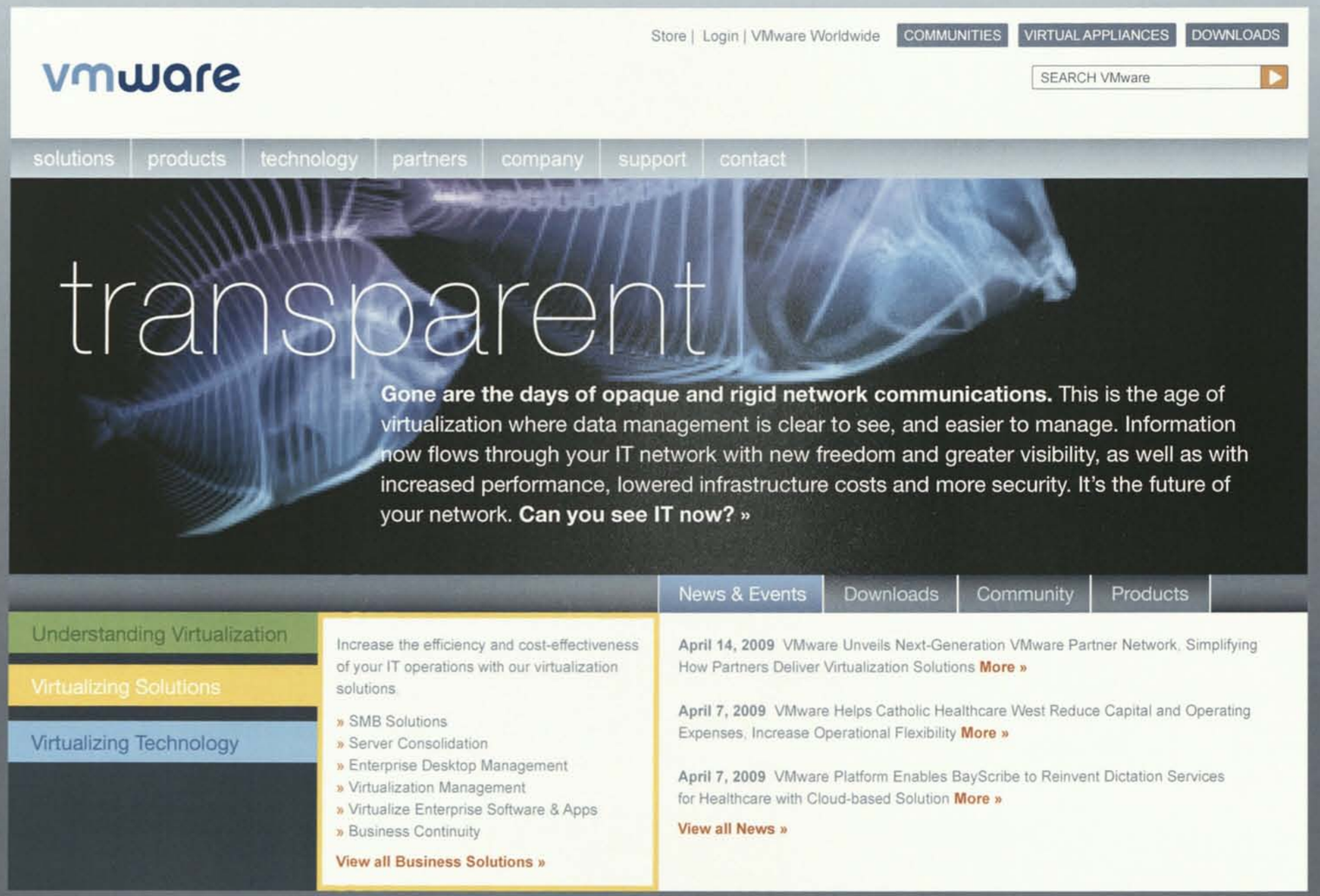
HOME PAGE FLASH BUILD 2 (TYPE BECOMES OPAQUE)



HOME PAGE FLASH BUILD 3 (IMAGE SUBTLY FADES FROM BLACK AND WHITE TO COLOR)



HOME PAGE FLASH BUILD 4 (IMAGE BECOMES FULL COLOR AND SECONDARY COPY FADES IN)



HOME PAGE FLASH BUILD 5 (SECONDARY COPY FULLY APPEARS)

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vmware

SEARCH VMware

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virtualization

What could be more black & white? Forget the ambiguities of virtualization. There are none. Virtualization provides new visibility to your IT operations, as well as easier transfer of data, and reduces downtime by reallocating resources more effectively. Costs are cut, productivity jumps, performance is improved. The choice is obvious. **Get virtualized »**

Understanding Virtualization

Virtualizing Solutions

Virtualizing Technology

Increase the efficiency and cost-effectiveness of your IT operations with our virtualization solutions.

» SMB Solutions
» Server Consolidation
» Enterprise Desktop Management
» Virtualization Management
» Virtualize Enterprise Software & Apps
» Business Continuity

View all Business Solutions »

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April 7, 2009 VMware Platform Enables BayScribe to Reinvent Dictation Services for Healthcare with Cloud-based Solution **More »**

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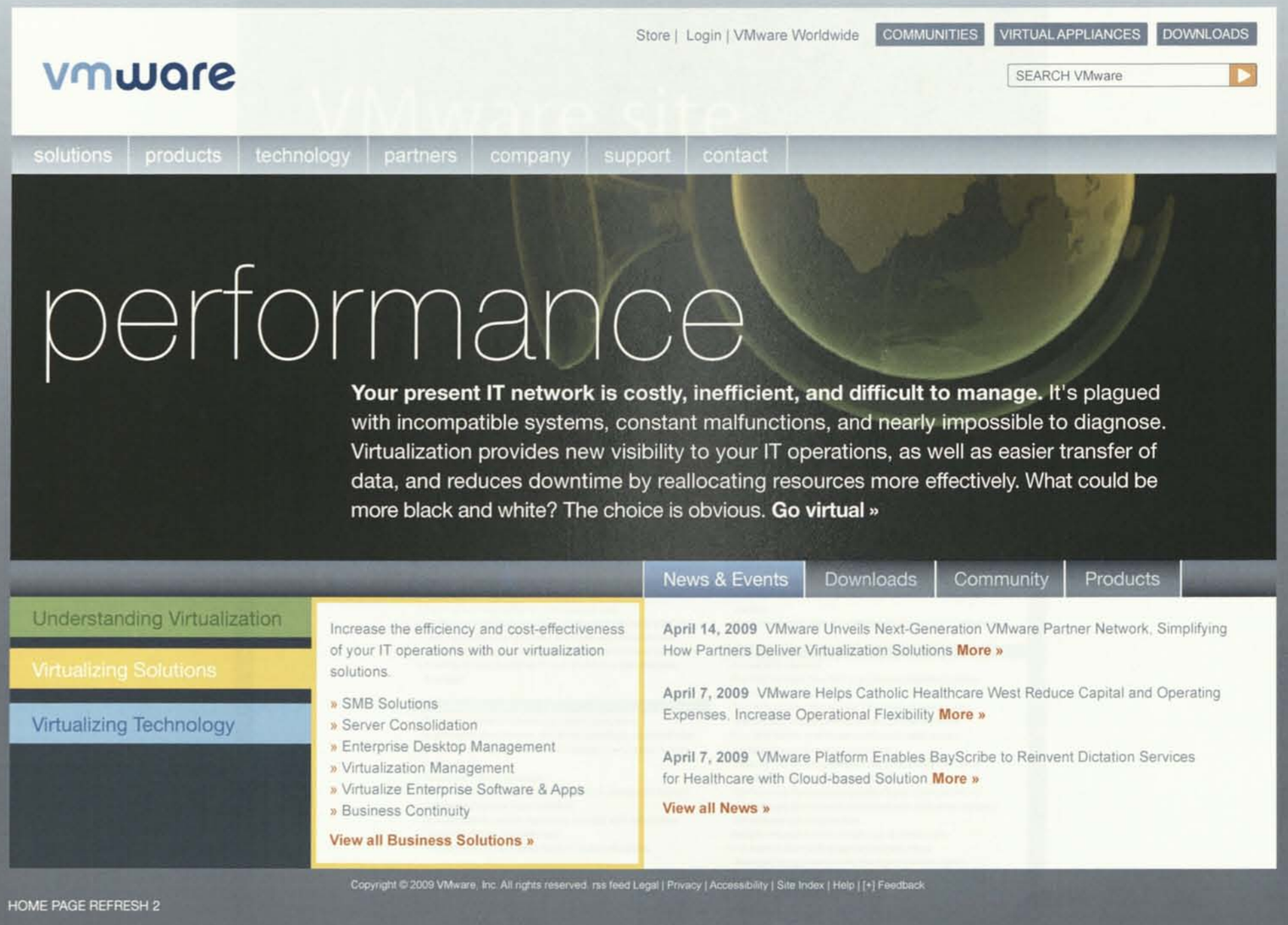
HOME PAGE REFRESH 1



HOME PAGE REFRESH 2

vmware

VMware site recovery jumpstart

VMWARE SITE RECOVERY MANAGER JUMPSTART

OVERVIEW

VMware® Site Recovery Manager (SRM) automates the execution of disaster recovery plans for the virtual environment, reducing your time to recover and minimizing the possibility of human errors during the recovery process.

The VMware Site Recovery Manager Jumpstart provides you with a proof-of-concept, on-site installation and configuration of Site Recovery Manager. You will also learn how to prepare an effective disaster recovery plan and configure Site Recovery Manager to execute the plan for you if an outage occurs. As part of this engagement, a VMware Certified Professional (VCP) consultant will install and configure Site Recovery Manager in your environment, and create and execute a sample recovery plan.

BENEFITS

- Shorten time to recover and minimize human error when outages occur
- Mitigate risk by leveraging experienced consultants and understanding proven best practices
- Accelerate staff learning for optimized implementation

TARGET AUDIENCE

Customers experienced with VMware Infrastructure who want to implement VMware Site Recovery Manager for disaster recovery.

DELIVERABLES

- On-site installation of customer's licensed copy of VMware Site Recovery Manager to represent two sites: one primary and one recovery
- Proof-of-concept setup at one location only
- Interactive workshop focusing on disaster recovery planning using VMware Site Recovery Manager, and VMware Site Recovery Manager architecture, administration and operations
- Sharing of best practices for using VMware Site Recovery Manager

ROLES AND RESPONSIBILITIES

- VMware Certified Professional (VCP) Consultant: Implements environment, conducts workshop, provides best practices on configuration, administration and infrastructure management
- Customer Project Manager: Plans and coordinates all IT functions for Jumpstart delivery
- Customer Systems Administrator: Responsible for server hardware, storage and networking
- Customer Server Administrator: Responsible for operating system and applications

KEY ACTIVITIES

Action	Responsibility
Kickoff call	All
Disaster Recovery planning overview	Consultant
Site Recovery Manager overview: architecture and administration	Consultant
Installation and configuration	Consultant
Execute sample recovery	Consultant
Wrap up session	All

PRICING AND SCOPE

- Up to three (3) days on-site
- Maximum of five (5) participants
- Delivered by a VMware Certified Professional (VCP) consultant from VMware or from a VMware Authorized Consulting (VAC) partner
- Contact your local VMware representative for pricing information

REQUIREMENTS

- Prerequisite checklist
- Two ESXTM hosts (Ver. 3.0.2 or higher) representing primary and recovery sites
- Two VirtualCenter Servers (Ver. 2.5 or higher) representing primary and recovery site, each managing an ESX host
- Two SRM Servers (can be same as VirtualCenter Server) representing primary and recovery sites
- Separate Site Recovery Manager database and VirtualCenter database for primary and recovery sites
- Site Recovery Manager-compatible shared Fibre Channel or iSCSI storage area network configured with replication between the primary and recovery sites.
- Sample virtual machines on ESX host at primary site
- Conference room with projector and networked desktops/laptops running MS Windows® 2000 or higher

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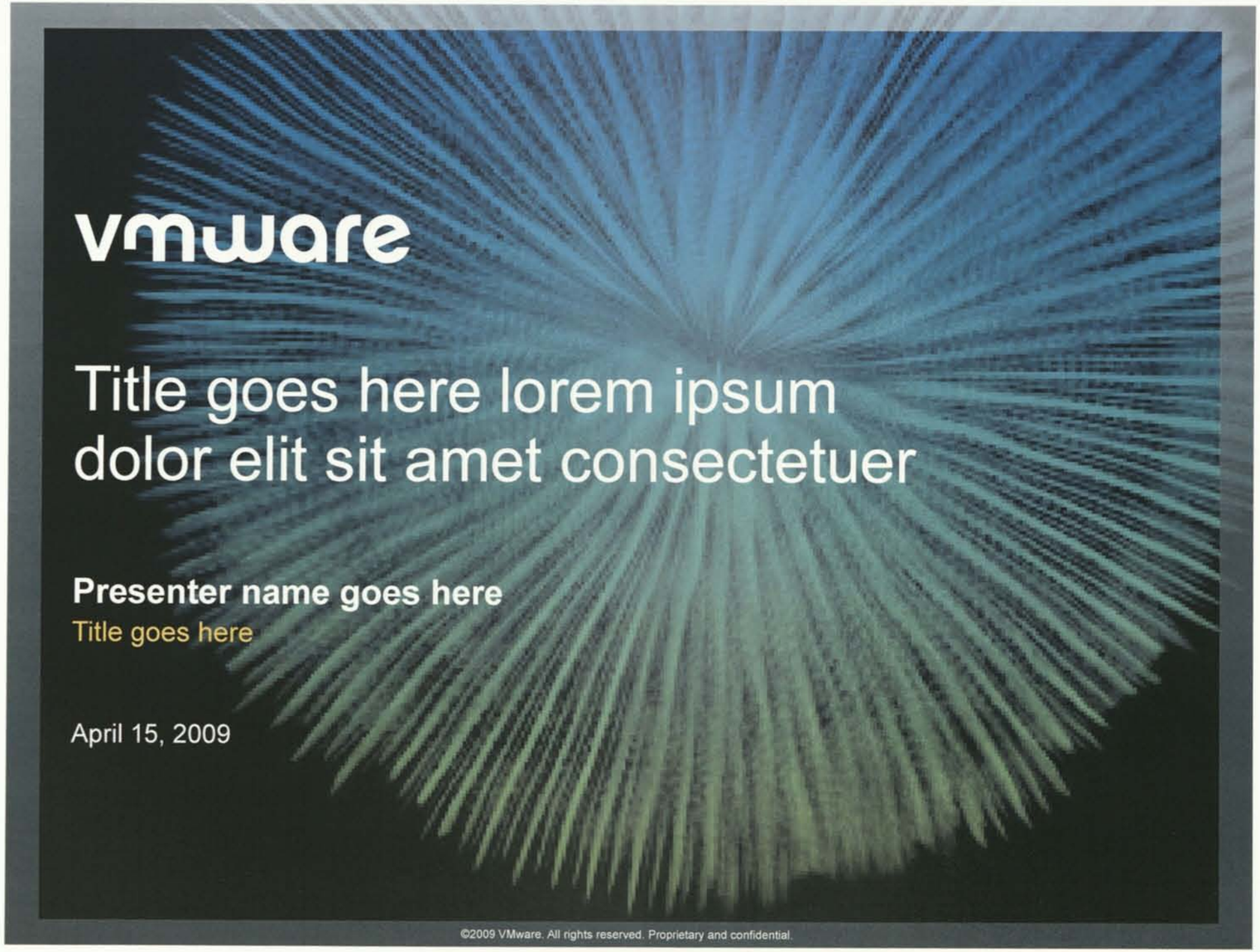
DATASHEET (REDUCED 75%)

TRADESHOW GRAPHICS


vmware
Title goes here lorem ipsum dolor elit sit amet consectetuer
Presenter name goes here
Title goes here
April 15, 2009
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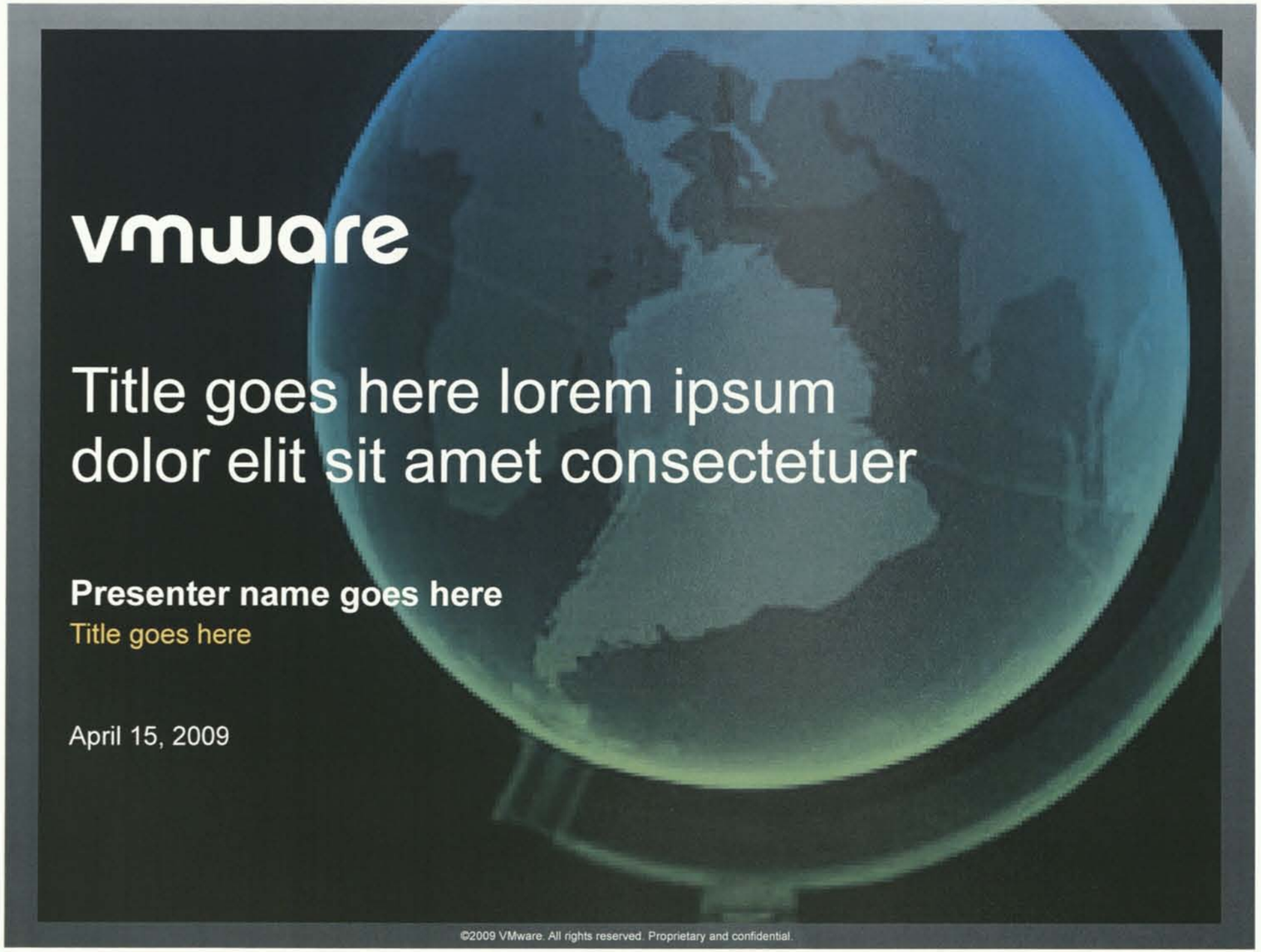

POWERPOINT PRESENTATION / TITLE PAGE (ALTERNATE IMAGE)

Title goes here lorem ipsum dolor elit

Subhead 1 Goes Here

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- Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud
- Lorem ipsum delores eta commecturere

vmware

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optiontwo

VMware

VMWARE

VIRTUALIZATION. IT'S REAL.

The Creative:

Home Page

eNewsletter

Datasheet

The Concept:

Virtualization. A means in which a physical computer's processing power can be divided into many independent "virtual" computers. This system illustrates through the use of metaphor and photography the "virtual IT infrastructure" which takes many shapes. From platforms, to pinwheel (suggesting speed), to spheres and cubes (enterprise and global) the graphic language tells the virtualization story in an innovative and extensible style. In each scenario a third dimension is introduced to highlight that virtualization is "real" with real benefits. An endless array of benefits can be rendered to keep the system fresh and evolving for years to come.

Icons will be developed to mirror the overall graphic language of virtualization. Platform:Solutions, Pinwheel:Technology, Sphere:Products, Cube:Services.

Typography:

Helvetica Neue Ultra Light
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Bold

Arial Regular
Arial Bold

Icons:

Solutions

Technology

Products

Services

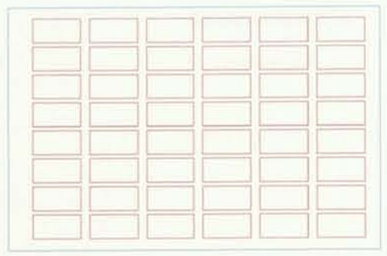
Color Palette:

Photography Style:

A grid of flat images is embedded to form various graphic shapes, each with a 3-d object emerging from one panel.

The Grid System:

The website is based on a 6 column system.



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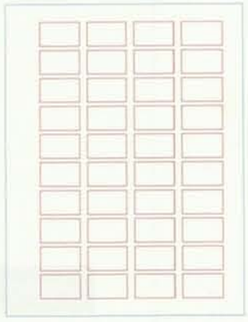

vmware

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LESS RISK. MORE RETURNS.

Secure, scalable solutions that unlock your IT potential. Save time and costs by turning your IT infrastructure into a virtual powerhouse.

Virtualization. It's real.

▸ Learn more

4 ◂▸ 5

Virtualization Basics | Products | Downloads | Community | News & Events

UNDERSTANDING VIRTUALIZATION

Expand your virtual infrastructure into a virtual datacenter operating system. Build a more resilient infrastructure and get better control over your desktops, servers, and applications.

- Get an Intro to Virtualization
- Why Choose VMware?
- Cost Savings with Virtualization
- Energy Efficiency and Green IT
- Try VMware - Download Free Trials
- Attend a Free Virtualization Forum

VIRTUALIZATION SOLUTIONS

Increase the efficiency and cost-effectiveness of your IT operations with our virtualization solutions.

- SMB Solutions
- Server Consolidation
- Enterprise Desktop Management
- Virtualization Management
- Virtualize Enterprise Software
- Business Continuity

Join WMware CEO Paul Maritz via a Live Simulcast April 21st.

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VIRTUALLY GREEN

Every server virtualized eliminates 4 tons of CO_2 emissions. Now that's "real" progress.

Virtualization. It's real.

▸ Learn more

3 ◂▸ 5

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A FLEXIBLE PLATFORM FOR EVERYTHING.

Defining simplicity and flexibility. VMware. The proven virtualization solutions from the desktop to the datacenter to the cloud.

Virtualization. It's real.

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TRANSFORM IT TO BECOME A STRATEGIC COMPETITIVE ADVANTAGE.

Break away from the constraints of traditional IT infrastructure with Virtualization.
Virtualization. It's real.

▸ Learn more

2 ◂▸ 5

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WEBSITE / HOME PAGE / ANIMATION: SCENE 1

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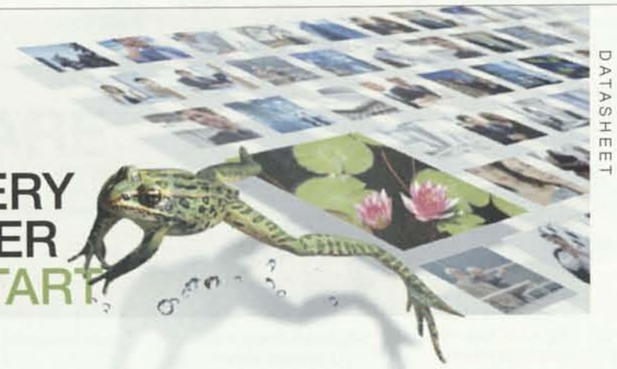
WEBSITE / HOME PAGE / ANIMATION: SCENE 2



DATASHEET

SITE RECOVERY MANAGER JUMPSTART

OVERVIEW

VMware® Site Recovery Manager (SRM) automates the execution of disaster recovery plans for the virtual environment, reducing your time to recover and minimizing the possibility of human errors during the recovery process. The VMware Site Recovery Manager Jumpstart provides you with a proof-of-concept, on-site installation and configuration of Site Recovery Manager. You will also learn how to prepare an effective disaster recovery plan and configure Site Recovery Manager to execute the plan for you if an outage occurs. As part of this engagement, a VMware Certified Professional (VCP) consultant will install and configure Site Recovery Manager in your environment, and create and execute a sample recovery plan.

Benefits

- Shorten time to recover and minimize human error when outages occur
- Mitigate risk by leveraging experienced consultants and understanding proven best practices
- Accelerate staff learning for optimized implementation

Target Audience

- Customers experienced with VMware Infrastructure who want to implement VMware Site Recovery Manager for disaster recovery

Deliverables

- On-site installation of customer's licensed copy of VMware
- Site Recovery Manager to represent two sites: one primary and one recovery
- Proof-of-concept setup at one location only
- Interactive workshop focusing on disaster recovery planning using VMware Site Recovery Manager, and VMware Site Recovery Manager architecture, administration and operations
- Sharing of best practices for using VMware Site Recovery Manager

Roles and Responsibilities

- **VMware Certified Professional (VCP) Consultant:** Implements environment, conducts workshop, provides best practices on configuration, administration and infrastructure management
- **Customer Project Manager:** Plans and coordinates all IT functions for Jumpstart delivery
- **Customer Systems Administrator:** Responsible for server hardware, storage and networking
- **Customer Server Administrator:** Responsible for operating system and applications

FOR MORE INFORMATION
More information about VMware software and services is available from **http://www.vmware.com** and from your local VMware representative.

TERMS AND CONDITIONS
This datasheet is for informational purposes only. VMWARE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DATASHEET. All VMware service engagements are governed by the VMware Professional Services General Terms and Conditions.

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VMWARE NEWSLETTER

December 2008 Issue 52

INDUSTRY EVENTS

Macworld 2009 Conference & Expo ›
January 5-9, 2009

HPCA-15 Symposium ›
February 14-18, 2009

VMworld Europe 2009 ›
February 24-26, 2009

NEWS AND AWARDS

VMware Expands Partnership with Computer Associates ›

VMware Joining PCI Security Standards Council ›

VMware Named Top 100 IT Company by Business Week ›

LIVE WEBCASTS

VMware: The Right Investment for Tough Times ›

Making Green IT a Reality with VMware and Intel ›

Customer Spotlight: VMware vCloud Success Stories ›

WHITE PAPERS

Using VMware Distributed Power Management ›

Performance of Rapid Virtualization Indexing ›

Installing and Configuring Linux in a Virtual Machine ›

CUSTOMERS SPOTLIGHT

Siemens Uses VMware as Cloud Computing Solution ›

City of Calgary Slashes IT Costs with VMware ›

Peet's Coffee and Tea Chooses VMware ›

MYLEARN COURSES

VMware View Essentials Workshop ›

VMware Site Recovery Manager ›

VMware Infrastructure: Install and Configure ›

VMWARE TURNS 10

Looking Back at a Decade of Virtualization and Game-Changing Innovation

2008 marked the 10th birthday for VMware, providing a great opportunity to take a brief look back at the history of the company that has transformed information technology and x86 computing.

1998: VMware founded by Mendel Rosenblum, Diane Greene, Edward Wang, Scott Devine and Edouard Bugnion with the shared vision of bringing virtual machine technology to x86 systems.

1999: VMware announces availability of VMware Workstation 1.0, which would go on to become one of the most highly acclaimed desktop software products on the market.

2001: VMware releases its first server virtualization products, GSX Server (now VMware Server) and ESX Server (now VMware ESX), the first hypervisor to deliver "bare-metal" virtualization.

2002: The U.S. Patent and Trademark office issues VMware its first two patents.

2003: EMC Corporation announces acquisition of VMware for $635 million USD.

2004: VMware hosts the first VMworld conference, attended by 1,400 people, at the Manchester Grand Hyatt in San Diego, California.

2007: EMC sells approximately 10 percent of VMware via an initial public offering (IPO) of newly issued VMware stock.

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A FLEXIBLE PLATFORM FOR EVERYTHING.

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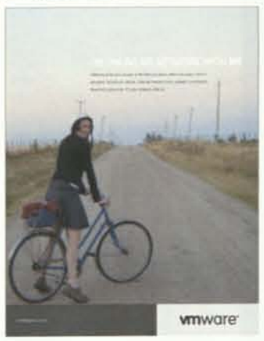
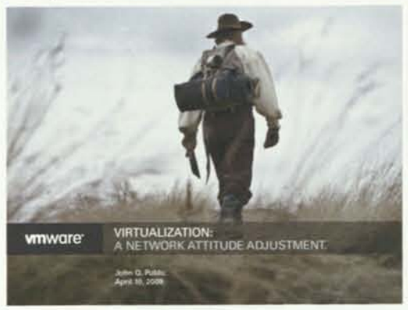


Powerpoint title



Datasheet

Photography Style:

Bold and emotional imagery will emphasize aspirational thinking and freedom from restrictions.

Color Palette:

PMS 541 PMS 542 PMS 7545 PMS 7547 PMS 369 PMS 7406

The Concept:

This system celebrates the diversity that defines your network by using compelling human portraits. An enormous variety of information, equipment and people make up any given IT landscape, so attempting to restrict how, when and in what format data can be accessed is unproductive. Performance and productivity is what users care about, and they depend on availability of information, ease of management and smooth scalability. Only a virtualized network can accomplish this. VMware has the technology to create a platform agnostic, virtual network, so that the familiar boundaries of a conventional network become things of the past. IT management is no longer about hardware idiosyncrasies, but about people, the performance they want and the information they need. It's about reduced cost of operation, increased productivity and a network for the new age of independent thinking.

Expanding the system:
There is a vast assortment of suitable human images that would work for this system. While individual images may not resonate with every viewer, a campaign consisting of many images ensures that the overall themes of visionary thinking, opportunities-within-reach, confidence, freedom from restrictions, independence, sovereignty, uncompromising quality, unwavering in spirit, and bold ambition will all become the character of VMware. All of these are positive human attributes—and all are critical to your business. Evocative copy writing will be essential. It must reinforce the connection between humanity and the VMware platform so that the division between them is obscured.

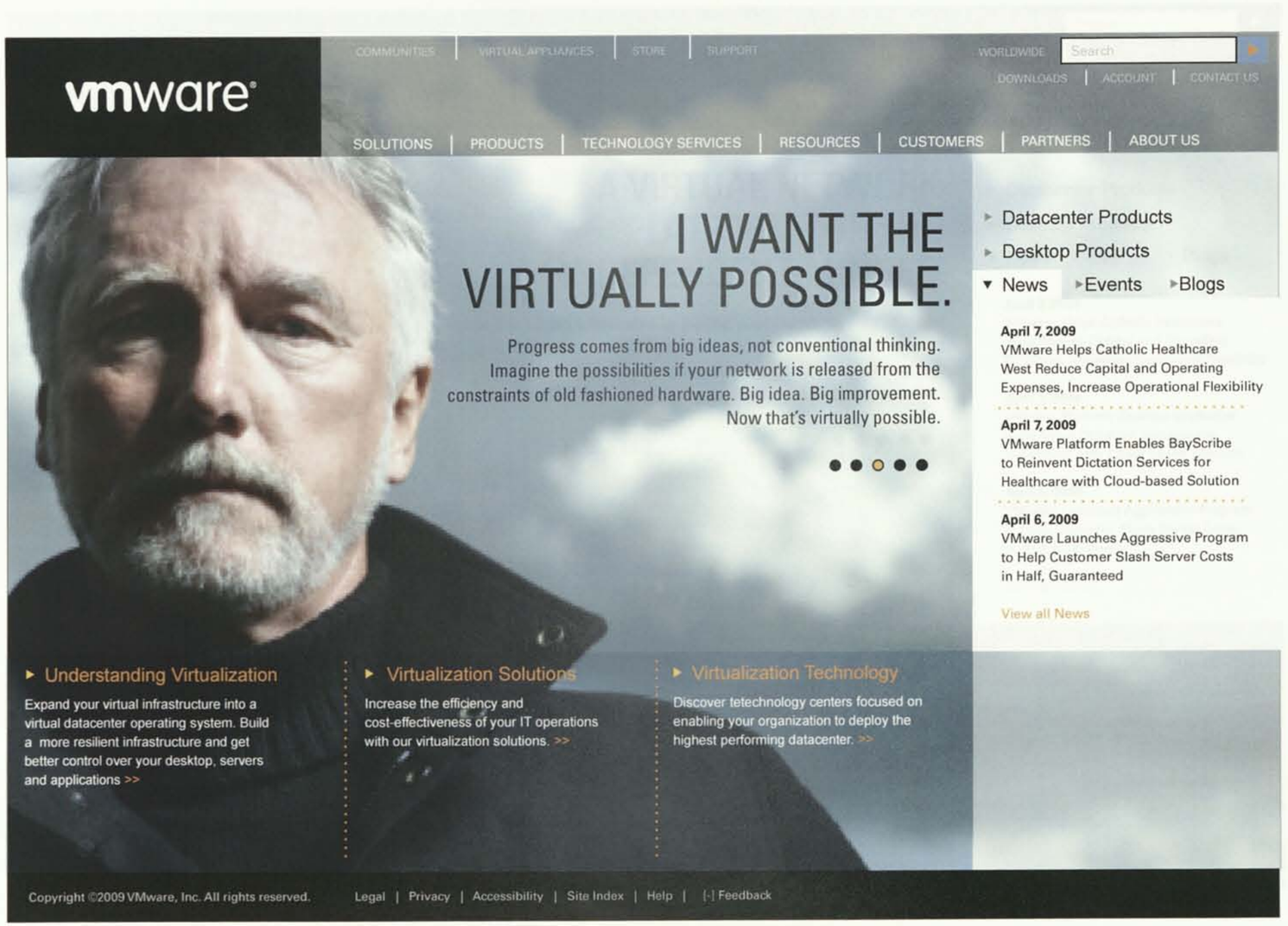
Typography:

Univers Regular
Univers Bold
Univers Condensed Regular
Univers Condensed Bold

Arial Regular
Arial Bold

The Grid System:

The web grid is based on a 4-column, 4-row system.
The datasheet grid is based on 6-columns, 5-rows.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I WANT THE VIRTUALLY POSSIBLE.
Progress comes from big ideas, not conventional thinking. Imagine the possibilities if your network is released from the constraints of old fashioned hardware. Big idea. Big improvement. Now that's virtually possible.
Datacenter Products
Desktop Products
News
Events
Blogs
April 7, 2009
VMware Helps Catholic Healthcare West Reduce Capital and Operating Expenses, Increase Operational Flexibility
April 7, 2009
VMware Platform Enables BayScribe to Reinvent Dictation Services for Healthcare with Cloud-based Solution
April 6, 2009
VMware Launches Aggressive Program to Help Customer Slash Server Costs in Half, Guaranteed
View all News
Understanding Virtualization
Expand your virtual infrastructure into a virtual datacenter operating system. Build a more resilient infrastructure and get better control over your desktop, servers and applications >>
Virtualization Solutions
Increase the efficiency and cost-effectiveness of your IT operations with our virtualization solutions. >>
Virtualization Technology
Discover tetechnology centers focused on enabling your organization to deploy the highest performing datacenter. >>
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A VIRTUAL NETWORK PLATFORM FOR THE INDEPENDENT-MINDED.

You don't build a business by boxing your network users into one way of doing things. VMWare allows them to be who they want to be—individuals. It's a new frontier. Don't accept anything less than a improved performance. Virtually possible.

- Datacenter Products
- Desktop Products
- ▼ News ▸ Events ▸ Blogs

April 7, 2009
VMware Helps Catholic Healthcare West Reduce Capital and Operating Expenses, Increase Operational Flexibility

April 7, 2009
VMware Platform Enables BayScribe to Reinvent Dictation Services for Healthcare with Cloud-based Solution

April 6, 2009
VMware Launches Aggressive Program to Help Customer Slash Server Costs in Half, Guaranteed

View all News

Understanding Virtualization

Expand your virtual infrastructure into a virtual datacenter operating system. Build a more resilient infrastructure and get better control over your desktop, servers and applications >>

Virtualization Solutions

Increase the efficiency and cost-effectiveness of your IT operations with our virtualization solutions. >>

Virtualization Technology

Discover tetechnology centers focused on enabling your organization to deploy the highest performing datacenter. >>

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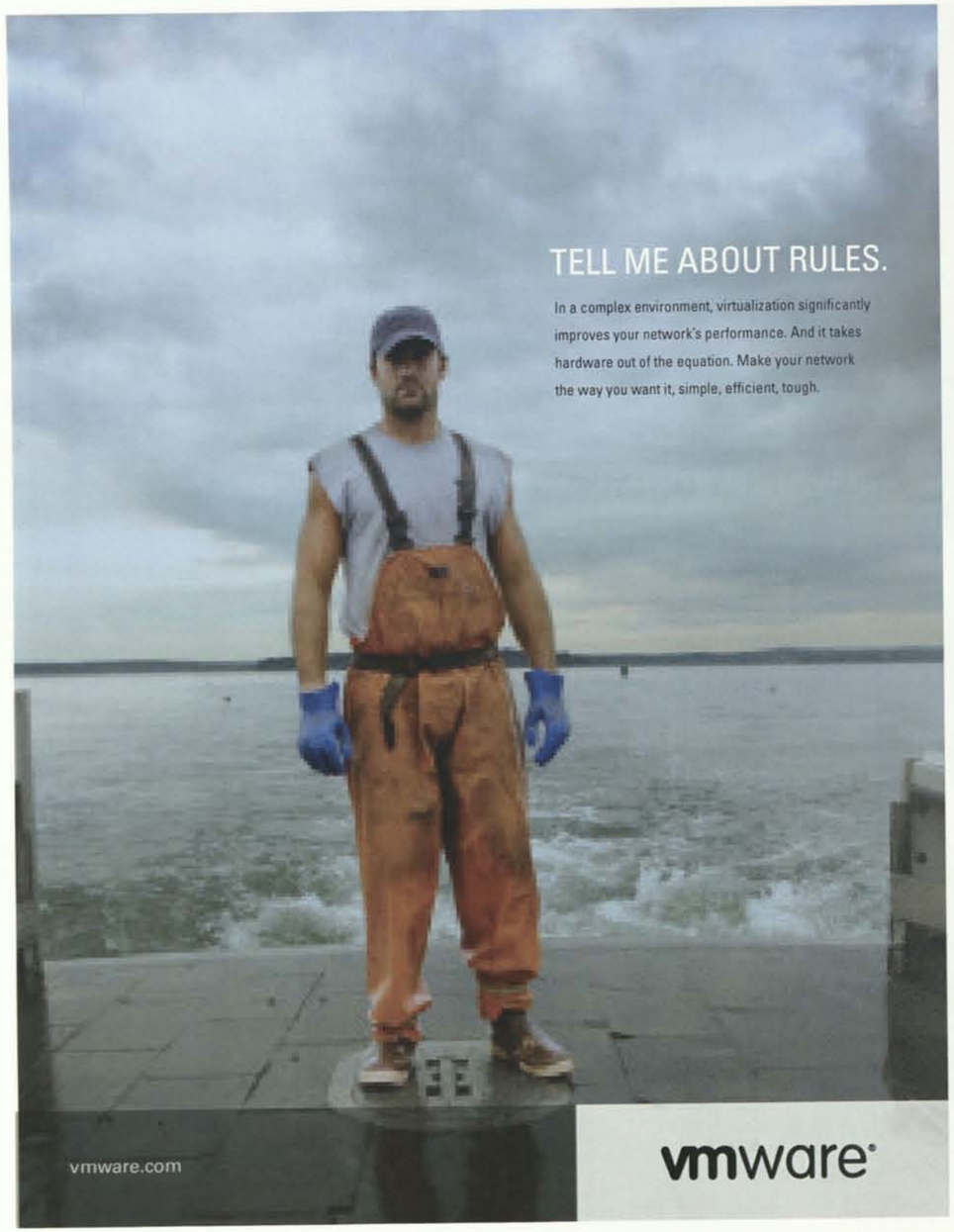
TELL ME ABOUT RULES.
In a complex environment, virtualization significantly improves your network's performance. And it takes hardware out of the equation. Make your network the way you want it, simple, efficient, tough.
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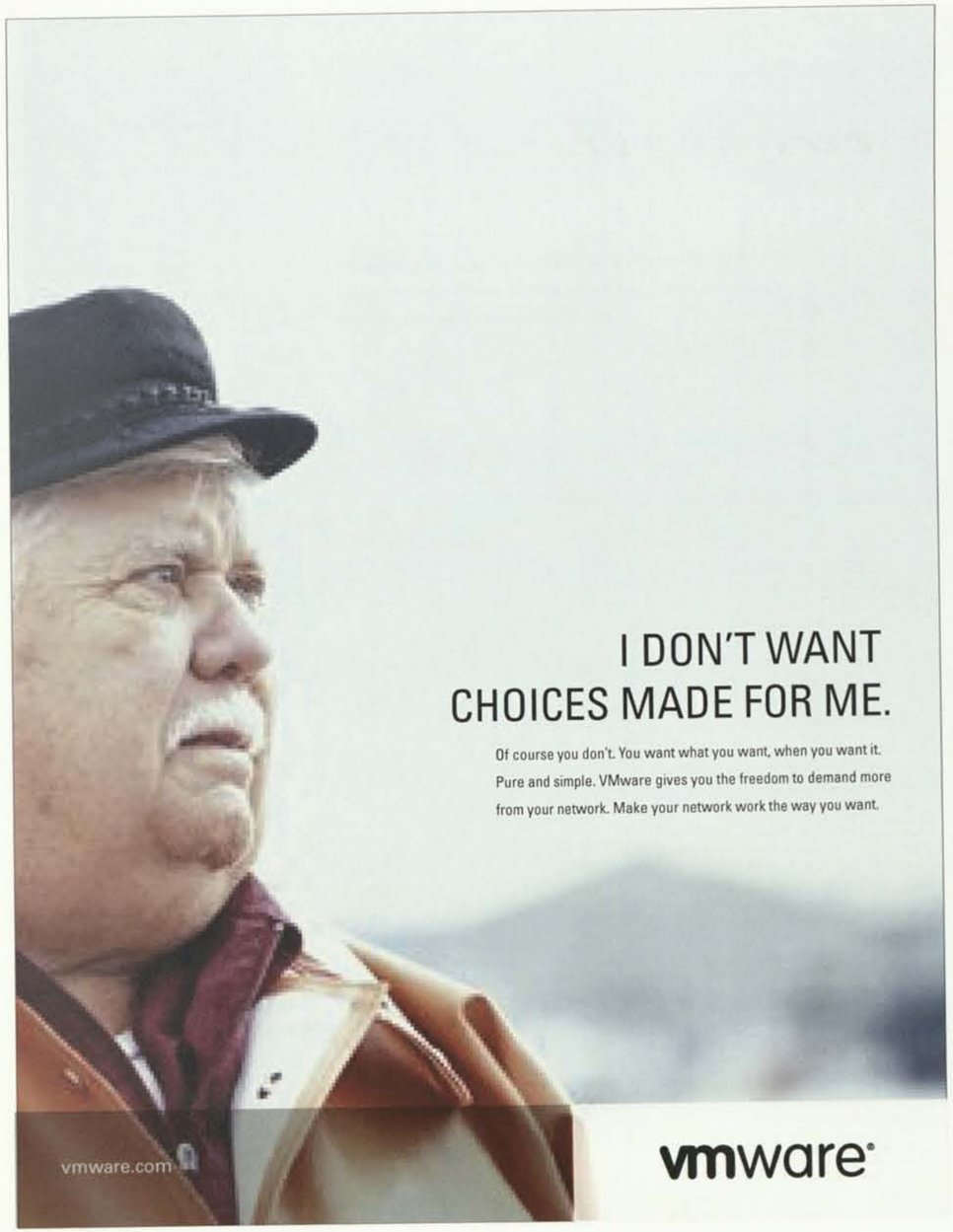
I DON'T WANT CHOICES MADE FOR ME.
Of course you don't. You want what you want, when you want it. Pure and simple. VMware gives you the freedom to demand more from your network. Make your network work the way you want.
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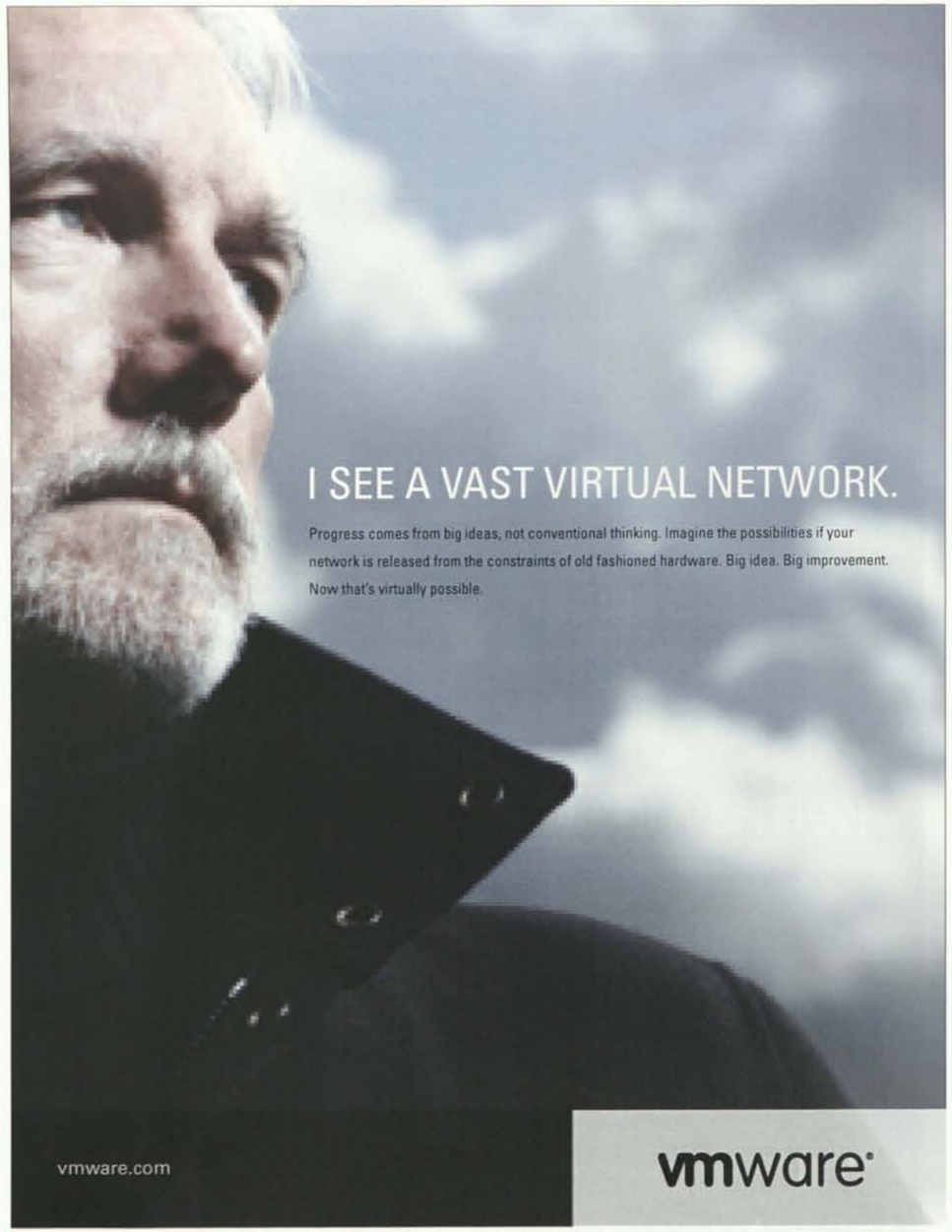
vmware


I SEE A VAST VIRTUAL NETWORK.
Progress comes from big ideas, not conventional thinking. Imagine the possibilities if your network is released from the constraints of old fashioned hardware. Big idea. Big improvement. Now that's virtually possible.
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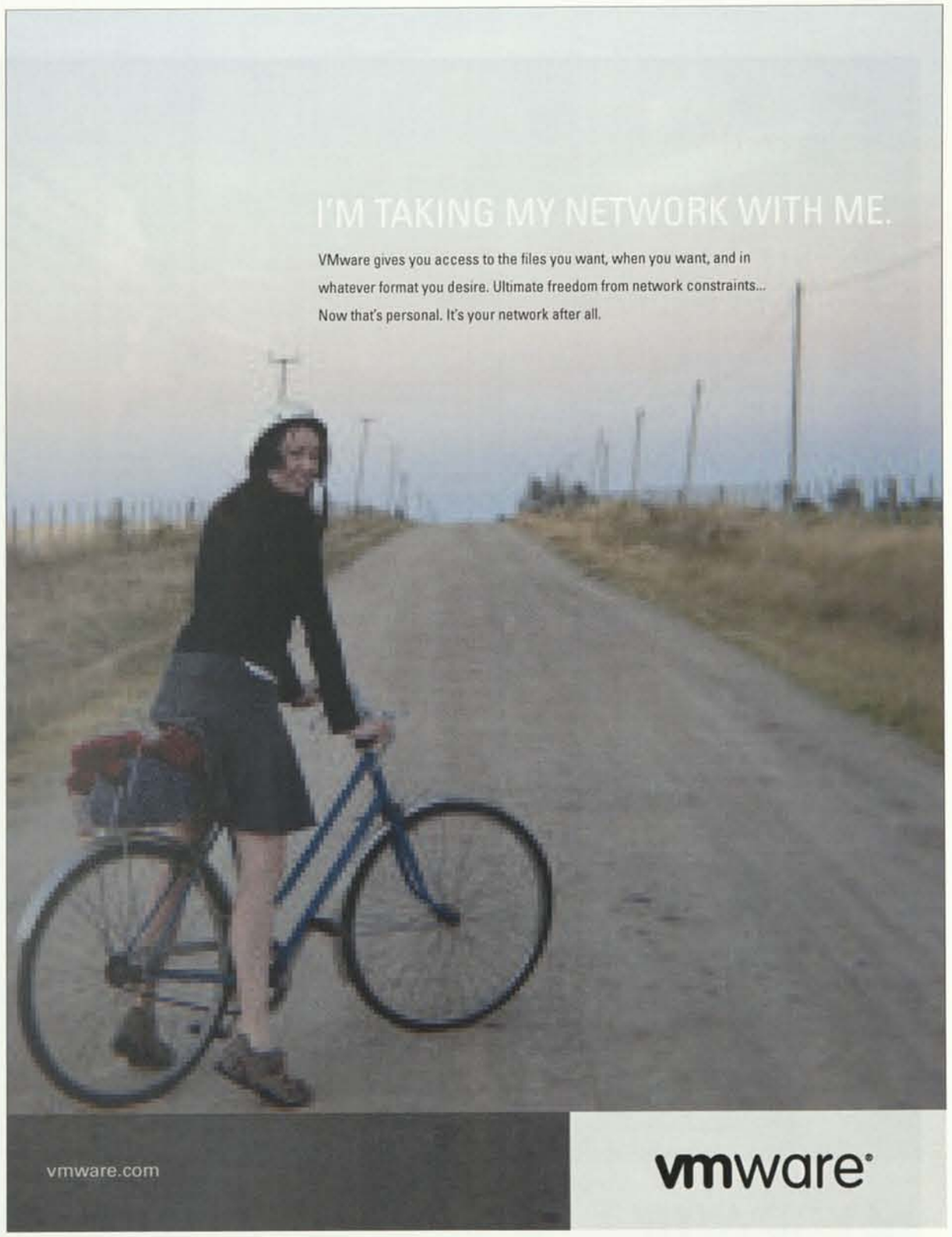
vmware


I'M TAKING MY NETWORK WITH ME.
VMware gives you access to the files you want, when you want, and in whatever format you desire. Ultimate freedom from network constraints... Now that's personal. It's your network after all.
vmware.com
vmware

UNINTERESTED IN CONVENTION
The network can't be limited by what's expected, or by what's traditional. It has to adapt and create. VMware ignores the constraints of normal networks and gives IT the freedom to create better ways of doing business through virtualization. With style too.
vmware.com
vmware

THAT'S SOMETHING I HAVEN'T SEEN BEFORE.
Imagine a network that exists virtually. Hard isn't it? But it's real and it's changing the way we do business. Expansive and light-filled, it's improving performance, lowering costs and increasing security. It's a top floor property with a great view of the future too.
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DON'T FENCE ME IN...

You don't build a business by boxing your network users into one way of doing things. VMware allows them to be who they want to be—individuals. It's a new frontier. Don't accept anything less than a improved performance. Virtually possible.

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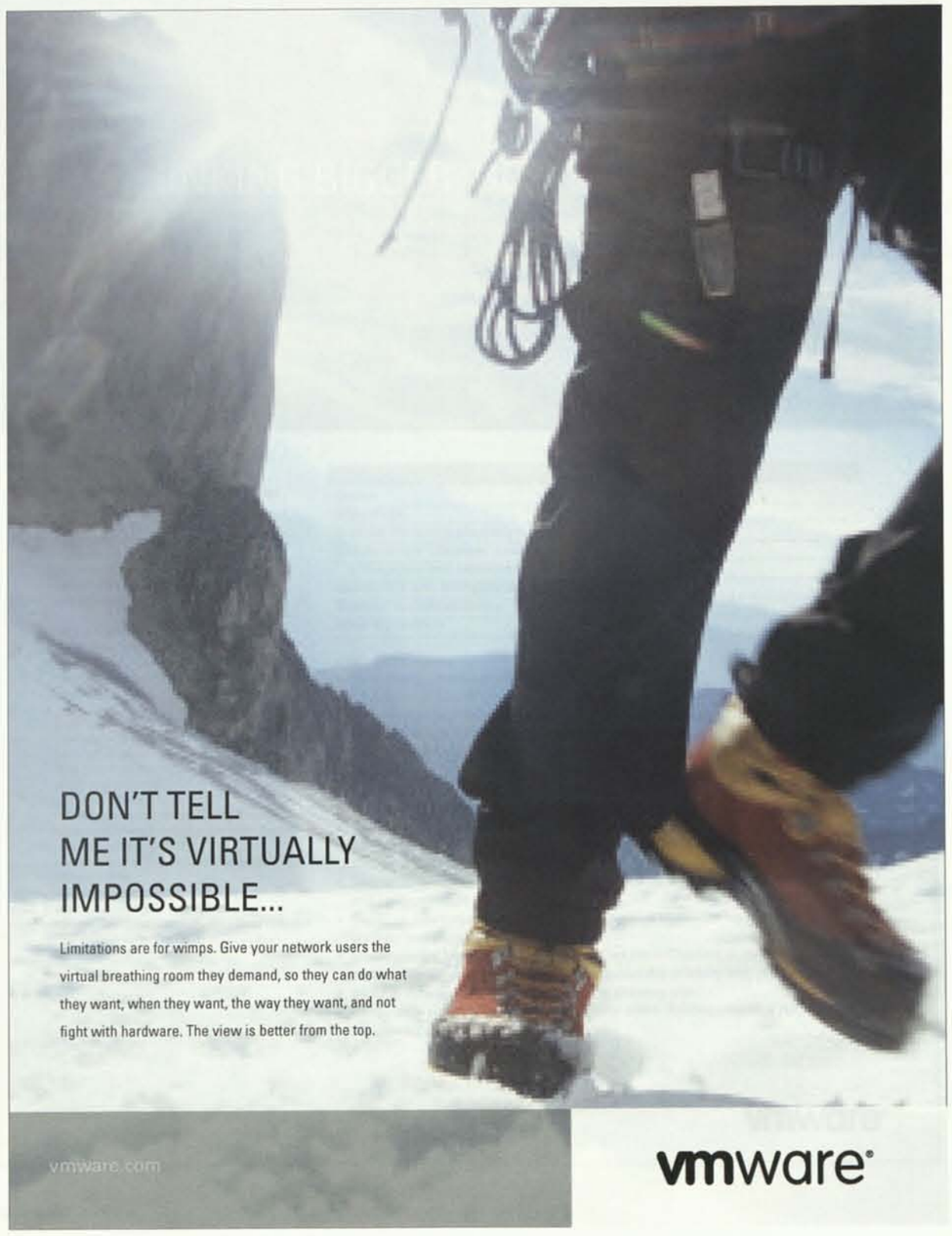

DON'T TELL ME IT'S VIRTUALLY IMPOSSIBLE...

Limitations are for wimps. Give your network users the virtual breathing room they demand, so they can do what they want, when they want, the way they want, and not fight with hardware. The view is better from the top.

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TALK TO ME ABOUT SOLUTIONS.

VMWARE SITE RECOVERY MANAGER JUMPSTART

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Benefits
- Shorten time to recover and minimize human error when outages occur
- Mitigate risk by leveraging experienced consultants and understanding proven best practices
- Accelerate staff learning for optimized implementation

Target Audience
Customers experienced with VMware Infrastructure who want to implement VMware Site Recovery Manager for disaster recovery.

Deliverables
- On-site installation of customer's licensed copy of VMware Site Recovery Manager to represent two sites: one primary and one recovery
- Proof-of-concept setup at one location only
- Interactive workshop focusing on disaster recovery planning using VMware Site Recovery Manager, and VMware Site Recovery Manager architecture, administration and operations
- Sharing of best practices for using VMware Site Recovery Manager

Key Activities

Action	Responsibility
Kickoff call	All
Disaster Recovery planning overview	Consultant
Site Recovery Manager overview: architecture and administration	Consultant
Installation and configuration	Consultant
Execute sample recovery	Consultant
Wrap up session	All

Pricing and Scope
- Up to three (3) days on-site
- Maximum of five (5) participants
- Delivered by a VMware Certified Professional (VCP) consultant from VMware or from a VMware Authorized Consulting (VAC) partner
- Contact your local VMware representative for pricing information

Requirements
- Prerequisite checklist
- Two ESXTM hosts (Ver. 3.0.2 or higher) representing primary and recovery sites
- Two VirtualCenter Servers (Ver. 2.5 or higher) representing primary and recovery site, each managing an ESX host
- Two SRM Servers (can be same as VirtualCenter Server) representing primary and recovery sites
- Separate Site Recovery Manager database and VirtualCenter database for primary and recovery sites
- Site Recovery Manager-compatible shared Fibre Channel or iSCSI storage area network configured with replication between the primary and recovery sites.
- Sample virtual machines on ESX host at primary site
- Conference room with projector and networked desktops/laptops running MS Windows® 2000 or higher

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DATASHEET OPTION

I'M THINKING BIGGER. BETTER.

VMWARE SITE RECOVERY MANAGER JUMPSTART

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MAY 2009 | ISSUE 56 NEWSLETTER.

TOP STORIES

- VMware Turns 10: Looking Back at a Decade of Virtualization and Game-Changing Innovation
- Introducing VMware View: The Future of Desktop Computing is Here Today
- VMware Plans to Bring Virtualization to Mobile Phones
- VMware Recognized for Fifth Consecutive Year in Redmond Magazine 2008 Reader's Choice Awards
- Save $30 When you Switch to VMware Fusion 2
- New Global Ad Campaign Puts Customers in the Spotlight
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▸ MYLEARN COURSES

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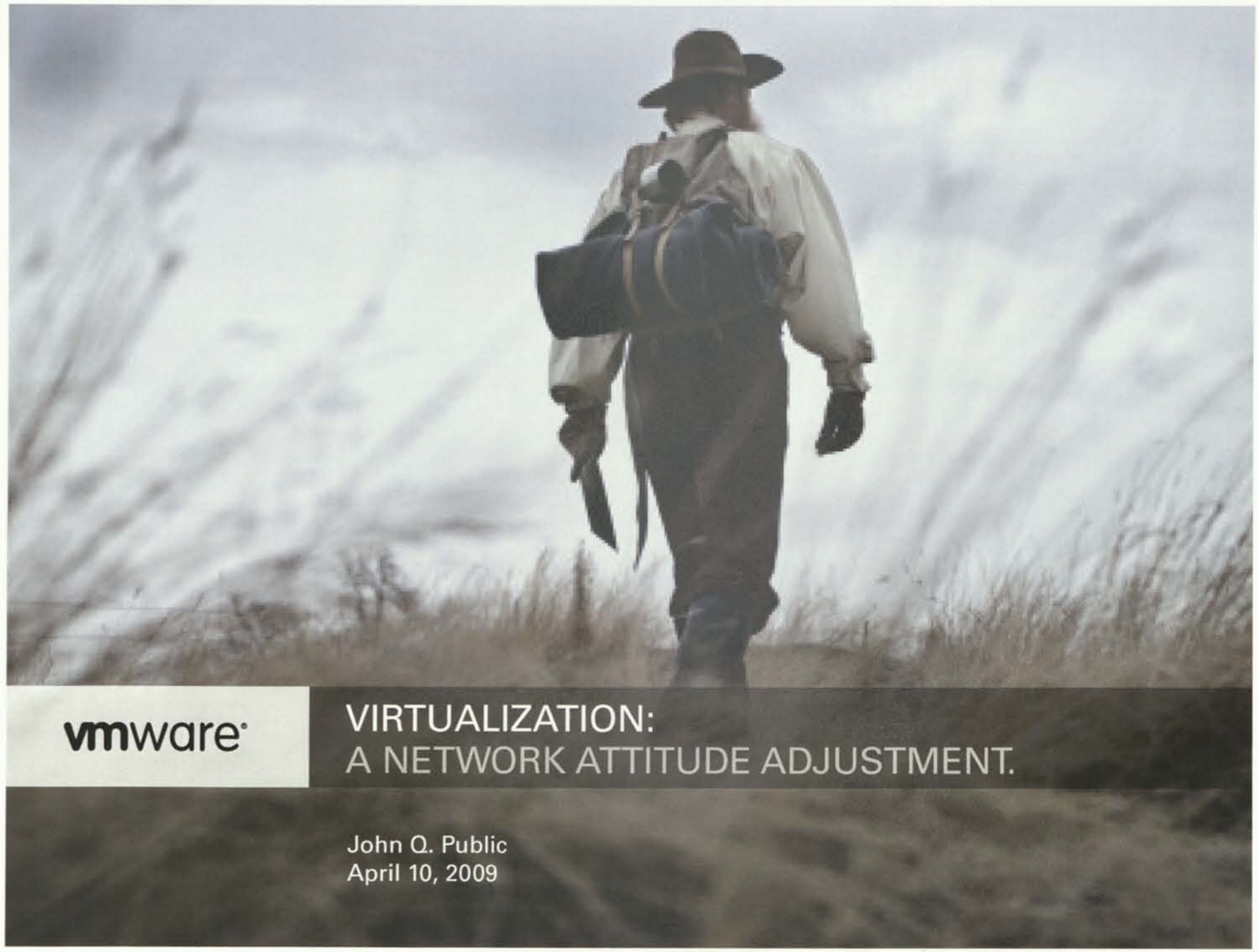
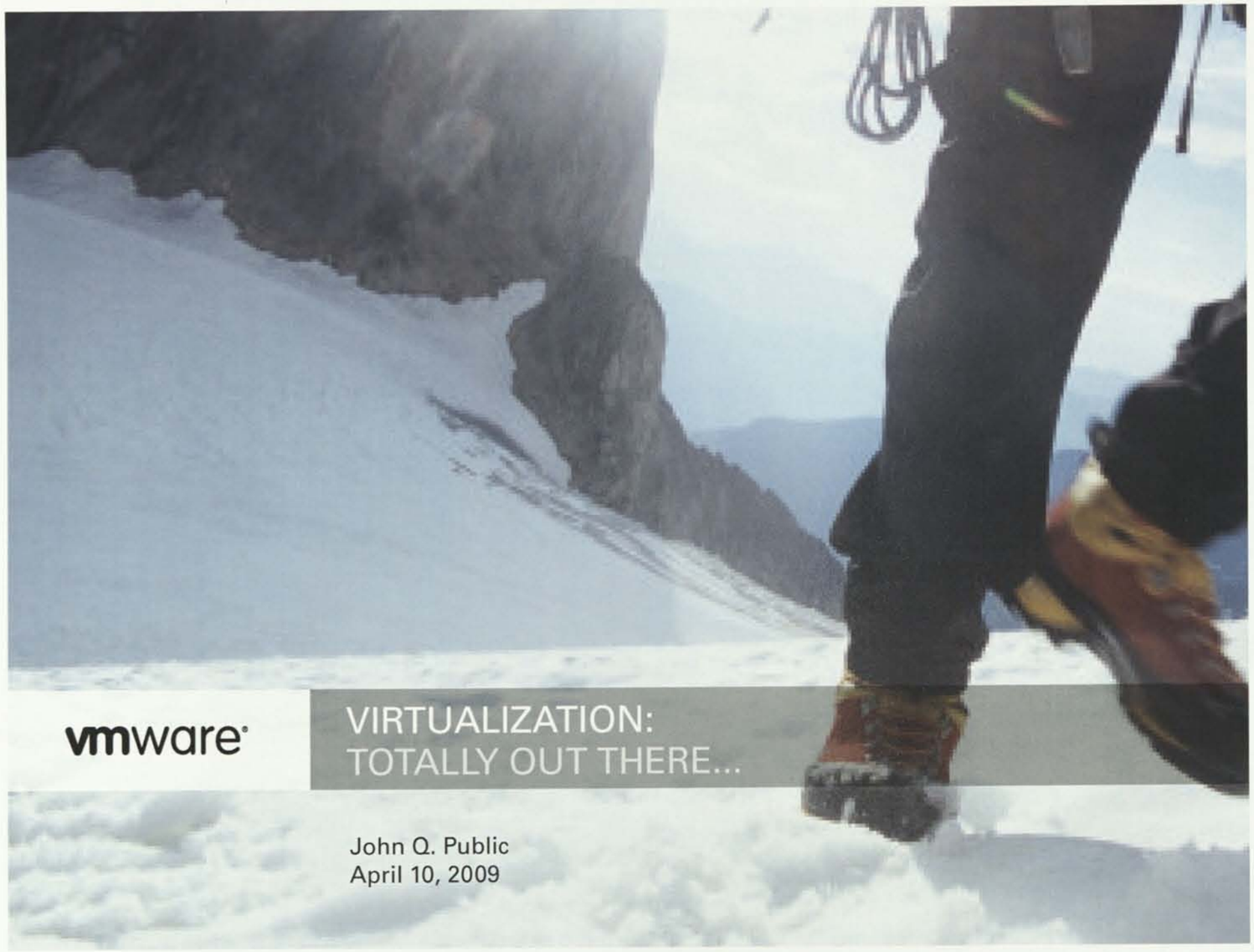
- 2008: The VMworld conference, in only its fifth year, draws a record crowd of 13,832 attendees, as VMware announces major new initiatives in server, desktop and cloud computing.


vmware
VIRTUALIZATION:
A NETWORK ATTITUDE ADJUSTMENT.
John Q. Public
April 10, 2009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VIRTUALIZATION:
TOTALLY OUT THERE...
John Q. Public
April 10, 2009

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VMWARE

TAKE CONTROL.

The Creative:

Website

Datasheet

Ad

The Concept:

This concept positions VMware as the ultimate solution for virtualization with the metaphor of a universal remote. This device, shown in a variety of different environments, communicates how the VMware technology gives you control of everything, everywhere. In each scene an attribute of VMware is highlighted reinforcing that VMware is the industry leader in IT virtualization. The typography treatment of "Virtualization" is configured differently on each piece to suggest the transformative ability of this technology. As the campaign evolves, new devices conveying control will illustrate the enabling power of virtualization, expanding on the metaphoric theme.

Typography:

Avenir Light
Avenir Book
Avenir Roman
Avenir Medium
Avenir Heavy
Avenir Black
BANK GOTHIC LIGHT
BANK GOTHIC MEDIUM

Color Palette:

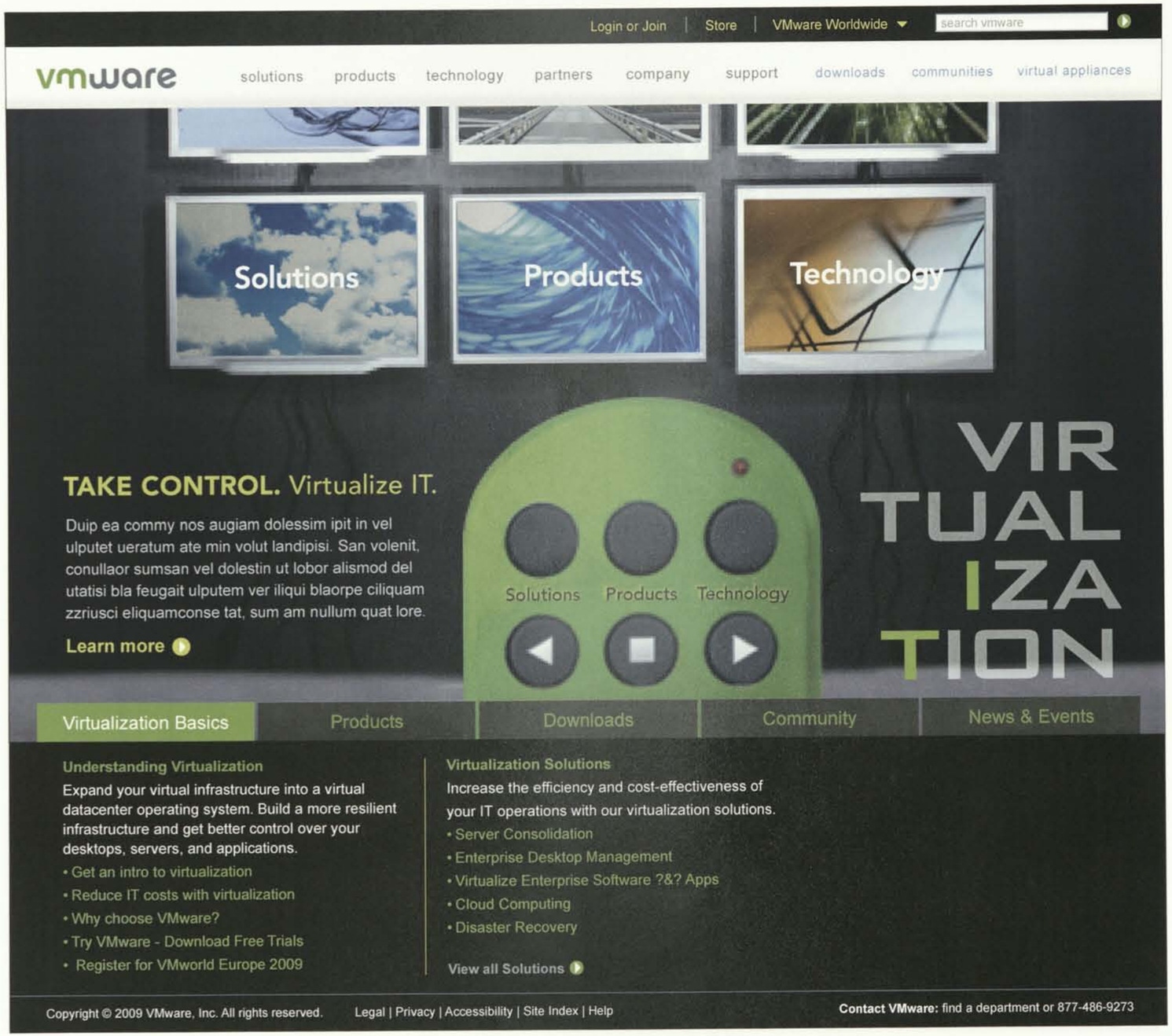
PMS 180 · PMS 123 · PMS 389 · PMS 376 · PMS 306 · PMS 288 · PMS 429 · PMS 431 · Black

Photography Style:

The universal remote is a continuous element used throughout the look and feel, along with monitors representing the "virtual world" in different environments.

The Grid System:

The grid is based on a 5 and an 8 column system.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partners
company
support
downloads
communities
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Solutions
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Duip ea commy nos augiam dolessim ipit in vel ulputet ueratum ate min volut landipisi. San volenit, conullaor sumsan vel dolestin ut lobor alismod del utatisi bla feugait ulputem ver iliqui blaorpe ciliquam zzriusci eliquamconse tat, sum am nullum quat lore.
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• Reduce IT costs with virtualization
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• Try VMware - Download Free Trials
• Register for VMworld Europe 2009
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Increase the efficiency and cost-effectiveness of your IT operations with our virtualization solutions.
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• Disaster Recovery
View all Solutions
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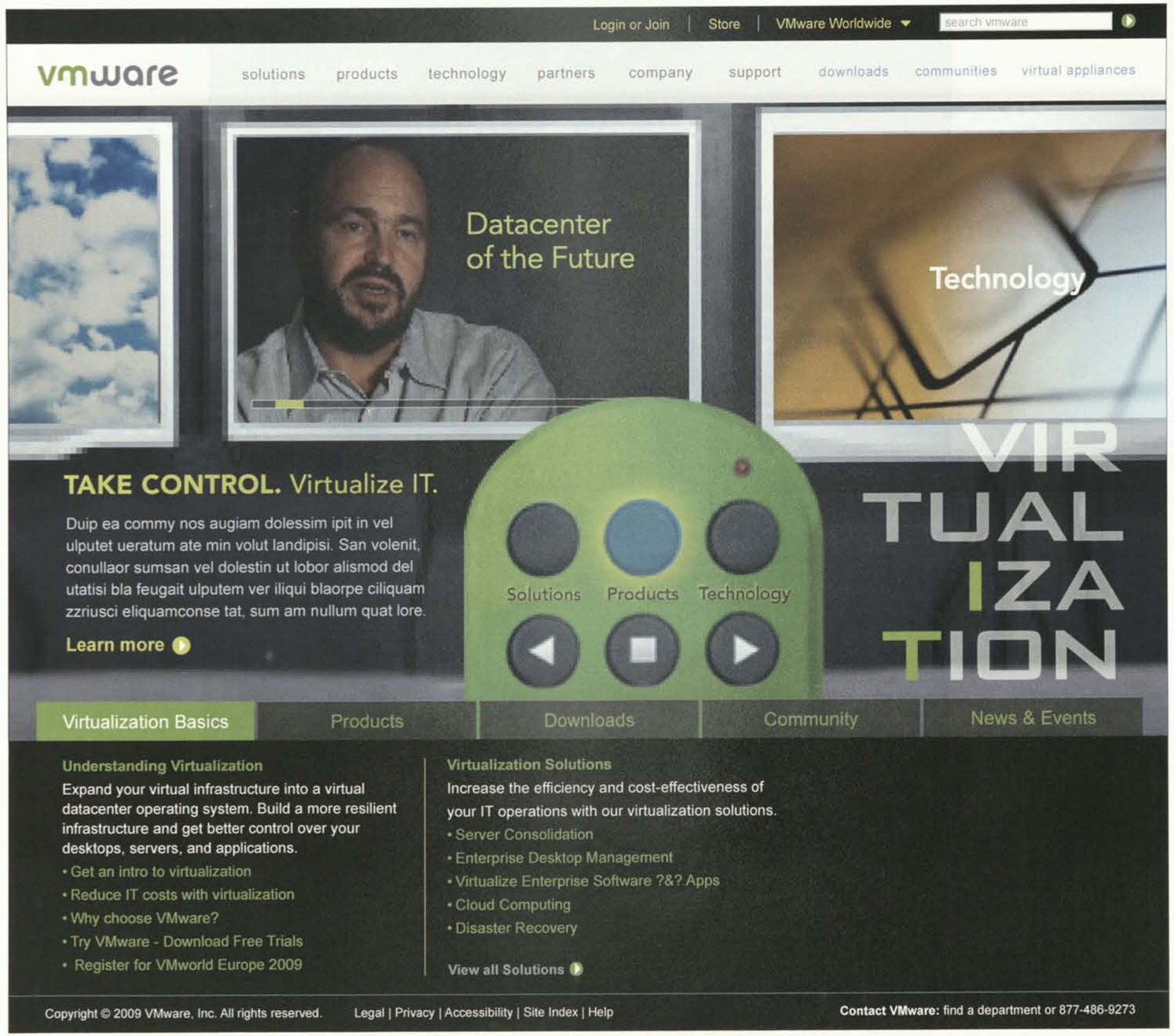
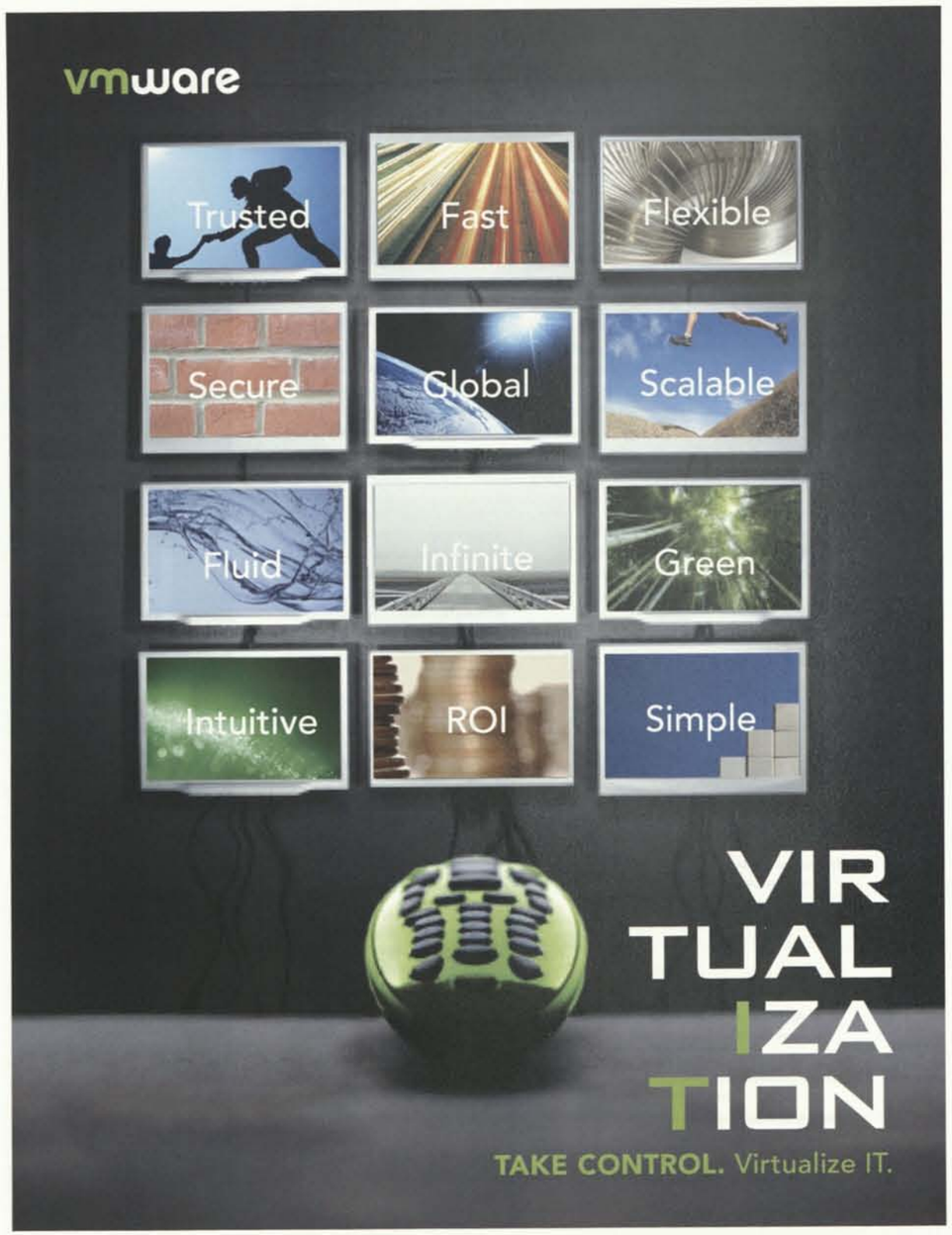
Contact VMware: find a department or 877-486-9273

HOMEPAGE

When user clicks a button on the remote control, the page zooms in to the screen and video starts to play. User can control the video with the remote control.



HOMEPAGE – VIDEO



BROCHURE COVER

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VMWARE SITE RECOVERY MANAGER JUMPSTART

TAKE CONTROL. Virtualize IT.

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- Mitigate risk by leveraging experienced consultants and understanding proven best practices
- Accelerate staff learning for optimized implementation

TARGET AUDIENCE

Customers experienced with VMware Infrastructure who want to implement VMware Site Recovery Manager for disaster recovery.

DELIVERABLES

- On-site installation of customer's licensed copy of VMware Site Recovery Manager to represent two sites: one primary and one recovery
- Proof-of-concept setup at one location only
- Interactive workshop focusing on disaster recovery planning using VMware Site Recovery Manager, and VMware Site Recovery Manager architecture, administration and operations
- Sharing of best practices for using VMware Site Recovery Manager

KEY ACTIVITIES

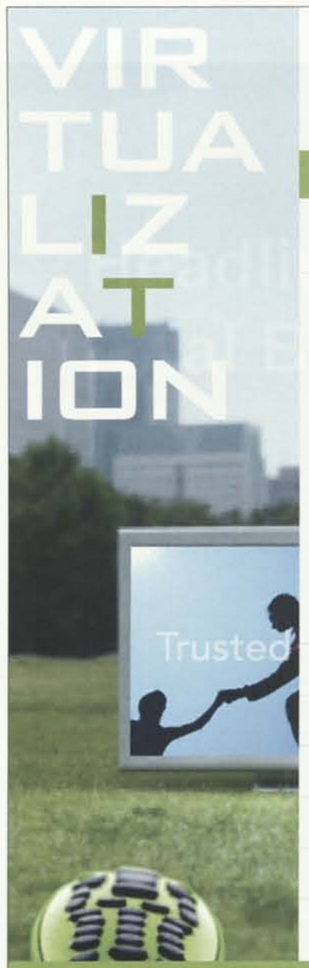
Action	Responsibility
Kickoff call	All
Disaster Recovery planning overview	Consultant
Site Recovery Manager overview:	
Architecture and Administration	Consultant
Installation and Configuration	Consultant
Execute Sample Recovery	Consultant
Wrap-up Session	All

PRICING AND SCOPE

- Up to three (3) days on-site
- Maximum of five (5) participants
- Delivered by a VMware Certified Professional (VCP) consultant from VMware or from a VMware Authorized Consulting (VAC) partner
- Contact your local VMware representative for pricing information

REQUIREMENTS

- Prerequisite checklist
- Two ESXTM hosts (Ver. 3.0.2 or higher) representing primary and recovery sites
- Two VirtualCenter Servers (Ver. 2.5 or higher) representing primary and recovery site, each managing an ESX host
- Two SRM Servers (can be same as VirtualCenter Server) representing primary and recovery sites
- Separate Site Recovery Manager database and VirtualCenter database for primary and recovery



vmware

eNewsletter | Issue 52
April 2009

TAKE CONTROL. Virtualize IT.

TOP STORIES

VMware Turns 10: Looking Back at a Decade of Virtualization and Game-Changing Innovation

Introducing VMware View: The Future of Desktop Computing is Here Today

VMware Plans to Bring Virtualization to Mobile Phones

VMware Recognized for Fifth Consecutive Year in Redmond Magazine 2008 Reader's Choice Awards

Save $30 When you Switch to VMware Fusion 2

New Global Ad Campaign Puts Customers in the Spotlight

Register Now for VMware Europe 2009

INDUSTRY EVENTS

NEWS & AWARDS

LIVE WEBCASTS

WHITE PAPERS

CUSTOMER SPOTLIGHT

MYLEARN COURSES

TOP STORIES

VMware Turns 10: Looking Back at a Decade of Virtualization and Game-Changing Innovation

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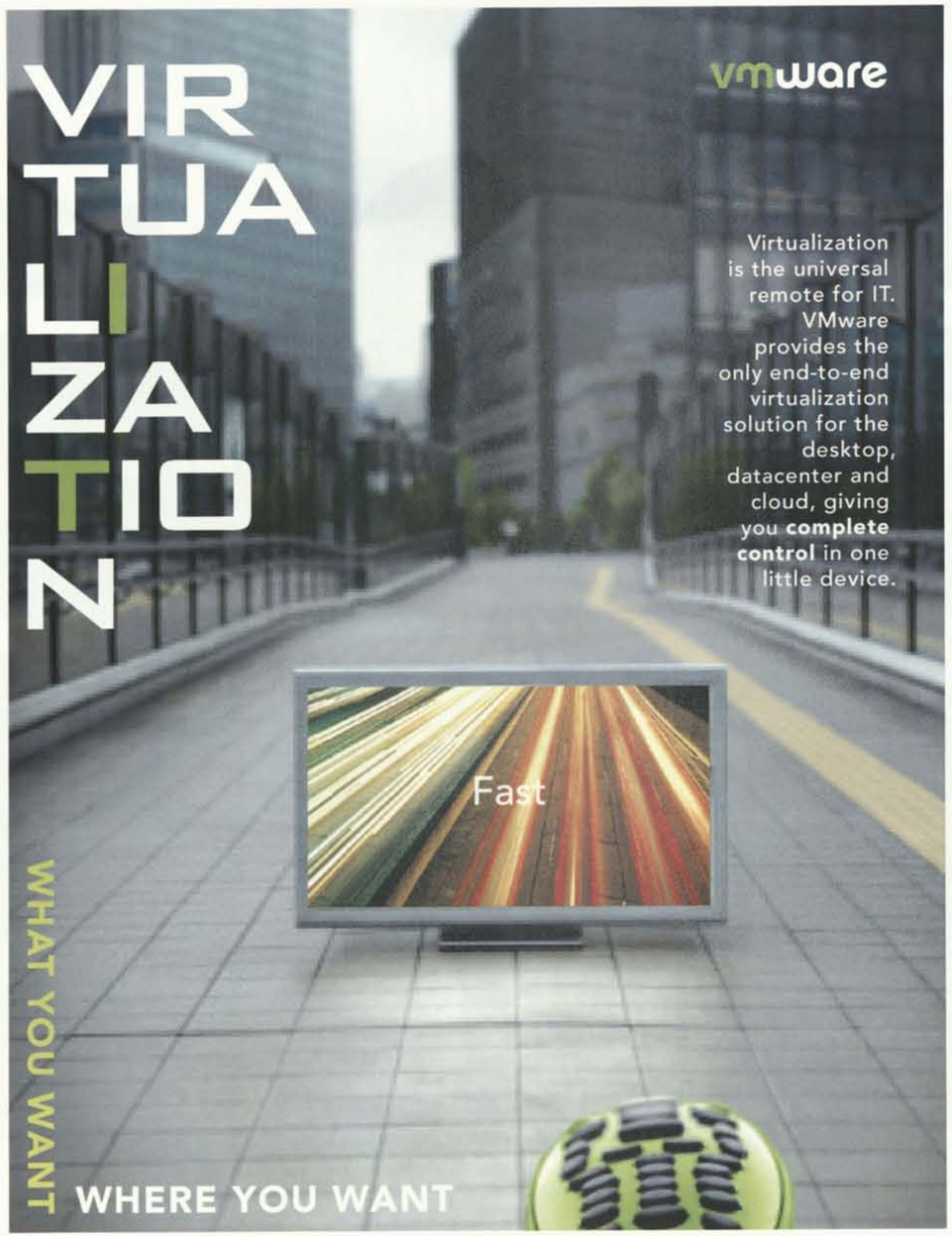
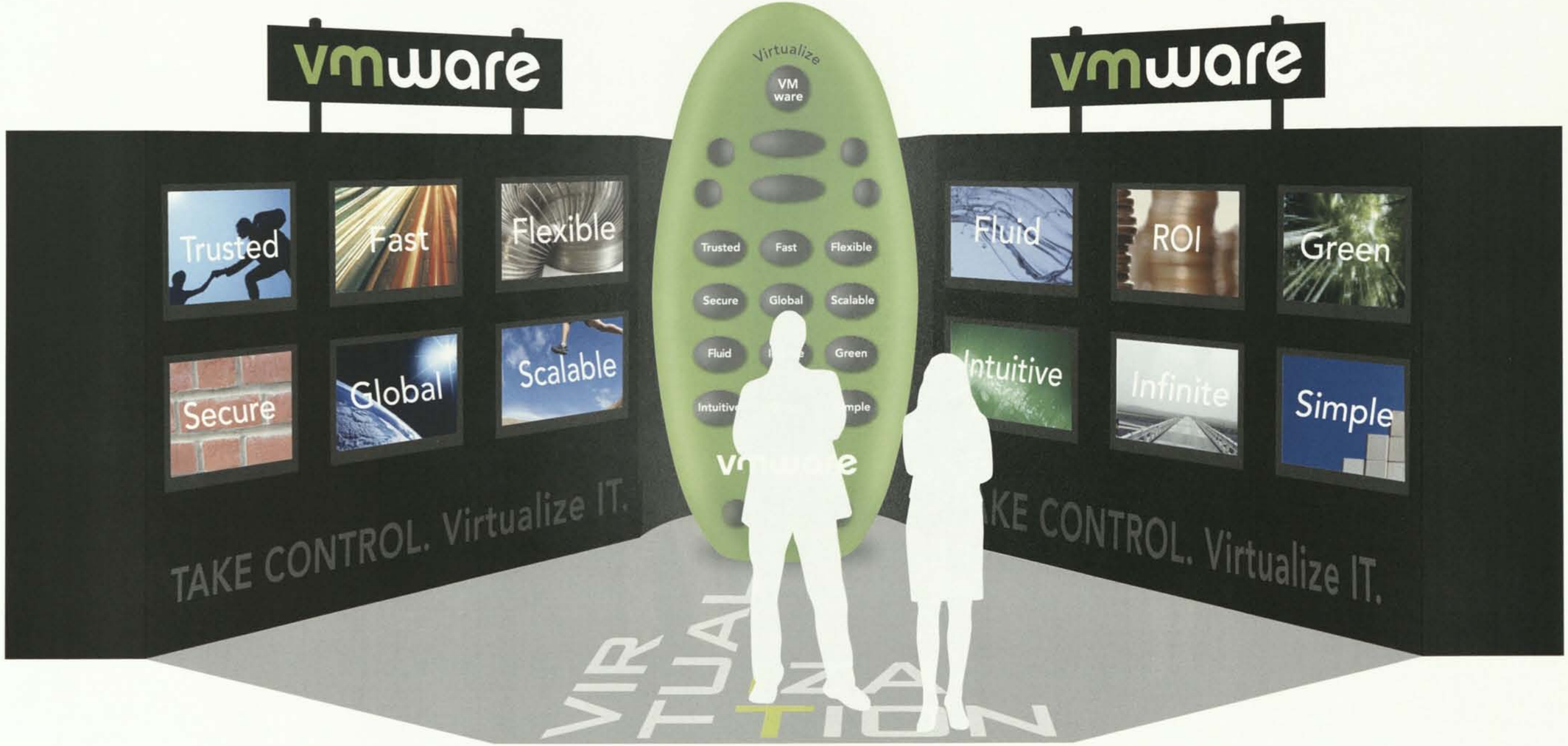
Return to Top

POWERPOINT PRESENTATION / TITLE PAGE

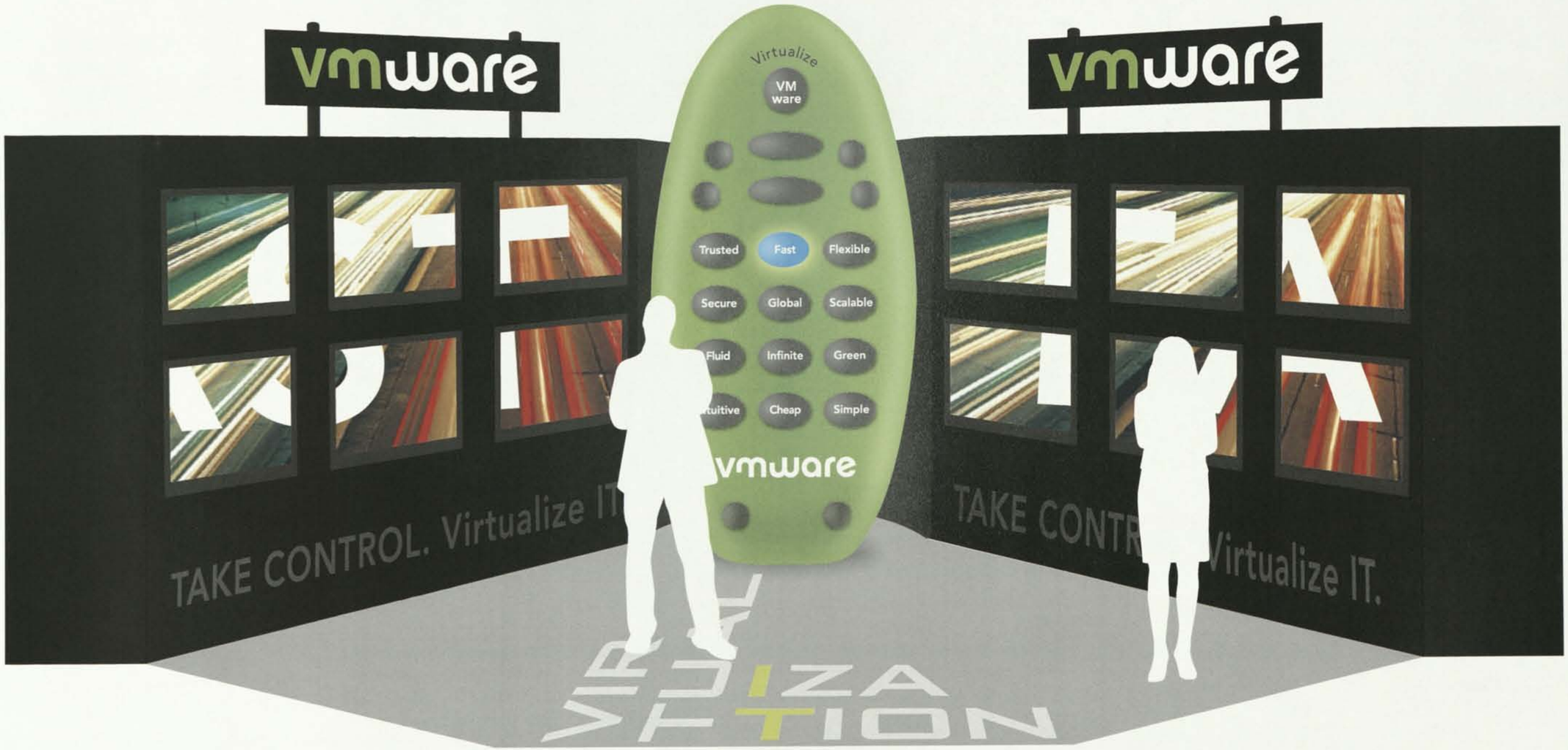
WEB BANNER AD


VIRTUALIZATION
vmware
Virtualization is the universal remote for IT. VMware provides the only end-to-end virtualization solution for the desktop, datacenter and cloud, giving you **complete control** in one little device.
Fast
WHAT YOU WANT
WHERE YOU WANT

AD



TRADESHOW BOOTH



TRADESHOW BOOTH

optionfive

VMware

VMWARE

FREEDOM FROM CONSTRAINTS.

The Creative:

Homepage

eNewsletter

Datasheet

Tradeshow Exhibit

The Concept:

Surreal landscapes created by collaging separate images celebrate the ultimate freedom from constraints. Whimsical, non sequitur, memorable and unique, the collaged images capture a variety of company attributes ranging from culture to advanced platform. At the highest level, freedom from conventional representations of network technology, but it also speaks to increased security (life savers), bandwidth (balloons) and scalability (frogs). These stand in direct contrast to the monochromatic, and restricted traditional network imagery. The limited use of color suggests the contrast between old limitations and new possibilities, and viewers will be drawn to the vibrancy of the new platform.

Expanding the system: Collage makes this system inherently expandable. It builds on traditional technology imagery but takes it to an unexpected new place, made possible with virtualization. A language of color and collage allows for as many possibilities as you can imagine.

Typography:

AGBookBQ Light
AGBookBQ Regular
AGBookBQ Medium
AGBookBQ Bold

AG Old Face Regular
AG Old Face Regular

Arial Regular
Arial Bold

Color Palette:

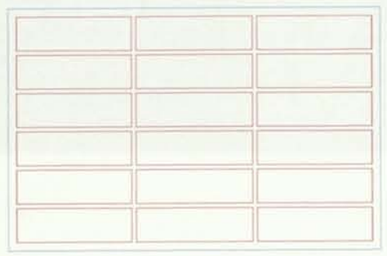
PMS 433 · PMS 447 · PMS CG 6 · PMS 630 · PMS 377 · PMS 117 · PMS 158

Photography Style:

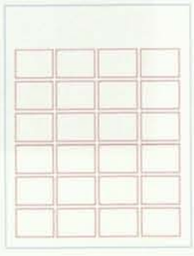
Photomontage using unexpected metaphorical imagery that transitions from black and white to color.

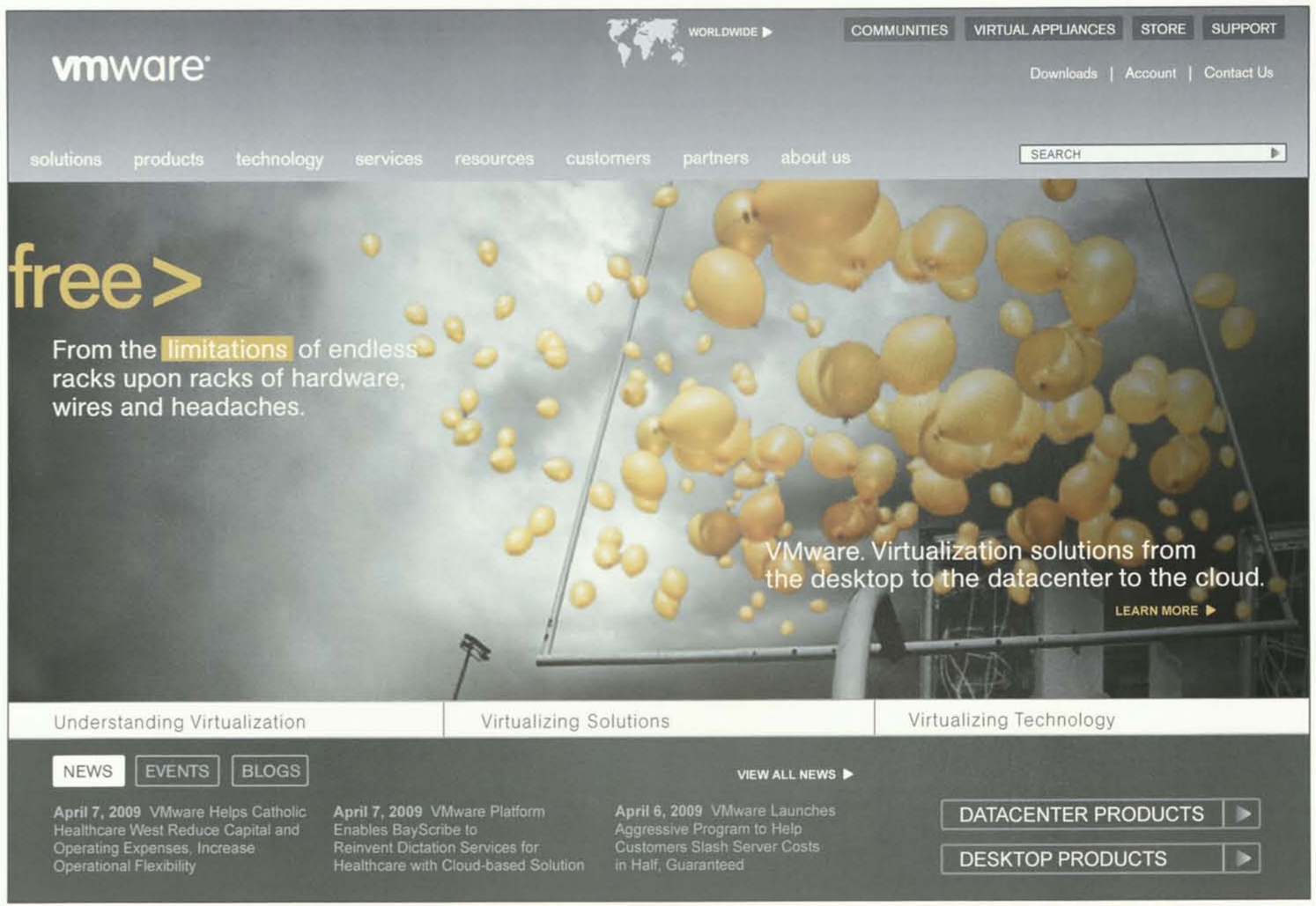
The Grid System:

The Website grid is based on a 3 column system.

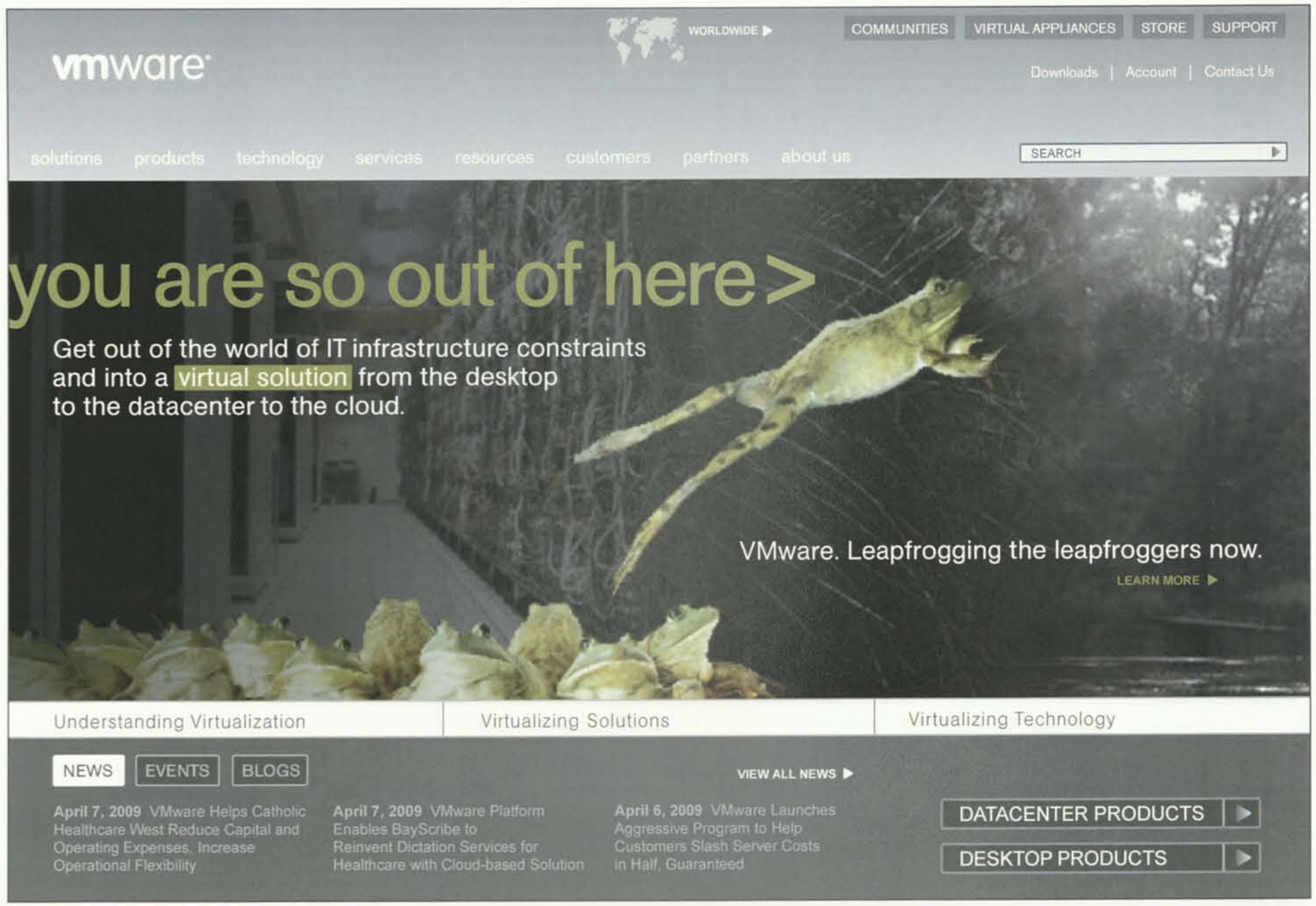


Collateral is based on a 4 column system.

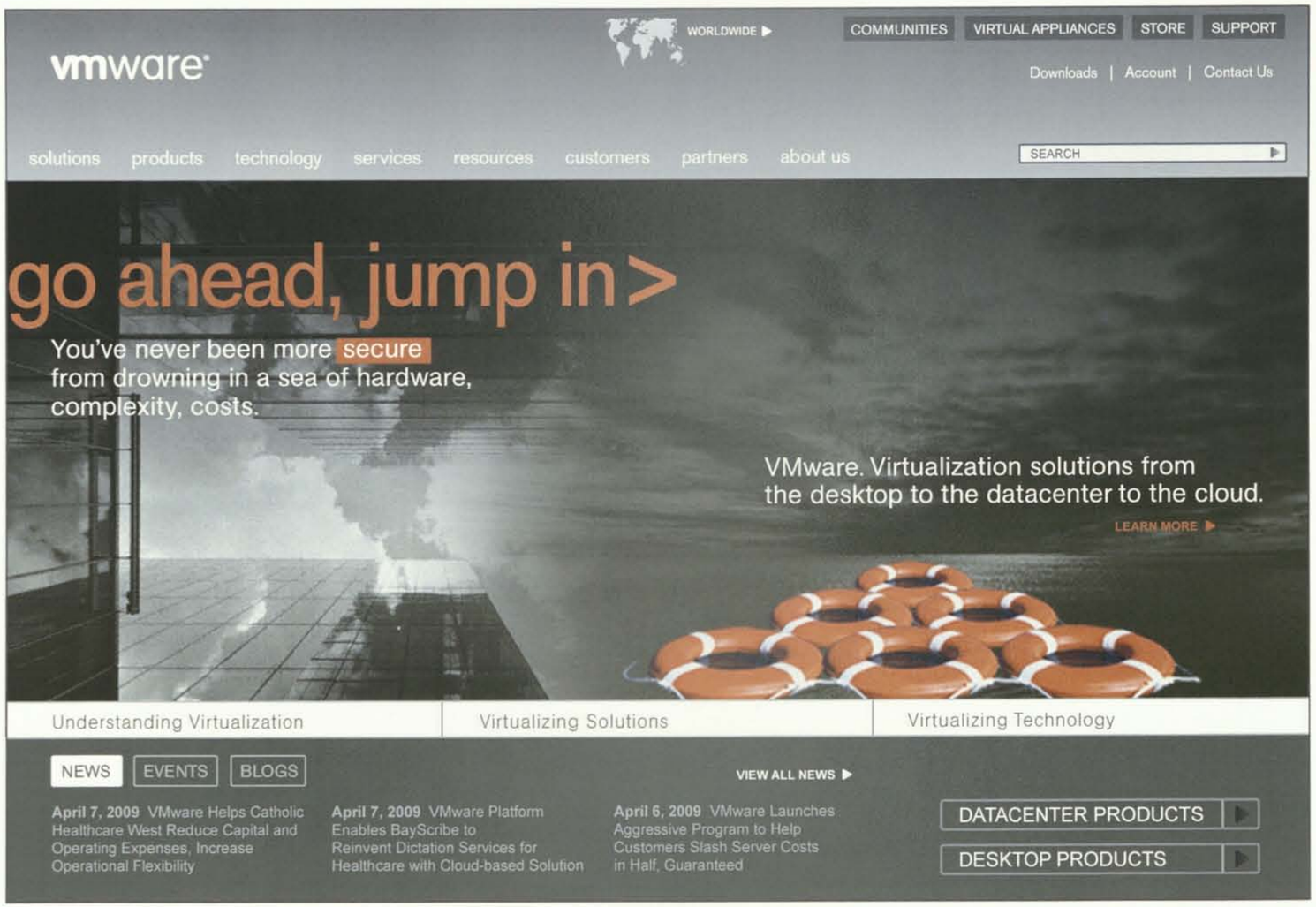




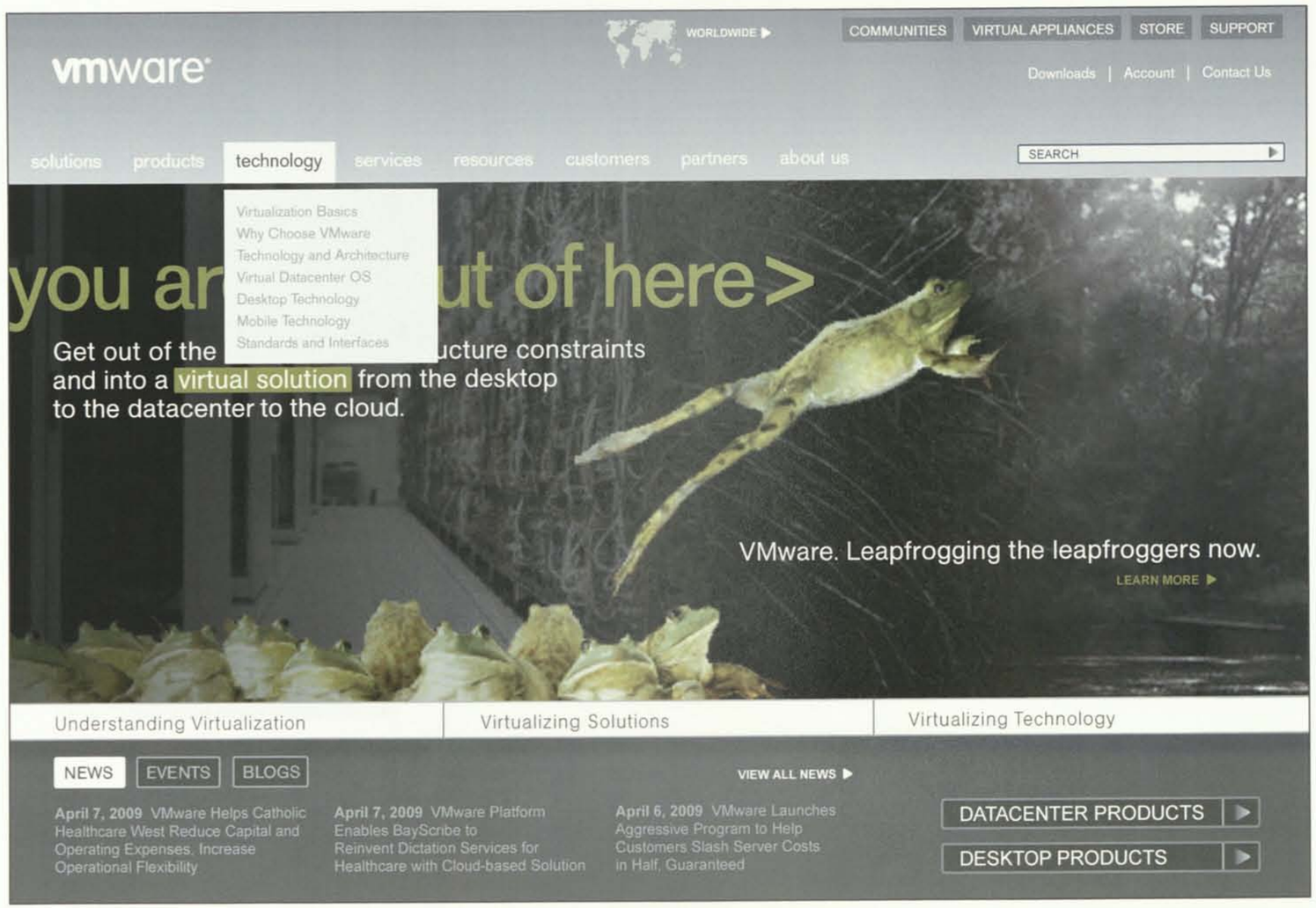
Homepage / Flash 1



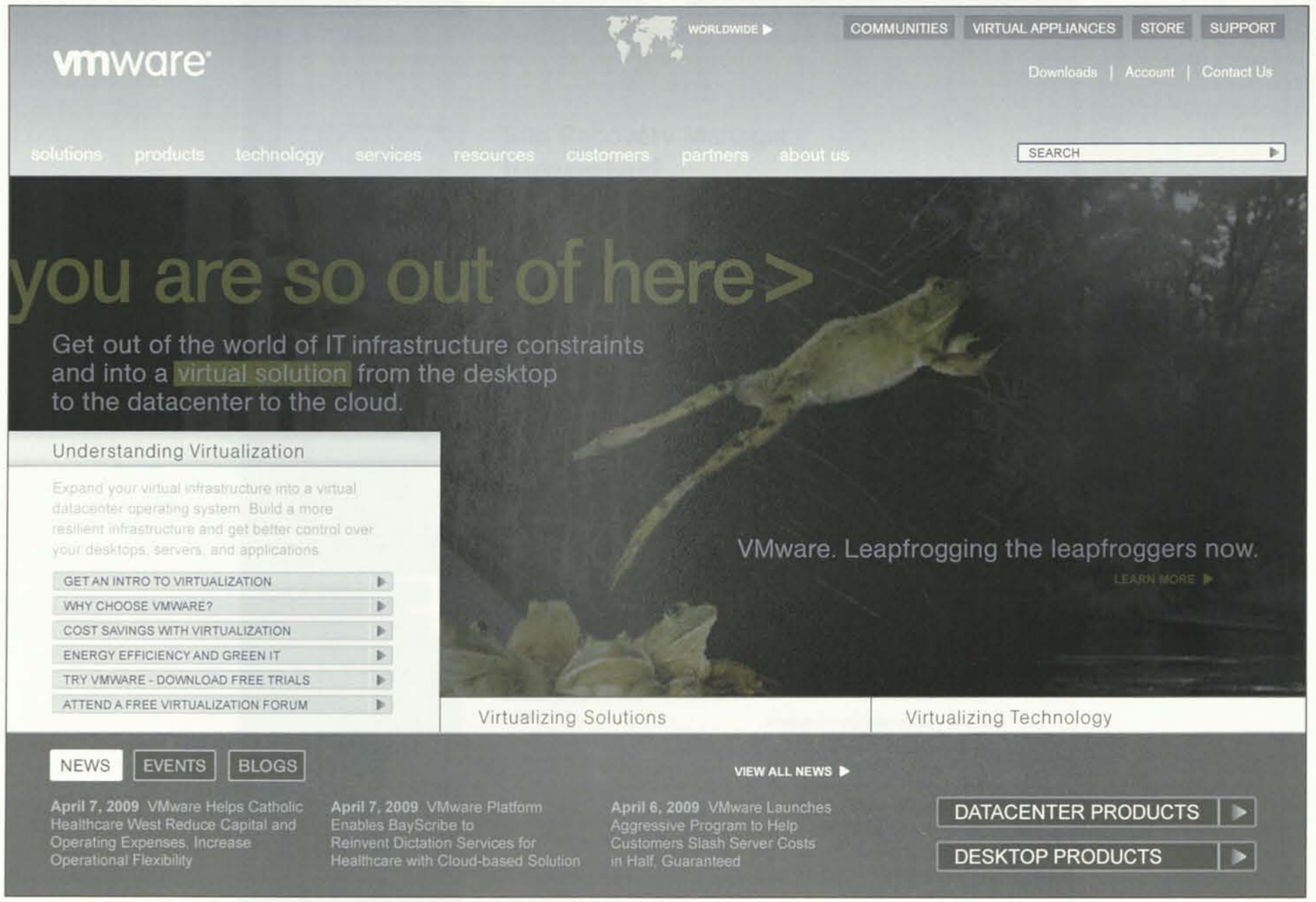
Homepage / Flash 2



Homepage / Flash 3



Homepage / Dropdown Navigation



Homepage / Expanding Features (upon click or rollover)

Site Recovery Manager
jumpstart

VMWARE® SITE RECOVERY MANAGER (SRM) AUTOMATES THE EXECUTION OF DISASTER RECOVERY PLANS FOR THE VIRTUAL ENVIRONMENT, REDUCING YOUR TIME TO RECOVER AND MINIMIZING THE POSSIBILITY OF HUMAN ERRORS DURING THE RECOVERY PROCESS.

The VMware Site Recovery Manager Jumpstart provides you with a proof-of-concept, on-site installation and configuration of Site Recovery Manager. You will also learn how to prepare an effective disaster recovery plan and configure site recovery manager to execute the plan for you if an outage occurs.

As part of this engagement, a VMware Certified Professional (VCP) consultant will install and configure Site Recovery Manager in your environment, and create and execute a sample recovery plan.

BENEFITS

Shorten time to recover and minimize human error when outages occur

Mitigate risk by leveraging experienced consultants and understanding proven best practices

Accelerate staff learning for optimized implementation

TARGET AUDIENCE

Customers experienced with VMware Infrastructure who want to implement VMware Site Recovery Manager for disaster recovery

ROLES AND RESPONSIBILITIES

On-site installation of customer's licensed copy of VMware

Site Recovery Manager to represent two sites: one primary and one recovery

Proof-of-concept setup at one location only

Interactive workshop focusing on disaster recovery planning using VMware Site Recovery Manager, and VMware Site

Recovery Manager architecture, administration and operations

Sharing of best practices for using VMware Site Recovery Manager

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December 2009

Issue 52

- industry events
- news & awards
  - VMware Expands Partnership with Computer Associates
  - VMware Joining PCI Security Standards Council
  - VMware Named Top 100 IT Company by Business Week
- live webcasts
- white papers
- customer spotlight
- mylearn courses
- customer spotlight

newsletter archives

top stories

VIEW BY STORY | VIEW BY LIST

VMware Turns 10: Looking Back at a Decade of Virtualization and Game-Changing Innovation

2008 Marked the 10th birthday for VMware, providing a great opportunity to take a brief look back at the history of the company that has transformed information technology and x86 computing.

1998 VMware founded by Mendel Rosenblum, Diane Greene, Edward Wang, Scott Devine and Edouard Bugnion with the shared vision of bringing virtual machine technology to x86 systems.

1999 VMware announces availability of VMware Workstation 1.0, which would go on to become one of the most highly acclaimed desktop software products on the market.

2001 VMware releases its first server virtualization products, GSX Server (now VMware Server) and ESX Server (now VMware ESX), the first hypervisor to deliver "bare-metal" virtualization.

2002 The U.S. Patent and Trademark office issues VMware its first two patents.

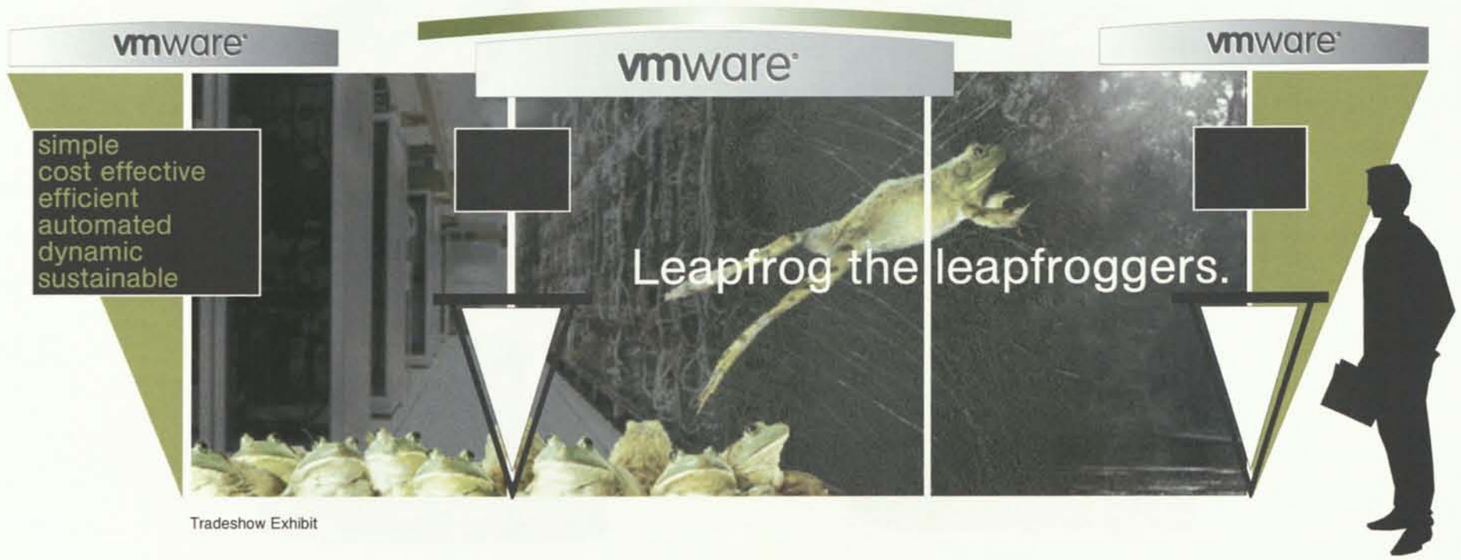
2003 EMC Corporation announces acquisition of VMware for $635 million USD.

2004 VMware hosts the first VMworld conference, attended by 1,400 people, at the Manchester Grand Hyatt in San Diego, California.

2007 EMC sells approximately 10 percent of VMware via an initial public offering (IPO) of newly issued VMware stock.

2008 The VMworld conference, in only its fifth year, draws a record crowd of 13,832 attendees, as VMware announces major new initiatives in server, desktop and cloud computing.

Today, VMware is the global leader in virtualization from the desktop to the datacenter with more than 120,000 customers, including all of the Fortune 100 and 95 percent of the Fortune 1000. The company has won more than 210 awards, and millions of



Tradeshow Exhibit

T-SHIRT / FRONT

T-SHIRT / BACK

elevenEIGHTYfiveDESIGN