

# VMWARE

LOOK & FEEL  
REVISION ONE

optionone

VMWARE

The Creative:

Homepage



eNewsletter



Solution Brief



Tradeshow



Packaging



Icons:



NOT YOUR EVERYDAY NETWORK

The Concept:

VMware transports your IT network to new, previously unimaginable levels of potential. Surreal landscapes created by collaging separate images celebrate the ultimate freedom from the everyday. Whimsical, non sequitur, memorable and unique, the collaged images capture a variety of VMware attributes ranging from its advanced platform to its company culture. At the highest level the system suggests 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 supports 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	AG Old Face Regular	Arial Regular
AGBookBQ Regular	AG Old Face Regular	Arial Bold
AGBookBQ Medium		
AGBookBQ Bold		

Color Palette:



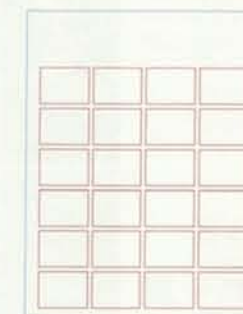
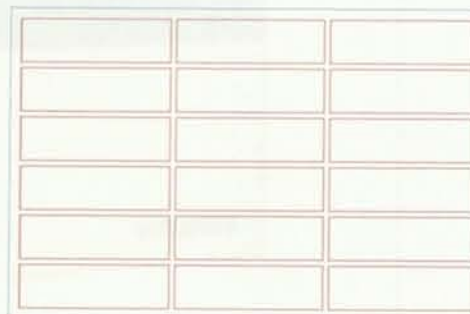
Photography Style:

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.



VMWARE

Graphic Language System:

TIER 1

Photomontage of surreal environments convey the overarching message of freedom from conventional technological limitations. Transitions from monochromatic to color reinforce the shift to from the old to new platform.

- Website
- Print Advertising / Web Banner Advertising

TIER 2

Vector Art Texture:

Undulating grid on large color backgrounds suggest fluid infrastructure. This graphic language can be employed as a dominant element and a refreshing alternative to photography.

- PowerPoint
- Packaging
- Tradeshow

TIER 3

Images:

Single metaphoric images are more product specific, communicating themes of security, scalability, and increased bandwidth. Color application within photos is more focused.

Vector Art Texture:

Undulating grid on green and gray backgrounds suggest fluid infrastructure and is used to house product nomenclature.

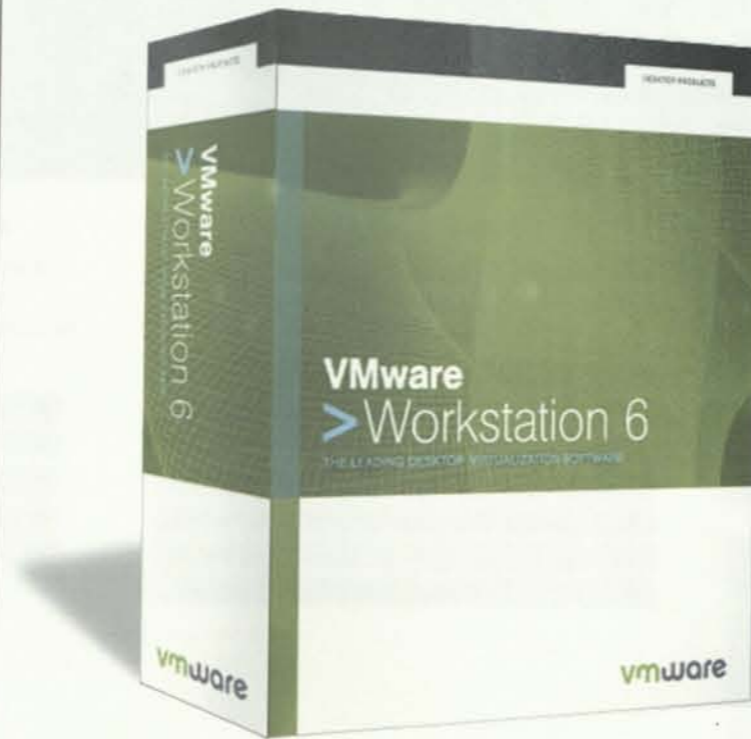
Color Fields:

Compartmentalized transparent fields of color provide a anchor to stabilize visuals on the modular grid.

Icons:

A library of stylized icons allow for consistent implementation of charts and diagrams.

- Solution brief
- Datasheet



# you are so out of here >

Get out of the world of IT infrastructure constraints and into a **virtual solution** from the desktop, to the datacenter, to the cloud.

VMware. Leapfrogging the leapfrogs.

LEARN MORE >

6 REASONS  
TO CHOOSE VMWARE

"Without Virtual Desktop Infrastructure (VDI), we would have never been able to ramp up as fast as we did in India. Now we're looking to move our whole user population, offshore and local, to VDI over the next few years."

Scott Toennlessen  
Windows Architecture and Engineering Team

## 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 >
- REDUCE IT COSTS WITH VIRTUALIZATION >
- WHY CHOOSE VMWARE? >
- TRY VMWARE - DOWNLOAD FREE TRIALS >
- REGISTER FOR VMWORLD EUROPE 2009 >

## 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 & APPS >
- BUSINESS CONTINUITY >
- VIEW ALL BUSINESS SOLUTIONS >

free >

From the **limitations** of endless racks upon racks of hardware, wires and headaches.

VMware. Virtualization solutions from the desktop, to the datacenter, to the cloud.

LEARN MORE >

6 REASONS  
TO CHOOSE VMWARE

"Standardizing on VMware has allowed us the freedom to focus on business innovation, not rudimentary IT plumbing."

John Hill  
Chief Technology Officer, Siemens IT Solutions and Services, Inc.

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# go ahead, jump in >

You've never been more **secure** from drowning in a sea of hardware, complexity and costs.

VMware. Virtualization solutions from the desktop, to the datacenter, to the cloud.

LEARN MORE >

6 REASONS  
TO CHOOSE VMWARE

"Using VMware virtual infrastructure, we can offer the same levels of service and more flexibility for up to 40 percent lower server and operating costs."

Rob Jones  
Director of Technology, ALSTOM

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# technology >

Home > Technology

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Discover virtualization and learn the basics about virtual machines and virtual infrastructure.

- > What is Virtualization?
- > History of Virtualization
- > Discover the Value of Virtualization
- > What is a Virtual Machine?
- > What is a Virtual Infrastructure

### Why Choose VMware

Learn why over 120,000 customers depend on VMware for their virtualization platform.

- > Built on a Reliable Foundation
- > Shared IT Services Platform
- > Complete Virtualization Management
- > Integrate with Your Infrastructure
- > Customer-proven Solution
- > Low Total Cost of Ownership

### Technology and Architecture

Gain insight into VMware technology with benchmarks, best practices and other resources.

- > Security
- > Performance
- > Networking
- > Storage
- > Availability

### Get Started with VMware Virtualization Today

#### Try it Out for Free!

Download a free 30-day evaluation of server and desktop virtualization software such as VMware Infrastructure and VMware Fusion to see how easily and efficiently they can work for you.

[Downloads Area >](#)

#### See What You Can Save!

You can achieve dramatic cost savings with virtualization. Use our Total Cost of Ownership Calculator to see what you can save. [TCO Calculator >](#)

#### Learn More

Take some time to review our resources to give you an understanding of how it all works in detail.

[Solutions White Papers >](#)

[Technical Papers >](#)

[Compatibility Guides >](#)

[VMware Green Guides >](#)

## VIRTUALIZATION & VMWARE PRODUCTS

**virtualization data center**

desktop technology

standards and interfaces



### Virtual Datacenter OS

VMware's comprehensive roadmap of groundbreaking new products expand its flagship VMware Infrastructure suite into a virtual datacenter OS. The virtual datacenter OS addresses customers' needs for flexibility, speed, resiliency and efficiency by transforming the datacenter into an "internal cloud"—an elastic, shared, self-managing and self-healing utility that can federate with external clouds of computing capacity freeing IT from the constraints of static hardware-mapped applications.

[Learn More >](#)



The Datacenter of the Future

Paul Maritz





▶ 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

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



## 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

vmware



## Achieving Endpoint Security with VMware ACE

### THE CHALLENGES OF UNMANAGED PCS

It's an IT department's worst nightmare: mobile employees or contractors connect to the corporate network and viruses or other malicious programs running on their PCs transfer to the network. Home users or telecommuters also pose a threat: they can expose the network to vulnerabilities as soon as they remotely access the corporate network via a VPN.

What's more, unmanaged PCs that access the corporate network can put sensitive corporate data and intellectual property at risk. Corporate data can be copied via remote hard drives, flash drives, CD/DVD media, or printers. The rising problem of laptop theft adds to the risk of sensitive corporate information getting into the wrong hands.

Traditionally there's been no sure-fire way to eliminate network vulnerabilities and secure these devices, while letting end users run the applications they use today. IT organizations have pursued the full range of options, from procuring separate dedicated PCs for end users and investing in scan and block technology to denying access to the network altogether, and still their endpoints are vulnerable. Still, IT departments are troubled by managing the systems and updating endpoint PCs with patches, especially because many of these systems are not owned by the IT organization.

### VMWARE ACE SOLUTION



Administrators use ACE Manager to create a "package" containing a secure virtual machine for deployment to end users running the ACE client.

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# Headline Here. Lorem Ipsum. Arial 36pt.

April 28, 2009

Speaker Name, Arial 18pt.  
Speaker Title, Arial 16pt.

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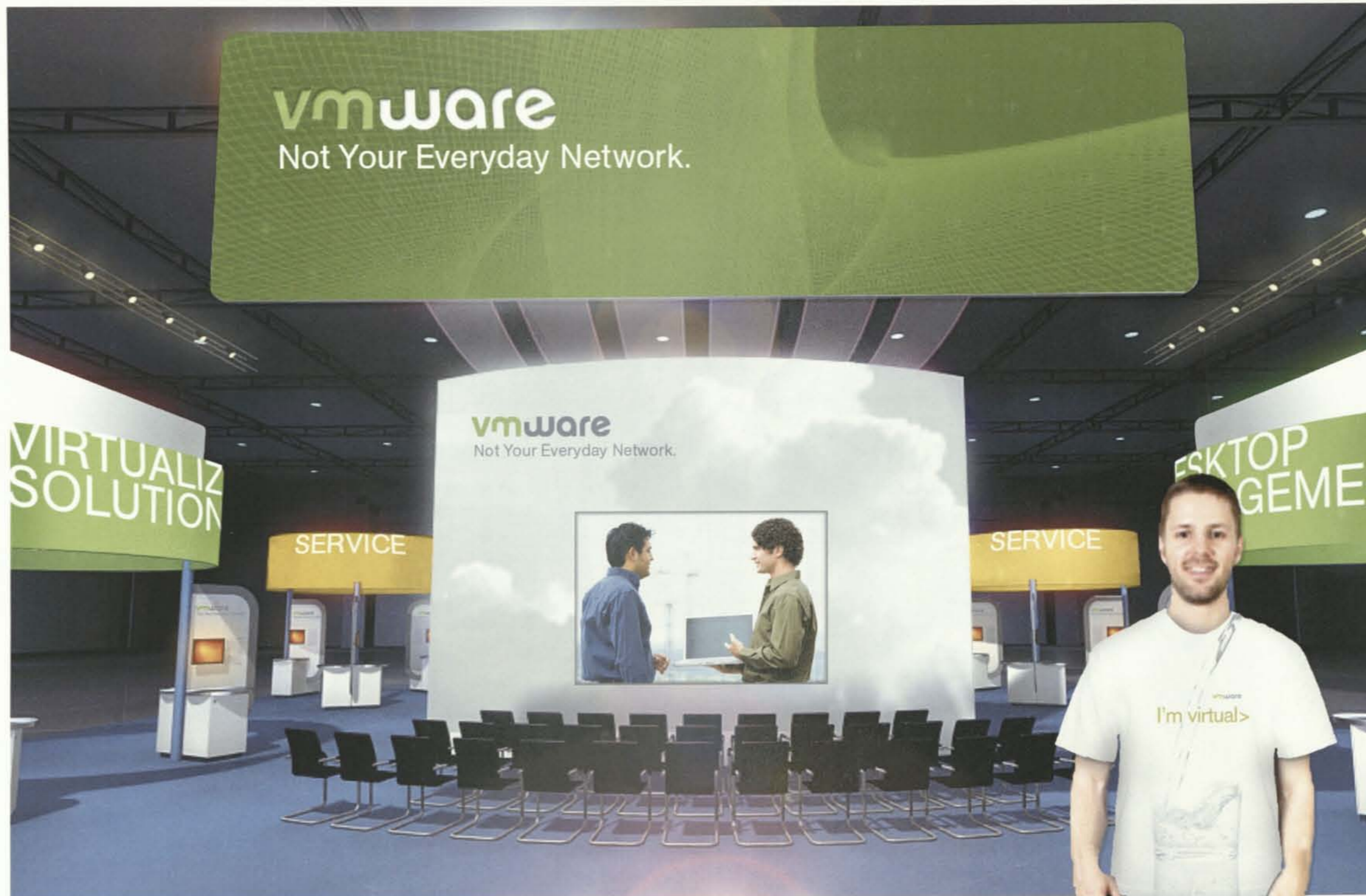
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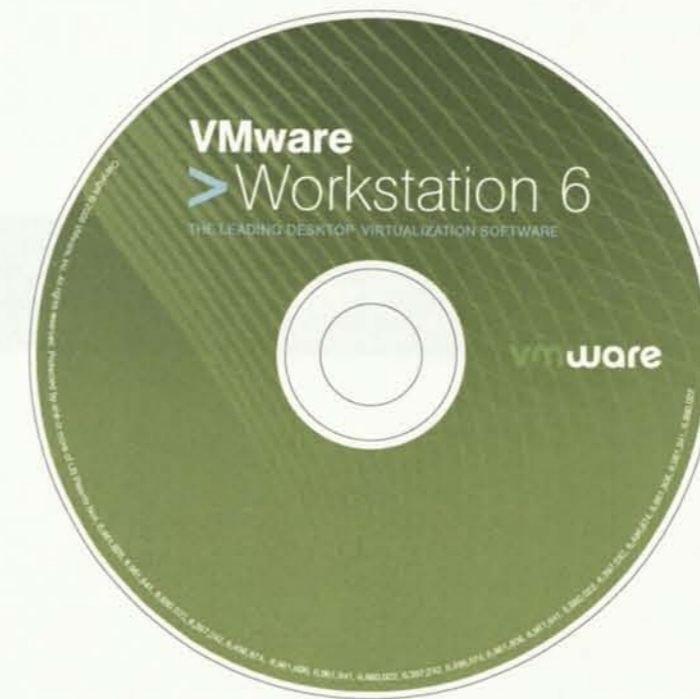
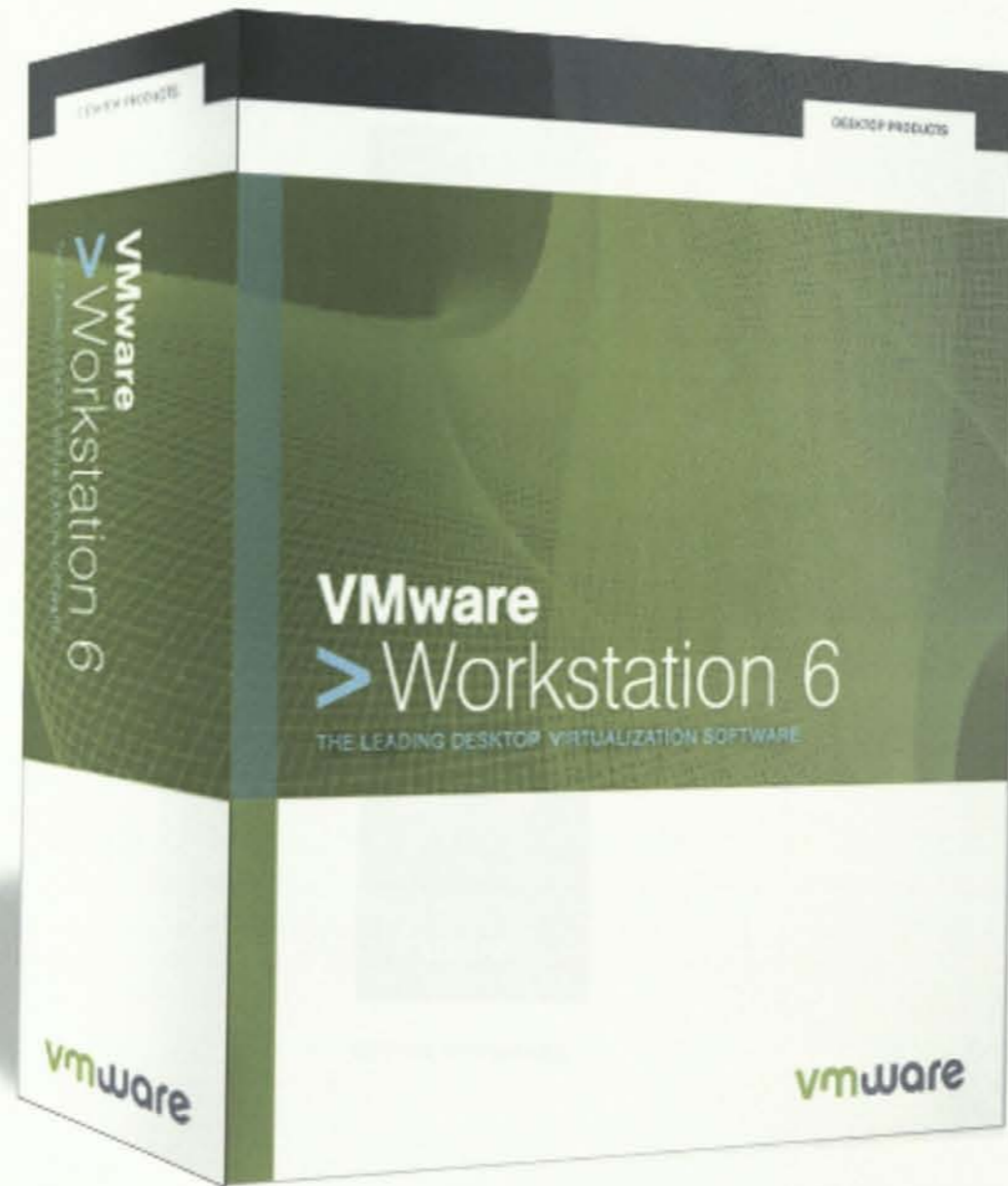
TRADESHOW EXHIBIT



T-SHIRT / FRONT



T-SHIRT / BACK



SOFTWARE PACKAGING



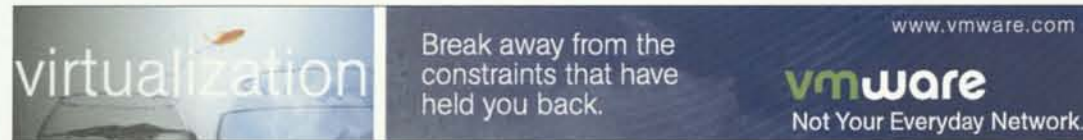


Break away from the constraints that have held you back.

[www.vmware.com](http://www.vmware.com)

**vmware**  
Not Your Everyday Network.

VERTICAL WEB BANNER



HORIZONTAL WEB BANNER

# virtualization

Break away from the constraints  
that have held you back.

[www.vmware.com](http://www.vmware.com)

Get a jump on your competition with virtualization solutions  
from the desktop, to the datacenter, to the cloud.

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optiontwo

VMWARE

TRANSFORMING IT. VIRTUALLY.

The Creative:

Website



Website Refresh



Tradeshow



Packaging



The Concept:

VMware's platform transforms your IT in many ways, from increasing capacity and bandwidth to improving your bottom line and enabling green business practices. By using ethereal images of complex natural objects, this approach highlights an important fact about VMware's virtual IT infrastructure platform – it provides greater vision, clarity and simplicity to a complicated network landscape. Colorful images transform themselves from diffuse washes to crystal clear, striking portraits. The contemporary design and typography reinforce the powerful messaging behind VMware's innovative technology.

Expanding the system:

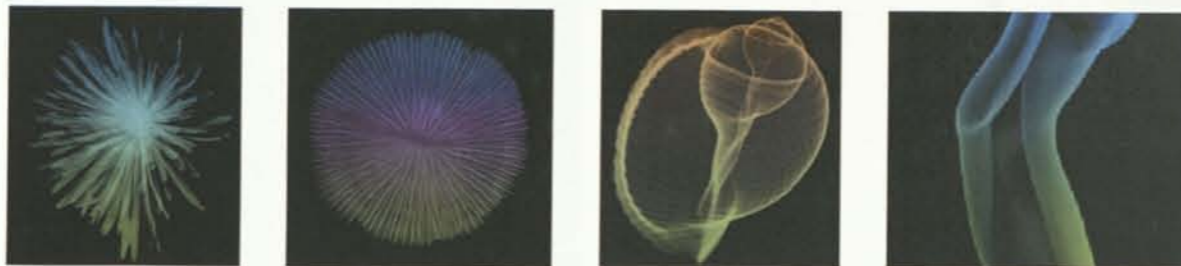
This system can be extended into various product and service lines using an expanded image library, textures, iconography and color palette.

Icons:



Photography Style:

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



Typography:

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

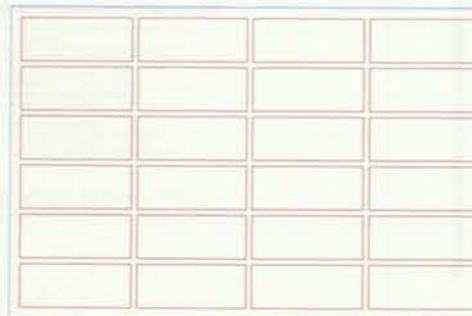
Arial Regular  
**Arial Bold**

Color Palette:

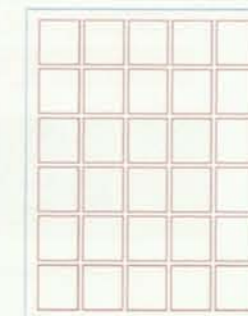


The Grid System:

The website is based on a four column system



The datasheet is based on a five column system



VMWARE

Graphic Language System:

TIER 1

A single large image with a black background encompasses the majority of the design. A colorful gradient overlays this entire image.

**Alternate option:** An inverted color image on a white background is used with a gradient overlay.

- Website
- Product packaging
- PowerPoint

TIER 2

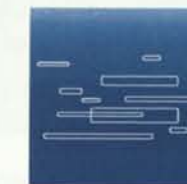
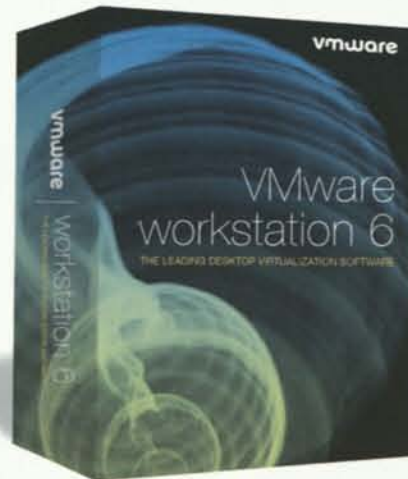
A single large image with a gradient overlay is used. A large amount of white space is used to differentiate from Tier 1. Bands of color are also used throughout.

- Datasheet
- Website secondary page

TIER 3

Graphic shapes are combined with subtle gradients to create colorful textures.

- Solution brief



DESKTOP



CLOUD



IT INFRASTRUCTURE



DATA CENTER





# virtualization

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

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**“Forget the ambiguities of virtualization. There are none.** Virtualization provided new visibility to our IT operations, as well as easier transfer of data, & reduced downtime by reallocating resources more effectively. With VMware our costs were cut, our productivity jumped, & our performance improved. **The choice was obvious.**”

– John Hill, Chief Technology Officer, Siemens IT Solutions & Services, Inc.

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# performance

**“Our old IT network was costly, inefficient, & difficult to manage. It was plagued with constant malfunctions, incompatible systems, & was nearly impossible to diagnose. When we switched to VMware, they provided new visibility to our IT operations, with easier transfer of data, & reduced downtime by reallocating resources more effectively. The choice was clear.”**

– Scott Toenniessen, Windows Architecture & Engineering Team

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# vision

**“Our previous IT network was opaque & rigid. Once we went virtual with VMware, our data management gained clarity & was easier to manage. Information now flows through our IT network with new freedom & greater focus, as well as with increased performance, lowered infrastructure costs, & more security. It’s the future of our network.”**

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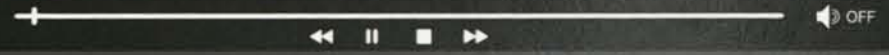
### VMware Virtualized Hardware Hotel

CLOSE X

vision



...nt virtual with VMware, our  
...ormation now flows through  
...with increased performance,  
...of our network."  
...e & Engineering, The Home Depot



Understanding Virtualization

# visio

- virtualization basics
- why choose VMware
- technology & architecture
- cloud OS
- desktop technology
- mobile technology
- standards & interfaces

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### Technology and Architecture

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- » Security
- » Performance
- » Networking
- » Storage

## Virtualization & VMware Products

### VIRTUAL DATACENTER OS

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[Learn More »](#)

### DESKTOP TECHNOLOGY

Decouple applications, data, and operating system from the hardware and deliver them to the user rather than a device. Give users a personal view of their applications and data, whether they're on a thin client or laptop, in the office or on the road. Intelligently deliver applications and data to any device and allow users to focus on their jobs rather than the tools.

[Learn More »](#)

### STANDARDS AND INTERFACES

As the global leader in virtualization, VMware is committed to an open, standards-based approach to licensing and interoperability so that customers can implement virtualization-based solutions that meet their individual needs. Find out how VMware is providing industry leadership through participation in key standards organizations and the development of open interfaces for virtual machines, virtual machine disks and virtualization management tools.

[Learn More »](#)

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- » 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

#### ▼ 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

#### ► LIVE WEBCASTS

#### ► CUSTOMERS SPOTLIGHT

#### ► MYLEARN COURSES

#### ► WHITE PAPERS

#### TOP STORIES

## 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.



# 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

VMware, Inc. 3401 Hillview Avenue, Palo Alto, CA 94304, USA. Tel: 650-421-0000. Tel: 877-886-8872. Fax: 650-421-0001. www.vmware.com  
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# achieving endpoint security with VMware ACE

SOLUTION BRIEF

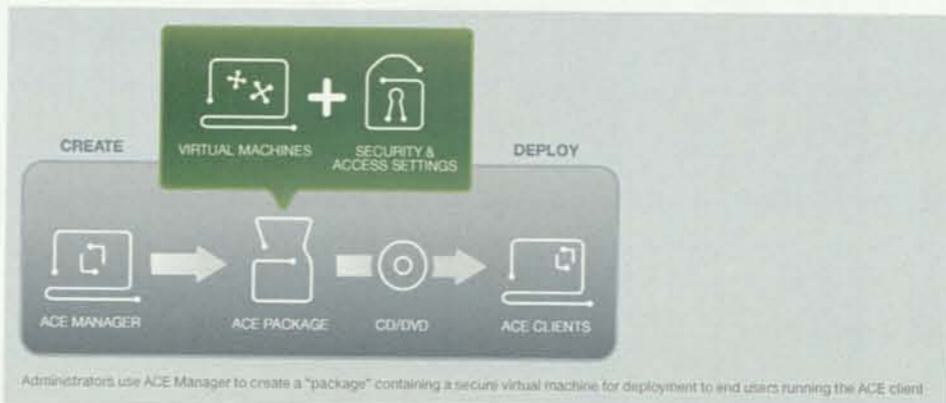
## THE CHALLENGES OF UNMANAGED PCS

**It's an IT department's worst nightmare:** mobile employees or contractors connect to the corporate network and viruses or other malicious programs running on their PCs transfer to the network. Home users or telecommuters also pose a threat: they can expose the network to vulnerabilities as soon as they remotely access the corporate network via a VPN.

What's more, unmanaged PCs that access the corporate network can put sensitive corporate data and intellectual property at risk. Corporate data can be copied via remote hard drives, flash drives, CD/DVD media, or printers. The rising problem of laptop theft adds to the risk of sensitive corporate information getting into the wrong hands.

Traditionally there's been no sure-fire way to eliminate network vulnerabilities and secure these devices, while letting end users run the applications they use today. IT organizations have pursued the full range of options, from procuring separate dedicated PCs for end users and investing in scan and block technology to denying access to the network altogether, and still their endpoints are vulnerable. Still, IT departments are troubled by managing the systems and updating endpoint PCs with patches, especially because many of these systems are not owned by the IT organization.

## VMWARE ACE SOLUTION



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vmware

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Presenter name goes here

Title goes here

April 28, 2009

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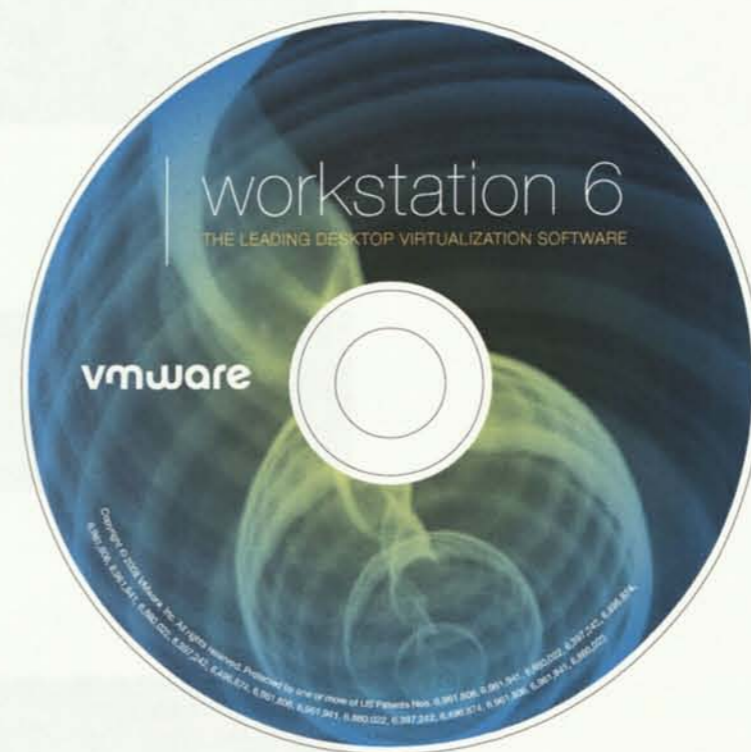
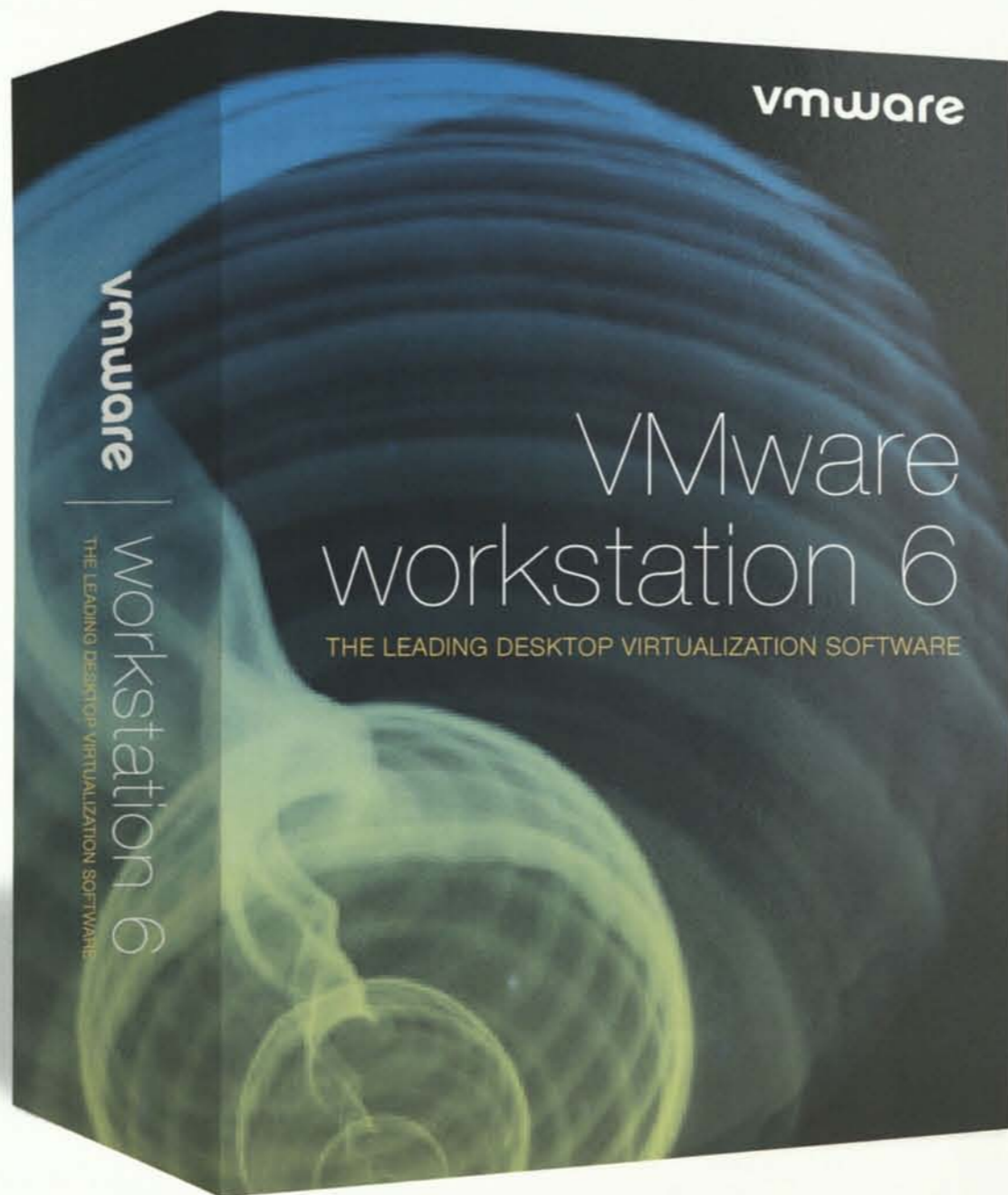
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TRADESHOW SIGNAGE



SOFTWARE PACKAGING



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VMWARE

NEW DIMENSIONS IN IT.

The Creative:

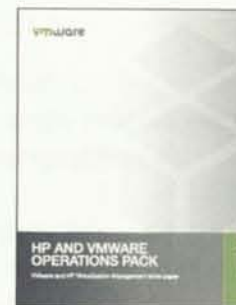
Home Page



Datasheet



White Paper



The Concept:

Virtualization is an enabling technology that allows companies to push the boundaries of their IT infrastructure. This graphic system allows VMware to tell a unique and differentiated story through the use of a grid of images or a single image defining unique shapes. The overall message is one of dynamic transformation from 2D to 3D. VMware's brand is built on a promise of "Freedom From Constraints." An endless array of benefits can be rendered with this system for years to come supporting the brand promise.

A blend of iconography, pattern and a vibrant color palette support the messaging and imagery.

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:



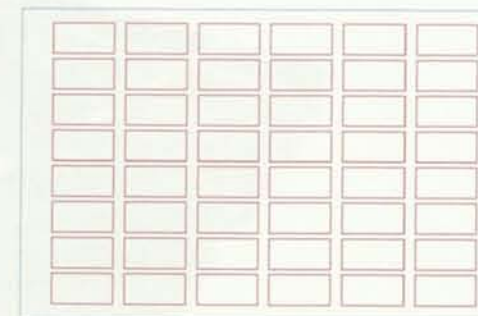
Photography Style:

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

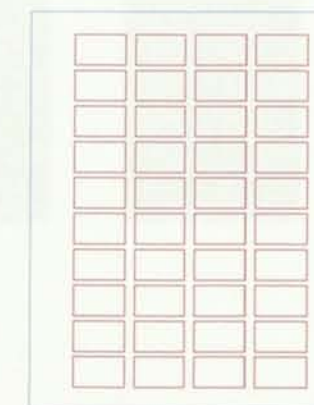


The Grid System:

The website is based on a 6 column system.



The datasheet is based on a 4 column system.





VMWARE

Graphic Language System:

TIER 1

Multiple images are embedded into the grid with one 3D object emerging from a panel.

- Website
- Product packaging
- PowerPoint



TIER 2

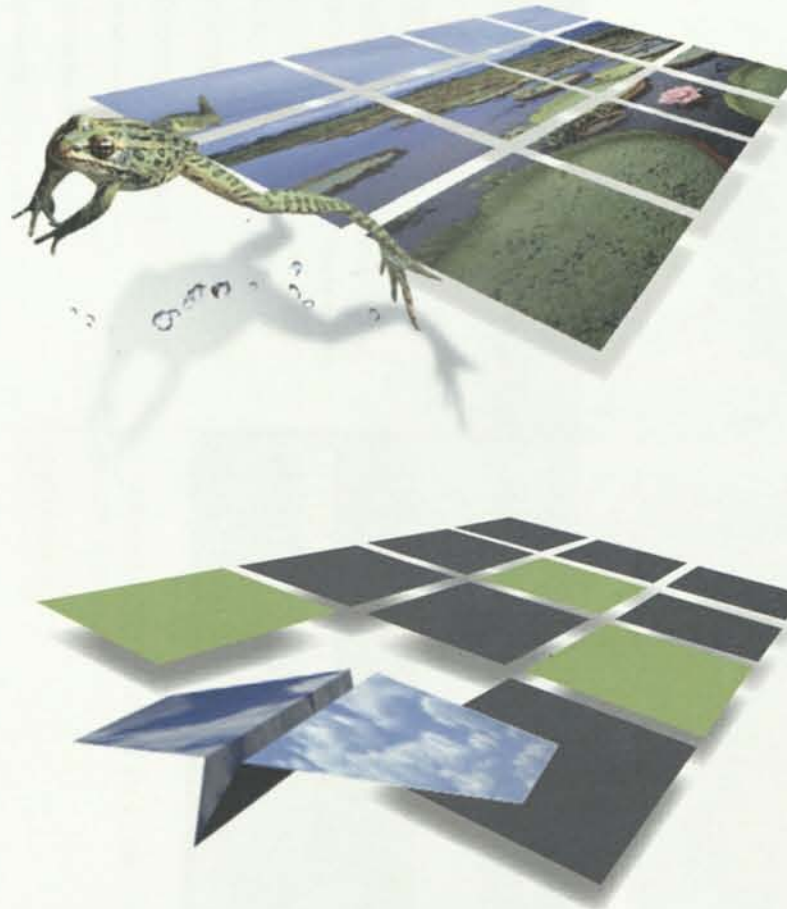
Option 1:

A single image is embedded into the grid with one 3D object emerging from it.

Option 2:

A vector drawing of the grid with color panels is used with or without a 3D object emerging from it.

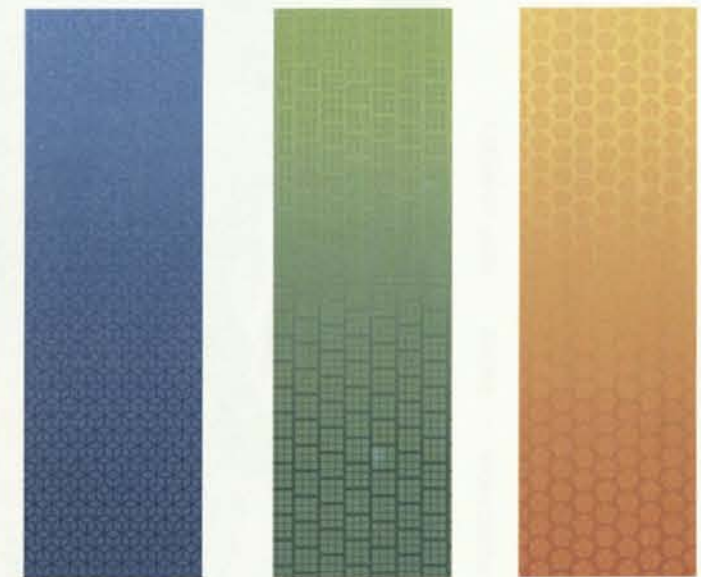
- Solution brief
- Datasheet



TIER 3

Graphic shapes are applied as a texture to convey virtualization.

- White paper



# A FLEXIBLE PLATFORM FOR EVERYTHING.

VMware defines simple and flexible. The proven virtualization solution from the desktop to the datacenter to the cloud.

**Virtualization.**  
**New dimensions in IT.**

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# A FLEXIBLE PLATFORM FOR EVERYTHING.

"Using VMware virtual infrastructure, we can offer the same levels of service and more flexibility for up to 40 percent lower server and operating costs."

— Rob Jones, Director of Technology, ALSTOM

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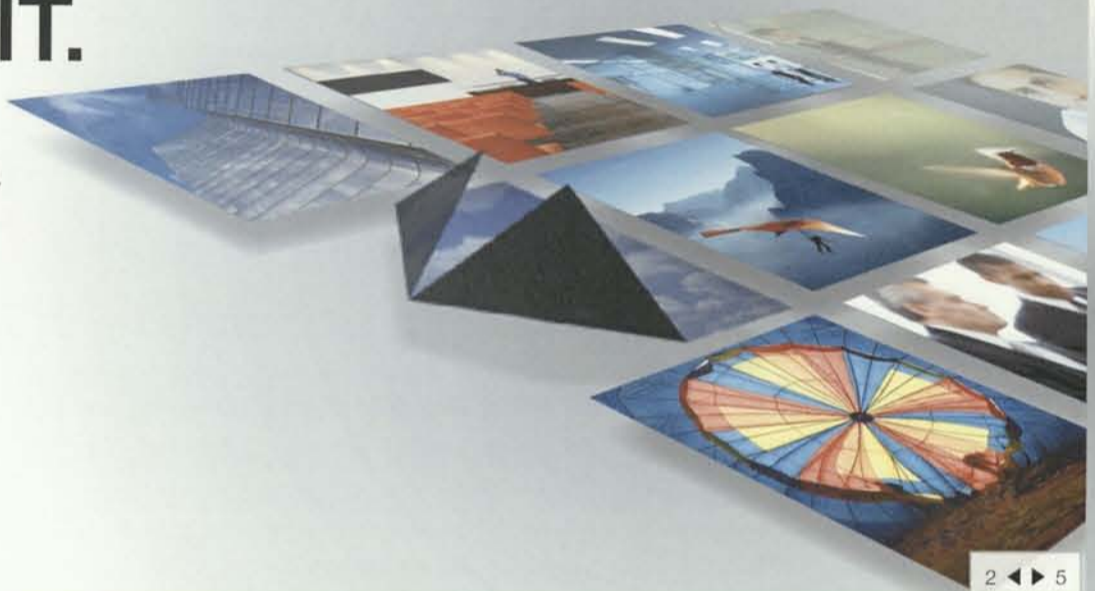
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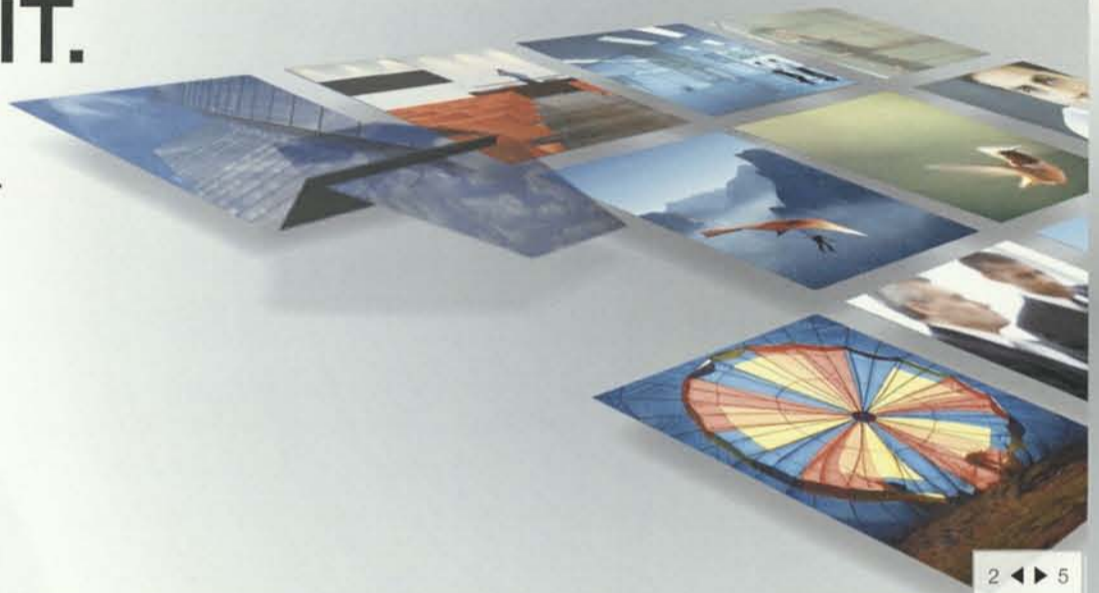
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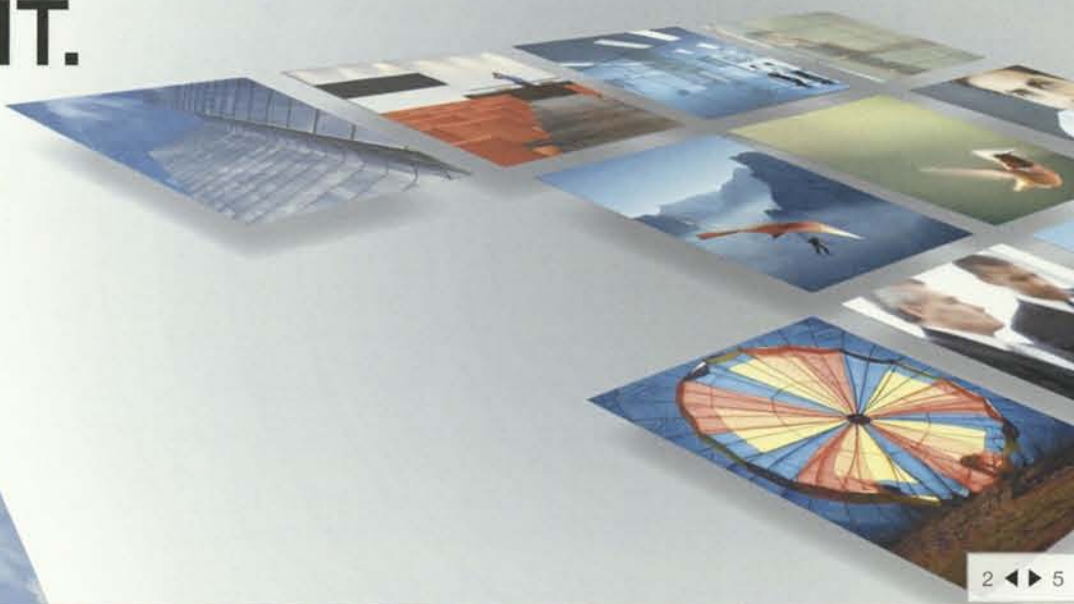
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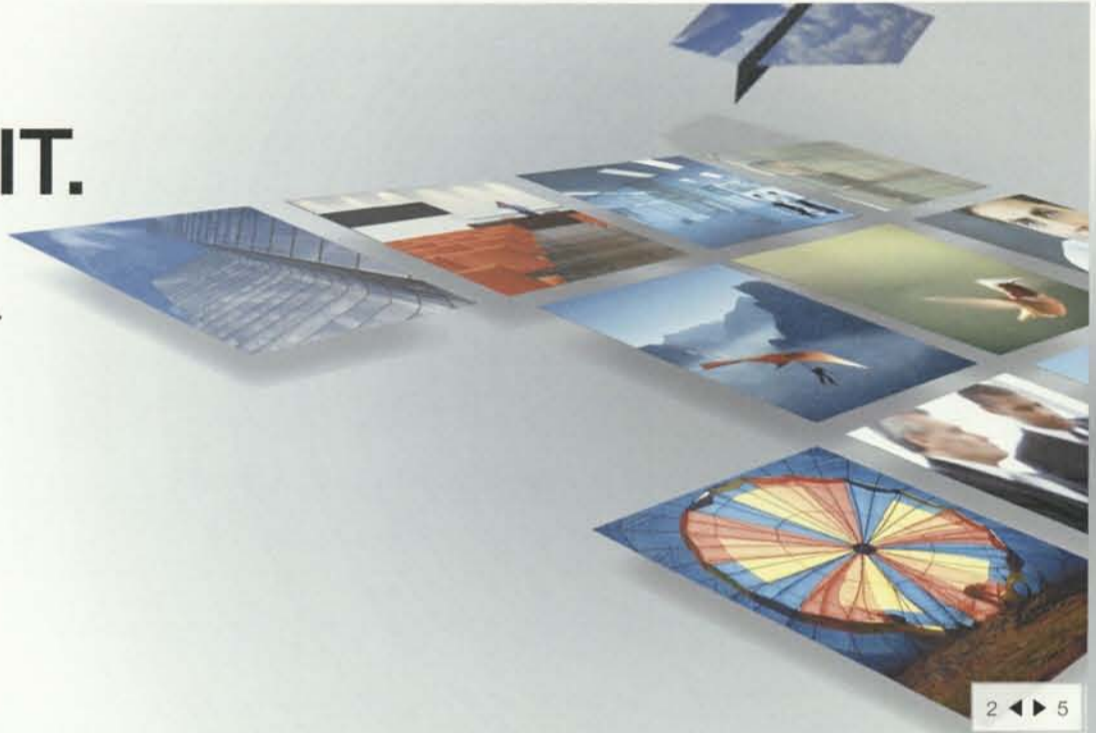
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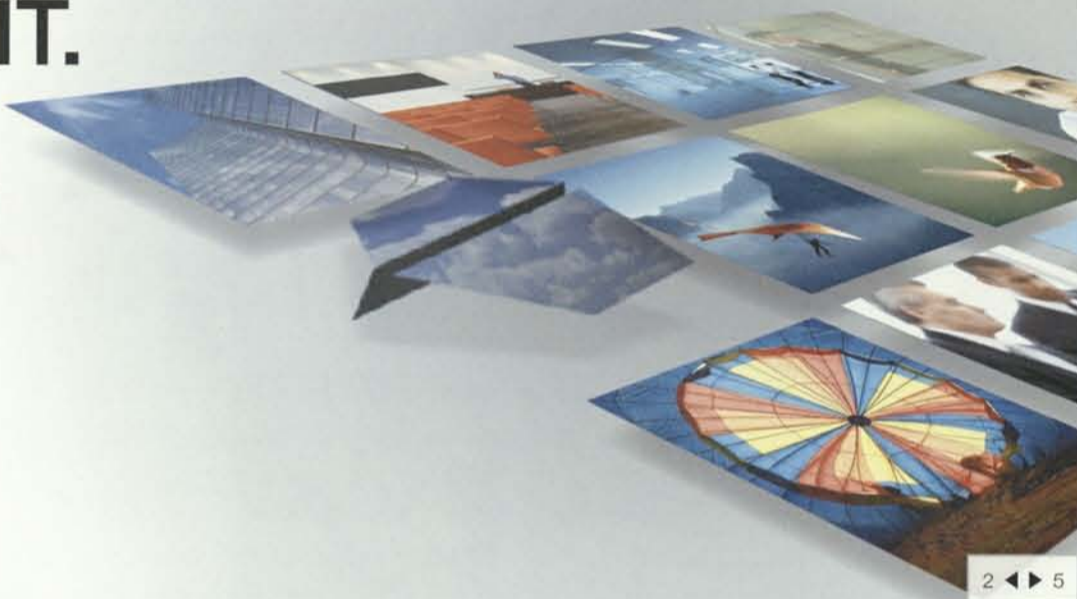
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# VIRTUALLY GREEN

Every server virtualized eliminates 4 tons of CO<sub>2</sub> emissions. Now that's "real" progress.

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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.

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video library

▶ [Virtualization Basics, RSA Conference 2009](#)

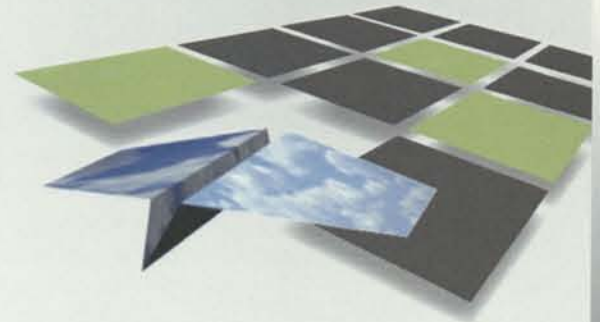


**"Virtualization Basics,"  
RSA Conference 2009**  
Richard McAniff,  
EVP and Chief Development Officer

- ▶ [VMware Cost Savings](#)
- ▶ [Virtualization Management](#)
- ▶ [Virtualize Enterprise Software](#)

## Get the Details on VMware Virtualization Technology

As the global leader in virtualization, VMware delivers technology designed to substantially lower IT costs, provide more flexibility in choosing operating systems, and offer a more automated and resilient systems infrastructure capable of responding to variable business demands. Read below to learn the basics about virtualization, or to find out more about our pioneering virtualization technologies and how you can put them to work for your organization.



### VIRTUALIZATION OVERVIEW

Discover virtualization and learn the basics about virtual machines and virtual infrastructure.

- ▶ [What is Virtualization?](#)
- ▶ [History of Virtualization](#)
- ▶ [Discover the Value of Virtualization](#)
- ▶ [What is a Virtual Machine?](#)
- ▶ [What is a Virtual Infrastructure?](#)

### WHY CHOOSE VMWARE

Learn why over 120,000 customers depend on VMware for their virtualization platform.

- ▶ [Built on a Reliable Foundation](#)
- ▶ [Shared IT Services Platform](#)
- ▶ [Complete Virtualization Management](#)
- ▶ [Integrate with Your Infrastructure](#)
- ▶ [Customer-proven Solution](#)
- ▶ [Low Total Cost of Ownership](#)

### TECHNOLOGY AND ARCHITECTURE

Gain insight into VMware technology with benchmarks, best practices and other resources.

- ▶ [Security](#)
- ▶ [Performance](#)
- ▶ [Networking](#)
- ▶ [Storage](#)
- ▶ [Availability](#)

## GET STARTED WITH VMWARE VIRTUALIZATION!

### Try it Out for Free!

Download a free 30-day evaluation of server and desktop virtualization software such as VMware Infrastructure and VMware Fusion to see how easily and efficiently they can work for you.

- ▶ [Download Now](#)

### See What You Can Save!

You can achieve dramatic cost savings with virtualization. Use our Total Cost of Ownership Calculator to see what you can save.

- ▶ [TCO Calculator](#)

### Learn more

Take some time to review our resources to give you an understanding of how it all works in detail.

- ▶ [Solutions White Papers](#)
- ▶ [Technical Papers](#)
- ▶ [Compatibility Guides](#)
- ▶ [VMware Green Guides](#)

## Virtualization & VMware Products

### VIRTUALIZATION & VMWARE PRODUCTS

VMware's comprehensive roadmap of groundbreaking new products expand its flagship VMware Infrastructure suite into a virtual datacenter OS. The virtual datacenter OS addresses customers' needs for flexibility, speed, resiliency and efficiency by transforming the datacenter into an "internal cloud" – an elastic, shared, self-managing and self-healing utility that can federate with external clouds of computing capacity freeing IT from the constraints of static hardware-mapped applications.

[Learn more ▶](#)

### DESKTOP TECHNOLOGY

Decouple applications, data, and operating system from the hardware and deliver them to the user rather than a device. Give users a personal view of their applications and data, whether they're on a thin client or laptop, in the office or on the road. Intelligently deliver applications and data to any device and allow users to focus on their jobs rather than the tools.

[Learn more ▶](#)

### DESKTOP TECHNOLOGY

As the global leader in virtualization, VMware is committed to an open, standards-based approach to licensing and interoperability so that customers can implement virtualization-based solutions that meet their individual needs. Find out how VMware is providing industry leadership through participation in key standards organizations and the development of open interfaces for virtual machines, virtual machine disks and virtualization management tools.

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Home / [Technology](#) /

## Get the Detail VMware Virtu

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- ▶ What is a Virtual Machine?
- ▶ What is a Virtual Infrastructure?

### Virtualization Basics

#### Why Virtualize

- History
- Virtual Machines
- Virtual Infrastructures

#### Why Choose VMware?

- Robust & Reliable Shared IT
- Integrate with Infrastructure Complete Virtualization Management
- Customer-Proven Solution Low Total Cost of Ownership
- More Resources

### Technology & Architecture

- Security
- Performance
- Networking
- Storage
- Availability

### Virtual Datacenter OS

- Application vService
- Infrastructure vServices
- Cloud vServices
- Management vServices
- Virtual Infrastructures

### Desktop Technology

- VMware View
- Solutions
- Get Started

### Cloud Computing

- Partners
- Applications
- FAQs

### Standards & Interfaces

- Standards Organizations & Partners
- Transparent Paravirtualization VMDK or OVF
- Management Interface
- FAQs

- ▶ Shared IT Services Platform
- ▶ Complete Virtualization Management
- ▶ Integrate with Your Infrastructure
- ▶ Customer-proven Solution
- ▶ Low Total Cost of Ownership

## TECHNOLOGY



### TECHNOLOGY AND ARCHITECTURE

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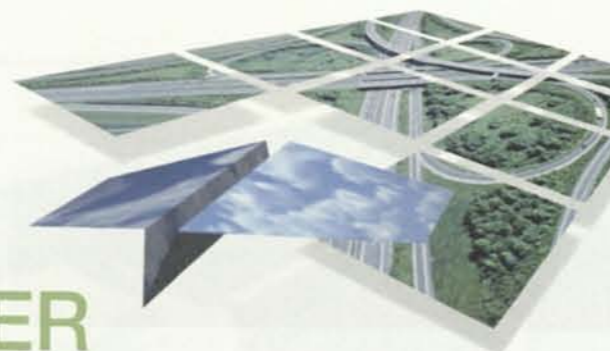
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# VMWARE NEWSLETTER

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 ›

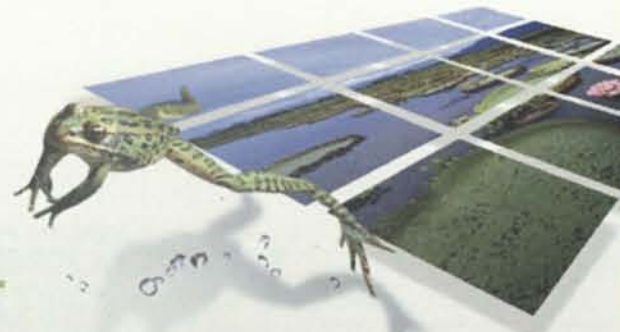
## VMWARE TURNS 10

### 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.

# SITE RECOVERY MANAGER JUMPSTART



PRODUCT DATASHEET

## 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.

### At a Glance

- 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

### BENEFITS

- Reduce the load on each ESX Server to run more efficiently and run more virtual machines.
- Integrate with the existing backup tools and technologies already in place. This improves manageability of existing IT resources and eliminates the need to run a backup agent on every virtual machine.
- Eliminate backup traffic on the local area networkTape

### 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

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## ACHIEVING ENDPOINT SECURITY WITH VMWARE ACE

### THE CHALLENGES OF UNMANAGED PCs

It's an IT department's worst nightmare: mobile employees or contractors connect to the corporate network and viruses or other malicious programs running on their PCs transfer to the network. Home users or telecommuters also pose a threat: they can expose the network to vulnerabilities as soon as they remotely access the corporate network via a VPN.

What's more, unmanaged PCs that access the corporate network can put sensitive corporate data and intellectual property at risk. Corporate data can be copied via remote hard drives, flash drives, CD/DVD media, or printers. The rising problem of laptop theft adds to the risk of sensitive corporate information getting into the wrong hands.

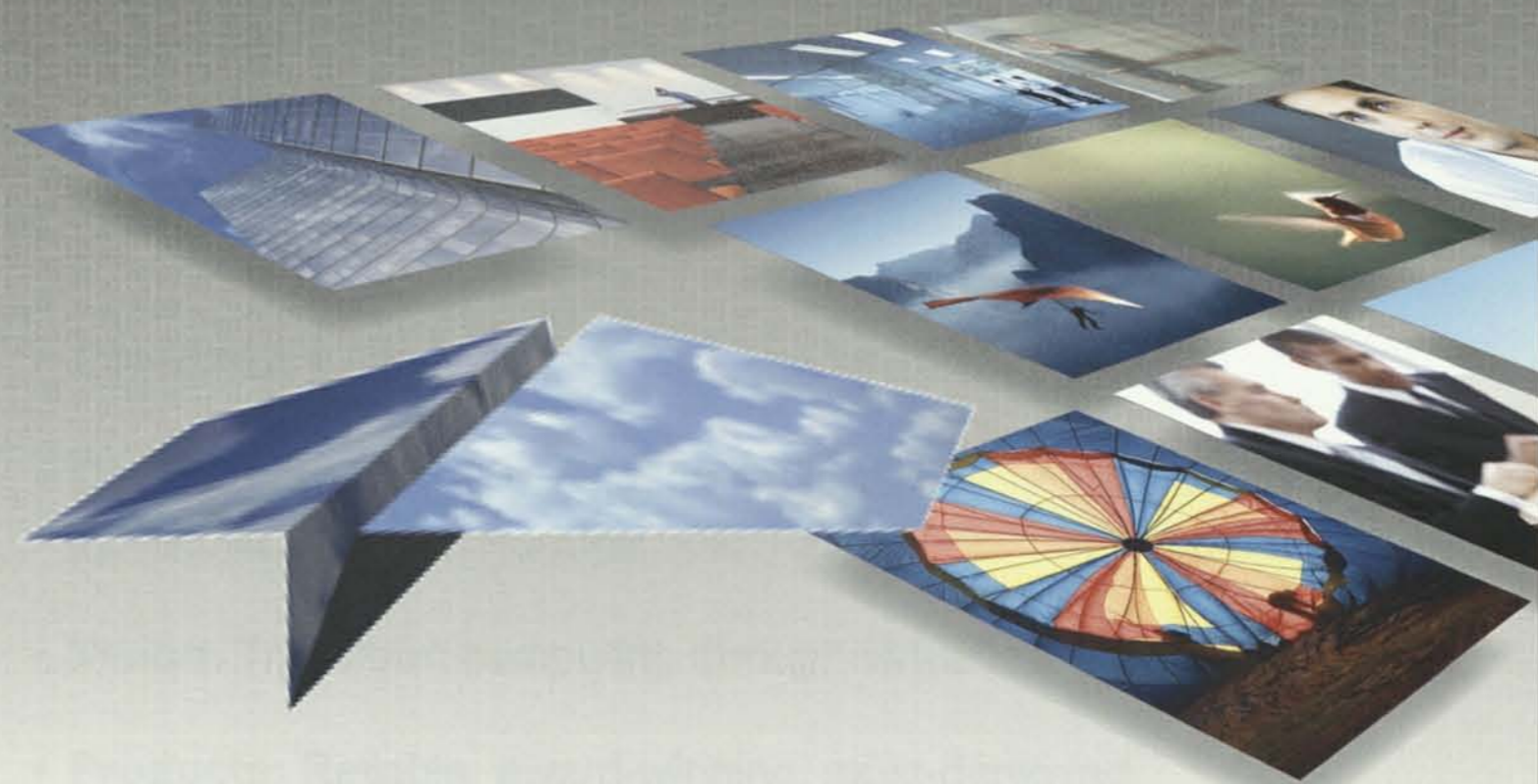
Traditionally there's been no sure-fire way to eliminate network vulnerabilities and secure these devices, while letting end users run the applications they use today. IT organizations have pursued the full range of options, from procuring separate dedicated PCs for end users and investing in scan and block technology to denying access to the network altogether, and still their endpoints are vulnerable. Still, IT departments are troubled by managing the systems and updating endpoint PCs with patches, especially because many of these systems are not owned by the IT organization.

### VMware ACE Solution



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## World's Leading Provider of Virtualization Solutions

- **Company:** Founded 1998, IPO August 2007
- **Customers:** 130,000+ customers worldwide - All sizes and industries; 100% of Fortune 100, 100% of Fortune Global 100
- **Vision:** Transform computing through virtualization
- **Products:** Reliable, award-winning, most-deployed
- **Headquarters:** Palo Alto, CA and nearly 40 countries worldwide

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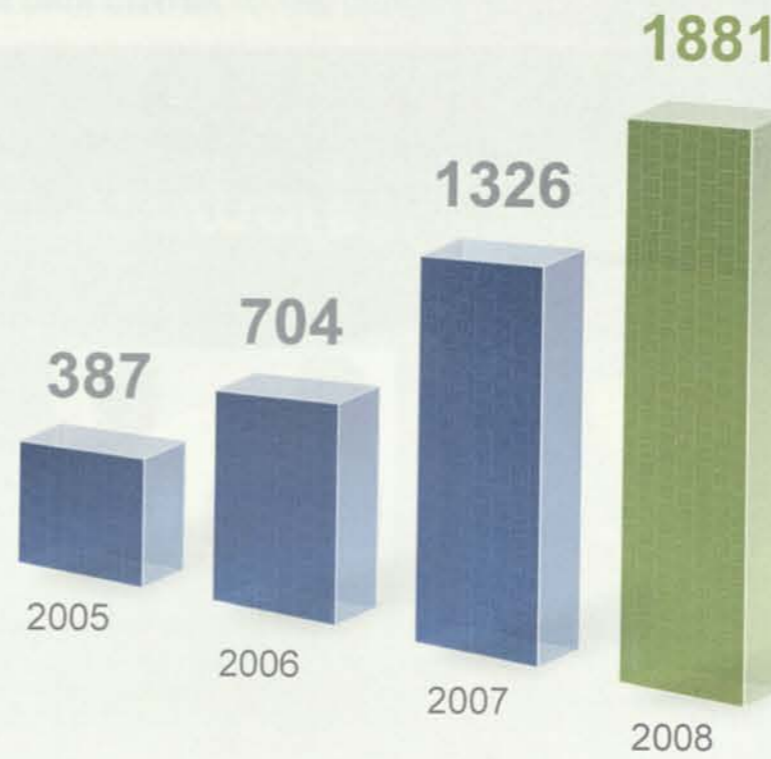
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SUSTAINED  
EXCEPTIONAL GROWTH

## 10th Largest Enterprise Software Company\*

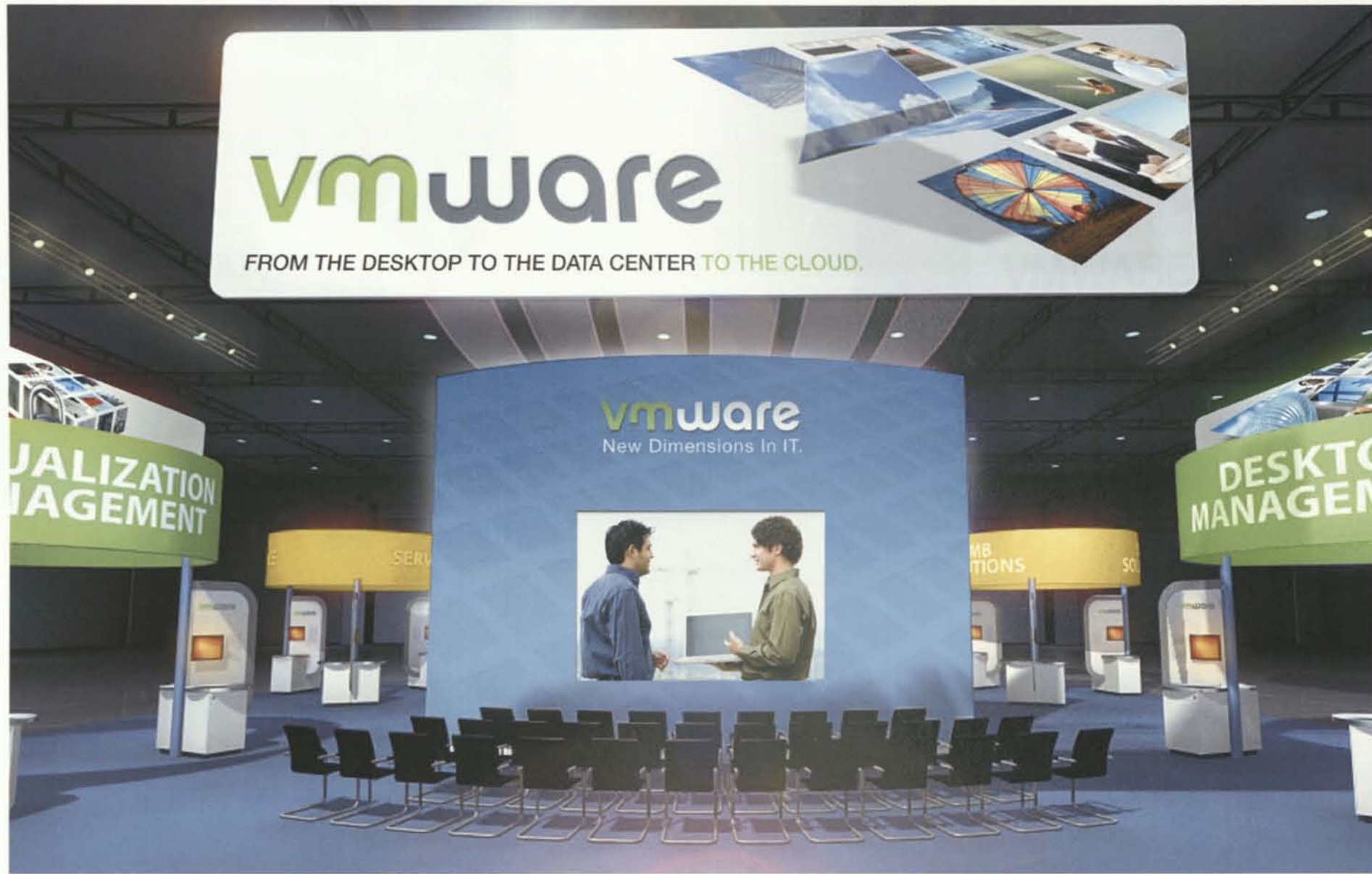
\* Source: Pacific Crest Securities



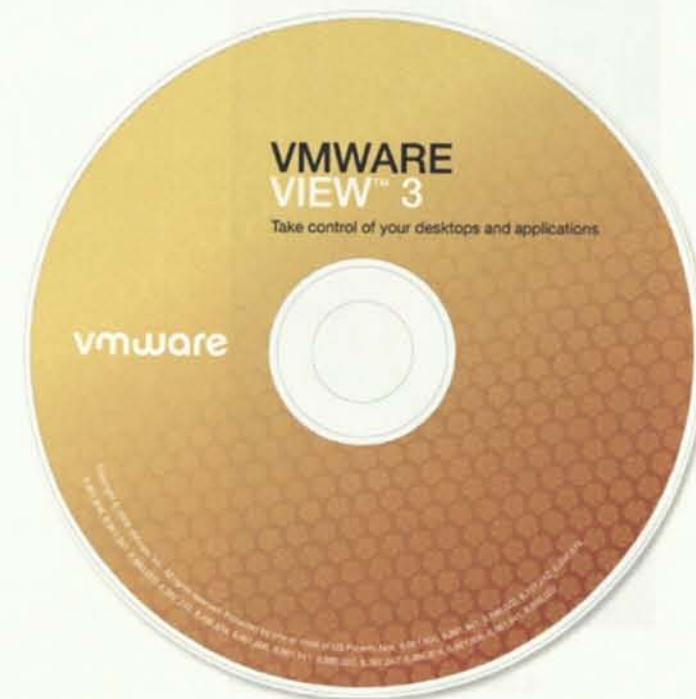
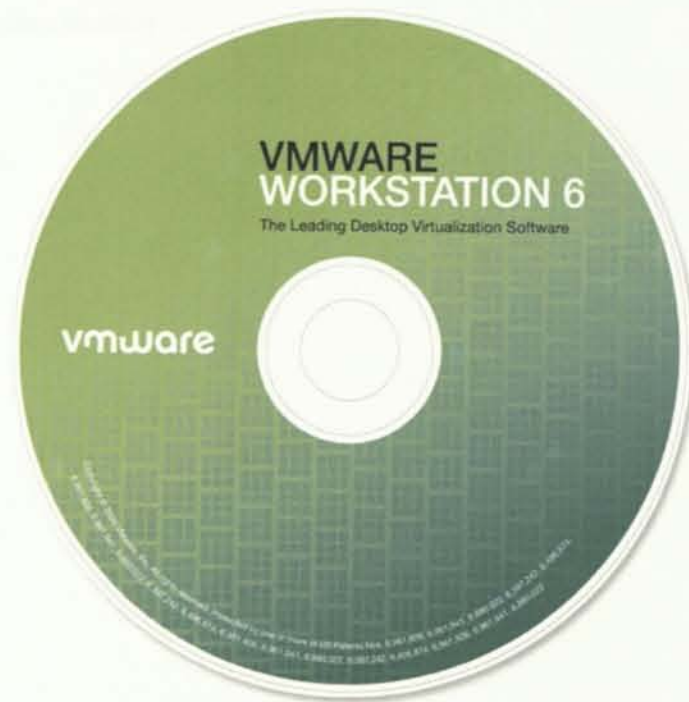
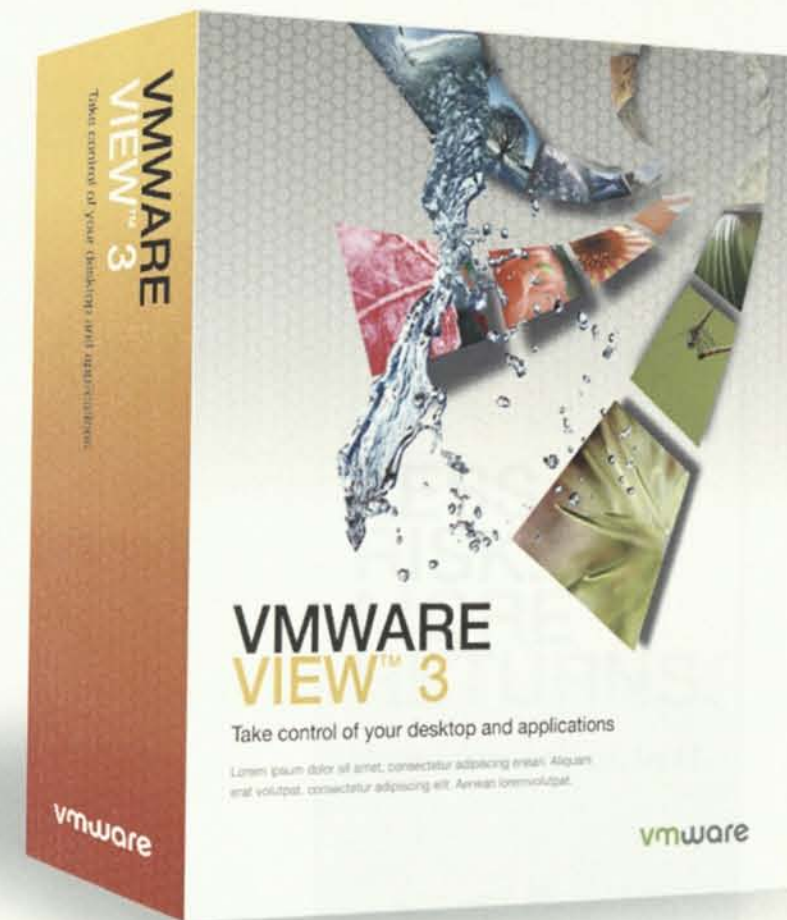
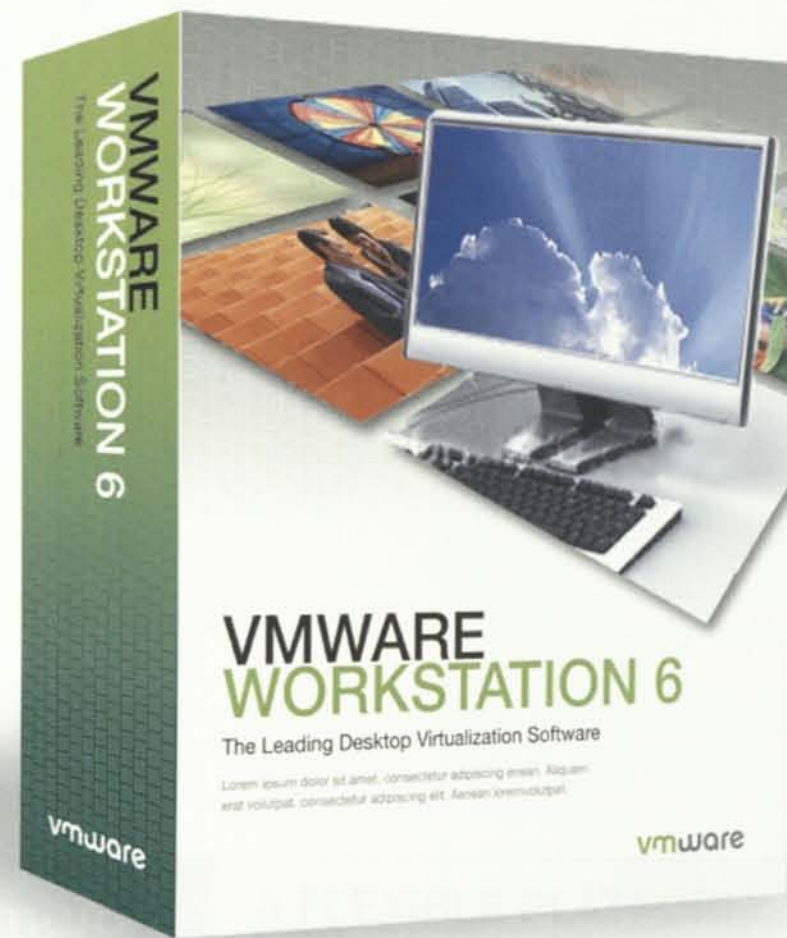
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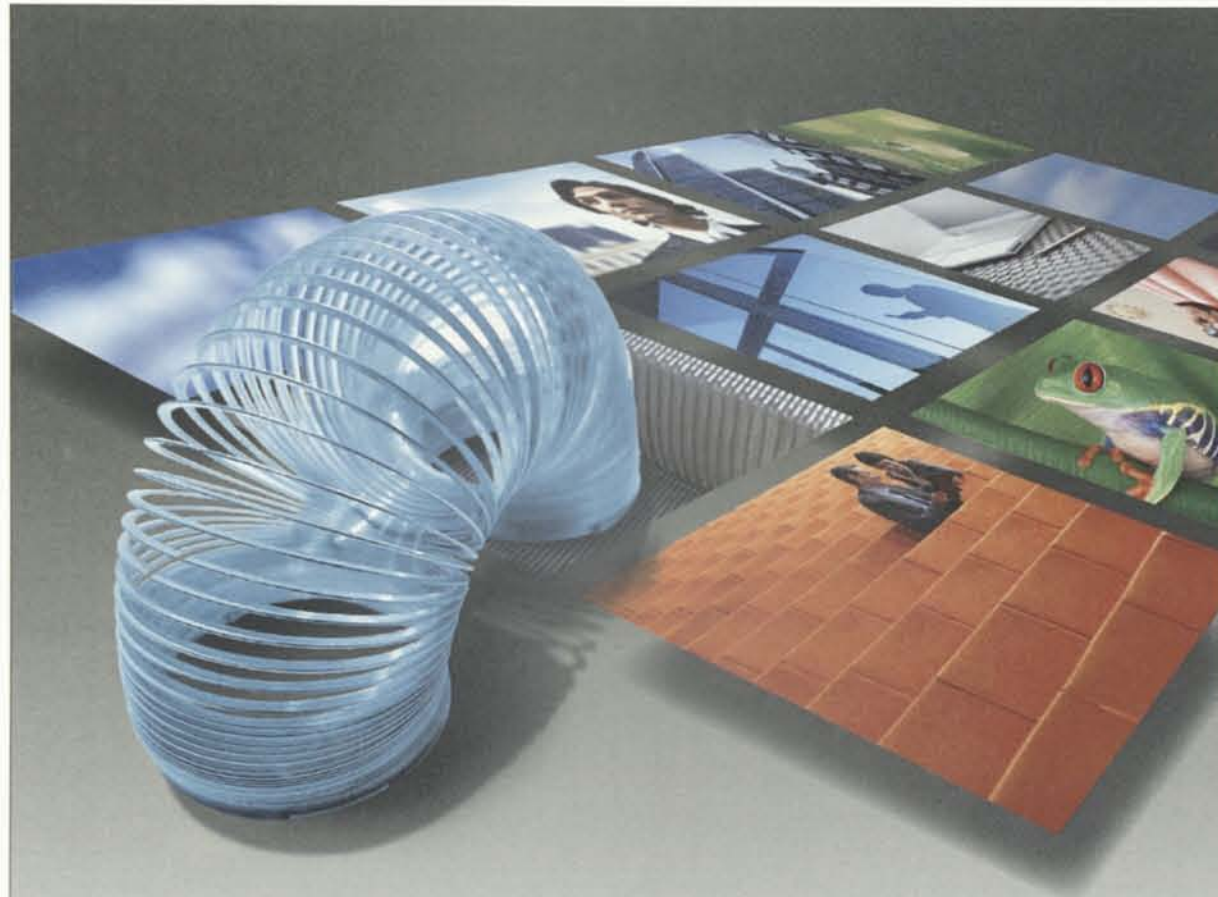


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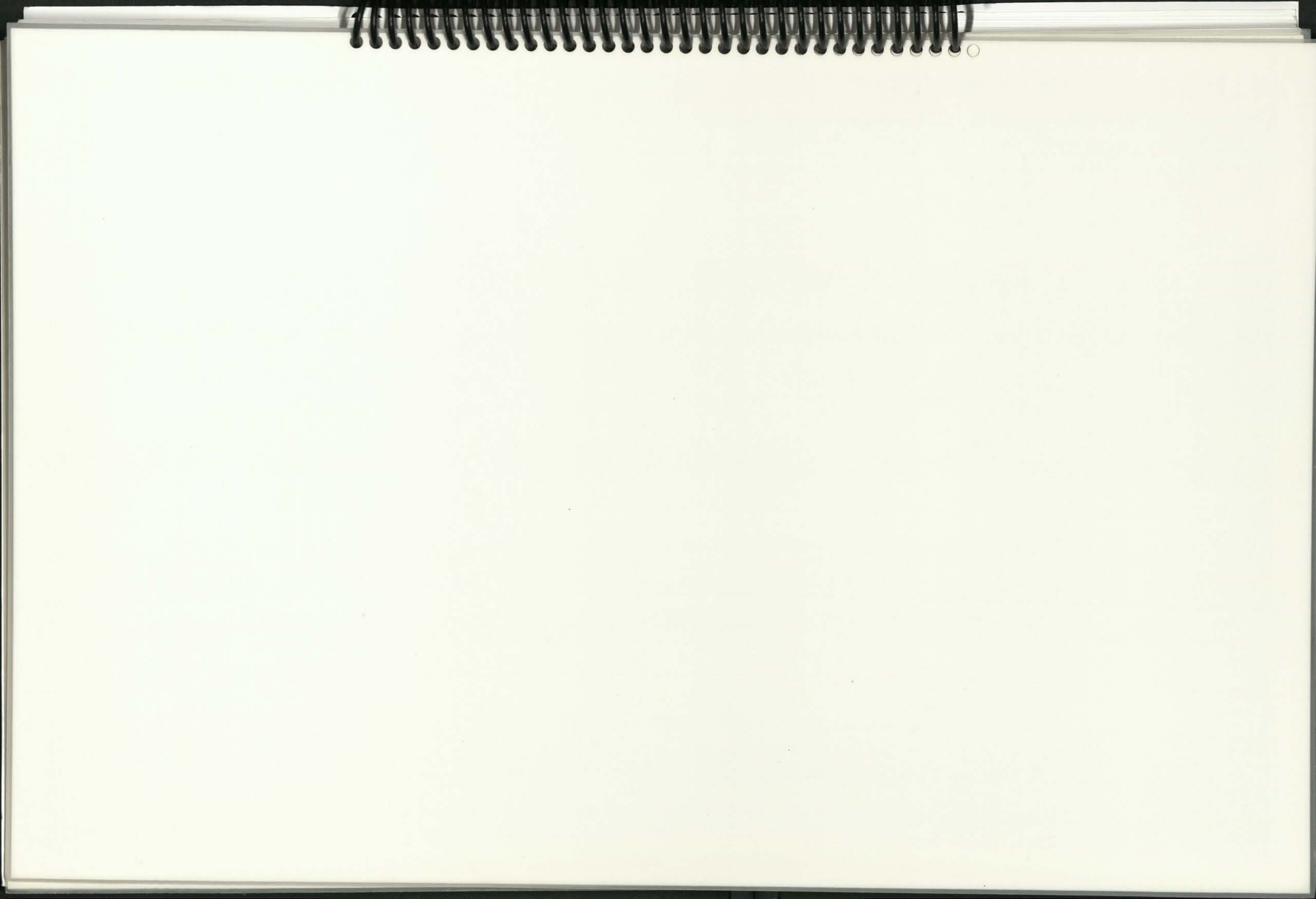
# HP AND VMWARE OPERATIONS PACK

VMware and HP Virtualization Management White Paper

WHITE PAPER

WHITE PAPER





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