

Virtualization of Mission-Critical "Tier-1" ENTERPRISE APPLICATIONS

Virtualization is the best way to improve the performance and reliability of your Tier-1 Applications and lower the overall cost of your IT environment.

Despite the unique challenges associated with large Tier-1 apps, many of our customers have begun to virtualize database and other mission-critical applications such as Microsoft SQL, Microsoft Exchange, SAP and Oracle, leveraging VMware vSphere, the industry's leading virtualization platform.

CIOs and other IT managers have witnessed first hand, the business benefits of virtualizing other server applications with VMware. They are seeing significant savings related to power/cooling and cost avoidance by consolidating physical servers onto virtual server hosts. Business continuity and disaster recovery strategies are easier to implement with a faster time to ROI because of virtualization. Virtualization has also improved an organization's ability to remain flexible and quick to respond in the business environment. It's time to take the next step and virtualize the most critical "Tier-1" enterprise applications.

Expect Measurable Results such as:

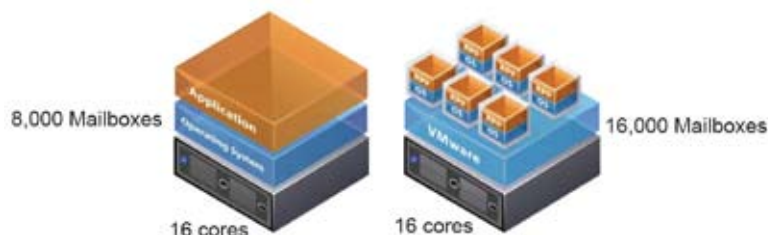
- The ability to meet or exceed application service levels
- Develop and deploy applications on time and under budget
- Cut provisioning time from weeks to minutes
- Reduce application licensing costs where possible

Examples:

Microsoft Exchange Server - Performance Doubled

In this example, virtualization doubles the performance of Exchange 2010. As you consider upgrading from Exchange 2007 to 2010, the virtualization of this critical application dramatically improves, not only time to deployment but also overall reliability, thanks to the advantages offered by VMware.

By virtualizing business-critical Exchange environments, you will cut costs, increase availability and transform email into a dynamic IT service. A virtualized Exchange deployment will not only match, but exceed the performance achieved on physical servers. Plus, you will receive the same level of support on virtual machines from Microsoft as you have been receiving on physical servers.



Consider Virtualization for Tier-1 Applications when you have:

- A hardware refresh
- A major application roll-out or upgrade
- Difficulty right-sizing applications
- A need for application scalability and availability
- Slow application lifecycle from development to production
- A "Virtualization First" policy/mandate

Benefits At-a-Glance:

- Dynamic scaling of applications
- Improved application availability
- Improved root cause analysis of application performance problems
- Faster application lifecycle from development to production
- Improved reproduction of application bugs/defects



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Microsoft SQL Server - Software Licenses Consolidated

In this example, the virtualization of Microsoft SQL enables higher performance from the physical hosts and dramatically cuts costs through increased host utilization.

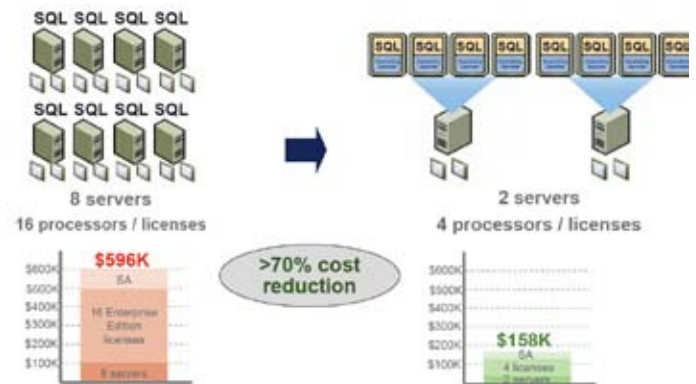
With SQL Server and Oracle database consolidations, you can realize significant cost savings, not just on the infrastructure side but also on the licensing side. Today, most SQL and Oracle database servers are utilized at 5% - 10% on average. By consolidating, you not only increase infrastructure utilization, but also license utilization — software licenses tend to dominate the cost structure for database deployments.

Take Advantage of Mainline's Expertise

Mainline's team of IT service professionals have proven experience implementing large-scale virtualization solutions in a broad range of platform, application and vertical environments. With advanced certifications and expertise in VMware and other virtualization solutions, Mainline's team has the knowledge and hands-on experience needed to recommend the most effective solution for every situation.

We can help you in these key areas, which are critical to the planning of any virtualization initiative:

- Evaluating AS IS versus TO BE architecture – We'll identify systems that are candidates for virtualization, and design a preliminary clustering of systems/resources into logical service units.
- Assessing virtualization technology alternatives – We'll show you a comparative analysis of the leading virtualization technologies with pros/cons presented in the context of your IT environment and objectives.
- Tailoring strategy and best practices – Based on our experience implementing large scale virtualization solutions, we'll tailor an approach that includes vendor recommendations and guidelines for planning, executing and managing your virtualized environment.
- Planning project scope and high level implementation – Using our proven virtualization implementation methodology, Mainline's certified professional services staff will provide a high-level project plan.
- Determining return on investment – Based on past virtualization project metrics, we'll show you a preliminary return on investment calculation with expected project costs and resultant savings.



The Mainline Difference:

- Track record of more than 1,500 virtualization projects of all sizes and complexity
- Award-winning VMware National Premier Business Partner
- Gold-standard products from IBM, HP, Cisco, Red Hat, Novell, Microsoft, Wyse and others
- Proven, repeatable methodology
- Service professionals certified across all platform, application and vertical environments

To find out more about Virtualization Solutions from Mainline, call us toll free at **866.490.MAIN (6246)**, or visit us on the web at www.mainline.com.



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