



Virtualisation.

Reduce Hardware. Reduce Power.  
Reduce Footprint





**Let's be blunt.** The IT industry is not the most environmentally friendly kid on the block and it never will be. The internet is driving the world's economy and the demand for computing power keeps rising.

The industry is making major inroads into improving energy efficiency but it will take many years, and even then there is no guarantee that all of this earnest activity will translate into real CO2 emissions reduction.

Pure energy efficiency is both important and desirable. But it is not the whole story: we need to consider how we use power more intelligently and how we can maximise the potential of our existing IT infrastructures so that we can work smarter.

Virtualisation, in all its forms, offers us a real opportunity.

At iomart, we've over 10 years experience in the complex hosting business, having run our own ISP and managed service platforms. We've been using virtualisation techniques long before the term became fashionable. The concept of virtualisation was originally mooted in 1959; it's just taken a while for the IT world to catch on. And now you can benefit from the experience that we've gained.



The natural choice for business hosting.

## 2, 3, 4 or even 5 into 1 will go!

Part of the difficulty in understanding the benefits that virtualisation offers is that there are so many different definitions of the term. In very simple terms, virtualisation is 'getting more from less'. It's about making the most efficient use of computing resources. It's about physically decoupling the traditional relationship between hardware and software - the separation of the resource or service request from the physical infrastructure delivering the service.

The most common virtualisation technologies are

Operating System	Multiple operating systems run on a single host system
Server	Multiple virtual operating systems run on top of server hardware without an intervening operating system
Paravirtualisation	Sub set of Server Virtualisation. Thin client operation between server hardware and modified operating system
Desktop	Access to full desk top environment regardless of the location of the applications
Application	Application is accessed from a central hosted platform without local installation
Storage	Data storage access from a central hosted store. Typically applies to SAN & NAS arrays.

## But why virtualisation?

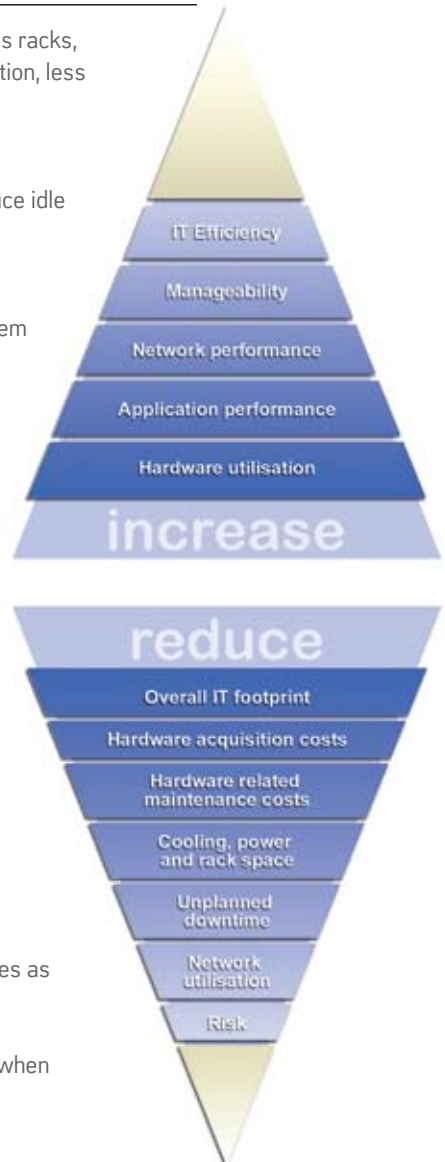
Typically, most organisations use individual servers to host no more than a single application, causing significant overspending on capital and operating costs, inefficient performance and underutilisation (analysts estimate less than 10% utilisation is common). Virtualisation allows server hardware to be used more efficiently with resources being dynamically allocated to applications on demand. Each application can be run in a separate virtual environment, leading to fewer servers, fewer racks, less power, reduced operating costs and an overall reduction in your IT footprint.



The natural choice for business hosting

## Benefits of Virtualisation

- ▷ **Reduce the total cost of ownership** – less servers, less racks, less maintenance, less power draw, server consolidation, less admin costs
- ▷ **Increase current hardware utilisation** – use existing hardware, applications only operate on demand, reduce idle time, cluster similar applications
- ▷ **Reduce deployment times** – no waiting for hardware, no hardware installation, release pre configured system image when required
- ▷ **Business continuity** – Recreate servers, easier software migration, clone existing server configs, minimum disruption, maximum utilisation
- ▷ **Reduce security risks and increase manageability** – common security environments, share systems without sharing sensitive data, secure isolated testing, fast restore of infected systems, centralisation, allow legacy to exist alongside virtual
- ▷ **Test & development agility** – develop and test side by side on multiple operating systems, faster test/build cycle
- ▷ **Improve application performance** – shared resources capable of handling unexpected demand, no need for spare capacity to cope, flexibility to reassign resources as required,
- ▷ **Reduce network utilisation** – bandwidth used as and when demand requires



## So it's all upside? Well not quite.

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To derive all of the potential benefits that virtualisation offers, you will need to change your current thinking: Improved application availability will require 'logical' clustering, cost accounting and license management becomes harder and IT departments will require re-skilling to accept the new virtualisation methodologies. But if you're a proven virtualisation veteran then the potential pitfalls are easily avoided.

## And that's where we can help.

### *What we offer*

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- ▷ **Accountability:** By owning our own data centre and network infrastructure, we are able to deliver the complete 'end to end' set of vertical hosting components from managing single servers through to the design and build of complex multi application environments.
- ▷ **Consultancy Partnership:** We have the experience – use it. We will work with you to determine your requirements, design a solution and then manage implementation. We can manage migrations, data centre facilities, hardware suppliers, license management, network suppliers, server image builds, provide technical support - basically whatever you need. You can choose to use as much or as little of our service as you require.
- ▷ **A genuine bespoke solution:** We are not tied to any one practise or methodology. With our newly built data centre facilities we can offer green field sites for blue sky thinking.
- ▷ **Cost Effectiveness:** We can eliminate the high costs of purchasing, maintaining and managing IT infrastructure and move to a predictable operating expense model
- ▷ **Guaranteed 100% Uptime:** As we are solely accountable for your service we can offer you 100% uptime and mean it.
- ▷ **Flexibility & Scalability:** Housed in our new facilities, coupled with our virtualisation skills, we guarantee to support you as your business and your IT requirements grow.
- ▷ **Technical Expertise:** Our Virtual Hands service provides you with a highly skilled technical resource 24 x 7 to use as your systems require – freeing up your own teams to focus on core business applications



For further details, or to arrange a private visit of any of our centres : visit [www.iomarthosting.com](http://www.iomarthosting.com)  
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