



AVNET-SPONSORED ROAD 2 VIRTUALIZATION SEMINAR HELPS EVOLVING SOLUTIONS EXTEND ITS MARKETING REACH



Evolving Solutions is a professional services and systems integration firm specializing in storage consolidation, virtualization and disaster recovery solutions. Leveraging its staff's technical and consultative skills, Evolving Solutions works with customers to improve efficiencies and reduce costs via the implementation of improved technology. Evolving Solutions is headquartered in Minneapolis, MN.

IT environments are always changing; business expansion, set against a backdrop of emerging technologies and industry and government compliance issues, virtually guarantees it. But as needs are identified and changes to systems and infrastructure contemplated, companies are wise to assess the extent to which they are exploiting their existing IT resources and understand how those resources could be better utilized.

Avnet and IBM Premier Business Partner, Evolving Solutions—2008 Beacon Award Winner for Outstanding System x Virtualization—specializes in helping large and mid-size companies understand the value of virtualization, a technology that makes it possible to run multiple operating systems and applications on the same system at the same time. By providing expertise in virtualization and storage consolidation, Evolving Solutions demonstrates to companies that adding servers is not a prerequisite to growing their IT capabilities.

As demands increase and existing IT systems reach the limits of capacity, companies experience slow server response times, says Judie Van Keulen, Evolving Solutions' Director of Marketing. "This may only happen at certain times of the month, such as when the finance department is working through month-end or marketing is running a promotion. The obvious solution is to buy an additional server," she says. "That's how companies create server farms. Each server has an application running on it and companies can get to the point where they physically do not have the space in their data center for another server."

Leveraging its proprietary assessment tool in mid-size companies, and employing VMware's tool Capacity Planner for larger enterprises, Evolving Solutions presents an alternative to the high equipment, energy and maintenance costs of server farms.

"Both ITxRAYsm and VMware's Capacity Planner assess the IT environment, for server and storage utilization," says Van Keulen. Once the assessment is complete, identifying server space allocation and system inefficiencies, Evolving Solutions designs solutions to virtualize the environment, redeploying the company's IT assets to optimize workload and capacity utilization. "Generally, servers in a data center are only being utilized between 10-15%."

Van Keulen goes on to point out that depending on the applications and business needs, VMware's server consolidation solution can reduce a data center of 25 servers down to 2 by placing virtual machines on each one of those servers, increasing the capacity utilization to 80-85%.

"Road 2 Virtualization" identifies 25 net-new prospects

Virtualization has long been a key solution within Evolving Solutions' market area (Minnesota, Western Wisconsin, Iowa and the Dakotas) and target verticals—healthcare, manufacturing and retail. Each of these industries requires companies to manage and store tremendous amounts of data, and healthcare companies, in particular, grapple with stringent compliance issues that require large hardware and application infrastructures for their administration.

So, when Avnet approached Evolving Solutions to co-host an executive IT briefing event called the "Road 2 Virtualization," Van Keulen viewed it as an important opportunity to raise the company's profile to a ready audience that had not yet been exposed to their message. "We do several presentations and seminars for our clients. With the Road 2 Virtualization we wanted to reach companies we weren't doing business with. Our goal for this event was net-new customers. We leveraged Avnet as much as possible, because we knew they had the right people and contacts to make it a success."



