

Delivering Enterprise-Class Server & Storage Virtualization



Companies are finding it increasingly difficult to manage their enterprise data centers today. They're highly complex, expensive to build out and difficult to reconfigure as needs change. The net result is a very high cost of ownership for a resource that is poorly positioned to meet the needs of the business. Virtualization delivers capabilities that address many data center shortcomings and companies are making significant investments in the technology.

With virtualization, a truly dynamic IT infrastructure is emerging — transforming the static, hard-wired data center into a software-based, dynamic pool of shared computing resources. Virtualization lets administrators focus on service delivery by decoupling applications and data from the functional details of the physical systems, increasing the flexibility with which the workloads and data can be matched with physical resources. It also enables them to upgrade underlying hardware without having to reinstall and reconfigure the virtual servers, making environments more resilient to failures.

Virtualization allows users to:

- Improve the utilization of current systems to reduce power, space and cooling issues
- Quickly set up development, test and production environments
- Recover from failures quickly, reliably and cost-efficiently
- Match resource capacity to workload demands automatically
- Reduce human labor and errors via policy-based automation

Virtual Iron allows organizations to consolidate multiple operating systems and applications onto a single server. This reduces complexity, cost and corporate risk. With fewer servers needed for the same tasks, Virtual Iron simplifies data center structure and reduces support needs. Capacity management is optimized because the software automatically matches available resource capacity to workload demands without intervention or downtime. In addition, Virtual Iron enables the provisioning of any server in seconds and facilitates high availability and disaster recovery.

DataCore software eliminates high SAN cost as a barrier to obtaining the benefits of server and storage consolidation. Its storage virtualization SAN solutions increase flexibility and utilization, while providing a full range of hardware-independent, enterprise-class, storage management, and disaster recovery services. With advanced automation, such as thin provisioning that allocates storage as needed, where needed, DataCore allows organizations to deliver storage services easily, and to deploy lower cost storage without sacrificing high-end feature/function/performance.

DataCore's storage virtualization and Virtual Iron's server virtualization are the perfect complement to one another. Each picks up where the other leaves off, extending the freedom, flexibility and other benefits of virtualization across the entire infrastructure of an enterprise.

"DataCore runs on industry standard hardware and can utilize any vendor's storage that's connected to it, while Virtual Iron allows us to replicate our server infrastructure without purchasing multiple servers to do it. The joint solution delivers an extremely cost effective virtual infrastructure and disaster recovery solution at a fraction of the cost of alternatives."

Mark Aylwin, Flexible Lamps IT Support Manager

VIRTUALIZATION MADE AFFORDABLE FOR EVERY BUSINESS

Together, DataCore and Virtual Iron make it possible for enterprises of any size to begin with, and to grow with, the benefits of virtualization. While other virtualization and SAN solutions require expensive software and hardware, Virtual Iron and DataCore provide enterprise-class virtualization at a fraction of the cost of alternative offerings, enabling virtualization for the mass market. The combination unlocks the power of virtualization by going beyond simple server and storage consolidation to support virtual server migration between any server and any storage without any downtime, providing operational benefits such as no downtime hardware maintenance, real-time capacity management, and simplified business continuity. Because Virtual Iron and DataCore solutions support both Fibre Channel and iSCSI connectivity, this combination can be implemented in practically any business on a standard Ethernet network, without any investment in Fibre Channel infrastructure.

Lower Costs

- You don't pay for what you don't need
- You get more out of your IT investment dollars
- Makes it easier to separate the strategic IT investments from the commodity IT functions

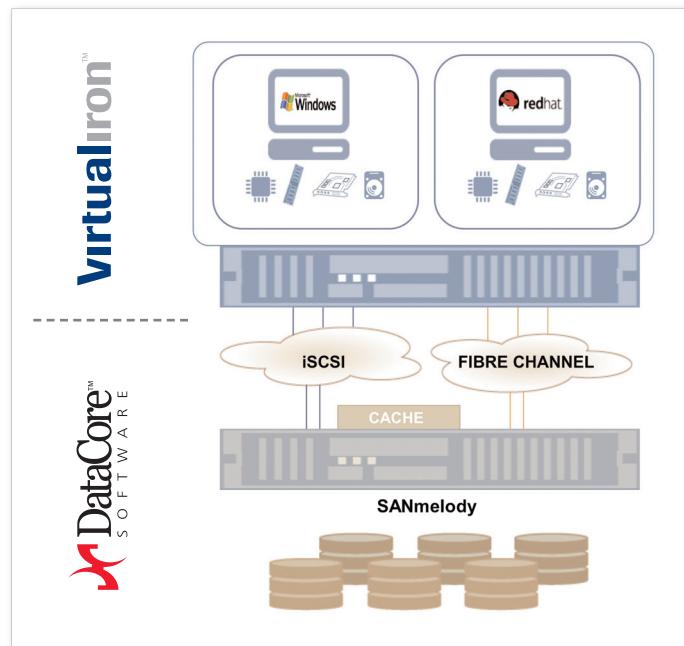
Respond faster to business demand

- Integration with partners and customers is easier
- Expansion or M&A activities can happen faster
- Resources can be deployed or moved quickly to the business units that need them

Deliver IT that's more flexible and consistent

- Leverages technologies you are already investing in: SAN, Servers
- Gives you lower-cost disk and platform options
- It lowers risk and increases responsiveness

Virtual Iron and DataCore are enterprise-proven, work with cost effective industry-standard hardware, and are simple to install and ready for use. DataCore's Virtual Infrastructure Foundation class of products offer enterprise-class data protection, disaster recovery, business continuity and advanced storage management functionality, and are priced between \$1000-\$10,000 (MSRP). Virtual Iron provides enterprise-class server virtualization and advanced policy-based virtual infrastructure management capabilities for \$499 per socket. This is 80% less than the cost of alternative solutions.



To get started with a free trial, go to:

Virtual Iron: <http://www.virtualiron.com/free>

DataCore: http://www.datacore.com/products/prod_SANmel_trynow_form.asp

About DataCore

DataCore Software, a leading provider of virtualization software, fundamentally changes the economics of managing storage with innovative software that combines advanced functions and services with the agility and savings of hardware independence. DataCore is privately held and its corporate headquarters are in Ft. Lauderdale, Florida. For more information, call (877) 780-5111 or visit www.datacore.com.

About Virtual Iron Software, Inc.

Virtual Iron provides enterprise-class software solutions for creating and managing virtual infrastructure. Its software enables companies to dramatically reduce the complexity and cost of managing and operating their enterprise data center. Virtual Iron delivers advanced virtualization capabilities that exploit industry standards, open source economics and built-in hardware-assisted acceleration. Virtual Iron is privately held and based in Lowell, Massachusetts. For more information, visit <http://www.virtualiron.com> or email info@virtualiron.com.

Virtual Iron™

Virtual Iron Software, Inc.
900 Chelmsford Street
Tower I, Floor 2
Lowell, MA 01851
T 978.849.1200
F 978.849.1299
www.virtualiron.com

DataCore™
SOFTW A RE

DataCore Software Corporation
Corporate Park
6300 NW 5th Way
Ft. Lauderdale, FL 33309
T 954.377.6000
www.datacore.com