NOVEMBER 12, 2014

8TH ANNUAL
Taste of IT
CONFERENCE

Taste of IT – Keynote Speakers

Dynamics CRM from Salesforce.com
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By: Ann Gallaher, COO, Technology First

This year is the 8th year that Technology First has hosted the Taste of IT and it is our biggest event of the year. We are proud to have partnered with the following companies to be able to present this year’s conference. By providing the Taste of IT to greater Dayton IT professionals, we are able to realize our vision to become the best connected IT community.

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The Internet of Everything is a global industry phenomenon, which brings together people, process, data, and things to make networked connections more relevant and valuable than ever before. Today more than 99% of things in the world are not connected. But it is estimated by 2020, 4.5 billion new people and 37 billion new things will have joined the Internet. In the near future, the growth and convergence of information, people, and things on the Internet will make networked connections more relevant and valuable than ever before, creating unprecedented opportunities for countries, industries and individuals. The network plays a critical role in the Internet of Everything — it must provide an intelligent, manageable, secure infrastructure that can scale to support billions of context-aware devices to facilitate data analysis and reporting.

Sponsored by: Netech
### Driving Down Maintenance & Other IT Related Costs

Maintenance contracts are a significant budget item for many organizations. Understanding the skus, terms, and tracking changes over the life of an agreement is very challenging to manage. CDW Healthcare will share some of their commonly used strategies to drive down cost for these agreements and overall IT spend. **Presented by: Chad Cannon, CDW Healthcare**

### Detailed Breakdown of a Data Breach

Hackers are constantly using a myriad of evolving and changing techniques to break into organizations and steal data of value to them. In this presentation we will discuss at a step by step level how a recent major data breach at a retailer was accomplished. How the attacker used technical, social engineering, custom malware, and common tools to break into the organization and infiltrate approximately $80 million dollars’ worth of information in a matter of a couple of weeks. **Presented by: Corbin Del Carlo, McGladrey**

### Assured Failure: Five Mistakes that Guarantee Project Collapse

Even the most well planned and funded projects can fall short of expectations due to fundamental blunders. Join us as we explore five key factors that can sabotage any project; their causes, their effects, and how to avoid them. **Presented by: Dustin Werden and Brian Boyce, AfidenceIT**

### A New IT Operating Model through Application Value Rationalization

Is your current IT operating model killing your profits? What percentage of your IT spend is helping your business? Application portfolios are complex, redundant, costly and time consuming. The problem isn’t budget, it’s approach. ForSythe will walk through an approach that helps organizations maximize Business outcomes through effective use of modern IT and technology investments. **Presented by: Bob Dvorak, ForSythe**

### Experience the Open Source Revolution

Building software from the ground up takes a great deal of time and money. Open Source can develop dependable IT solutions more quickly and affordably without the added cost of licensing fees. The open-source market may have a solution that has been built, implemented, and vetted by dozens of companies. **Presented by: Mark Wyatt, Ardent Technologies**

### Open Source Software: Costs & Benefits

We will look at examples of open source software license enforcement. Review lawsuits involving open source software, court interpretations of open source licenses, and some impacts of non-compliance. We will also look at potential issues and exposure of using open source software and integrating it into distributed products. **Presented by: Tony Filomena, Taft Stettinius & Hollister LLP**

### Cloud DR: Protecting Data is Protecting Your Business

This session will cover lowering your RPO and RTO without purchasing more equipment and utilizing geographic diversity with on-demand cloud services to protect your data. **Presented by: Paul Van Hyfte, US Signal**

### SDN (Software Defined Networking) - Where Does This Fit — A Practical Network Technologist’s View

SDN (Software Defined Networking) is a hot topic in the Networking industry. Many Networking professionals are asking: “Do I need SDN?” This presentation provides a pragmatic view of if SDN fits into the average Enterprise network. **Presented by Chris Kane, Netech**

### Criminal Investigations in the Workplace

This session will focus on obtaining electronic evidence in the workplace. Topics covered will include e-discovery, forensic process and how to prepare if law enforcement executes a search warrant at your premise. **Presented by: Jerry Sawmiller, PERRY proTECH**

### Intelligent WAN (iWAN)

Cisco’s iWAN solution utilizes the branch router to simplify branch connectivity. This allows you to provide intelligent path control, application optimization and secure connectivity from your branch with transport independence. With iWAN, you can benefit from the right sized connections for your branch offices while gaining operational simplicity and lower costs. **Presented by: Karen Mayerik, Cisco**

### How to Print to Anywhere, from Anywhere & Still Have a Greener Workflow Plus Cost Reduction

In the ever changing world of IT, words like Cloud, Green and Workflow have many meanings. Let us show you what they mean in the document output world. We will show you how to utilize the cloud to offer easier and greener printing to your company all while keeping an eye on the bottom line and reducing costs. **Presented by: Karen Mayerik, Cisco**

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### Enabling Access to Applications Through Mobile Devices - Things to Consider

Making the case for native mobile or mobile web software development will be covered in this session to include pros and cons for each. Several case studies and mobile application “tips” will also be discussed. **Presented by: Mapsys**

### The Smart Data Center

The complexity of managing IT workloads and business critical applications is escalating at a greater rate than ever before. The challenge and complexity of managing heterogeneous environments in your own backyard has now increased to managing workloads without borders. Learn how SIS is approaching managing their data centers for their multi-platform hosting needs, and scalable cloud solutions with technologies and platforms that enable the Smart Data Center. **Presented by: Bob Balassi, SIS**

### How to Make an Application Customer Centric

Organizations have goals of being customer centric but do the customer facing applications reflect the goal? We will review the Health and Human Services application developed for State of Ohio Developmental Disabilities to see CRM in action as a customer centric application. We will show how these principles can be applied to other industries as best practices. **Presented by: Phillip Haase, McGladrey**

### New Frontiers in Vendor Management

Learn everything from getting started with processes, guidelines, roles and responsibilities, to using effective vendor management to meet regulatory and compliance objectives. Along the way, we will also touch on vendor performance metrics and how technology, like ServiceNow, can be used to improve the initiative. **Presented by: Scott Ferguson, ServiceNow & Morgan Hunter, Intreis**

### Software Defined Everything: Enabling the Datacenter of the Future

The evolution in the datacenter continues to accelerate, as server virtualization has matured in the market the rest of the industry is moving towards a software defined construct. How do you enable the future with your decisions today? Will your next budget cycle inhibit or accelerate the adoption of revolutionary technology? Let’s discuss the current state of software defined everything, and more importantly where we see the market shifting. **Presented by: Dell**

### It’s A Service World After All

This presentation will cover some of the opportunities and challenges within the Telecom industry including, Cloud Computing, the Internet of Things and the increasing bandwidth demands of Enterprise businesses. While there are several business advantages to many of the emerging trends, there remain as many obstacles to maximizing performance for Enterprises and their end users. No matter how you currently utilize the cloud (private, public or hybrid) or some of the next generation applications, this presentation will give you some critical items to think about when planning the future of your wide area network. **Presented by: Don Kennedy and Bruce Lokai, TW Telecom**

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### The Future of Productivity

**Paul Culpepper**, Sr. Director Microsoft Cloud, MICROSOFT

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**9:40 – 10:15**

- Mapsys: Enabling Access to Applications Through Mobile Devices
- PerryProTech: Criminal Investigations in the Workplace
- SIS: The Smart Data Center
- Online Tech: Securing the Cloud in a Regulated World

**11:00 – 11:40**

- Sogeti: Why Move to Platform as a Service
- AfdienceIT: Assured Failure: Five Mistakes that Guarantee Project Collapse
- McGladrey: How to Make an Application Customer Centric
- US Signal: Cloud DR: Protecting Data is Protecting your Business

### Data-Driven Marketing & the Digital Enterprise

**Michael Lummus**, Digital Marketing Solutions, TERADATA

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**12:00 – 12:55**

- Mapsys: Enabling Access to Applications Through Mobile Devices
- PerryProTech: Criminal Investigations in the Workplace
- SIS: The Smart Data Center
- Online Tech: Securing the Cloud in a Regulated World

**1:15 – 1:55**

- Document Solutions: How to Print to Anywhere, from Anywhere and Still Have Greener Workflow
- ServiceNow & Intreis: New Frontiers in Vendor Management
- TW Telecom: It’s a Service World After All
- PerryProTech: Intelligent WAN (iWan)

### The Internet of Everything

**Chris Galo**, Internet of Things Strategic Product Sales Specialist, CISCO

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<td>SDN (Software Defined Networking) A Practical Technologist’s View</td>
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**Why Move to Platform as a Service?**

The cloud can be more than an offsite server. Realize more benefits when you stop treating the cloud platform the same as your onsite infrastructure. Bob LeRoy has guided clients in changing their thinking and bypassing complications that arise from modernization efforts. His case study will review the particulars of how the cloud is not just a change in scalability but a change in mindset. Is PaaS the future of your IT strategy? **Presented by: Bob LeRoy, Sogeti**

**Transforming Your End-User Compute Experience**

Join us for a view into three unique use cases and applications of End-User Computing. These examples will demonstrate how businesses can enable users’ secure and mobile access to applications while providing IT with tools for an easier, centralized management and scalable deployment methods through the use of VMware Horizon Suite and Citrix. **Presented by: Mike Ellis, Eric Land, Mike Marzotto, RoundtowerTechnologies**

**Securing the Cloud in a Regulated World**

Securing the cloud for one organization is hard enough. A cloud architecture that can fit within the performance, security, and compliance constraints across many organizations and industries requires a few novel approaches – and investments. For one, a positive partnership with auditors. Second, security and compliance driven culture, not checkboxes. Third, serious technology investments to enable key functions like encryption and offsite backup & recovery to play nicely together. This presentation will share a behind the scenes look into the architectural decisions behind a cloud capable of protecting sensitive data in the healthcare, banking, and other regulated industries. **Presented by: Online Tech**
Stop by the **Online Tech** booth to meet Brad, learn more about **offsite backup and recovery**, and enter a drawing to **win a drone**!

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**Open Source Software: Costs and Benefits**

Plan on attending Tony’s discussion of **open source software license enforcement** examples, recent lawsuits, the impact of non-compliance, potential issues and exposure in distributed products.

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Come join us for a discussion of the **New Frontiers in IT Vendor Management**. Learn everything from getting started with processes, guidelines, roles and responsibilities, to using effective Vendor Management to meet regulatory and compliance objectives.

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Taste of IT Featured Speakers

Dustin Werden  Brian Boyce

Join us for our presentation on Assured Failure: Five Mistakes that Guarantee Project Collapse

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EXHIBITORS

Sinclair Community College
Ponitz Center – November 12, 2014
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Salesforce® and Microsoft Dynamics™ CRM are both widely-used customer relationship management (CRM) tools and recognized leaders in the industry. The two platforms provide similar benefits, but have significant differences that could help an organization determine the most practical and effective solution to implement. This document will compare several variables, such as functionality, scalability and total cost of ownership, helping organizations make an informed decision when choosing a product. Salesforce has been the leader in the CRM market in recent years however, Dynamics CRM leveled the playing field in many aspects with their 2011 release, and surpassed Salesforce in certain areas and for specific types of clients.

**Dynamics CRM Integration with Microsoft’s Platform**

If an organization is invested in Microsoft’s technology, such as SharePoint®, Outlook® or Microsoft ERP applications, the Microsoft CRM product is a more natural fit into that environment. The integration with Outlook is important, as it is an application that the majority of sales people use every day, and is almost always open on their computer. Salesforce does offer Outlook integration through a plug in; however, with Dynamics CRM being native to Outlook, it offers more functionality and is more robust in integrating the two platforms. In Microsoft-centric environments, it makes sense to strongly consider implementing Dynamics CRM, as it fits into that framework much more cleanly and interacts best with other Microsoft applications. Conversely, if an organization does not operate on a Microsoft platform, Dynamics CRM is likely not the optimal choice. For example, if an organization operates on a Lotus Notes® platform, Dynamics CRM is an unnatural application to have in that environment and will not operate at peak efficiency.

**Reporting and Individual Configurations**

The most recent release of Dynamics CRM is more user-friendly and has the ability to tailor the experience to individuals. Multiple levels of CRM users typically exist within an organization, as sales managers and sales people often need to access and view different information. Data such as open AR or credit limits are important for sales managers, but are not necessary for sales people. Dynamics CRM takes the same form and displays the appropriate information for a particular type of user, based upon their role, without the need to create multiple forms. It is actually one form that is customized through configuration, not coding. Another common challenge is collecting the unique information required from various industries. For example, the important information collected from a health care customer would be vastly different from a client in construction. Critical pieces of demographic information are needed, whether it is how many beds are in a hospital or how many pieces of heavy machinery a contractor operates. In a typical CRM environment, a user must determine what information is ultimately important for that vertical from a predetermined list with many fields left blank. In Dynamics CRM, unique forms can be developed to fit specific verticals. Within the system, users choose the type of customer, and the form automatically changes to enter information relevant only to that industry. This allows for collection of information that is meaningful to you and the customer with cleaner forms, as only necessary fields are displayed. These capabilities are possible through Salesforce, but are more labor intensive because of the amount of coding and time necessary to create those forms. Salesforce users also sometimes find it difficult to obtain the specific reporting that they require. The most recent version of Dynamics CRM presents an application that is easier to configure for reporting, dashboards and forms versus resorting to coding to create unique experiences for end users. The ability to tailor the experience to the individual, and different roles and facets of the organization has made Dynamics CRM a very attractive option for organizations in search of a new solution.

**Deployment Options**

Another characteristic that makes Dynamics CRM unique is the amount of deployment options. With Salesforce, the solution is located in the cloud at all times. This has proven to be sufficient for many organizations. However, Dynamics CRM can operate in the cloud as a Software as a Service application, hosted privately through a partner if you decide not to be in a Microsoft cloud, or deployed on premise. The application can be migrated between these various environments, should business needs or objectives change. Salesforce is always (continued on page 9)
committed to the cloud; so for organizations who want or require more control and options when it comes to deployment, Dynamics CRM may be a better choice.

Vertical Solutions and Integrations

Salesforce has an advantage when it comes to vertical solutions, after developing a much larger ecosystem of partners and experience with the platform. The solution features an app exchange, where specific functionality or entire vertical solutions can be browsed for, evaluated and added. Salesforce has an extensive history and an effective partner channel for solutions, with an elegant method to find and implement them. For example, if an HVAC company needs a solution for their specific industry, that vertical likely exists. Microsoft is slightly behind in creating those verticals, but as Dynamics CRM gains more traction that knowledge base increases. Both solutions have also acquired many complementary products and integrated them into their respective CRM platform. These products allow for deeper customer insight and information and help to connect the data collected. Partnerships are developed and in some cases, with the same companies, like InsideView®. Many providers of customer insight and marketing automation applications work with most or all major CRM products; therefore, this functionality and these capabilities are similar between Salesforce and Dynamics CRM. Salesforce’s social and collaborative capabilities are slightly more advanced than Dynamics CRM following the acquisition and implementation of the Chatter add-on into their platform. These products and features are increasingly important to help organizations work more efficiently. However, looking forward, Microsoft recently purchased Yammer and has plans to integrate the product, diminishing Salesforce’s collaborative advantage. Dynamics CRM currently utilizes an activity feeds feature, which allows the user to work interactively with others and follow accounts or opportunities to track progress. This feature is not as comprehensive as Chatter, but it provides Microsoft CRM users with the ability to effectively collaborate until Yammer extends its capabilities. Many current users are not aware of this feature or do not utilize the full functionality of the feeds.

Mobility

Mobility is an area of significant interest with today’s expectations and breadth of options, and represents an area of substantial development for both products. Creating a true mobile experience, where a user operates from a mobile device and synchronizes when returning to a connected state, is capable through both platforms. Dynamics CRM traditionally offers less-expensive mobility options than Salesforce, although pricing from both vendors is fluid. Another difference between the products is the number of devices authorized under a mobile license; Salesforce allows access for one device, while Dynamics CRM provides access for up to three devices, such as a smartphone, laptop and iPad.

Document management In terms of document management, Salesforce is not integrated with SharePoint, the most widely utilized solution. Dynamics CRM works natively with SharePoint, as documents related to a client are viewed in the right context; users can see when information is checked in and out, as well as the specific content individual users are working with. Similar to the relationship with Outlook, this integration with Dynamics CRM is a significant benefit for users who have invested in SharePoint for document management. Salesforce users can take advantage of the functionality of SharePoint, but must toggle back and forth between the two programs.

Pricing and Licensing

Cost is a major differentiator between the two platforms and is a primary reason organizations are increasingly evaluating Dynamics CRM. Dynamics CRM’s capabilities are comparable to the Salesforce enterprise product, and is more affordable, especially if the online platform is implemented. Salesforce does often negotiate pricing; however, a substantial difference remains between the two products from a licensing standpoint. The licensing models of the two products are similar, as businesses pay up front for a one-year contract, but the deployment options vary greatly. With Microsoft you have the option to deploy Dynamics CRM in the cloud, implement private hosting or obtain a traditional license to host the application on-premise in contrast to cloud exclusivity with Salesforce. Another key point, especially for Microsoft-centric organizations, is that Dynamics CRM can be added to their enterprise agreement. This is a benefit to larger organizations that manage their desktops and other Microsoft technology through an umbrella agreement; this technology can be integrated into that contract.

With an enterprise agreement, licensing is negotiated for the products that are necessary and new applications can be added as needs change. These capabilities make licensing across an organization much easier and the process of introducing new technology much smoother. Many companies that have enterprise agreements in place may not realize they already have CRM as an option on the contract, should they choose to implement it. Existing contracts may not need to be amended and implementation may be more efficient with this step removed.
IT is an industry where hype often generates action. The Cloud is and has been one of the more popular topics in tech for the last several years and so it makes sense that we're seeing more and more companies investigating how they can utilize it. Of course, a lot of the hype is coming from the Cloud Providers themselves who are trying to sell their services, but some is based in reality. According to SAP, only 4% of organizations leverage cloud today, but in the next 3 years, 81% will move to a Cloud or a hybrid model for most or all of their processes. We'd like to discuss some things you need to consider before you take the cloud plunge.

When we have a client express an interest in moving to the cloud, the first thing we ask them is what the cloud can do for them that they can't do themselves – Or, what problem are you trying to solve. We want to understand the business drivers they are faced with today as well as strategic direction for tomorrow. Perhaps they are looking for temporary or on-demand elastic capacity. Maybe it's strategic direction for specific workloads like messaging. Sometimes companies look to the cloud for flexibility they believe they can not obtain themselves when in reality, a simple internal process modification might help them achieve what they think they can only get from the cloud.

We also find that a lot of customers do not necessarily understand that the “stuff” that is out in the cloud is all the same “stuff” they can purchase and put in their own data center. The cloud doesn’t magically protect your data or have some ultra-expensive defense mechanism against hacking that they can’t possibly afford to purchase. But if you can find a cost or knowledge advantage that you will gain by moving, then it may make sense to move. Cloud providers leverage economies of scale SMBs can’t. If you’re a mid-size and up customer, you might be surprised what you can accomplish in house and how that compares to cloud offerings.

Beyond just determining if it makes sense to take advantage of the cloud, you need to take a look at your environment and understand the ramifications of moving some or all of it. For example, companies may think they want to move their file shares up to the cloud, but they aren’t thinking about the fact that there is a business process that uses the file share. You really need to understand your applications’ dependencies, data paths, and how they interact or work with each other before you start putting pieces of your environment into the cloud or you could cause an unexpected latency. It may sound like common sense, but if there isn’t a valid reason to move it, then you probably shouldn’t.

You also need to have a thorough understand of your processing, memory, CPU, database & back-end storage requirements. Some cloud providers offer things like all SSD capacity and others do not. Is commodity storage good enough for your environment or do you need a specialized system that may force you into a private cloud scenario or maybe even make you keep that application in house? If the bulk of your customers are 100 meters away from the data center currently, can they survive the added latency of potentially 100s of kilometers.

As we discussed in our post on cloud security, it’s difficult to ensure complete data protection in the cloud for various reasons. While it is very convenient to move back-up data out to the cloud, you need to make sure that you’re not exposing sensitive data to risk when you rely on a cloud provider for your security. You need to carefully review your internal data security classifications, requirements, and retention policies to make sure they are in compliance with a cloud-based solution.

It may make perfect sense from an application or cost perspective for your company to move a particular application, workload or data set to the cloud, but the bottom line is that you need to have a full understanding of your environment, processes and policies and carefully weigh the pros and cons before you decide to take the plunge. Remember that there are options and it might make sense for your company to stay within your own data center.

We, SIS, offer a cloud service for customers to leverage as well. We ensure a move to the cloud makes sense for all parties and you, as a potential consumer of this service understand what the service is capable of providing you. If you are considering a move to the cloud and components of the environment are ambiguous from the provider you are talking to, perhaps you should really think through who you are partnering with.

What other advice can you give to companies considering moving to the cloud?
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VMware or Hyper-V?

VMware and Hyper-V are two competitive Hypervisors (software, firmware, or hardware that creates and runs Virtual Machines) that are available in the market today. While VMware needs vCenter to really make all its features usable, Hyper-V relies on the System Center suite of products to provide additional functionality. While there are pros and cons to both systems, if you are running mostly Microsoft products in your datacenter, it may make more sense to use Hyper-V.

Until recently, deciding between VMware and Hyper-V would have been a no-brainer. If you really wanted stability, performance and features, then VMware was the way to go. However with the release of Hyper-V 2012, things have changed. Hyper-V 2012 has all the stability and features you’d expect from an enterprise grade product and is a very powerful tool, especially if paired with System Center Virtual Machine Manager. To get a better look at these two hypervisor options, I’m providing a comparison in this blog.

Look at the Free Versions

The advantages of using Hyper-V over VMware multiply if you compare their free versions. This is because there are a few very interesting things that free Hyper-V 2012 can do which free VMware cannot, such as live migration of VMs with nothing shared in between two Hyper-V hosts, which systems administrators would immediately recognize as beneficial.

Currently, if there is a need to migrate a VM from one host to another, your only option is to shut down the VM, copy the virtual hard disks files and configure a new VM on the new host using those files. This is usually a tedious process to say the least and the lengthy downtime involved can extend to hours or even days, depending upon the size of your VM. However, if you have free Hyper-V, you can migrate your VM live. The (free) Hyper-V manager tool lets you live migrate a VM between two hosts even if there is no shared storage between the hosts.

Components like Configuration Manager, Virtual Machine Manager, Data Protection Manager, Orchestrator, and App Controller, each provide powerful capabilities. They do add complexity if compared with VMware’s vCenter, but add a huge number of features and capabilities which are not there in VMware.

Price

Another big advantage of Hyper-V is price. For many government agencies and large businesses it may be free. If not free, it’s usually included with the Software Assurance agreement most government agencies already have in place with Microsoft. Furthermore, Virtual Machine Manager (VMM), the equivalent of VMware’s management tool like vCenter (which can be pretty expensive to purchase) is also free/included with Software Assurance. VMM essentially supercharges Hyper-V. Once you use VMM you just cannot go back to a standalone Hyper-V farm.

Another thing I would like to point out is that VMware charges a pretty premium price for High-Availability type features. In contrast, these features come included in the “purchase (continued on page 13)
price” of Hyper-V. Hyper-V nodes can also be clustered. Even services can be clustered in a Hyper-V farm. Hyper-V also supports running VMs on servers running SMB 3.0. That means that now even the smallest IT shops can stand up a highly available cluster without buying a SAN. With small shops with limited IT personnel and know-how, this may be a deal maker. Not everyone wants the complexity and learning curve associated with an iSCSI or Fiber Channel SAN. SMB and Windows Server 2012 lets you use existing servers and disk arrays (read: cheap or free) for creating shared storage.

Advantages for Microsoft Shops - Product Integration

For a Microsoft shop, there are even more advantages of using Hyper-V 2012. Most big organizations have Software Assurance, and with that comes System Center. These two components of System Center provide essential features to your Microsoft Hyper-V based server infrastructure:

1. Virtual Machine Manager (VMM) - used for managing Hyper-V hosts, clusters, and virtual machines

2. Operations Manager (which integrates with VMM to automate load balancing and provide health and performance monitoring)

Licensing Costs for Your VMs

Licensing costs for your VMs is also a very important consideration. For example, Windows Server 2012 Datacenter licenses include an unlimited number of VMs on a single machine. That one license will allow you to run tens of server VMs without any additional licensing fees. If you run with VMware you will have to pay for each and every Windows server, which you host on top of the VMware host. That means huge savings if you go with Hyper-V.

As you can see, Hyper-V 2012’s enterprise level stability, close integration with Microsoft products, price advantage and features give it a strong advantage over VMware in many cases.

For more information, contact David Hart, Segue Technologies at 513-907-6805.
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Chief Operating Officer: Ann Gallaher
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Design & Production:
Courtesy of Blitstorm Web

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