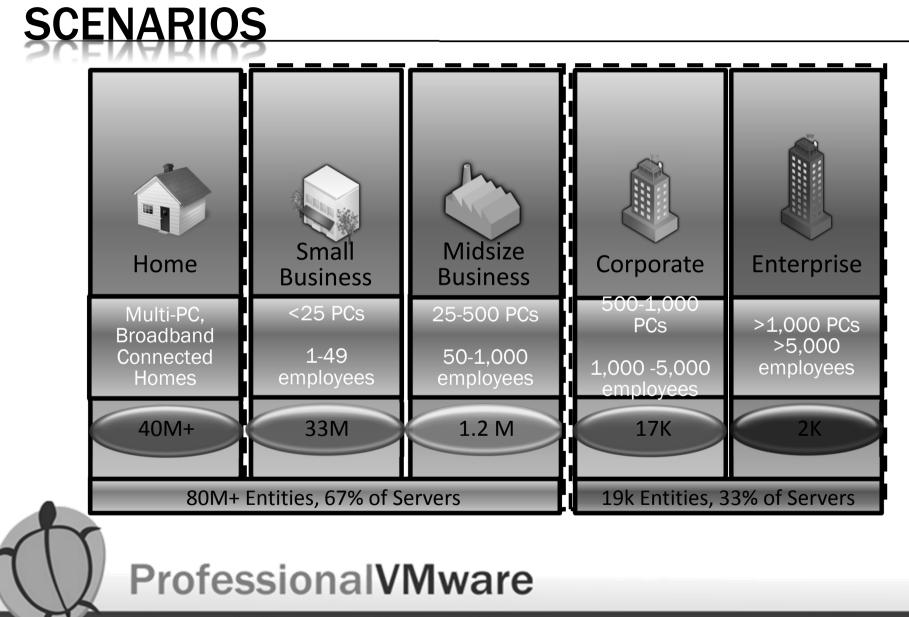
09/10/2012



Andrew Mauro – <u>http://vinfrastructure.it</u>

CHALLENGES FOR VIRTUALIZING SMALL BUSINESS

1



How many turtles can you fit on a rock?

SMB SEGMENT

× Small and Medium-sized Businesses

× Size

- + Micro: up to 10 employees (small offices SOHO)
- + Small: between 10 and 50 employees (EU)
- + Medium: between 50 and 250 employees(EU)
 - \times Also 500 and more in USA

× SME

+ Small and Medium-sized Enterprises



How many turtles can you fit on a rock?

SMB PRO VS. CONS

x Constraints

- + Budget
- + IT staff
- + Heterogeneous
 - × Both client and server side
- **×** Advantages
 - + Flexibility
 - + Flat C-level
 - + More pragmatic



SMB VS. ENTERPRISE

× Similar requirements

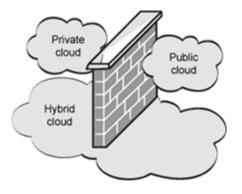
- + Availability level
- + SLA
- + BC/DR
- **×** Different constraints
 - + ...



VIRTUALIZATION VS. CLOUD

Reliability, Availability, Scalability	Security and Compliance	Desktop as a Service (DaaS)			
		Software as a Service (SaaS)			
		Platform as a Service (PaaS)			
		Infrastructure as a Service (laaS)			
		Business Service Orchestration			
		SLA Reports	Service Catalogue	Consumer Mgmt	
		Billing & Accts	Subscriber Mgmt	Cust Svcs / KPI's	
		Service Management Orchestration			
		IT Service Governance			
		IT Svc Delivery Cat.	Service Automation	Service Catalogue	
		Svc Request Mgmt	License Mgmt	Configuration Mgmt	
		Lifecycle Mgmt	Service Level Mgmt	Release Mgmt	
		Problem Mgmt	Chargeback	Event Monitoring	
		Core Infrastructure			
		Backup & Recovery	Disaster Recovery	Load Balancing	
		Capacity Mgmt	Patch Mgmt	Asset Mgmt	
		Server Workloads Deskto		o Workloads	
		Compu	ite Co	ompute	
		Storag	Storage		
		Netwo	rk	etwork	

Enterprise firewall



MISTAKES TO AVOID

× You cannot sacrify everything for the budget

- + Reasonable design
- + Backup solutions

× BYOES (Build Your Own Enterprise Solution)

- + Lack of support
- + Lack of availability



SOME SCENARIOS

× Very small company

+ Public Cloud at SaaS or ITaaS level

x Small/Medium

+ Virtualization

× Medium with different divisions

+ Private Cloud

x ROBO (Remote Office / Branch Office)

× ColT



MORE INFORMATION

- × This slide
 - + <u>http://vinfrastructure.it/en/</u>
- × Blog post
 - + Approaching the SMB segment

× <u>http://vinfrastructure.it/en/2012/10/approaching-the-</u> <u>smb-segment/</u>

+ VMware solutions and products for SMB

× http://vinfrastructure.it/en/2012/10/vmware-for-smb/



How many turtles can you fit on a rock?