



ARROW ENTERPRISE COMPUTING SOLUTIONS



ARROW ENTERPRISE COMPUTING SOLUTIONS

The 5 levels of virtualisation

Businesses are demanding a better return from their investment in computing systems, whilst still delivering secure and continuous business operations. Virtualisation technologies are being implemented across all layers of the system architecture. This enables the consolidation and sharing of IT resources through a single, easy to deploy management interface.

1 Server Virtualisation - Server virtualisation dramatically reduces the number of physical servers in a business by enabling multiple 'virtual servers' to be run on a single or reduced number of shared machines. Each virtual server has its own operating system, applications will run as normal, and users have access via the network as usual. Multiple virtual servers are managed via a single management layer, or 'hypervisor'.

2 Storage Virtualisation - With storage virtualisation, storage capacity is removed from the individual user or server and is instead deployed in single or shared pools. Storage capacity is allocated to and accessed by the user or server via the network and can be adjusted to meet actual demand at any given time. Proactively managed by the IT team, disk space can be fully utilised without wastage. Capacity planning, data classification by importance, backup and restore and peak-time balancing all become easier.

3 Application Virtualisation - Businesses are increasing their adoption of Software as a Service (SaaS), driven by ease of deployment, flexibility, scalability, and predictable pricing models. To remain competitive independent software vendors (ISVs), solution and service providers must define and execute their SaaS strategy, either exclusively or as an alternative to on-premise deployment. With cloud computing, you can design, build, market and deliver services that enables easy access to applications from virtually any location. Cloud services can also promote rapid innovation and support core business functions.

4 Desktop Virtualisation - Virtual Desktop Infrastructure (VDI) consolidates large estates of desktop PCs onto a centralised server farm where every user has their own 'virtual' PC. Instead of users having an expensive, dedicated, fully loaded PC on their desk, they all access a full version of the operating system (Windows, Linux...) environment, including desktop applications, located remotely on the server. They do this from much lower cost 'thin client' PCs or terminals.

5 Network Virtualisation - Through network virtualisation, a dedicated 'acceleration appliance' is deployed at each end of a network connection. This increases data transfer speed and the capacity of the connection without the expense of adding extra telecommunications bandwidth. Network acceleration underpins wider virtualisation strategies, enhances remote backup and disaster recovery performance whilst improving large file transfers and the overall user experience.

How Arrow ECS and IBM can help

IBM and Arrow ECS' aim is to make cloud computing and virtualisation as easy as possible to understand, design and deploy for your customers. IBM and Arrow ECS will work with you on solutions definition and development including:

- Training and enablement for your sales and delivery teams
- Marketing and logistics support to help you find and close opportunities
- Guidance on appropriate commercial models
- Providing opportunities to help you cross-sell / collaborate with other partners with complementary skills and offerings
- Access to non-IBM solutions to deliver a complete solution

For further information please contact your account manager on **0800 983 2525**

About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation. Working with our channel partners, we optimise the efficiency with which organisations can store, manage, protect and deploy their data, equipping them with secure access to business-critical information any time, from any location, on any device.

Our deep technical understanding is reinforced by strong business relationships and continually monitoring rapidly changing IT markets for the latest product advances and emerging technologies. Through close alliances with the world's leading IT vendors, we deliver innovative solutions, complemented by an impressive portfolio of expert professional services and IT training.

With over 25 successful years in the IT industry, we have the skills and experience to support our channel partners from initial consultation, planning and design, through engineering build to implementation. In doing so, we enable our partners to deliver even more value to increase their customers' competitive edge.

Arrow Enterprise Computing Solutions (ECS) is a business segment of Arrow Electronics Inc. More details are available at www.arrowecs.co.uk



Head Office
Nidderdale House
Beckwith Knowle
Otley Road
Harrogate
HG3 1SA
Tel: 01423 519000
Fax: 01423 519250



London Office
Fourth Floor
The Royal Exchange
London
EC3V 3LN
Tel: 020 7786 3400
Fax: 020 7786 3444



Reading Office
Building 1320
Arlington Business
Park
Theale, Reading
RG7 4SA
Tel: 0118 971 1511
Fax: 0118 971 1522



Nottingham Office
Woodside House
Osier Drive
Sherwood Park
Nottingham
NG15 0DS
Tel: 01623 500200
Fax: 01623 500201

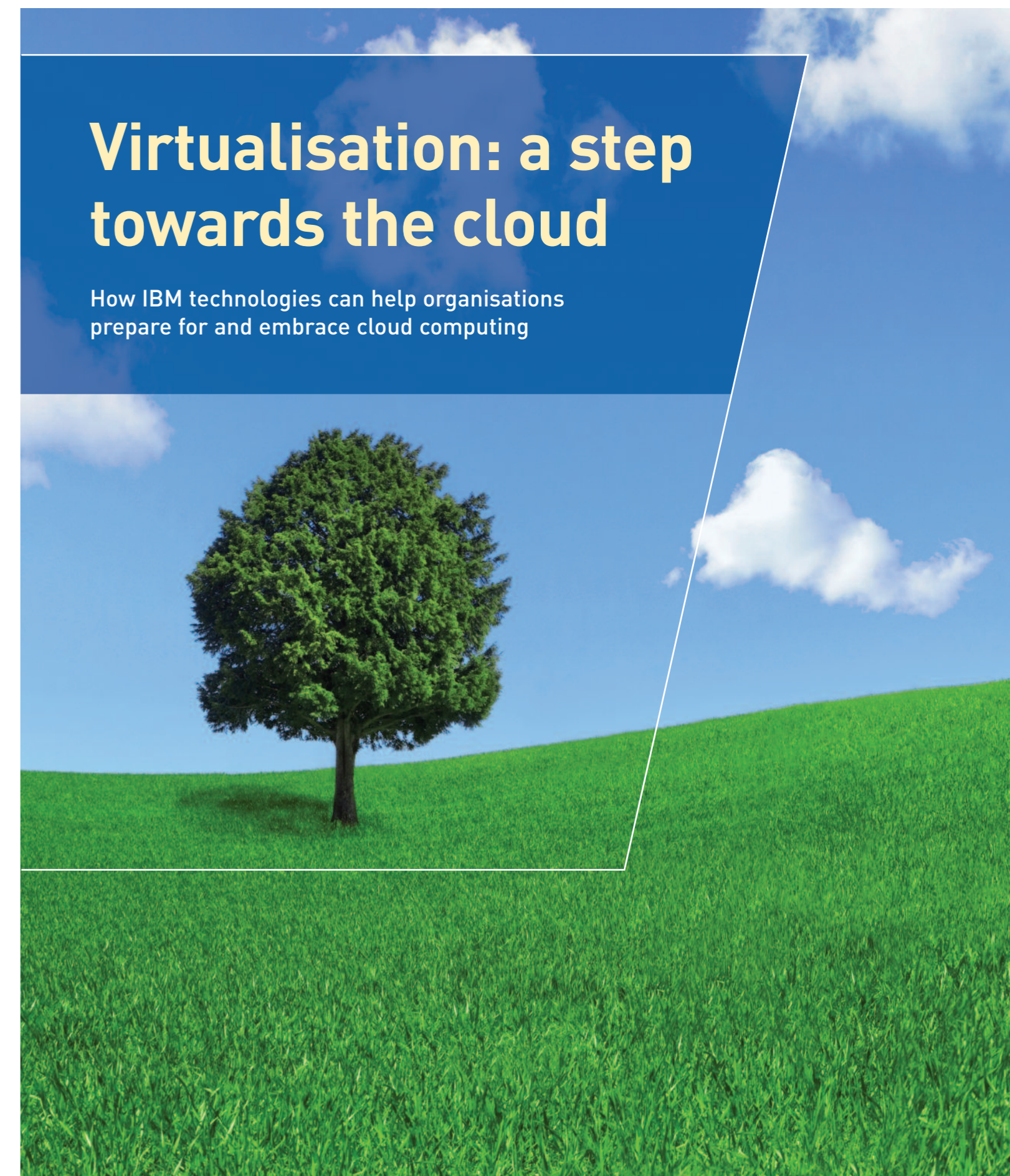
0800 983 2525

www.arrowecs.co.uk

info@arrowecs.co.uk

Virtualisation: a step towards the cloud

How IBM technologies can help organisations prepare for and embrace cloud computing



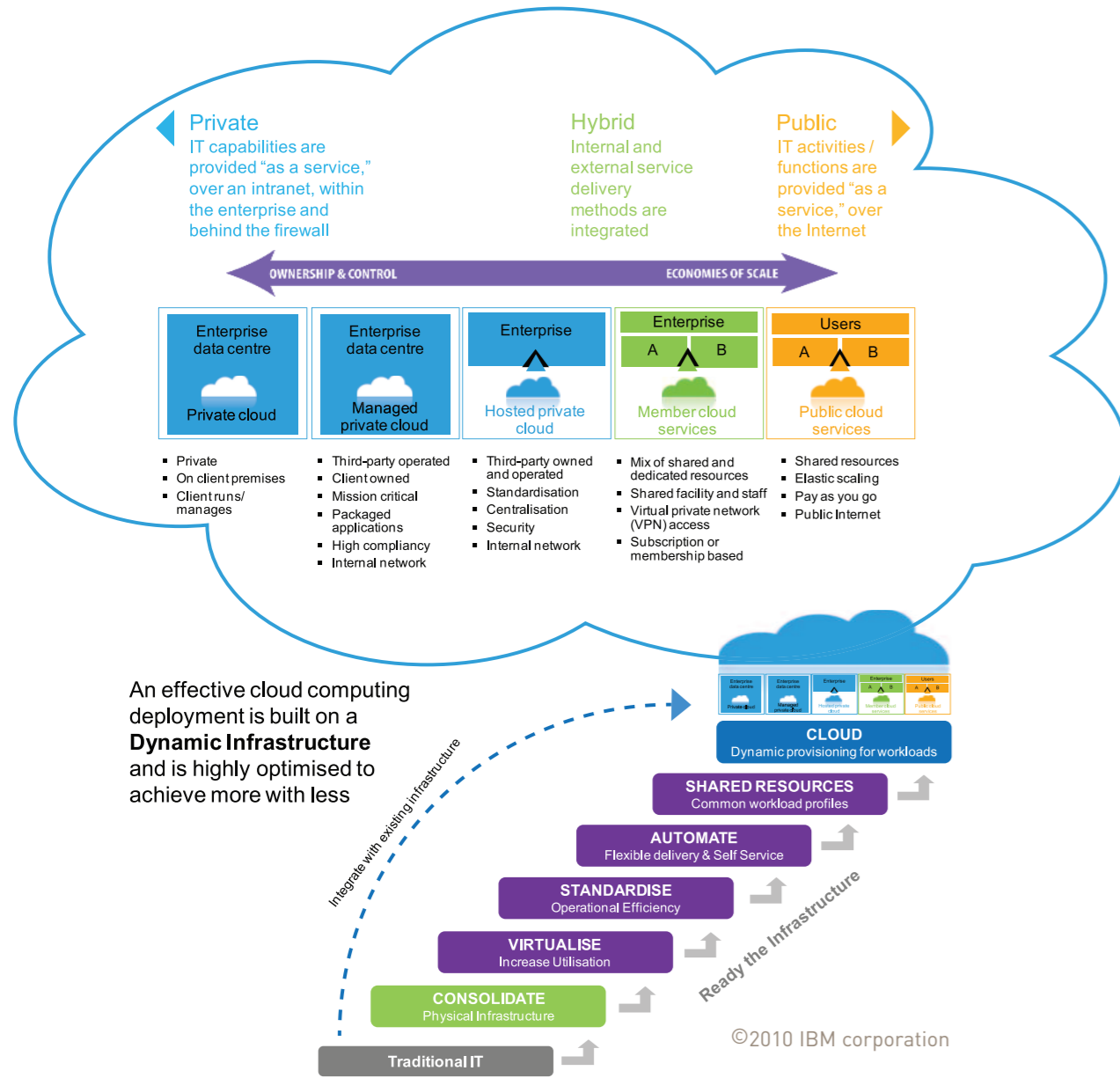
Cloud computing is here

This new IT delivery model can significantly reduce enterprise IT costs and complexities while improving workload optimisation and service delivery. Cloud computing is massively scalable, provides a superior user experience, and is characterised by new, internet-driven economics.

IBM and Arrow ECS are jointly committed to the view that all businesses should now be preparing their IT architectures to become 'cloud ready'. The first stage in this important transition is to centralise and virtualise system platforms into a scalable, easy to manage, data centre centric model.

A spectrum of options

IBM, in partnership with Arrow ECS, has all of the base components, technology and skills to enable businesses to build cloud ready infrastructures and subsequently build a cloud services strategy. Whether your customers choose to build private clouds, use the IBM cloud or create a hybrid cloud that includes both, IBM's secure workload solutions provide superior service management and new choices for cloud services deployment.



Virtualisation – the step towards cloud service delivery

Virtualisation can be implemented across the IT infrastructure. The underlying objective is to improve utilisation and control by moving duplicated and difficult to manage resources from remote sites onto shared platforms in the data centre.

