The Real “Virtue” of Virtualization: Looking Beyond the Data Center

You likely already know what virtualization is and why it’s important, but do you really understand the true “virtue” of virtualization?

Many enterprises use virtualization for server consolidation and other basic functions, and then merely measure the IT cost savings gained. But real thought leaders look beyond that, to the vast business opportunities that arise as soon as virtualization occurs — opportunities to leverage your SAP environment as a competitive weapon. The true value of virtualization lies not only in what happens inside the data center, but also in how it transforms the entire enterprise into a smarter, faster competitor outside the data center.

Inside the Data Center

As IT infrastructures sprawl into ever-larger footprints, becoming difficult to manage or modify, companies today are realizing that it’s time to virtualize. HP’s Converged Infrastructure platform was specially designed to virtualize SAP landscapes, making them as agile and automated as possible. With HP’s Converged Infrastructure and related virtualization services:

- SAP system changes, which previously may have taken months, can now be implemented in days
- Slow, manual processes can be automated and more easily managed
- Enterprises can evolve into service-oriented, cloud-based environments — a vital goal for SAP users
- Customers can pay as they go

HP also knows that your mission-critical SAP systems need to be highly available. That’s why HP teamed up with VMware to develop a solution that ensures your SAP applications are always on.

“With the HP Always On Solution with VMware, the SAP users we support found a noticeable difference in availability,” explained Christoph Schneider, Director of IT Services and Infrastructure, Merz Group Services. “Plus, we can now make rapid changes to our SAP systems like never before.” HP works side by side with SAP, VMware, and other partners to tailor solutions to best fit your SAP landscape’s unique needs.

Outside the Data Center — Where the Value Shows Most

While virtualization will work wonders on your company’s performance in the data center, the real value of the technology should be measured by how much better your company performs in the marketplace. Being able to do smarter business will offset the IT investment in virtualization more than anything else.

For example, when a sales team develops a better order entry method, its benefits can be reaped instantly; it doesn’t require waiting months to see the impact — after all, orders that get filled faster get billed faster. Virtualization makes this possible by enabling processing power to be optimized for applications; there is no need for reconfiguration, so results show up very quickly. Consider, also, a manufacturing company that may find new ways to trim costs by a million dollars per month — but if it takes three months to upgrade the technology needed, how much money does the upgrade really save? It’s not the price of the servers and software that matters; it’s the value of missed business opportunities. Virtualization solves this problem by establishing a virtual infrastructure layer, enabling faster upgrade times.

Investor and industrialist Warren Buffet once said, “Price is what you pay, but value is what you get.” True thought leaders go beyond merely measuring IT costs; they also weigh the limitless business opportunities that await them after virtualization. And in this transformation from corporate caterpillar to business butterfly, the IT shop can be the hero by enabling a new means of progress, rather than being an obstacle, as they can often become when they deal with outdated IT environments.

Learn More

Let HP show you how to get the most out of virtualization — both inside and outside of your data center. To learn more, visit www.hp.com/go/virtualization.