

PORTFOLIO

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VMware

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Richard Bloch

Marketing Communication
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BACKGROUND:

VMware is a key leader in the growing industry of virtualized infrastructures. By running services on virtual machines spread across one or more PCs, VMware software helps businesses save money while gaining greater control over computing resources. This email was sent to IT executives and offered a free information kit on building a virtual infrastructure.

(Headline)

Stop letting 85% of server capacity go to waste.

Now you can virtualize your IT infrastructure to:

- Slash server- related costs
- Accelerate server deployments
- Maximize IT responsiveness

Learn how in your FREE Guide to Virtual Infrastructure from VMware

(Button)

Download now

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Dear IT Professional:

Today's complex computing environments create a legitimate need for dozens, even hundreds, of servers – and the demand for more isn't likely to slow down.

The result? Ever increasing server-related costs, longer waits for new deployments, and a fragmented, cumbersome infrastructure that leaves far too much server capacity sitting idle.

There is a better way. It's called **virtual infrastructure**, and you can use it to simultaneously deploy 5 or 10 or 20 "virtual servers" running multiple operating systems (Microsoft Windows, Linux, and Novell NetWare) on a single piece of hardware.

You'll see ROI in a matter of minutes, not weeks or months – while retaining all the benefits of standalone servers. Find out how virtualization can work for you in a FREE Guide to Virtual Infrastructure from the experts at VMware.

(Button)
Download now

End endless server proliferation – and cut costs by 50%.

Your free guide to virtual infrastructure includes the white paper, "Building a Virtual Infrastructure to Consolidate Servers" – plus a second white paper on using virtualization technology to slash the total cost of server ownership. Download your free guide now and learn how to:

- **Cut server-related costs by 50% or more** by consolidating data center applications and infrastructure services that run on diverse operating systems such as Microsoft Windows, Linux, and NetWare
 - **Increase IT responsiveness** by instantly provisioning new servers without long waits for new hardware
 - **Streamline data center operations** – saving time and effort – by unifying the management of industry standard Intel-based operating systems into a single virtual hardware platform that spans the data center
 - And more...
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Stop paying for – and babysitting – server capacity you don't need.

Your free guide also includes a set of three real-world virtualization case studies. Get your copy and find out how IT teams at Conseco Finance, Administaff, and QUALCOMM are already using virtualization technology to eliminate server sprawl, save thousands on hardware and maintenance, and ratchet server utilization up from a mere 5 percent to nearly 100 percent.

Also included in your guide: a prerecorded Webinar, showing how your organization can quickly and easily reap the benefits of virtualization technology using VMware® ESX Server® and VMware VirtualCenter.

Make your data center more flexible, more nimble, and more cost-effective.

Find out how to make just one server do the work of 20 – no matter what mix of applications and operating systems are required. Go to [http://www.\(URL\).com](http://www.(URL).com) to get your FREE Guide to virtualization technology today.

Thanks for your interest.

Sincerely,

The VMware Team

P.S. Start saying "Yes, right way!" instead of "no way!" to IT deployment requests. Get started right now with your free Guide to Virtualization Technology. Download your guide right now at [http://www.\(URL\).com](http://www.(URL).com).

(Sidebar)

Download your free virtualization guide and learn how to:

- **Cut server related costs**
Stop paying for what you don't need
 - **Speed deployment**
Respond to business demands in minutes, not days
 - **Boost server utilization**
From as little as 5 percent to nearly 100 percent!
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- **Enhance availability & reliability**
Including enhanced security, simplified backup,
and zero downtime due to maintenance

Inside your FREE Guide:

- Two instructive white papers on server consolidation
 - Three fact-filled case studies on virtualization technology,
with real-world examples
 - Educational pre-recorded webinar
 - And more...
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