



Server Consolidation and Containment with VMware vSphere™ 4 and Biscom

Computing Challenges Today

To meet the constant demand to deploy, maintain and grow a broad array of services and applications, IT organizations must continually add new servers. However, as a consequence of purchasing more and more servers, organizations face a growing server sprawl presenting challenges that include:

- **Rising Costs.** In addition to the expense of adding new hardware, organizations pay more for power, cooling, network infrastructure, storage infrastructure, server administration, data center upgrades and new data centers.
- **Poor return on investment.** The common practice of dedicating a single server to each x86 application and sizing it for peak loads has led to severe underutilization of server assets in most data centers.
- **Decreasing manageability.** Managing servers becomes increasingly difficult as the number of servers grows and the number of applications continue to multiply.
- **Reduced efficiency.** As server sprawl increases, IT organizations are forced to spend more time on reactive tasks such as server provisioning, configuration, monitoring and maintenance.

Consolidating and Containing Servers

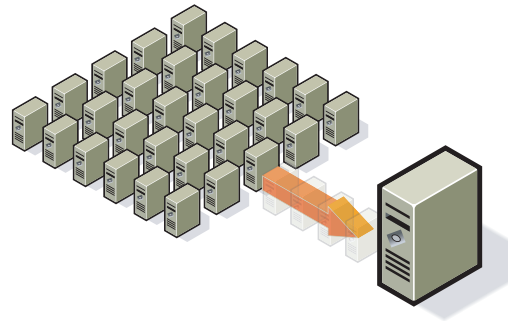
VMware vSphere™ 4 meets the challenges of server sprawl and underutilization by reducing hardware and operating costs by as much as 50%. A virtual infrastructure also simplifies server deployment and automates resource management to optimize capacity and infrastructure management.

VMware virtualization technology makes it possible to package a complete x86 server into a portable virtual machine package. Multiple virtual machines can then run simultaneously and independently on a single x86 server with consolidation ratios often exceeding five virtual machines per host processor.

Benefits of Server Consolidation and Containment

Over 20,000 VMware corporate customers are realizing numerous benefits on a daily basis from implementing a VMware server consolidation solution, including:

- **Dramatically lower costs.** IT organizations can reduce hardware and operating costs by as much as 50% from implementing a VMware server consolidation solution.



Fewer servers also means lower costs for administration, power, cooling and data center infrastructure.

- **Boosted utilization and availability.** VMware Infrastructure aggregates x86 server resources into pools that can reliably support CPU utilization exceeding 80% with the continuous load balancing provided by VMware DRS. If a physical server goes down, all the virtual machines on that hardware will migrate automatically and restart upon another physical server within the resource pool, via VMware High Availability (HA).
- **Improved manageability and reliability.** VMware Infrastructure reduces data center complexity by reducing the number of servers that IT organizations need to manage. Meanwhile, the VMware hypervisor sets the standard for reliability. Instances of VMware ESX have been running in production customer environments for more than three years without a second of downtime.
- **Simplified server provisioning.** IT departments can reduce the time it takes to provision new servers by 50-70%. Virtual machines are as easy to copy as software files and are hardware independent, so deploying new workloads takes minutes instead of days.
- **Increased IT efficiency.** A VMware solution streamlines and eliminates common administrative tasks enabling IT organizations to manage a growing server environment with existing resources.
- **Improved ability to handle future growth.** Because a VMware solution eliminates the need to dedicate a physical server to each workload (or server application), organizations can more effectively monitor growth in relation to utilized capacity.

Learn More

To learn more about VMware solutions and products, visit <http://www.vmware.com> or call 1-877-4VMWARE.



Biscom, Inc.
www.biscom.com

ISV Overview

Founded in 1986, Biscom is a global leader in enterprise fax and document communication solutions for Fortune 1000 companies.

Key Business Needs

Customers are looking for an efficient and flexible faxing solution that will help lower capital and operational costs.

Key Business Benefits

Biscom's solutions are the most trusted solutions in the marketplace and supported by a dedicated in-house technical support team.

Business Results

- Improved business continuity with always-on-faxing with VMware® VMotion™
- Increased server utilization – With multiple servers running on one box, companies can maximize their hardware and personnel resources
- Reduced software and hardware costs by up to 50%.
- A smaller datacenter footprint with no reduction in scalability
- Saving time – Customers no longer have to build physical servers
- Upgrade protection utilizing VMware snapshots

VMware and Biscom

VMware and Biscom help customers looking to lower capital and operational costs while providing an efficient and flexible faxing solution.

Products

- FAXCOM server
- Biscom Delivery Server
- FAXCOM Fax Services

Other Products

- Microsoft, HP, ecopy, GE Healthcare
- Dialogic

The Most Trusted Name in Enterprise Fax and Document Communications

Reduce Server Hardware and Operating Costs with Biscom and VMware Server Consolidation

Industry Overview

Biscom's customers include Network Administrators and IT Professionals in the Healthcare, Government and Financial Services industries. The main challenges customers face today are the costs involved with faxing as well as the complexity of managing large volumes of both paper and electronic documents. In addition, they have to manage multiple servers which can add to operational and capital costs. Utilizing manual fax machines is time-consuming and costly between paper, maintenance and phone lines. If organizations do utilize a fax server, having to manage multiple servers, and the costs associated with doing so, can cause an unnecessary drain on resources.

Solution Overview

Globally, fax is the most ubiquitous and most reliable way to send information from one point to another. FAXCOM fax server solutions are high performance, scalable systems that translate documents to and from a fax format. The FAXCOM fax server solution is tightly integrated with Microsoft Windows, Exchange, Office and Outlook and can be managed via a Microsoft Management Console (MMC).

FAXCOM fax server solutions can be implemented in a virtualization environment by using the Dialogic Brooktout SR140 software. The SR140 software enables a seamless integration with Cisco, Avaya, Nortel, Quidam and Dialogic Voice over IP networks and media gateways. The FAXCOM solution can be installed in a virtual server farm in order to provide high availability and redundancy for your fax server solution.

By leveraging VMware technology, Biscom's customers can significantly reduce costs with server consolidation. They can run, fax, print and file servers all on one box, maximizing their hardware resources. By consolidating servers, they can also significantly save time, since they no longer have to build and manage multiple physical servers.

Solution Benefits

With VMware technology, companies can reduce hardware and operating costs by as much as 50%, decrease downtime and improve reliability with business continuity and built-in disaster recovery.

Biscom has over 23 years of experience in innovating fax server technology. According to industry analyst Peter Davidson: "Biscom is the only vendor in the world offering a true enterprise-wide fax server and hosted fax service, making it the market's most flexible offering." In addition, to help customers make the shift to virtual servers, Biscom has a VMware Certified Professional on staff.

VMware and Biscom

By offering a Virtual Fax Server Solution on the VMware platform, Biscom helps organizations improve business continuity and reduce costs while delivering a smaller datacenter footprint with no reduction in scalability or performance.

Benefits Include:

- Business continuity – always-on-faxing with VMware® VMotion™
- Increased server utilization – with multiple servers running on one box, companies can maximize their hardware and personnel resources
- Reduced software and hardware costs by up to 50%.
- A smaller data center footprint with no reduction in scalability
- Time saving – customers no longer have to build physical servers
- Upgrade protection utilizing VMware snapshots