1. Which groups or departments should be virtualized, and why?
The groups that I believe that should be virtualized are the customer service department and the software engineers. By having the software engineers virtualized it would cut the cost of them having to use their high powered technology since they can still perform their tasks and create the software needed by the company. Also it would cut costs on excessive resources on hardware and allow testing environments easier since they provide possible private environments to test on with the virtual machines.
With the customer service department having virtual machines everything would be on the cloud which would decrease the down time for many things such as updating the software since it would automatically update vs having to manually update when the update gets posted. By solving the problem with security and regulatory compliance, the virtual desktop wouldn't allow (if the controls are correct) data to be saved on a local environment or external device which would allow better security and less chance of data being stolen.

2. Your boss has asked you to focus on Hyper-V and VMware, so between those two which virtualization product would be the best fit?

Between these 2 products Hyper-V would work better in this case of managing and allowing multiple virtual machines, Hyper-V provides a virtualization platform on which you can build IT infrastructure of any level of complexity. Each VM, in this case, is running in its own isolated space, without interfering with the processes in other VMs.

3. What primary benefits would the company realize for the following?
 a. Productivity and Availability
 b. Endpoint Management
 c. Security
 d. Software Development
 e. Future growth

The primary benefits would be (E) Future growth in the company and in customers which would bring in more revenue, by having the virtual machines it would dissolve the problems the company is having with their networks and would bring more customers knowing the company has improved network issues. And other benefit would be security by being able to cut off machines that seem suspicious that could possibly be malicious.

4. What potential pitfalls might be encountered if a virtualization project were to be approved?

Some potential downfalls of using virtual machines can be performance which depends on how good the host server/computer runs and if it's not robust then the performance levels will be low. Their efficiency in the system won't be as good since it is a virtual operating system and if the speed is slow for the virtual machines then it's not effective.