VMTurbo Sales Competition

VMTurbo Competition

VMWare (Vcops)
vKernel
SolarWinds
vFoglight

VMTurbo

Company

- 700+ Customers
  - Many top names listed on site
  - Many top names that probably have not given permission
- Founded 2007
- Numerous Awards
- Purchased by Quest software 2011
  - CEO gone

VMTurbo

How is it sold?

4 Different Products

- Performance Analyzer
- Capacity Manager
- Optimizer
- Reporting and Chargeback

Direct or through a Partner

Microsoft SCVMM, SCOM and ESX Support

Red Hat EV due last quarter but still not present

vOPERATIONS SUITE LICENSING	
QTY PRODUCTS PURCHASED	price/socket
1 product	$299
2 products	$499
3 products	$599
Entire Suite (all 4 products)	$649

VMTurbo

How is it sold?

vKernel 100 Sockets

- 100 Sockets
- All 4 products
  - $64900
- 3 Products
  - $59900

VMTurbo 100 Sockets

- 100 Sockets
- Cloud
  - $79900
- Enterprise
  - $39900

What do they say they do well?

- **Reporting**
  - **Flexibility**
  - **Presentation**
  - **Chargeback**
- **Optimization**
  - **Guest Right-Sizing**
  - **Automation you can trust**☺
- **Capacity Analytics Engine**
  - **Optimization is a result of efficiency**
- **Performance Analyzer**
  - **Bottleneck detection**

VMTurbo

What do they say they do well?

- VKernel's Capacity Analytics Engine^{TM} is designed to take raw VM performance data on a near real time basis and provide actionable results for busy system administrators. The Capacity Analytics Engine:

- Models the underlying hardware infrastructure and the relationships between shared pools of resources
- Models the virtual machines that are consuming resources
- Examines in detail the past 30 days to determine key future trends
- Takes into account VM mobility and resource consumption
- Notes abnormal VM metric readings and significant trending changes

VMTurbo

What they say about us!

- Automation you can trust
  - They import all available data at configuration time
  - It would take a customer with 1000 virtual machines about 8 hours to begin using the appliance.
- Poor reporting
  - No ChargeBack
  - Limited reporting capacity
- DRS copy cat
  - Why do you need them when DRS will move the machines for you

VMTurbo

Setting Traps

- Automation you can trust?
  - VMTurbo is capable of guaranteeing performance of all guests even when resources are overallocated
    - Right sizing is not optimization rather it is a driver of efficiency
  - Once all guests are right sized, density has made making decisions exponentially more difficult
  - With our engine running in the background, we essentially remove the need for monitoring performance bottlenecks and getting alerted
- We are a real time engine and are not just a data warehouse for virtual center. Our recommendations are based on real time interactions.
  - vCenter Database is already getting hit hard now it is being hit twice as much
  - Turning on the hooks into vcenter increases database usage even further

VMTurbo

Setting Traps

- How does right sizing guests ensure performance of the overall infrastructure?

- Why wait for alerts before optimizing the infrastructure?
  - After the alert is generated, with that much better density, how do you make the right decision?

- What is your definition of optimization?
  - Is it just guests or is it also ensuring guests always have their resources?

- Define your requirements for automation?
  - Ability to reboot a guest and change resources or
  - Ability to prevent a guest with incorrect resources from being affected by or affecting others

- If your vcenter was slow before due to a heavily utilized database, How does it feel now.

VMTurbo

Summary

- You install it, configure it and from that point on, VKernel will supply you with valuable information whenever you want it.
  - But what does it do?
- What happens when all guests are right sized correctly?
  - All of the problems that existed when you started looking for a tool exist again.
- They are a very good reporting tool and should really be positioned as such as the optimizer does nothing more than help with the nice reports.

Menu

VMTurbo

Vmware vCenter Operations Suite

How is it Sold

- Sold as Suite of products
  - vCenter Operations
- Licensing Per Virtual Machine in 25VM packs
- Direct as part of ELA
  - Specialized Sales Group
  - Standard and Advanced sold online
  - Large discounts based on bundling other VMW products
- Channel Sales

VMTurbo

How is it Sold

- vSphere 4.1 or 5 pre-requisite
  - Only works on vSphere
- All Vmware customers potential
  - Actual penetration is very low
- Not available till Q1 2012
  - Buy vCenter Operations Version 1.0 now and get a free upgrade in Q1 2012.

VMTurbo

vCenter Operations
What they Say they do

- Provides automated operations management using patented analytics

- Integrated approach to performance, capacity and configuration management.
  - Proactively ensure virtual/cloud infrastructure performance for your business critical application
  - Provide continuous compliance with operational and regulatory requirements
  - Optimize the efficiency of your environment for resource utilization and cost

- Dynamic Thresholds, Smart Alerts, Capacity Planning
  - Enterprise versions include Configuration Management, Chargeback & Application Mapping

VMTurbo

What They Deliver

- vCenter Operations Management Suite is 4 different products
  - vCenter Operations (Combo of Itegrian Alive and VMW Capacity IQ)
  - vCenter Configuration Manager (Ionix Config Mgr)
  - vCenter Chargeback
  - vCenter Infrastructure Navigator (Ionix App Discovery Mgr)

- Features for vCOPs Advanced
  - Dynamic Thresholds mean not having to manually adjust thresholds
  - Normal behavior is calculated daily and deviations are alerted
  - Consolidation of all metrics collected by vSphere into logical groupings
  - Abstraction of individual metrics in to Workload, Health and Capacity
  - What if Capacity Planning

VMTurbo

Features for vCops Enterprise and Plus

- Configuration Manager
  - Change of VMs and Hosts
  - Industry Standards Compliance (Plus Only)
- Chargeback
  - Cost metering and reporting
  - Fixed and variable cost models
- Infrastructure Navigator
  - Application Dependency Mapping
- vCops integration with 3rd party Monitors (Plus Only)

VMTurbo

What do Customer Say

- Its VMWare
- I'm getting more in the suite even if I'm not really looking for these features

VMTurbo

FUD against Us

- Who is VMTurbo?
- Its just trying to do what DRS and Storage DRS already do
- The recommendations are wrong how can you trust them
- There are no Alerts

VMTurbo

Comparison
500 VMs on 20 hosts

- vCOMS 4 version levels
  - Standard - $50/VM $25,000 - 500 VM limit
  - Advanced - $125/VM $62,500
  - Enterprise - $195/VM $97,500
  - Enterprise Plus – Negotiated
- VMT
  - Enterprise - $399/Socket $15,960
  - Cloud - $799/Socket $31,960

VMTurbo

How to set traps

- We don't penalize you for being efficient with per VM pricing

  – How's that per VM pricing working?

- We provide full range of automated actions from mobility, configuration and provisioning

  – What actions are automated in vCops?

- We handle any change in your environment including growth, seasonal, infrastructure and operational

  – How long is vCops going to need to learn your environment

VMTurbo

How to Set traps

- With ESXi and Update Manger do you really need another Configuration database.

  - Who's going to keep another config mgmt system up to date?

- What do you want to do with showback? Highlight how VM sprawl is effecting the your infrastructure. We do that.

  - How long is that going to take to configure and acurate usage based system and who's going to use it?

- We do application discovery without having to place collectors and sniffers on your network.

  - Is Network and Security going to let you put these in place to get just a map without any integration to actions?

VMTurbo

Summary

- They are VMware – 800 lb Gorilla of Virtualization
  - Which means they are good a virtualization not necessarily IT Management
- Dynamic and Automated Management
  - What actions do they really do?
- New Management Suite available Q1 2012
  - Repackaging of the old suite with additional non-integrated components. (integration is that it runs as plug-ins to vCenter)
  - Do all these components Assure the QoS of their environment?

Menu

VMTurbo

VMTurbo vs. SolarWinds

SolarWinds (Hyper9)
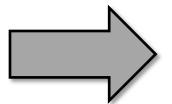
Austin TX
Started in 2007
2010 revenue = $2M
50 customers
Bought Jan 19 2011

400 Employees
250% increase in customers in Q1 2011
(50 + 125 = 175)

SolarWinds (Hyper9)

Low-Cost / Low-Friction / High-Velocity direct sales model

27 resellers in NA

SolarWinds (Hyper9)
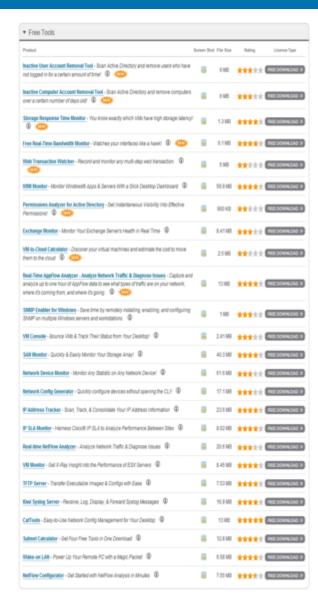
Friday Free Tools.msg

SolarWinds (Hyper9) - Product

solarwinds

SolarWinds Network Configuration Manager

SolarWinds Synthetic End User Monitor

Storage Manager

SolarWinds Scalability Engines

SolarWinds Application Performance Mo

Virtualization Mana

SolarWinds Enterprise Operations Console

SolarWinds Network Performance Moni

Backup Profiler

SolarWinds IP SLA Manager

SolarWinds IP Address Manager

ipMonitor

User Device Tracker

SolarWinds NetFlow Traffic Analyzer Mo

SolarWinds Log & Event Manage

VMTurbo

SolarWinds (Hyper9)

	List Price
SolarWinds Virtualization Manager up to 100 powered on VMs - License with 1st-year Maintenance	**$5995**

Virtualization Manager

	List Price
SolarWinds Virtualization Manager up to 50 powered on VMs - License with 1st-year Maintenance	$2995
SolarWinds Virtualization Manager up to 100 powered on VMs - License with 1st-year Maintenance	$5995
SolarWinds Virtualization Manager up to 200 powered on VMs - License with 1st-year Maintenance	$10995
SolarWinds Virtualization Manager up to 400 powered on VMs - License with 1st-year Maintenance	$16995
SolarWinds Virtualization Manager up to 700 powered on VMs - License with 1st-year Maintenance	$23995
SolarWinds Virtualization Manager up to 1200 powered on VMs - License with 1st-year Maintenance	$33995
SolarWinds Virtualization Manager up to 2000 powered on VMs - License with 1st-year Maintenance	$52995
SolarWinds Virtualization Manager up to 3000 powered on VMs - License with 1st-year Maintenance	$75995
SolarWinds Virtualization Manager up to 4000 powered on VMs - License with 1st-year Maintenance	$97995
SolarWinds Virtualization Manager up to 5000 powered on VMs - License with 1st-year Maintenance	$119995
SolarWinds Virtualization Manager up to 7000 powered on VMs - License with 1st-year Maintenance	$167995
SolarWinds Virtualization Manager up to 9000 powered on VMs - License with 1st-year Maintenance	$215995
SolarWinds Virtualization Manager up to 12000 powered on VMs - License with 1st-year Maintenance	$287995
SolarWinds Virtualization Manager up to 15000 powered on VMs - License with 1st-year Maintenance	$359995
SolarWinds Virtualization Manager up to 19000 powered on VMs - License with 1st-year Maintenance	$455995
SolarWinds Virtualization Manager up to 24000 powered on VMs - License with 1st-year Maintenance	$575995
SolarWinds Virtualization Manager up to 30000 powered on VMs - License with 1st-year Maintenance	$719995

VMTurbo (100 VMs)
Avg 2 vCPU/vm
1.5 vCPU /core
200 vCPU = 133 cores
6 cores/socket = 22 sockets
22 x $400 = $8800 + maintenance

SolarWinds maintenance = 20%

SolarWinds (Hyper9)

Virtualization Management Software Highlights:

Capacity Planning
- Proactively monitor, predict, detect, and troubleshoot capacity bottlenecks with real-time dashboards and alerts
- Determine optimal VM placement, explore what-if scenarios, identify capacity shortfalls, and determine application-specific capacity needs
- Efficiently budget and plan for new purchases, identify waste, and investigate public cloud options

Performance Monitoring
- Proactively monitor virtualization health indicators that can help you predict problems before they happen
- Deeply analyze storage I/O problems unique to virtual and private cloud deployments
- Troubleshoot application and workload issues in the context of discovered virtual dependencies
- Quickly discover and act on VMware performance issues using flexible alerts and integrated recommendations

VM Sprawl Control
- Find idle/stale VMs, zombie VMs, orphaned files, and over-allocated VMs
- Use our vSphere 5 licensing dashboard to track your allocated vRAM and optimize your VM performance
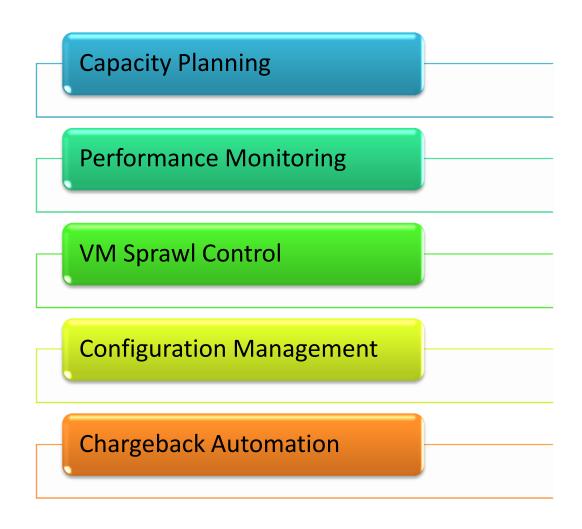
Configuration Management
- Track VM and host configurations over time and determine if your virtual environment configuration is drifting from the gold standard
- Troubleshoot VMware performance problems faster by looking back at configurations over time with Time Travel

Chargeback Automation
- Easy-to-use chargeback/showback reporting
- Compare the cost of moving virtual workloads to the cloud versus keeping them in-house
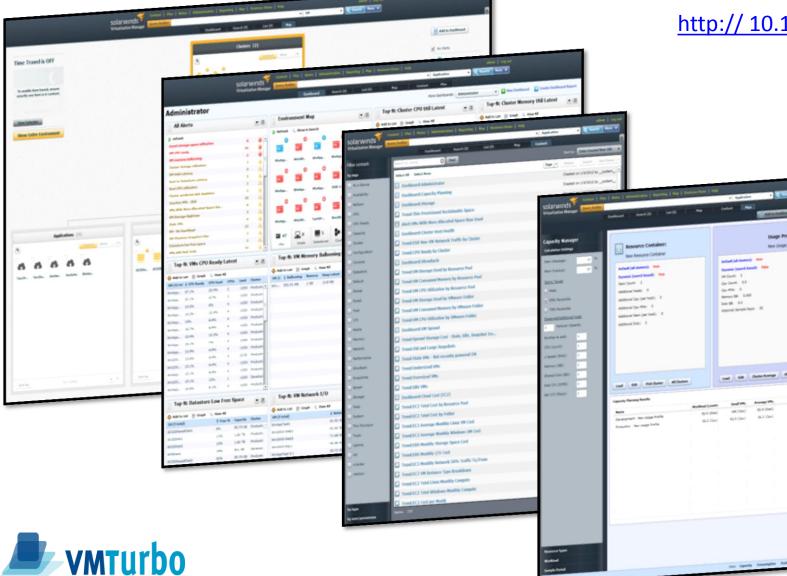
- Capacity Planning
- Performance Monitoring
- VM Sprawl Control
- Configuration Management
- Chargeback Automation

SolarWinds (Hyper9)

SolarWinds (Hyper9)

Customer See's/hears

Comprehensive tool
Performance Bottlenecks
Capacity planning
Showback/Chargeback
VM sprawl

Customer Gets

Dashboards (a zillion)
Topology Maps (with history 'time machine')
Alerts (cpu wait, mem, storage latency)
Capacity planning (how many slots, when)
Cpu, iops, mem, net, storage
What it would cost to run on Amazon

SolarWinds (Hyper9)

VMTurbo Value Proposition vs. SolarWinds Virtualization Manager

SolarWinds Virtualization Manager
Visibility
Awareness
Cost comparison
Basic capacity planning

VMTurbo Sales person
"Sure, these are all important things"
"What are you trying to do?"
"What is the process today?"
"What are your steps following an alert?"
"How do you assure QoS for MC applications?"
"Is this the ideal solution?"
"Would your goals be better met if there was a tool that went beyond simply telling you there was a problem and could actually fix it?

VMTurbo is simply a better solution

Menu
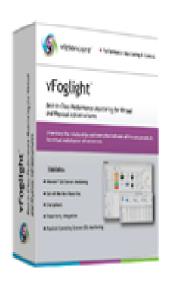
VMTurbo vs. vFoglight

vizioncore™
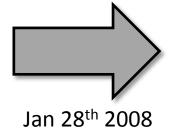
Many Products (incl vFoglight)
25,000 customers

Jan 28th 2008

Aliso Viejo, CA

vFoglight
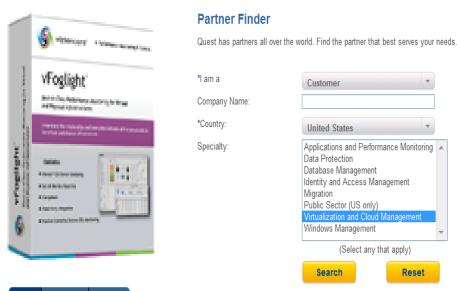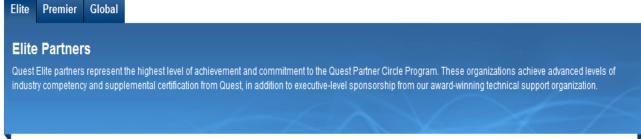
Direct sales model + Partners
118 resellers in NA

"**VMware & Hyper-V Performance Monitoring and Capacity Management**
Quest vFoglight offers a single solution for **performance monitoring and capacity management** of complex **VMware ESX and Hyper-V** environments. It will help you optimize resources, monitor performance, plan for growth, and allocate costs across virtual, physical, and cloud."

vFoglight

vFoglight

Adaptive Analytics,
Asset and Configuration
Tracking,
Capacity Trending,
Forecasting and Alerting,
Chargeback and Showback,
Detailed Architectural
Representations,
Extended Hypervisor
Support,
Event Remediation,
Guest Process Investigation,
In-context Administration,
Management of Multiple

Virtual Centers,
Out-of-the Box Alerts with
Expert Advice,
Physical Operating System
(OS) Monitoring,

Resource Utilization
Management,
Scenario Modeling,
Service Management,
Third-Party Integration,
Workload Migration
Modeling,
Workload Density,

QUEST SOFTWARE®

azjag

Carpe Noctem

Join Date: Feb 2008
Location: Phoenix
Posts: 462

Certifications: CISSP, VCP4, C|EH, CCENT, SSCP, C|HFI

□ 05-14-2011 09:41 AM   #13

After 4 months of POC testing in our environment, meetings, virtual training, and it came down to price.

vfoglight started out at $230k four months ago and ended at ~90k for 150 sockets plus 1 week of onsite professional services/training and the first year of maintenance.

vC Ops mgr enterprise started at $1.2 million and came down to $135k. No professional services or training. Add 22% of list price per year for maintenance. So the final cost is still unknown.

We liked both products and as stated before vC Ops won in several categories. But at the end of the day, initial and long term costs were the deciding factor.

I have a question for those of you that are current/previous customers of vFoglight. Since we have Quest coming onsite to install and train for a week are there any topics we should focus on while they are here? Besides dashboard creation. I want to make sure identify and address any difficult areas or large learning curves with the product.

Now onto "fixing" the HP SIM infrastructure that hasn't been managed in 18 months. 🤘 <--*sarcasm*

$600/socket

VMTurbo

vFoglight Messaging

"Ease of use"

"Out of box Alerts"

"Expert Advice"

"Built in Automation"

"Workflow based Remediation"

"Application Performance Monitoring"

vFoglight "Perspectives"

Main screen
"Perspectives Page"
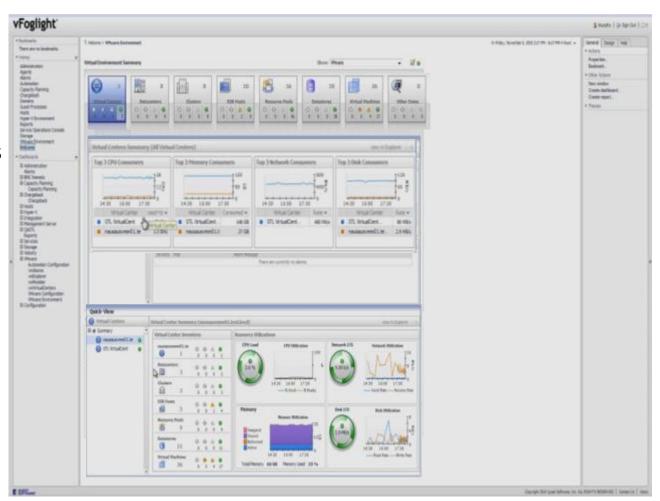By hypervisor, By guest OS
By datastore type etc
Chargeback

vFoglight - Monitoring

High Level
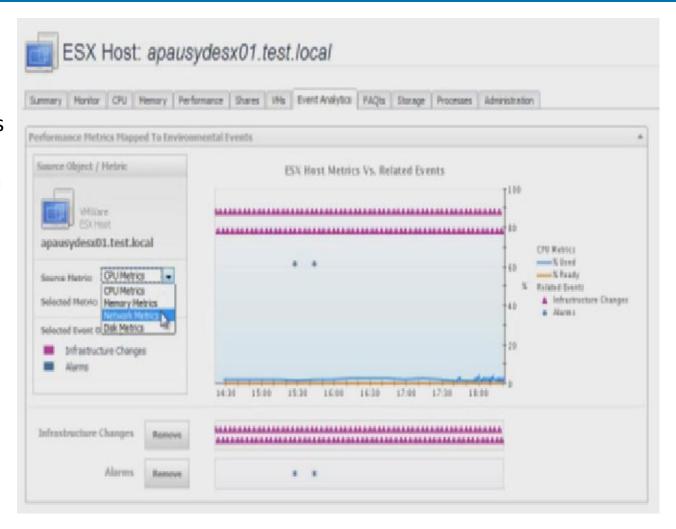Drill Down
Graphs and Charts
Detailed Alarms

vFoglight - Monitoring

VM level drilldown
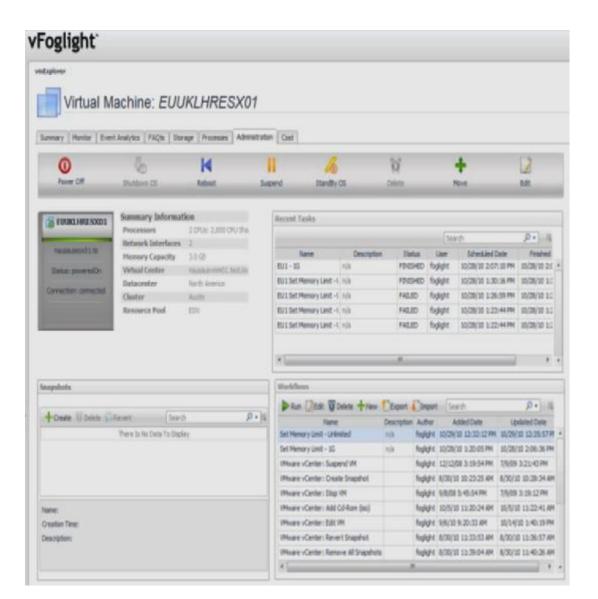Infrastructure changes
Alarms
Problem identification

vFoglight - Administration

Power off
Reboot vm
Suspend OS
Shutdown vm
Move
Edit (name of VM)
Create snapshots (window)
Tasks/Workflow

vFoglight – Capacity Planning

Trending
VM modeler
Impact of change
Consolidation
Migration
Reports
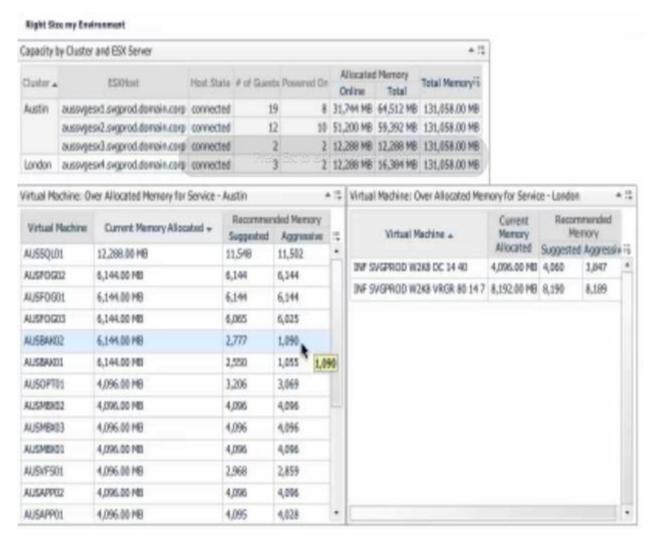
vFoglight – Right Sizing

Suggested
Aggressive
'historical data'
Alert/Alarm/remediation
    Automated
    Streamlined
    Reported on
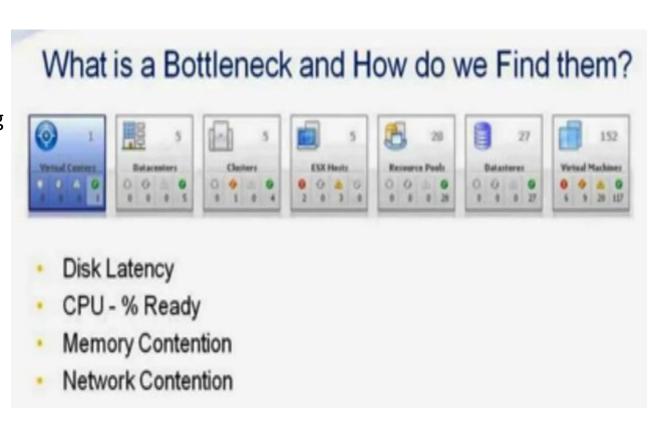
Identifying and destroying
bottlenecks
OOB – 60 alarms
(cpu latency etc)

What is a Bottleneck and How do we Find them?

- Disk Latency
- CPU - % Ready
- Memory Contention
- Network Contention
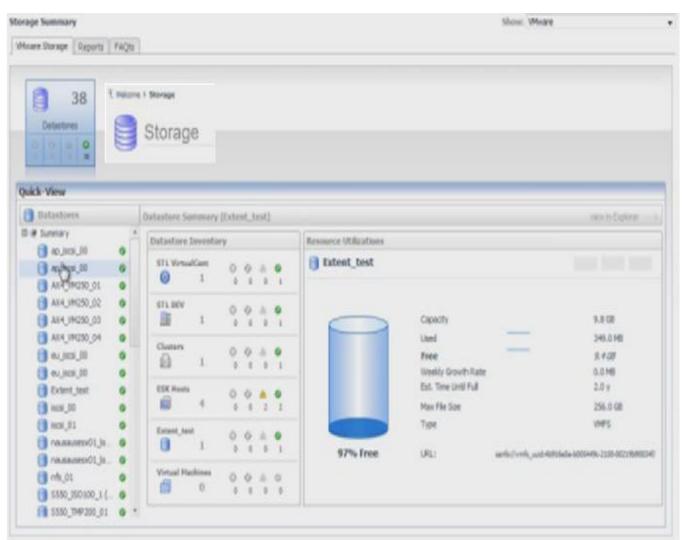
vFoglight – Storage Management

Capacity
Weekly growth rate
Time until full
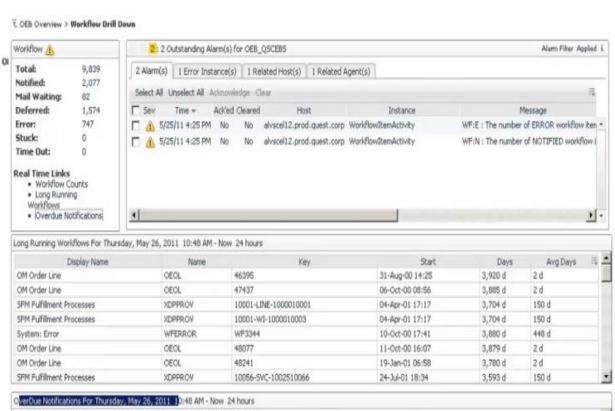
vFoglight – AP Monitoring

Granular (sla, users, actions)
Geographic
Deep visibility into user actions
Action Queues
Notifications per logged in user
Things changed in the app
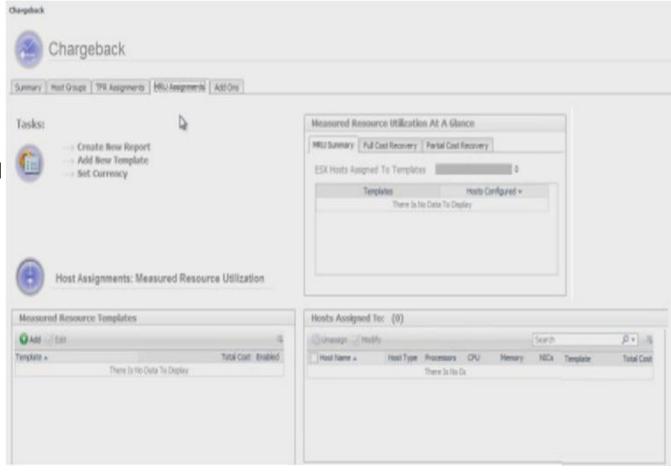Bottleneck timing overlay
Reports for apps!

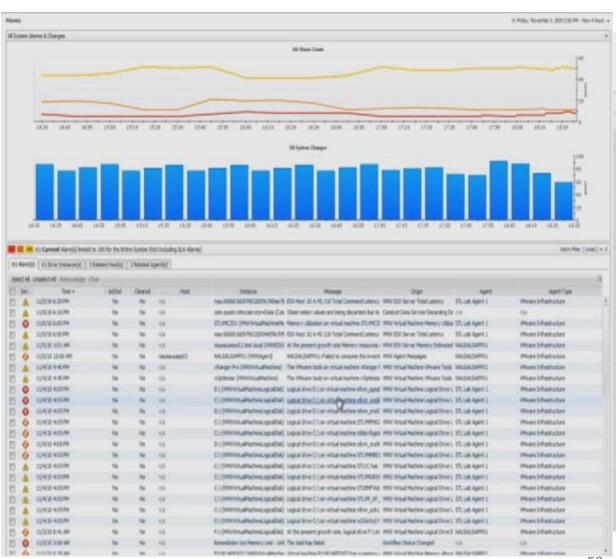# vFoglight – Chargeback

By Resources assigned
By Resources consumed

vFoglight - Automation

"Automate Common Tasks"
 - remove all snapshots
PowerShell scripts
(administrative)

"Quest vFoglight (6.5.1) is a solid product that provides invaluable host-monitoring data"

"However, the agent deployment process proved to be more complicated"

"Quest vFoglight uses a series of rules to determine when alerts should be issued. There are 156 built-in rules, and vFoglight gives you the ability to add your own rules or to modify the built-in rules."
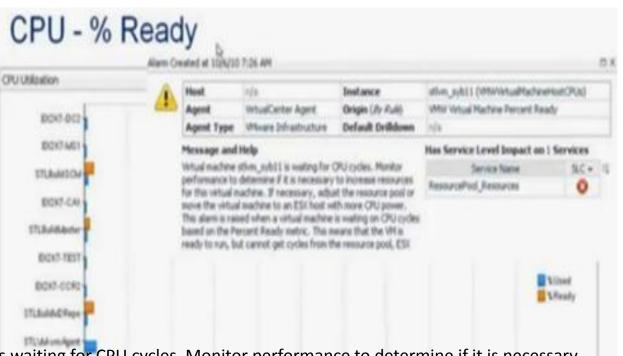
Identifying and destroying
bottlenecks
OOB – 60 alarms
(cpu latency etc)

Virtual machine 123 is waiting for CPU cycles. Monitor performance to determine if it is necessary to increase resources for this virtual machine. If necessary, adjust the resource pool or move the virtual machine to an ESX host with more CPU power.
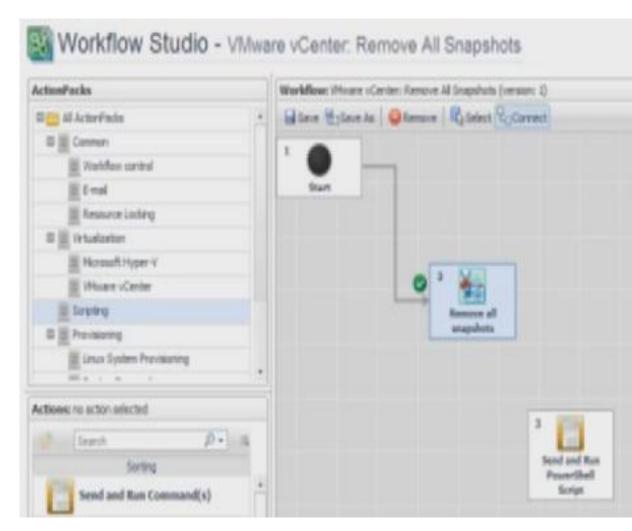This alarm is raised when a virtual machine is waiting on CPU cycles based on the percent ready metric. This means that the VM is ready to run, but cannot get cycles from the resource pool ESX

vFoglight - Automation

"Automate Common Tasks"
- remove all snapshots
PowerShell scripts
(administrative)

Customer See's/hears

Customer Gets

"Ease of use"
"Out of box Alerts"
"Expert Advice"
"Built in Automation"
"Workflow based Remediation"
"Application Performance
Monitoring"

Highly Detailed Monitoring
VERY slick interface
Apparent mechanism to resolve bottlenecks
Apparent Automation
Capacity planning (how many slots, when)
Cpu, iops, mem, net, storage
Showback/Chargeback

vFoglight – Sales Points

VMTurbo Value Proposition vs. vFoglight

vFoglight

Visibility

Awareness

Costing

Basic rightsizing

Basic capacity planning

VMTurbo Sales person

"Sure, these are all important things"

"What are you trying to do?"

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