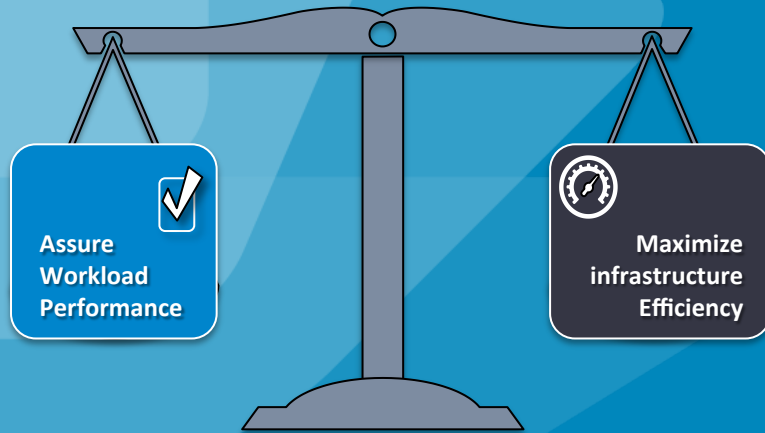


What is VMTurbo?

With an emphasis on prevention, VMTurbo delivers an intelligent and automated control plane for cloud and virtualized datacenters. Easy to deploy and simple to administer, VMTurbo Operations Manager ensures application performance, operational efficiency and optimal resource utilization.



Competitive Differentiators:

- Real-time, continuous identification of specific actions to resolve and/or prevent VM slowness, without requiring scripts, agents, thresholds, etc.
- Automatically maintains workload QoS while maximizing infrastructure efficiency
- Includes a simulator to design changes / growth across the virtual environment & infrastructure
- Works with all leading hypervisors and integrates with vCloud Director, Cloud Stack, etc.



VMTurbo ...the only management system that automatically and holistically maintains workload health across the entire virtual environment.

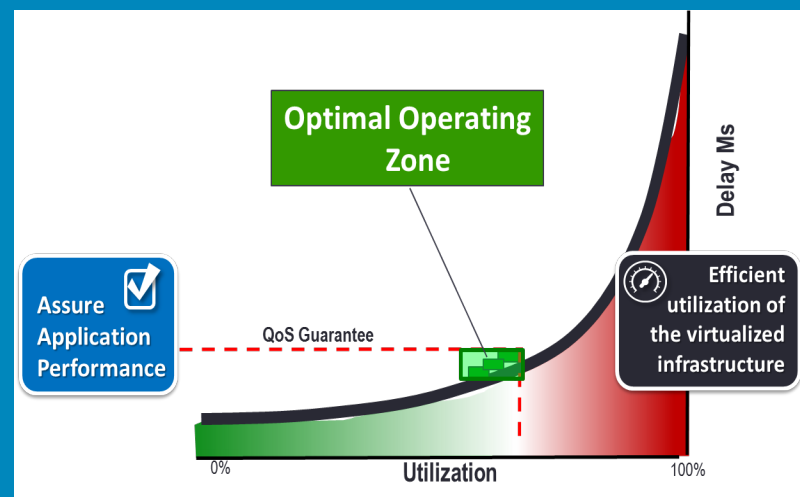


How Does VMTurbo Work?:

VMTurbo makes decisions by applying an economic abstraction to raw performance and utilization data. This abstraction represents the virtual environment as a marketplace of buyers and sellers. This allows VMTurbo to make the right decision every time, ensuring VMs are guaranteed the resources they need without wasting server and storage capacity infrastructure.

Results

- Executable actions that guarantee VM performance while holistically driving the environment to a healthy state, and keeping it there.
- Staring at dashboards and analyzing alerts becomes a thing of the past. No more “*What should I do?*” when alarms go off.
- Gain control of the virtual environment by maintaining an *Optimal Operating Zone*.
- No more money wasted on underutilized hardware & storage, or time spent putting out fires.



1. What problem does the customer run into most often?

Goals of assuring workload performance while maximizing utilization of infrastructure resources are inherently in conflict with each other. Customers find that the more they try to achieve one, the more the other suffers.

2. Why is this important?

Not being able to address the problem has cost and financial implications:

- Poor application Quality of Service can impact business results/income.
- Responding to poor QoS by over-engineering or over-provisioning the environment leads to increased CapEx costs and defeats the purpose of virtualizing applications in the first place.
- Managing in an ad-hoc manner and constantly putting out fires and troubleshooting increases OpEx. Strategic activities are put on hold in lieu of problem management.

3. Why is the problem so challenging?

Virtualized environments are very dynamic and managing the contention for shared resources requires operators to consider an exponentially large and complex number of variables as the environment grows in size.

4. Why can't traditional approaches cut it ?

- As a result of a virtualized environment's complexity, most organizations manage their data centers similar to the way they manage non-virtualized environments; by monitoring utilization trends and responding to issues as they occur.
- Other approaches provide visibility for these manual efforts, but the heavy lifting of figuring out what action to take and how to maintain a healthy environment remains unaddressed by these approaches.
- They also fail to take advantage of the opportunity provided by virtualization – to gain control of the environment and shifting the paradigm from reactive to proactive by providing actionable steps to resolve existing problems in the environment, and then prevent them from happening again in the future..



The Call to Action:

- 1. Arrange a web presentation to show the customer how VMTurbo works and to see a live demo.**
 - Call us to help with the presentation and demo if needed. It takes approximately 30-45 min. for customers to see how VMTurbo is unlike anything they use today to manage their environment.
- 2. Following the demo, have the customer download a free 30-day trial of VMTurbo.**
 - Agentless: No overhead or impact to their current infrastructure or operation.
 - No additional database storage needed. VMTurbo does everything using a modest amount of RAM.
 - Only takes a few minutes to download and install.
 - Within 30 minutes of installation, VMTurbo will identify and recommend steps to resolve every problem and bottleneck in the environment with only a mouse click.
 - From that point forward, VMTurbo will prevent these same problems from returning.
- 3. No need to run a pilot or other test project. VMTurbo has already optimized the entire environment.**
 - You only need to provide pricing to the customer to let VMTurbo keep it optimized and trouble free following the 30 day trial.

