

AT A GLANCE

Challenges

- Extensive server sprawl with no visibility into the status or capacity of the estimated 2,000 virtual machines
- Lack of virtualization expertise prevented the company from identifying a solution and establishing VM lifecycle management

Solution

The VMware Technical Account Manager (TAM):

- Determined that Capacity IQ could provide the data required to take control on the VM environment
- Established processes and trained the title company's team on how to use Capacity IQ and the data it provides
- Connected Capacity IQ to vCenter to provide advanced analytics that support VM lifecycle management, including ongoing right-sizing and capacity planning

Results

- Initially decommissioned 58 VMs to recover more than 90 GB RAM and more than four terabytes of storage
- Established a VM lifecycle management process to provide immediate value and ongoing control

VMware Technical Account Manager Solved Challenges for CIO of Large U.S. Title Company

Technical Account Manager addressed critical virtualization priorities, established operational processes, and built staff virtualization expertise

This large U.S. title company closes 33 percent of all real estate transactions in the U.S. The company's strategy to modernize its massive information technology (IT) infrastructure included expertise from a full-time VMware Technical Account Manager (TAM). The title company gave the TAM extensive access in the organization to lead key projects for the CIO, review service requests to identify trends, and advise the company about virtualization.

“Whether strategically proactive or tactically reactive, our VMware TAM’s thought leadership, problem-solving, and expert guidance brought tremendous value to our company. He significantly advanced our virtualization efforts and helped us deliver more effective IT management.”

— Virtual Infrastructure Team Lead at the title company

TAM Identified Solution to Reduce Server Sprawl

One of the company's critical virtualization initiatives was to address its extensive server sprawl. The TAM knew the company needed visibility into its estimated 2,000 virtual machines (VMs), and he investigated several solutions, including free software to help manage costs. Initially, the TAM did not find a solution that would provide all the information required to properly manage the VMs, including identification, status monitoring, and powering down. Then, VMware released Capacity IQ v1.5, which included network and storage trending capabilities - both critical components for this project.

The TAM conducted a one-month proof-of-concept (POC) for Capacity IQ in the title company's production environment. He then presented the results to the infrastructure team and provided an executive dashboard highlighting the initial findings, which led to the purchase of 910 VM licenses of Capacity IQ.

Ensured Maximum Value from VMware Capacity IQ

Once the customer purchased Capacity IQ, the TAM worked with the company's IT team to ensure they received the full value of the solution. He trained the offshore team that would manage the VM identification and notification process to build their knowledge and ensure they were ready to take on the new tasks. With the TAM's guidance, the team:

- Identified VMs to be decommissioned using the “Idle and Powered Off VM” report from Capacity IQ;
- Contacted the VM owners; and
- Gained approval to decommission the targeted VMs.

The title company nearly recouped their investment in Capacity IQ by identifying 58 VMs that could be decommissioned, equating to more than 90 GB RAM and more than four terabytes of storage.

To make sure the company continued to see value from its purchase, the TAM developed processes to effectively manage the company's VMs and to build the team's skills. The structured, methodical process for comprehensive VM lifecycle management included:

- **Balance and "right size" the clusters.** The TAM helped the title company understand how they could use Capacity IQ reports to proactively identify over-utilized VMs that would benefit from additional resources and free-up resources from VMs that were oversized.
- **Perform ongoing trending and capacity management.** After the environment was balanced, the TAM was able to help achieve even greater value through the connection of Capacity IQ and vCenter. By providing more accurate data to vCenter, the TAM enabled proactive capacity and performance monitoring to help the company make more informed budget and purchase decisions.
- **Maintain balance.** As additional VMs are created, the team will repeat the overall process to identify VMs that should be decommissioned and others that require right-sizing.
- **Report the value.** The TAM knew communication about results was a critical part of demonstrating ongoing value. He developed a Capacity IQ executive dashboard to provide periodic updates on the health of the VM environment and the overall results of the newly implemented VM lifecycle management process.

Results

By serving as an integral member of the title company's IT team, the VMware TAM was able to use his expertise to provide creative solutions to accelerate the company's virtualization journey. The TAM:

- **Solved the CIO's objective to address server sprawl.** Capacity IQ gave the company visibility into the VM environment, identifying and isolating 58 VMs that were decommissioned. More importantly, the TAM ensured a VM lifecycle management process was in place and well-documented to help the company maintain control of the VM environment.
- **Expanded the value of Capacity IQ with the connection to vCenter.** By importing Capacity IQ performance statistics into vCenter, the company benefitted from advanced analytics to better understand cluster capacity. This information supported ongoing cluster right-sizing efforts and helped the team make more informed purchasing decisions.
- **Developed in-house knowledge.** The TAM placed continued emphasis on developing the company's VM lifecycle management expertise, in addition to other virtualization topics. In fact, part of his routine with the title company included regular lunch-time sessions to share updates about emerging IT topics and discuss other areas of interest to the IT team.

According to the title company, the investment in a VMware TAM has provided tremendous value, enabling strong progress on its virtualization initiatives when in-house expertise was very limited. Because the TAM was deeply engaged in their business, he was able to provide creative, well-informed solutions, identify and consult on emerging challenges, and act as a seamless extension of the CIO's leadership team.

About VMware Professional Services

VMware Professional Services, the largest services organization of experienced IT professionals focused solely on virtualization, provides industry-leading consulting, education, and technical account manager services that enable customers to transform IT environments through virtualization and realize greater value from flexible, agile IT service delivery models sooner, with less risk.

