

VMTurbo Brings Intelligent Workload Management to UK Enterprises

Submitted by: One Bite Communications

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Growing customer demand, partner recruitment and new hires fuel expansion across EMEA

Fleet, Hampshire – April 24th, 2012 – VMTurbo (<http://www.vmturbo.com/>), the leading provider of intelligent workload management software for cloud and virtualised environments, today announced its continued expansion in the UK with the signing of Computacenter (<http://http://www.computacenter.com/home.asp>) and OverBright (<http://www.overbright.com/>) to its partner program (<http://www.vmturbo.com/partners/partner-program-overview/>). Alongside Andrew Mallaband, MD UK Operations, VMTurbo and the UK team, Frank Kohler has been hired to lead sales in the DACH region, based in Cologne.

“VMTurbo Operations Manager enables us to provide our customers with a unique solution that efficiently manages and controls their virtual datacenters and cloud infrastructures; in particular, the performance optimisation and automation functionality is not found in any other technology on the market today. As such we are pleased to partner with VMTurbo,” commented Rob Homewood, technical director, OverBright.

Easy to deploy and simple to administer, VMTurbo Operations Manager ensures application performance, operational efficiency and optimal resource utilisation in cloud and virtualised infrastructures. The product delivers unparalleled levels of capacity planning, performance optimisation and automation for UK customers including BT, London School of Economics (LSE) and XL Insurance, amongst many other pioneering organisations.

“Having successfully deployed a proof of concept in two of our major data centers, we expect to make significant savings while, at the same time, we will be able to sustain application performance by making optimal resource allocation decisions,” said Ben Ashford, Head of IT Capacity Planning at BT.

UK MD, Andrew Mallaband, summarises, “We are experiencing substantial growth driven by the increasing need for customers to better control and manage their virtual environments. This is expanding our footprint within FTSE 500 organisations and driving new partnerships with leading value-added resellers. We expect these trends to only accelerate due to the cost savings our solution delivers to enterprise and cloud provider customers and the high-margin opportunities we provide to our channel partners.”

VMTurbo will be sponsoring the forthcoming VMware Forums in London (<http://www.vmwareforum2012.com/London>) and Frankfurt (<http://www.vmwareforum2012.com/Frankfurt>) and also the London VMware User Group (<http://www.v mug.com/e/in/eid=429>).

Supporting Resources

For the latest news and information, follow VMTurbo on the web at:

- Blog (<http://www.vmturbo.com/blog/>)
- Twitter (<http://twitter.com/#!/vmturbo>)

- YouTube (<http://www.youtube.com/user/myVMTurboTV/>)

About VMTurbo

VMTurbo delivers an Intelligent Workload Management solution for cloud and enterprise virtualisation environments. VMTurbo uses an economic scheduling engine to dynamically adjust resource allocation to meet business goals. The VMTurbo platform first launched in August 2010 and since that time more than 4,000 cloud service providers and enterprises worldwide have deployed the platform including British Telecom, Omnicare and L-3 Communications. Using VMTurbo our customers ensure that applications get the resources they need to operate reliably, while utilising infrastructure and human resources in the most efficient way.

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