

## Q4 2011 Highlights: Virtualisation

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- The number of virtualisation projects fell over the last three months (-4.4%), close to reversing the increase that had been seen in Q3.
- With the majority of Mid-Cap and Enterprise-scale businesses already having some elements of virtualisation technology in place, the trend is for IT departments building on this to cover a larger breadth of infrastructure. Firms such as Triumph Motorcycles and Q-Park this quarter were looking at extending existing server virtualisation usage, as well as monitoring developments in the market following previous successful investment in the area.
- At those businesses expressing nervousness over a cloud computing option, virtualisation represents an alternative approach to boosting flexibility that doesn't involve placing sensitive data in a publicly hosted environment.

### Sector Heat

The Professional/Business Services sector showed the greatest proportion of virtualisation projects in Q4, as well as a rapid increase (+11.4%) compared to Q3. Here, a number of law firms were planning an investment in server virtualisation, as an alternative to hosting data in a public cloud environment. Legal firms have continuously expressed discomfort at the prospect of not knowing where their data is stored geographically – virtualisation resellers should capitalise on this situation by pitching the secure nature of their solutions.

There was the largest increase in virtualisation projects in the public sector (+16.5%), as local authorities such as the London Borough of Hammersmith & Fulham moved towards a shared services model, including a significant degree of server and desktop virtualisation investment.

Most Likely To Require Virtualisation Work	%	Q4 2011	Q3 2011
1. Professional/Business Services		23.5	12.1
2. Industry/Manufacturing		17.6	27.3
3. Public Sector		17.6	6.1
4. Pharma/Healthcare		11.8	6.1
5. Financial Services		5.9	12.1

### Virtualisation straining the data centre

The popularity and maturity of server virtualisation technology means more and more strain is being placed on the data centre infrastructure than ever before – we expect 2012 to provide an opportunity for hardware resellers able to support businesses with the replacement and upgrading of switches, routers and cabling within the data centre.