



VMware Premier Partner  
VMware Authorized Consultant



**Phoenix Software**

www.phoenixs.co.uk

#### SOLUTIONS PROVIDED

Server virtualization; business continuity and disaster recovery; Virtual Desktop Infrastructure (VDI)

Capacity planning for consolidation estimates and capacity assessments

#### COMPLEMENTARY TECHNOLOGIES

NetApp, PlateSpin, Symantec, Vizioncore

#### CERTIFICATIONS

VMware Infrastructure 3 Enterprise, met:

- 7 VMware Certified Professionals (VCPs)
- 10 VMware Sales Professionals (VSPs)

*"VMware has become one of our top strategic partners in a relatively short space of time. Virtualization is an incredibly transformative technology and this in turn means that we see significantly longer periods of engagement with customers. Previously an engagement would typically have lasted between three to five days but our VMware projects typically have consultation cycles of around fifteen to twenty days. On top of this, over 50% of our consultancy services revenues now come from VMware, which is incredible given that we have been in business for nineteen years but have only partnered with VMware for three of those."*

Samantha Mudd, Associate Director, Phoenix Software

## Phoenix Software

Phoenix Software was established in 1990 and today employs over 120 people contributing to an annual turnover in excess of £50m. It has grown into one of the UK's leading suppliers of software and foremost experts in software volume licensing and compliance. The organization has a strong public sector focus, with highly specialized teams servicing four verticals – Local Government & LEAs, Higher & Further Education, Voluntary Sector & Housing Applications and Corporate Sector.

Phoenix Software began partnering with VMware in 2005 when it started to see the significant cost benefits that server consolidation through virtualisation could deliver for its public sector clients. It now also offers customers pre-implementation capacity planning services using VMware's Capacity Planner, which performs consolidation estimates and helps customers to properly design and scale their implementations.

Building on the initial success it saw as an Enterprise partner, Phoenix has gradually expanded its technology portfolio to offer a range of complementary software and storage products. These allow Phoenix to drive incremental revenues and further consultancy opportunities by offering its customers a range of disaster recovery and business continuity solutions.

Working with VMware and distribution partner DNS, Phoenix Software has delivered a range of seminars, webinars and technical workshops to stimulate interest in virtualization and provide advice to end-users.

### Benefits

- Attained VMware Premier Partner and Authorized Consultant status
- Grew VMware license revenues to over \$2 million dollars
- VMware engagements now account for 50% of all consultancy revenues
- Increased customer engagements from between three to five days for non-VMware projects to fifteen to twenty days
- Increase in profits by 10% based on virtualization solutions
- Over 40 VMware implementations completed in 2008
- Conducted joint marketing activities with VMware

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