



VMware Premier Partner
VMware Authorized Consultant



www.prolinx.co.uk

SOLUTIONS PROVIDED

- Server virtualization; business continuity and disaster recovery; Virtual Desktop Infrastructure (VDI); virtualization management; storage management; mail & messaging; archiving; backup & retrieval
- Capacity planning using VMware Capacity Planner for consolidation estimates and infrastructure optimization

COMPLEMENTARY TECHNOLOGIES

Chip PC, Cisco, DataCore, HP, PlateSpin, Symantec, Veeam, Vizioncore, Xsigo

CERTIFICATIONS

- 11 VMware Sales Professionals (VSPs)
- 5 VMware Certified Professionals (VCPs)

"Partnering with VMware has been a huge step forward for Prolinx in terms of the growth of our business. The transformative nature of virtualization aligns perfectly with our consultative and hands-on approach, and by offering solutions based on VMware we have been able to significantly improve the IT operations of many of our customers. Not only does VMware have great technology – this is backed up by an excellent group of people overseeing a very effective channel program. Despite the fact VMware is now a major market player, we can still pick up the phone and talk to people who know our business and are interested in working with us to help grow the market for virtualization."

Mike Wheeler, Commercial Director, Prolinx.

Prolinx

Prolinx was established in 1997, initially focusing on providing IT to the educational sector. Today it employs over 50 people and is now an expert in delivering virtualization solutions across all the major vertical markets.

In late 2005, Prolinx began to see significant potential around server virtualization and started to explore the technologies it could offer customers. Prolinx became a VMware partner in 2006 and almost immediately saw an increase in new business driven by virtualization. "IT professionals understand mainframe computing, and as soon as you explain VMware's platform in these terms customers are often sold," said Mike Wheeler, Commercial Director of Prolinx. "Offering virtualization has allowed us to be a lot more proactive in terms of creating opportunities; instead of reacting to demand we can drive new business by showing customers more effective approaches to IT."

Working with VMware and distribution partner DNS, Prolinx has also built up a portfolio of complementary technologies to help customers implement solutions around business continuity, disaster recovery and Virtual Desktop Infrastructure (VDI). "End-user organizations are really looking to take control of their desktop environments, so VDI will be a huge growth opportunity in 2009. It will give us an opportunity to revisit customers that are comfortable with server virtualization and demonstrate the benefits of a similar approach at the desktop level."

The company is also investigating the potential for Cloud Computing services based on VMware's vCloud technology.

Benefits

- One of only 6 EMEA partners to achieve Premier Partner Status
- Winner of Best Revenue Partner, Northern Europe, 2008
- Grew VMware revenues by 300% between 2007-2008
- On average achieves additional revenue pull-through of over £5 for every £1 spent on VMware licenses
- VMware implementations now account for around 45% of overall business
- Engages in joint sales and marketing exercises with VMware at VMware's Executive Briefing Centre
- 100% of sales staff are certified VMware Sales Professionals (VSP)