VMware Provides Transplace With Highly Available and Agile Infrastructure

Logistics Company Deploys VMware Platform as Foundation for Sustainable Growth, Platform Helps Transplace Keep Costs Down While Increasing Flexibility and Capacity

PALO ALTO, Calif.--(BUSINESS WIRE)--Mar. 17, 2009-- VMware, Inc. (NYSE:VMW), the global leader in virtualization solutions from the desktop to the datacenter, today announced that Transplace has deployed VMware’s industry-leading virtualization and management suite, VMware Infrastructure 3, to help facilitate sustainable growth by providing rapid scalability, a flexible and cost-effective development platform, and a highly available application environment.

Transplace is a third-party logistics provider that offers manufacturers and retailers an optimal blend of transportation management services and logistics technology. The company manages over $2 billion worth of shipments annually. Transplace has grown significantly in recent years and needed an infrastructure that could support the continued expansion of its business. To address this need, it turned to the VMware platform and has virtualized approximately 95 percent of its applications, including its core transportation-management system, rate engine, and auction system. Its production and development environments are running a combined total of nearly 400 virtual machines.

“In our business, application availability and performance are essential,” said Vincent Biddlecombe, chief technology officer at Transplace. “By going virtual, we effectively have unlimited capacity on demand. If we need to provision a new virtual server, we can have it up and running in 10 minutes. It used to take us two days. If we have to perform maintenance on a production box, we can use VMware VMotion to move virtual machines to other boxes on the fly. And when application loads change, we can shift resources around to ensure that everything runs smoothly. VMware is a perfect fit for our business requirements.”

In addition, nearly all of Transplace’s development and test environment is virtualized. Biddlecombe explained that virtualization gives the company a degree of flexibility that hardware alone can’t match. The company can cycle through load testing and other simulated scenarios faster and more cost-effectively than a hardware environment would allow, which helps facilitate innovation by reducing deployment risk and accelerating time to market.

Transplace’s decision to deploy the VMware platform was based on numerous factors, starting with its reliability and tool set. Transplace didn’t find any other virtualization solutions that were as robust or complete as VMware Infrastructure. Biddlecombe also noted the ease and simplicity of backup and disaster recovery, and the rapid change management that VMware facilitates.

“We’ve completed an amazing amount of work in a very short period,” he said. “We accomplished more in the past 18 months on the VMware platform than most IT organizations could accomplish in three years without virtualization. Perhaps the most impressive thing about it is that it wasn’t disruptive to our customers or our business operations. In fact, the move to virtualization has been transparent to our end users. VMware has given us a sustainable foundation that is economical, flexible and helps us to be much more competitive.”

About VMware

VMware (NYSE:VMW) is the global leader in virtualization solutions from the desktop to the datacenter. Customers of all sizes rely on VMware to reduce capital and operating expenses, ensure business continuity, strengthen security and go green. With 2008 revenues of $1.9 billion, more than 130,000 customers and more than 22,000 partners, VMware is one of the fastest growing public software companies. Headquartered in Palo Alto, California, VMware is majority-owned by EMC Corporation (NYSE:EMC). For more information, visit www.vmware.com.

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