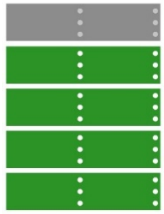


BT GLOBAL ACHIEVES SIGNIFICANT COST SAVINGS USING TURBONOMIC TO OPTIMIZE AND CONTROL ITS VIRTUAL DATA CENTER



Improved Utilization of Infrastructure Resources

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Realized Significant Savings

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Autonomic Control over Complex Environment



SITUATION

BT Global plc (LSE: BT.A, NYSE: BT) is one of the world's largest telecommunications companies with operations in more than 170 countries. Having conducted a proof of concept in 2011, BT licensed Turbonomic for its internal operations that same year.

SOLUTION

BT deployed Turbonomic to support its Enterprise virtual data center (VDC), which delivers virtualized compute and storage resources to host thousands of IT applications. BT's VDC runs on a dynamic and virtualized infrastructure of approximately 600 VMware vSphere servers, providing over 6,300 virtual machines (VMs) in multiple data centers across the UK.

BT is using Turbonomic to streamline the efficiency of its Enterprise VDC platform while assuring that compute and storage resources are allocated in the optimal way to assure application performance.

FUTURE-PROOFING

Ben Ashford serves as Head of IT Capacity Planning for BT. Turbonomic provides empirical data to Mr. Ashford and his team, enabling them to definitively identify when and how much hardware or software is required to support business growth and change. Because it assesses the environment on a holistic level, Turbonomic also enables the team to intelligently and automatically adjust resource allocations to improve utilization and ensure service delivery across the environment.

COMPANY

BT Global

www.globalservices.bt.com

CHALLENGES

- *Inability to guarantee performance of mission-critical applications in hosted environments*
- *Optimal allocation of shared resources*
- *Inefficient use of virtual and human resources*

TURBONOMIC SOLUTION

- *Turbonomic intelligently and automatically senses changes to application demand and adjusts infrastructure supply in real-time to improve utilization and ensure service delivery*

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Mr. Ashford is also very pleased with the support received from Turbonomic, both during the proof of concept and subsequent to deployment in production. "I have been very impressed by the proactive approach of Turbonomic since our license purchase. They have been very helpful on support questions, worked closely with us to improve how we use the product, and are genuinely interested in ensuring we are getting maximum value out of the solution," concludes Mr. Ashford.

RESULTS

- *Autonomic platform drives real time performance across a diverse environment*
- *Right-sized clusters and optimal allocation of resources*
- *Significant savings due to optimization of resources*

"Turbonomic has been in production for over a year now and within that timeframe we have made significant savings due to the software optimizing our resource allocations within each cluster. Turbonomic is doing exactly what we intended it to do for our VMware environment by right-sizing our clusters and ensuring we continually run with an optimal allocation of resources."

- Ben Ashford, Head of IT Capacity Planning, BT Global

ABOUT TURBONOMIC

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic's patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic's autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.