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SHARE Surveys Enterprise Users on 2009 Virtualization Strategies

Majority of respondents recognize strategic advantages but need to learn more

CHICAGO, January 26, 2009 – SHARE Inc., the world's largest association of corporate users of enterprise IT, today announced the results of its late 2008 survey on Total Enterprise Virtualization.

Conducted in December 2008 by Unisphere Research, the survey of 388 IT professionals, ranging from CIOs to individual practitioners, found:

- Virtualization is on the radar screens for most enterprises, yet most respondents admit they are still learning and understanding virtualization.
- Most virtualization initiatives are scattered and few are enterprise in scope.
- Enterprise virtualization goals align closely with IT business goals, from consolidation and operational streamlining to achieving “greener” IT.
- Barriers to effective enterprise deployments are more likely to be organizational rather than technical or operational. Still, a majority of organizations intend to increase funding for virtualization solutions throughout 2009.

“These findings are especially interesting in light of current business conditions,” said SHARE President Pamela J. Taylor. “Not only are companies virtualizing for all the traditional reasons, but a majority are actually increasing their investment this year. That speaks to the impact of virtualization not only to improve efficiency today but also to prepare for the eventual return to growth.”

The survey results were released ahead of SHARE's Winter 2009 conference, where “Total Enterprise Virtualization” is one of two major themes for the event, the second being “Service Orientation—The Foundation for IT Modernization.” The conference will be held in Austin, Texas, March 1-6 at the Austin Convention Center.

“User-driven sessions will provide fresh content that addresses and offers solutions for top-of-mind issues in today's enterprise IT environment, while helping professionals and their organizations succeed in challenging economic times,” Ms. Taylor added.

SHARE's keynote speakers in Austin are Miles O'Brien, an Emmy-award-winning 26-year broadcast news veteran, Karl Freund, IBM's Senior Vice President of Marketing and Strategy for System z, and Paul Borrel, Senior Research Manager from IBM Research.

Sessions in the Total Enterprise Virtualization track will include "Data Centers of the Future: The Impact of High Density Computing," "Microsoft Windows Virtualization in the Enterprise" and "Server Virtualization Technical and Total Cost Analysis." There will also be a number of user experience sessions from organizations such as John Deere, the State of Texas and Nationwide Insurance.

Those interested in registering for the Austin conference or learning more about SHARE should visit <http://www.SHARE.org> or contact SHARE headquarters at (312) 321-5156.

About SHARE

SHARE is an independent, volunteer-run association providing IBM customers with user-focused education, professional networking and a forum to influence the information technology industry. Since 1955, SHARE has enabled IT professionals to achieve business results through a combination of credible, relevant programs and peer opportunities. SHARE currently counts more than 2,100 organizations among its active member ranks.

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