TechTarget
Data Center & Virtualization Media

SearchDataCenter.com   SearchCloudComputing.com   SearchEnterpriseLinux.com   SearchSQLServer.com
SearchWindowsServer.com   SearchEnterpriseDesktop.com Search400.com   SearchDomino.com
SearchServerVirtualization.com SearchVirtualDesktop.com   SearchWinIT.com   SearchVirtualDataCentre.co.uk
SearchVMware.com   BrianMadden.com   SearchExchange.com   SearchDataCenter.in

SearchVirtualDataCentre.co.UK

E-Guide

VMworld 2010: Predictions, Happenings, and Reviews

VMworld has quickly become the virtualization industry's biggest event of the year. Scores of vendors, experts and IT professionals come together to share ideas, products and experiences. This expert e-guide, from SearchVirtualDataCentre.co.UK, provides insight into this year's event from two experts who attended VMworld 2010. Learn what went on each day and discover their favorite aspects of the event. Find out what you missed and what these experts expect from future VMworld conferences.

Sponsored By: **hp**   **EMC²**
where information lives®

E-Guide

VMworld 2010: Predictions, Happenings, and Reviews

Table of Contents

VMworld 2010 predictions

By Mike Laverick, Instructor, Author and Blogger

Predicting the future is always a dangerous proposition -- and one I'm usually uncomfortable with. When I think of VMworld, I think of late-night parties, missing the following day's keynote presentations because of hangovers, death by bulleted PowerPoint presentations, 1980s-era bands and Lycra-clad booth babes. But at this year's VMworld, we can expect several other things.

For a few choice reasons, VMworld 2010 is likely to have a different feel from its predecessors. First, VMworld U.S. takes place in September and VMworld Europe in October, so the two shows now follow each other by a matter of weeks. Apart from a few notables and other EU-based bloggers, I suspect that this year's European contingent at the U.S. show will be smaller. Many Europeans see little value in attending two conferences with overlapping content. And as the economic downturn drags on, it's increasingly difficult to circumvent the budget restrictions on travel that bedevil many corporate attendees.

Can VMware maintain the excitement for VMworld Europe when major announcements will be in the public domain before the show kicks off? Who knows, perhaps VMware will hold back on some announcements just so European attendees don't feel that they have attended a damp squib of a conference!

VMware's reason for putting the U.S. and EU event cheek to jowl was to ease the teardown and buildup logistics of running two large-scale conferences in the same year. As an attendee of both events, I always feel that the guns were held back in Europe, only to be fired later in the year at the U.S. show. Now that the European event will follow the U.S. event so closely, there is no reason in theory for VMware or other companies to hold back on the information surrounding such announcements.

First-come-first-serve VMworld sessions

This year's VMworld dispenses with the scheduling process that dominated previous shows. Previously, attendees had to use a schedule builder to attend sessions. This year, entry to

all events will be based on a first-come, first-serve basis. Sure, the schedule builder exists, but only so attendees can build out their schedule; the Schedule Builder doesn't hold a spot for you in a session. Aside from my session on Site Recovery Manager, I suspect that Kit Colbert's session (TA7750) on Understanding Virtualization Memory Management Concepts will be heavily attended, as will the Storage Super-Heavyweight Challenge Panel (TA8623), which will be a knockout bout and include such luminaries as Chad Sakac and Vaughn Stewart.

VMware vCloud Service Director

For some time, VMware has worked on Project Redwood, now dubbed the VMware vCloud Service Director (vCSD). Over the past year, there have been several accidental leaks that revealed step-by-step guides and screen grabs. Oops!

For some time, VMware has been at the forefront of the buzz on cloud computing, and last year the company announced the vCloud Express Initiative, which includes partners such as Terremark. But a year later, out of thousands of program partners, few have a commercial offering in place, with many of the partners' offerings still marked "beta."

During that time, these providers have worked with VMware to test vCSD. It's important to remember that VMware is not a service provider, but rather an independent software vendor (ISV). As such, its focus is on developing software that enables the cloud, which is what vCSD is meant to address. It's supposed to facilitate how partners automate vSphere by wrapping an automation and workflow engine around the virtualization suite. This allows customers to buy Infrastructure as a Service through resource pools of compute and I/O or purchase virtual machines (VMs) as they need them.

The intention of the new product is to allow internal vSphere deployments to hook into externally hosted vSphere deployments supported by VMware's platform. The idea is that vCSD will sit on top of vSphere deployment and offer a level of virtualization to the management layer. If someone wants a new VM, he can choose seamlessly between a private cloud or a public cloud. Some folks have dubbed this the "hybrid" cloud model. I expect VMware to use one of its partners, together with Saleforce.com or Google

representatives, to highlight how VMware wants to work with other companies to get the project off the ground.

Despite all the talk about openness and avoiding vendor lock-in, VMware won't highlight the fact that you need VMware and vSphere on both ends of the connections to leverage the vCSD.

VMware View 4.5?

I also hope that VMware will announce its new version of the virtual desktop infrastructure (VDI): VMware View 4.5. As you are likely aware, VMware View has run into schedule problems, with the product's delay and rescheduling. Additionally, some features will not be included in the launch, such as View's Virtual Profile feature, recently acquired from RTO Software.

Despite having an enterprise-class display protocol in the shape of PC-over-IP (PCoIP), View will likely remain incompatible with VMware's Security Server role. It seems likely that, to address these limitations, View will receive an Update 1 to View 4.5; my theory is that VMware may port an implementation of its vShield product.

In the meantime, VMware has taken a lot of heat from Citrix Systems Inc. and others in the blogosphere about the rumored delays of its client hypervisor. Just last week, Gartner Inc. dubbed Citrix XenDesktop as the first enterprise-ready VDI solution. So expect fanfare on VMware View 4.5 as VMware's counter to the negativity surrounding VMware's solution.

The return of VMworld TV

Finally, VMware recently re-launched its VMworld TV service, and the rumor mill is already rife with speculation about possible announcements. In one episode, Howie Xu, the director of research and development, discusses the future direction of network virtualization. At the beginning of the video, we get a peek of his whiteboard, which features the word vFabric. (This was brought to my attention by one of TechTarget's writers, Beth Pariseau, on the Wikibon site.)

In the video, Xu explains that VMware wants the network to become a service like any other and use chargeback models. Xu states that VMware intends to announce an "open, extensible networking virtual chassis platform, a network OS or networking hypervisor, so that anyone can develop the on-demand networking service on top of vSphere." This offering allows a new level of control over the network above and beyond what's currently possible with virtual switches. In the video, Xu also states that it is VMware's hope that the third-party ecosystem will develop security, load-balancing, application acceleration and performance management services on this platform.

EMC: #1 IN BACKUP FOR
VIRTUALIZATION

VMworld 2010 diary: Monday

By Eric Siebert, Contributor

On Monday at VMworld 2010, I spoke at two sessions: one with Simon Seagrave and Simon Gallagher on building affordable home labs, and another was a deep dive on how things work in virtualization.

The turnout for the home lab session was pretty good, and the deep-dive session was very popular and filled up quickly. It was hard to fit everything into the one-hour time limit, and I ended up going to the last minute with both sessions. It was good to get the speaking duties out of the way early (although I had to repeat the deep-dive session on Wednesday morning).

Afterwards, I hung out in the bloggers lounge for a bit and then headed to the Solutions Exchange, one of the best parts of VMworld. It houses all the vendors under one roof, and each vendor has its best people available.

If you can get past all the giveaways, gimmicks and glitz, you can learn a lot about the showcased products and find new ones that might benefit your virtual environment. I always like wandering around and learning how familiar products are maturing -- and discovering products that I don't know anything about. With so many products on display, it's hard to take it all in. But the Solutions Exchange demonstrates the immense size of VMware's vendor ecosystem.

Later that night, it was off to B Bar in the Yerba Buena Gardens for my annual tweet-up, which was sponsored by Xangati and TrainSignal. I really enjoy these events, because I get to meet the people that I interact with on Twitter. I limited the RSVPs to 200, which was the bar capacity, and we had a great turnout. It's always fun to talk face to face, and I think I shook more hands at this VMworld than ever before.

VMworld 2010 diary: Tuesday

By Eric Siebert, Contributor

Tuesday started with the big keynote to officially open VMworld 2010. I really liked the format this year. Instead of having separate keynotes by VMware CEO Paul Maritz on Tuesday and CTO Stephen Herrod on Wednesday, they combined them into one morning event.

Paul's keynote is always about the vision, message and direction of VMware, and Stephen's keynote is always about the technical details behind Paul's keynote. This year the event opened with Rick Jackson, the chief marketing officer, who gave out some neat statistics and discussed the cloud data centers that were powering VMworld this year.

Paul Maritz then came out and talked about the layers of virtualization and the need for innovation. That basically set the stage for Stephen Herrod. His keynotes are what the techie people in the crowd love to hear, because he often discusses new features and products. Stephen highlighted some of the big features in the recently released vSphere 4.1, such as network and storage I/O control, and he also announced the new vCloud Director product and a brand new version of vShield (which was particularly interesting to me, a big security geek). The flow from CMO to CEO to CTO ended up being an excellent keynote format.

For me, the rest of Tuesday was all about judging the Best of VMworld 2010 Awards. I had the security category for the third year. All the judges had to visit the nominated vendors on the show floor to determine a winner and one or two runner-ups for each category. Judging this category the prior two years was much easier, because there seemed to be a single standout product.

This year it was much tougher. Not only were there more products in the category than in prior years, but there were a lot of good products as well. Ultimately the winner was VMware's new vShield suite. Compared to the prior version, the product was vastly improved and had significantly more capabilities. The runners-up were Catbird's vCompliance and the HyTrust Appliance, which was last year's winner.

After the judging deliberation meeting, which went till 6:30pm, it was off to the Veeam Software party, where I tried unsuccessfully to avoid drinking imported Russian vodka.

Unfortunately, I had to do a repeat of my deep dive session early Wednesday morning. Some valuable advice I can pass on: Don't drink imported Russian vodka the night before you have to speak in the morning.

VMworld 2010 diary: Wednesday and Thursday

By Eric Siebert, Contributor

Despite my weakened state, I managed to deliver a great session to another fully packed room at VMworld 2010 on Wednesday morning. Afterwards, it was off to the VMworld bookstore for a signing of my new book with Simon Seagrave, *Maximum vSphere.*

Later on that evening, it was off to a private vExpert party at the St. Regis Hotel with CTO Stephen Herrod and many of VMware's product managers and developers. It was great to talk with all those guys and my fellow vExperts in a relaxed social scene. Thanks to VMware's John Troyer for arranging the great event.

Finally, it was off to see INXS at the official VMworld party; while a lot of fun, it's always kind of a damper for me, because it signals that VMworld is just about over.

Thursday I hung out in the Solutions Exchange for a while before recording a VMworld edition of our vChat podcast with Simon Seagrave and TrainSignal's David Davis in the bloggers lounge. Afterwards I said my goodbyes to everyone, and it was off to the hotel to pack and then head to the airport.

Overall I thought the conference was fantastic. If you didn't have a chance to attend this year, make sure you find a way next year, when it will be back in Las Vegas. The biggest attraction for me is the opportunity to network with others, and I did a great deal of that.

What really impressed me was how freely available Herrod and CEO Paul Maritz were during the show. I was talking to some folks down in the VMware booth, and Paul came by and was just hanging out there, talking to people. I saw him and Stephen around several times during the event.

VMworld 2010 was the most well-attended and exciting VMworld to date. VMware got its cloud message out pretty clearly, and the company now finally has a product that ties together all the cloud features that already exist in vSphere. The addition of the new vShield stuff also adds the missing security layer, which is critical for cloud computing.

The VMworld 2010 diaries

By Eric Siebert, Contributor

VMworld 2010 has come and gone. As usual, it was a whirlwind of nonstop action that ended way too quickly. This was my third VMworld, and I can honestly say that this conference was the best one by far.

Last year's VMworld attendance was approximately 12,500, a decline from 14,000 in 2008. This year, however, attendance was much higher, with more than 17,000 people. The record attendance seemed to surprise even VMware, but it's a good indicator that the economy is on the mend and IT budgets are opening up. It's also proof that virtualization is as hot as ever.

Despite the high attendance, VMware handled the crowds fairly well. As always, VMworld was spread across the north and south wings of the Moscone Center in San Francisco. But VMware also reserved Moscone West, which provided a nice space to house the hands-on labs. The labs were set up differently this year, so more people could use of them. And they were self-guided with no instructors.

Last year, the instructor-led labs were run off a large, on-site data center. This year, however, VMware ate its own dog food and used multiple cloud data centers that were provided by Terremark and Verizon. (VMware also had a smaller, on-site data center at Moscone.)

VMware made another good move by starting the conference on Monday with sessions and labs. In previous years, Monday was for partners and developers, and the sessions started on Tuesday. But starting VMworld 2010 on Monday allowed VMware to schedule more sessions across four days, instead of three.

VMware also changed the session-scheduling format by not requiring attendees to make reservations. Instead, it was first-come, first-served until the room was filled, and others could go inside if people left. There are pros and cons to each method. But I liked this year's format, because it guaranteed that you could see a session if you showed up early.

VMware provided appropriately sized rooms, which were based on the number of people that added the session to their schedules online. This year, many sessions were repeated, so more people had a chance to attend them.

Resources from Hewlett-Packard Company

Realise Business Continuity Through Virtual Infrastructures

**Virtualization and disaster recovery: Best practices for disaster recovery planners**

E-Guide: Evolving and implementing new storage strategies that support virtualization

About Hewlett-Packard Company

HP is a technology company that operates in more than 170 countries around the world. We explore how technology and services can help people and companies address their problems and challenges, and realise their possibilities, aspirations and dreams. We apply new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way our customers live and work.

No other company offers as complete a technology product portfolio as HP. We provide infrastructure and business offerings that span from handheld devices to some of the world's most powerful supercomputer installations. This comprehensive business portfolio helps us match the right products, services and solutions to our customers' specific needs.

Resources from EMC Backup and Recovery Solutions

EMC²
where information lives®
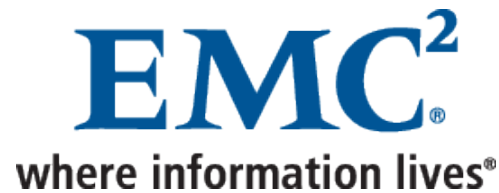
Optimizing Data Protection for Virtual Environments

EMC Backup and Recovery Solutions for VMware: Customer Success Profiles

VMware Improves Network Utilization and Backup Performance Using Avamar's Client-Side Deduplication

About EMC Backup and Recovery Solutions

EMC backup and recovery solutions are driving a fundamental shift in the way businesses protect and manage their information. With industry-leading deduplication storage systems and software, EMC has brought to market the next generation of data protection solutions. These cost-efficient disk- and network-based solutions are enabling organizations of all sizes to transform the way they protect and manage their information. For more information about EMC backup and recovery solutions, visit **www.EMC.com.**