



Subject Matter Expert (SME) Brief

Virtual Data Center

DATA CENTER FOCUS

One of the most profound data center shifts in recent history, virtualization is driving dramatic results. However, the full benefits of data center virtualization cannot be achieved through server consolidation alone. Without considering all components of a data center solution, from servers, to storage, to networks, you risk losing benefits realized in one area to inefficiencies in another. This means your solution provider not only needs to understand leading technologies from companies like VMware®, NetApp®, and Cisco®, but also provide integration services that efficiently weave them together to address your business requirements.

Our proven data center solutions combine deep partnerships, certifications, experience, and services to help you maximize the benefits of, and reduce risk in, data center virtualization solutions.

VMWARE PARTNERSHIP

VMware is the leading provider of server virtualization extending to virtual data center solutions and internal and external cloud infrastructure. We partner with VMware to provide complete virtualization solutions. Our strategic relationship with this leading technology vendor allows us to offer our extensive expertise and thorough understanding of VMware solutions to you.

Elite partner status

- VMware Premier VIP Partner (highest possible level)
- VMware Authorized Consultant (all competencies)
- VMware vCenter Site Recovery Manager™ (SRM) Lighthouse Partner (one of only 25)

High level of technical competency

Datalink engineers are trained on VMware best practices for enterprise environments.

- More than 20 VMware Certified Professionals (VCPs)
- More than 10 VMware Technical Sales Professionals (VTSPs)
- More than 50 VMware Sales Professionals (VSPs)
- VMware competencies in virtual infrastructure, business continuity, desktop virtualization, and virtualization management

NETAPP PARTNERSHIP

NetApp is a leading provider of unified storage offering flexibility, simplicity, and extreme efficiency. Their industry-leading solutions are tightly integrated with applications to help store, manage, and protect your data. We lead NetApp partners in almost every category, enabling us to better support our customers:

- Largest U.S. Star Partner
- Only national partner certified in backup and recovery, VMware virtualization, and data centers
- Deepest skill set for design, implementation, and support
- Largest install base and experience in enterprise solutions
- Highest rating in solutions support including NetApp products

High level of technical competency

More than 65-percent of all Datalink engineers hold NetApp certifications. Specific certifications held by our IT specialists are:

- Authorized Professional Service Provider (APSP)
- NetApp Certified Data Management Administrator (NCDA)
- NetApp Certified Solutions Architect (NCSA)
- NetApp Certified Implementation Engineer (NCIE)
- NetApp Accredited Storage Architect Program (ASAP)

Deep strategic relationship

NetApp views Datalink as a valued partner, seeking our input and expertise as it relates to product features, tools, programs, and roadmaps. We are active participants in numerous NetApp councils, including:

- Technical Advisory Council (only partner asked to participate alongside NetApp's largest customers)
- SAN advisory council
- Engineering quality summits
- Partner advisory council
- Early Access Program (new products are provided to us for evaluation before they're officially available)

Making IT happen

A complete data center solutions and services provider, Datalink helps Fortune 500 and mid-tier enterprises get the most from every IT investment – with storage, server, and network expertise across the infrastructure. We deliver greater business results throughout, designing what we sell, deploying what we design, and supporting what we deliver.

CISCO PARTNERSHIP

Cisco is the leading provider of data center networking solutions. Cisco data center solutions span virtualization integration, switching and storage networking, unified fabric, and unified computing systems. As a key strategic partner, we design and deliver Cisco data center solutions and have earned the highest possible partner-level recognition from Cisco:

- Cisco Gold Certified Partner
- Cisco Data Center Unified Computing System Authorized Technology Provider (DCUC ATP)
- Advanced specializations in routing and switching, security, and wireless connectivity
- Cisco Channel Customer Excellence Award Winner for demonstrating a measurably high level of customer satisfaction

High level of technical competency

We provide organizations with access to an experienced team of specialists whose proficiency covers all facets of the data center:

- Pre-sale engineers – solution scope, positioning, analysis, and scope of work creation
- Post-sale consulting engineers with extensive Cisco certification credentials
 - Cisco Certified Internetwork Expert (CCIE®)
 - Cisco Certified Design Associate (CCDA®)
 - Cisco Certified Design Professional (CCDP®)
 - Cisco Certified Network Associate (CCNA®)
 - Cisco Certified Network Professional (CCNP®)
 - Cisco Certified Voice Professional (CCVP®)
 - Cisco Certified Security Professional (CCSP®)



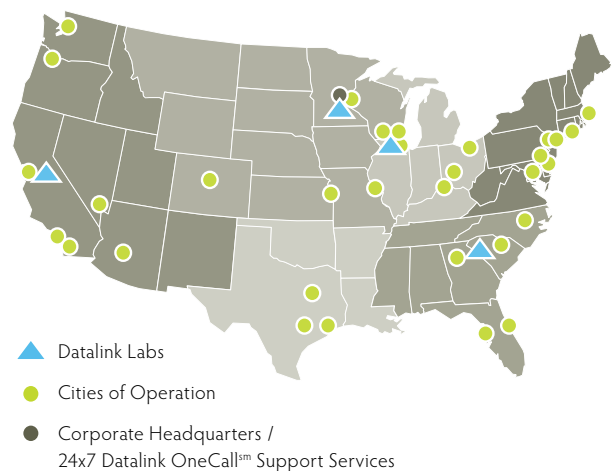
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DATA CENTER EXPERTISE

We are recognized by VMware, NetApp, and Cisco as a data center partner capable of delivering best-in-class services that include design implementation and cooperative support. We leverage best practices to deliver customers a completely integrated solution and quickly help them transform their data centers into shared virtualized infrastructures.

SIGNIFICANT BREADTH AND SCOPE

- We work with companies from nearly every industry.
- Companies rely on us to help them maximize the business effectiveness of their IT.
- Our solutions span all aspects of the data center – unified storage, servers, and networks.
- We design what we sell, deploy what we design, and support what we deliver.
- We have a nationwide presence with more than 30 office locations and four testing and validation labs throughout the U.S.



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