







# VMTurbo

## *Controlling the realm of application performance*

The word “turbocharged” refers to an engine that is souped up and made greater in power by the spinning of a turbine-driven compressor. Perhaps that is why the founders of VMTurbo - Shmuel Kliger, Yuri Rabover, Yechiam Yemini, Danilo Florissi, and Shai Benjamin - named their software company to reflect

the added power of a turbocharged machine. Because, according to Geeta Sachdev, VMTurbo’s Chief Marketing Officer, customers who use VMTurbo’s application performance control platform for cloud and virtual environments can see “anywhere from a 30 to 50 percent capital expenditure and 20 percent operat-



## AT A GLANCE

**WHO:** VMTurbo

**WHAT:** Maker of an Application Performance Control System for cloud & virtual environments

**WHERE:** Headquarters in Boston, Massachusetts

**WEBSITE:** [www.vmturbo.com](http://www.vmturbo.com)

ing expense improvement” within a very short period of time. But more importantly, users can see an improvement in application performance by upwards of 40 percent. And that results in a lot turbocharged applications.

Based on real-world implementation of research done by Yemini on Economic Models for Allocating Resources in Computer Systems, the problem that VMTurbo solves is a simple one, but as explained by Sachdev, is complex at scale: “In the modern data center, you have a great deal of infrastructure that allow you to run

applications,” she begins. “The applications, the lifeblood of most organizations, are really the signals of demand. So, for example, if your business operates an e-commerce platform, you’ll see peak demand on days like Black Friday or Cyber Monday coming in through application use. It’s crucial to ensure that these applications have enough infrastructure supply, whether its memory, CPU, disk space, or network bandwidth, to be able to respond to this incoming demand.”

Sachdev goes on to explain that over the last two decades, the increased implementation of virtualization introduced complexity with the increase in scale, making it more difficult for companies to manage growing workload demand. “Virtualization allows those servers to handle more capacity by abstracting the functionality within the server. It enables you to be more efficient and to be able to run more workloads on that same capacity. This introduces a great deal of complexity into the environment, however. The challenge now is: if you aren’t able to see the demand coming in, and cannot relate that demand to your existing supply, you will experience performance degradation.

“And so, the premise behind VMTurbo is: how do you keep things in a state of perpetual health? What I mean by that is, if you could match demand to supply, in real time, you’re able to assure application perfor-





The Inevitable Cloud ...



mance. If the demand gets what it needs from a supply perspective, then you're going to be able to meet your performance goals. But when you're not able to match that demand to your supply, and you are just guessing at application demand, you'll have some applications that are starving and some that are overfed. This ultimately leads to slower performance in a business' most critical applications that cannot afford to be slow. It's said that 'slow is the new down.' If you have an application that's running slow, you're going to lose people on your website because they're not going to wait for your application to run and you're losing dollars in the meantime."

She continues: "Businesses want to have highly performing applications. Before VMTurbo, if something

wasn't performing well, the IT administrator would get an alert, decide if it was worth responding to and if so, drill down manually to figure out what to do next. But by the time you have an alert on something that

isn't working, it's already too late. Either your performance is degraded in the system, or something isn't working as it should. VMTurbo is an application performance control system; what makes it unique is its







Launched a mere 13 years ago, LinkedIn has quickly become the world's pre-eminent, professional network. The company has more than 400 million registered members in more than 200 countries and territories, and is available in 24 languages. LinkedIn is headquartered in Mountain View, California, with offices in 30 cities and 7,600 full-time employees. It traded its first shares on the New York Stock Exchange in 2011.

For the vast majority of its professional users, LinkedIn serves as an essential tool for connecting with others in a variety of ways: people use it to find jobs, employers search for candidates, introductions amongst members get made, people can endorse one another's skills, etc. But according to Kelly Kyer, LinkedIn's Global Tech Marketing Lead, "most people think of LinkedIn as a finite bucket –

'that's where I go to post my professional profile,' but there are so many more tools on LinkedIn that individuals and companies can take advantage of. They can tell their professional stories so they can attract opportunities and be more successful. They can also get the news they need within their sectors in order to learn and grow professionally."

This pioneering company is constantly adding different products and services to its platform to expand the ways users can reach out and connect with one another. For example, LinkedIn also supports the formation of interest groups. Most of the groups are employment-related, although a very wide range of topics are covered, mainly around professional and career issues. Currently, there are about one and a quarter million interest groups, half of which are comprised of academic or corporate alumni. An-

other innovation, the LinkedIn Influencers Program, launched in October 2012, brings together 300+ of the world's top thought leaders to share their professional insights with LinkedIn members.

Yet another way that its users can leverage their participation in LinkedIn's network is in the realm of social selling. LinkedIn's sophisticated algorithm – part of its Sales Navigator tool - helps social sellers find and contact the right prospects without having to resort to the time-consuming and highly unpredictable process of cold calling. Because the network, itself, already qualifies and prioritizes potential customers, business relationships begin stronger and sales cycles decrease. And when sales reps can reach prospects at key stages in the buying process, more leads convert and more deals close.

LinkedIn also offers a suite of marketing products and services that help businesses reach their target audiences by delivering the right content to the right people on every device: desktops, laptops, smart phones, and tablets. "It's a great place to engage and put your brand and content out there for people to consume," says Kyer, "because users come to LinkedIn with a professional mindset – they're ready and eager to consume educational and informative content from peers, influencers and brands."

**Today, any business can take advantage of LinkedIn's marketing solutions to drive awareness, shape perceptions, and develop relationships:**

- Company Pages are central hubs where millions of LinkedIn members can learn about a company's news, products and services, business opportunities, and job openings.

- Sponsored Updates promote even more engagement with company pages by capturing the attention of highly engaged people with native ads. Just the right audience is reached, driving qualified traffic.

- Display Advertising gets the attention of 400 million professionals whenever they go online. Analytic tools track and measure the impact of display ads.

- Sponsored InMail gets highly targeted messages to the people who matter most - right to their LinkedIn Inboxes.

- Text Ads drive new customers to a website or landing page via a self-service, pay per click (PPC) advertising platform.

A company can utilize any, or all, of LinkedIn's suite of services as part of its marketing strategy, in order to better reach its target audience. LinkedIn's platform provides it with a comprehensive approach to marketing, helping it to drive engagement with a filtered and highly relevant audience that can be further personalized by profession, geography, or skill set. The result is a lower cost per lead than other channels, and a higher return on investment.

As the realm of online marketing grows more sophisticated and complex, LinkedIn continues to lead the way with cutting edge solutions. You owe it to your business to explore the many ways in which LinkedIn can keep you connected by becoming a LinkedIn Marketing Solutions customer. Contact a LinkedIn account executive today and start leveraging LinkedIn's services for your next campaign. Or visit us at [business.linkedin.com/me](https://business.linkedin.com/me) for more information.





ability to match application demand to the infrastructure supply in real time, ensuring application performance. We have a product that can be downloaded in ten minutes, and within 30 minutes you're getting automatable decisions for things that can, and should, be done to improve performance. It's a better way to manage a data center because the software is making the decisions. As opposed to humans interpreting data, we're going to let the software do the work - just like a plane that runs on autopilot."

Today, VMTurbo has over 1,200 customers across many sectors – service providers, financial services,

technology, healthcare, and telecom, among others. "Fortune 500, 1,000, 2,000 companies - these are all prime candidates to use our software," says Sachdev. "If you think about their data center and their cloud footprint, it is very complicated. They use many different types of technologies, and they don't really have one control system to tie all those technologies together from an application perspective. So we end up being the control system for these companies, enabling them to run their data centers more efficiently with better performance."

While VMTurbo helps turbocharge its customers' bot-





tom lines, the firm's own growth over the past several years has been equally impressive. Through the third quarter of 2015, the company has experienced 21 consecutive quarters of record revenue growth, drawing funding from several tech-savvy investors, such as ICONIQ Capital, Bain Capital Ventures, Globespan Capital Partners, Highland Capital Partners, and Red Hat, the world's top open source solution provider.

VMTurbo currently has over 400 employees and a growing global presence. Its corporate headquarters are in Boston, MA; its Canadian headquarters are in Toronto; and its European headquarters are in Reading, UK. It also has offices and engineering centers in Valhalla NY, and Manhattan, NYC.

A key element of VMTurbo's go-to-market approach is educating potential customers about how they can

better run and manage their data centers. "We spend a lot of time listening to our community, and feed that back into our product to ensure our customers not only have a great experience today but are future-proofed against whichever technologies they choose to adopt tomorrow," Sachdev says. "What's great about listening is that it tends to become two-way, and the community begins listening to us on where we think the market may be headed. We see this organically in our own Green Circle Community."

Based on the company's rapid growth and its development of real-time application performance control as a totally new approach to IT operations management, it's unlikely that many of the world's largest enterprises don't already know who VMTurbo is. And if they don't - they probably soon will.



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## PREFERRED VENDORS

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can endorse one another's skills, etc.

LinkedIn also supports the formation of interest groups; there are about one and a quarter million such groups, most of which are employment-related, although a very wide range of topics are covered mainly around professional and career issues. There are currently 128,000 groups for both academic and corporate alumni.

LinkedIn continues to add different services to its platform in order to expand the ways people can use it. For



example, the LinkedIn Influencers program, launched in October 2012, brings together 300+ of the world's top thought leaders to share their professional insights with LinkedIn's 259 million members. - [www.linkedin.com](http://www.linkedin.com)

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