

## **DynamicOps Reduces Virtual Machine Sprawl**

*First in industry to offer automated resource recycling*

**BURLINGTON, MA, June 22, 2009** – [DynamicOps](#), a company formed out of real world operational deployment at Credit Suisse, is introducing a new generation of automated virtualization management software with a unique capability – automated resource reclamation – that identifies and reclaims inactive and abandoned virtual machines to control virtual machine sprawl.

DynamicOps [Virtual Resource Manager](#) (VRM) is the first virtualization management software to automate the manual process required to reclaim and recycle unneeded virtual machines. The new VRM 3.2 helps companies use their virtualization infrastructure much more efficiently, reducing the need for IT staff to manually reclaim unused virtual machines and making the best use of IT assets. This improved efficiency results in significant cost savings.

“VRM provides the governance and controls required to improve utilization of a shared IT infrastructure” explained Richard Krueger, CEO, DynamicOps. “A typical company, with 1,000 virtual machines can expect to save at least \$400,000 annually using VRM by eliminating over provisioning and automating the identification, verification and reuse of inactive resources”

With VRM, companies can easily apply the well-known, eco-friendly “Reduce, Reuse, Recycle” theme to virtualization management, Krueger added. The software, in high demand by companies that want to achieve significant cost savings and faster ROI for their virtualization initiatives, provides essential tools to reduce over-provisioning of virtual machines, help companies reuse virtual resources quickly and easily, and identify virtual machines ready for recycling.

VRM automates the planning, deployment and ongoing management of virtual servers and desktops, from the time they’re created until they’re retired. Using VRM, enterprises deliver and manage virtual machines independent of the hypervisor, connection broker, and image deployment technology involved, all through a single console.

DynamicOps has added other new capabilities to VRM, including an enhanced developer’s toolkit, enhanced Linux support, and usability improvements.

The new VRM Software Developer’s Toolkit, used to integrate VRM’s automated virtual machine management processes with existing management ecosystems, makes it easier for companies and resellers to develop plug-in modules to perform a variety of tasks external to VRM; no code changes are required in the core VRM software.

One DynamicOps customer used the Toolkit to add a step to the provisioning, reprovisioning, and decommissioning workflows to update their in-house patch management database, allowing them to use their existing management ecosystem to monitor software revision levels and make sure all VMs were in compliance with supported releases and patches.

For Linux users, VRM 3.2 goes beyond simple virtual machine cloning to include automated operating system installation and customization capabilities available in either Red Hat Kickstart or Suse AutoYaST. In addition to automating the installation and consistent configuration of machines, these utilities facilitate customization like network, disk, language and keyboard selection as well as optional software installation.

DynamicOps has also added several new features to improve usability, including enhanced discovery, easy install and set up, simple resource reservation, static IP support, global VM Blueprints, multi-step approval, and a resource cost calculator to facilitate the configuration of chargeback cost profiles.

### **About DynamicOps**

DynamicOps offers virtual infrastructure provisioning and management software. It is a private company based in Burlington, MA. VRM creates a secure environment where virtual machines are provisioned, tracked, and maintained from cradle to grave. [www.dynamicops.com](http://www.dynamicops.com).

###

*Editors, please contact Sue Myers, [sue.myers@dynamicops.com](mailto:sue.myers@dynamicops.com), 978.369.6336*