



# **COST-SAVING IDEAS TO DRIVE YOUR COMPANY FORWARD**

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Business owners are constantly on the hunt for [cost-saving ideas](#) which positively affect their bottom line without sacrificing quality and efficiency. One of the most potent ways to cut the cost of your IT while improving your technology experience is virtualization.

Virtualization offers you a way to keep your IT growing with your business while also making it more secure and cheaper to maintain. There are many facets that make virtualization a great option for any business that relies on its IT infrastructure. And we're here to explain some of the best uses of virtualization to you.



## CUT COSTS WHILE FREEING UP SPACE

A traditional IT infrastructure is built around a set of on-location servers. These servers run all of the essential software that keeps your business functioning and efficient but has a hefty price tag that makes upgrades difficult and costly.

While reliable, servers are difficult to implement and maintain solution for a growing company. And the smaller your business is, the larger percent of your

gross revenue you will spend acquiring proper server hardware. For a small business, the average up-front cost of a server can be between \$3000-\$4000. And that is not to mention the other costs associated: you have to dedicate square footage to your server rack, it needs to be properly cooled, it is an electricity hog and you may need extra storage depending on the data needs of your business.

If your servers are non-virtualized, that means that each operating system or organizational data structure needs its own server. So if each department needs its own server, you're suddenly \$12000+ deep with a larger electricity bill.

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With virtualization, you no longer need one server for each department or function. Virtualization takes one server and allows you to allot a custom amount of space and compute power to each function, creating what are functionally mini-servers all running from one server.

For example, if you have three on-site servers but need five dedicated servers, virtualization can often use your existing memory to create five virtual servers from the three physical ones. Once you imagine the cost savings of three servers over five, you begin to understand why virtualization is one of the best cost-saving ideas out there.

## **VIRTUALIZATION OFFERS TRUE SCALABILITY**

All businesses should be ready to become a success – perhaps even an overnight sensation. An incredibly important aspect of your business's success is exactly *how* prepared you will

be should a sudden growth opportunity occur. Not being prepared for rapid growth can result in your company being overwhelmed and eventually losing business. There are over 28 million small businesses in the United States, [according to the SBA](#), and the sad reality is that **less than 50%** will survive in an attempt to grow.

With virtualization, scaling your business to match your growth is as easy as a few clicks. As your company's productivity increases, virtualization allows your data needs to grow step-by-step in pace with your company's growth. If you add three new departments but run out of data storage, you can simply call us to use virtualization to dedicate part of your already existing server hardware to them without any new purchases. Each step your business takes, your data storage can take the same-sized step with it, granting you true scalability.



## REDUNDANCY AND OFF-SITE STORAGE

One of the most expensive threats all companies face is major data loss. Statistics show that around **60% of unprepared businesses close** within six months of a major data loss.

“Unprepared” is an important word, here. When your business ensures redundancies, your company is prepared. Especially if it plans for backup failure.

In the event you suffer an on-site data loss—and after the initial panic subsides—you’re going to want to figure out how to get your data back. With virtualization, redundancy becomes a piece of cake.

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Since all of your data is accessible from one software, managing backups becomes much less of a trail. From one interface your server can be set up to automatically back up your data weekly onto another on-site server. And as a second, worst-case scenario redundancy the server can also back up to another server off-site through the cloud.

Some businesses exist to house businesses off-site server infrastructure. These server farms which hold many companies data and backups are called co-location facilities.

Co-location allows you to acquire space in an offsite – perhaps even remote – data center, so you can keep one copy of your data at a nearby location and ready for you, but if the worst happens and the nearby copy is damaged or unavailable, a second copy at the co-location facility is also available to be used.

When you have enough redundancies to ensure business continuity, the amount of money you will save is immeasurable.

## **TO DO VIRTUALIZATION RIGHT, YOU NEED A TRUSTED PARTNER**

More and more businesses are seeing the inherent value in virtualization. But the process of virtualization is not inherently user-friendly to set up. That's why we recommend finding a technology partner who knows the ins and outs of virtualization. We have been virtualizing office environments for years, and we are prepared to revolutionize the way your office works, grows and rises to meet new challenges. Let's talk about how we can virtualize your office and help your company grow.

**Contact Us**

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