



VMware VIP Enterprise Partner



Clear vision in computing

www.acr-its.com

SOLUTIONS PROVIDED

Server, desktop and storage virtualization

Full testing and demonstration suite for customers

COMPLIMENTARY TECHNOLOGIES

Acronis, Cisco, CommVault, Compellent, Dell, Double Take, EMC, EqualLogic, HP, IBM, NetApp, Platespin, Vizioncore

CERTIFICATIONS

- 4 VMware Certified Professionals (VCPs)
- 3 VMware Sales (VSPs)

AWARDS

Named EMEA Rising Star at the VMware Partner Day 2007 Awards

"Coming from a strong background in storage and Unix virtualization, VMware has transformed our business, challenged us to think outside the box and given us our identity. In less than a year it has provided us with significant new revenue streams and business opportunities. VMware is the most proactive and enthusiastic partner that we work with and we see them as a natural extension to our business. From our experience, everyone within VMware has exactly the same professional and positive approach to working with partners, and delivering success for customers."

Steve Freeman, Managing Director, ACR ITS Ltd.

ACR IT Solutions

Formed in 2002, Award-winning ACR provide cost-effective disaster recovery and energy-saving technologies. We advise business on how to mitigate risk and reduce cost by providing consultancy, services and support for their business critical systems and data. Providing technology and consultancy services to public sector, large enterprise and small medium enterprise businesses within the UK from our head office based in north Manchester.

ACR began working with VMware in 2006 and transformed its business in the first year of the relationship. The company worked with customers of all sizes in a wide range of markets on projects to optimize their infrastructures, increase availability and create cutting edge disaster recovery systems. These implementations allowed ACR to create solutions that involved a number of complementary technologies from systems, networking and independent software vendors. ACR believes that VMware technology provides a platform for enormous creativity in the design and implementation of solutions for their customers, which in turn increases the motivation for its staff.

In the future, ACR expects growth to continue as more customers transform their businesses using virtualization. In particular, it is currently seeing demand for Virtual Desktop Infrastructure solutions, where customers can increase security; improve the provision and management of systems, while reducing operating costs and carbon footprints.

Benefits

- Grew VMware license revenues from zero to more than \$500,000 in first year
- 80% overall year on year revenue growth and 100% increase in profits in less than 12 months
- Reduced customer installation times by up to 70%
- 95% of business now driven by customers deploying VMware and complimentary storage and networking solutions
- Grew company from three to 13 staff in less than 12 months
- Conducted joint marketing and PR activities with VMware

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