



newsletters

Virtualization management takes center stage

By Reuters

August 26, 2009 5:01 PM EDT Updated August 26, 2009



As virtualization evolves over the next several years, management will play a bigger and bigger role.

Test: Virtualization management

Make sense of the latest ESG trends affecting companies and governments with the Reuters Sustainable Switch newsletter. Sign up [here](#).

Management's importance will increase coincident with the growing competitiveness of non-VMware hypervisors, especially Microsoft's Hyper-V, industry watchers agree. "In coming years, Microsoft will catch up with VMware on the backend and what will separate those two environments are the management tools," says Bob Pate, network operations manager at McGlinchey Stafford PLLC, a large New Orleans law firm.

Advertisement · Scroll to continue

"You're going to start seeing cross-platform management tools. Some will handle VMware and Microsoft, or Citrix and Microsoft, for example. This is really what's going to create your top runners," he adds.

One management view

Multivendor hypervisor environments already are on the rise, says Bob Meyer, worldwide virtualization solutions lead for HP. "The reality is, going forward, people will prefer different types of hypervisors for different types of applications. The business will require that you have a single view, and from an IT perspective you don't want multiple management tools, repositories, teams of users. You want a single pane of glass," he says.

Advertisement · Scroll to continue



Data from Enterprise Management Associates (EMA) confirms the trend. In a survey conducted in mid 2008, EMA found that only 7% of respondents had only one virtualization supplier in their test and development and production environments, reports Andi Mann, a research vice president with the firm.

Going forward, Mann says, IT will need to distinguish virtualization management from virtual system management. "A multi-disciplined approach to virtual systems management has to be the real goal," he says.

Virtualization management is about managing the low-level capabilities dedicated to the virtualization system itself. Virtualization management takes care of managing the hypervisor, memory allocation, virtual machine migration and such functions. As a rough estimate, Mann says he figures about 75% of enterprises are grappling with virtualization management issues.

 00:07 Malawi says at least 13 dead ...



Virtual systems management addresses higher level needs, Mann says. He has identified three main areas of virtual systems management: managing the life cycle of the virtual system, monitoring servers being provided by the virtualization system and automating operations of that virtual system. About 18 management disciplines fall under these categories, he says.

IT executives overseeing the most mature virtualization environments are starting to understand virtual systems management now, but everyone needs to be working toward this goal, Mann says. "This is what you need to do if you want to manage your environment properly. Otherwise you're wasting your people -- having senior-level architects doing low-level management while IT administrators sit around because they don't have the right tools," he says.

Third-party support

Virtualization vendors, of course, are scrambling to distinguish themselves on the management front. VMware focuses on boosting its capabilities for managing its own hypervisors, recently adding functionality such as application mapping and chargeback. Microsoft touts the ability to manage multiple hypervisors in Virtual Machine Manager.

But opportunities are ripe for third-party management platform and tool vendors, Mann adds. IT managers will find a lot of value in external toolsets from big vendors such as BMC, CA and HP, as well as more targeted players such as DynamicOps; PlateSpin, a Novell company; and Vizioncore.

Chris Wolf, a senior Burton Group analyst, says he expects to see consolidation and attrition in the virtualization management space. While enterprises do need management tools that help them address challenges of their maturing virtualization environments, they almost have too many choices, he says. "It's almost overkill."

Schultz is a freelance IT writer in Chicago. You can reach her at bschultz5824@gmail.com.

Original story - [here](#)

Our Standards: [The Thomson Reuters Trust Principles](#).



Suggested Topics:

Read Next

Sustainability

Mexico's coastal communities fear more crude contamination as spill source unclear

1 hour ago

Legal

States challenge Trump decision to revoke basis of US climate regulations

March 19, 2026

Environment

Nebraska fires burn grazing lands, threaten plans to grow US cattle herd

March 19, 2026

Environment

Study suggests younger age for Chile's important Monte Verde archaeological site

March 19, 2026







Business

Suncor's global head of market and trade risk management to depart, sources say

Energy · March 20, 2026 · 3:17 PM EDT · 10 mins ago

— The global head of market and trade risk management at Canadian oil producer Suncor —

World

Eight states ask US judge to temporarily block Nexstar, Tegna merger

3:12 PM EDT

Global bond rout deepens with concern over war-driven inflation

3:05 PM EDT

World

Nevada judge temporarily blocks Kalshi from operating prediction market in state

3:01 PM EDT

Business

Wall St Week Ahead: Persistent Iran war, energy price surge set to loom over stocks

2:54 PM EDT

Latest

Home

Authors

Topic Sitemap

Archive

Article Sitemap

Media

 Videos

 Pictures

 Graphics

Podcasts

Browse

World

Business

Markets

Sustainability

Legal

Breakingviews

Technology

Investigations

Sports

Science

Lifestyle

About Reuters

About
Reuters 

Media
Center 

Advertise
with Us 

Careers

Reuters
News
Agency 

Brand
Attribution
Guidelines 

Reuters
and AI 

Reuters
Leadership 

Reuters Fact Check

Reuters
Diversity
Report 

Commercial
Disclosure
(Japan) 

Stay Informed

Download
the App
(iOS) 

Download the
App (Android) 

Newsletters

Subscribe

Information you can trust

Reuters, the news and media division of Thomson Reuters, is the world's largest multimedia news provider, reaching billions of people worldwide every day. Reuters provides business, financial, national and international news to professionals via desktop terminals, the world's media organizations, industry events and directly to consumers.

Follow Us



LSEG Products

Workspace



Access unmatched financial data, news and content in a highly-customised workflow experience on desktop, web and mobile.

Data Catalogue



Browse an unrivalled portfolio of real-time and historical market data and insights from worldwide sources and experts.



Screen for heightened risk individual and entities globally to help uncover hidden risks in business relationships and human networks.

Advertise
With Us



Advertising Guidelines

Purchase
Licensing
Rights



All quotes delayed a minimum of 15 minutes. See here for a list of exchanges and delays.

