



## **J4 Systems Sees DataCore Software as Pivotal to an Overall Virtualization Strategy**

*Virtualization is 3-dimensional: J4 Systems' customers flock to DataCore as the cornerstone of a virtualized infrastructure*

FORT LAUDERDALE, Florida – July 7, 2010 – DataCore Software, a leading provider of software-based virtualization solutions empowering storage, today announced that Gold partner J4 Systems has seen continued success by recognizing the importance of virtualizing storage along with desktops and servers. New J4 Systems customers that have deployed DataCore to virtualize storage resources include Admail West, Antonini Enterprises, LLC, California Bankers, Cross Petroleum, Grafil Inc., Porter Scott, Resource Capital, Inc., Silicon Valley Sports & Entertainment, and Tesco Controls, Inc., among others.

“DataCore has helped tremendously in empowering us with what customers need in order to make their virtualization projects successful,” states Tiffany Sequeira, Chief Operating Officer, J4 Systems. “The marketplace at large is recognizing that virtualization projects are indeed three-dimensional and that storage is as vital as the other dimensions, if not more so. DataCore takes storage to the next level, protects existing storage investments and delivers genuine value to users by boosting productivity, utilization and performance through device independent software that safeguards their business from costly disruptions due to storage failures.”

### **Real-world Success with DataCore Storage Virtualization Software**

DataCore virtualization solutions enable system and network administrators to provision, share, reconfigure, migrate, replicate, expand and upgrade storage without slowdowns or downtime.

“We rely on DataCore software to pool our existing storage assets into a highly available, shared storage configuration,” states Steve Bradley, Network Administrator, Rocklin Unified School District. “We selected DataCore because we saw the value and the power of virtualizing across all makes and models of storage devices in a manner that is cost effective, device independent and puts to use equipment already in place.”

According to Chris Whitaker, IT Manager, Ahtna Government Services Corporation, “What won the day was the fact that DataCore offers a software-based, device-independent solution whereby we get infrastructure-wide functionality that runs across unlike and incompatible devices, without slowdowns or downtime. This rich set of advanced virtualization services from DataCore delivers the highest availability – and best use of resources – at the most favorable cost. DataCore virtualization technology hits on all cylinders for us. And their customer support is just exemplary.”

In addition to Rocklin Unified School District and Ahtna Government Services Corporation, other J4 Systems' customers that have already reaped the rewards of cost-savings, flexibility, productivity and risk mitigation include American Building Supply, AWI Management Corporation, Borges Architectural Group, California School Employees Association, Chelsio Communications, Citizens Bank of Northern California, City of Elk Grove Police Department, Composite Engineering, Inc., Corn Products International, County Medical Services Program, Delta Blood Bank, Document Fulfillment Services, Ecorp Consulting, Inc., Hose & Fittings ETC., Loomis Union Unified School District, PFU Systems, Inc., Qualys, Inc., Risse Mechanical, Robbjack Corporation, Schuering Zimmerman & Doyle, LLP, Stanislaus Union School District, Stockton East Water District, The CBM Group, Therapeutic Research, Trans Cal Insurance Services, Visionapp, and more.

### **Shaping the IT Plans of J4 Systems' Customers for the Long-term**

"We find that DataCore virtualization software has become a very mission-critical part of the way we shape the long-term IT plans of our customers," notes Sequeira. "Yes – a lot of customers are talking about virtualization. But it is how they are applying virtualization that is really relevant. Initially, our customers are typically using DataCore to attain high-availability. Then, they add a third DataCore-powered SAN to ensure disaster recovery. The bottom-line is that DataCore storage virtualization software enables virtualization initiatives to become reality for our customer base. And the reason for this is because DataCore's solutions provide the high-availability required to keep businesses running out-of-the-box – as well as a future path whereby DataCore makes disaster recovery both possible and economically viable."

The message from this successful DataCore partner seems clear – their customers' virtualization implementations can grow with DataCore software as part of the deployments. Interestingly, J4 Systems is a VMware Enterprise partner and the firm also sells Microsoft Hyper-V as well as Citrix XenServer. Regardless of the hypervisor, however, J4 finds that customers who are really looking into an initial investment whereby they are seeking to do things such as consolidate servers, reduce power consumption, as well as extend the life of their PCs through desktop virtualization, are seeing that DataCore's software-based storage virtualization solutions go hand-in-hand with accomplishing these objectives.

In terms of server consolidation, reduced power consumption, and any desktop refresh project – all of those initiatives are predicated upon a customer implementing a virtualized infrastructure. "We see first-hand that DataCore's storage virtualization software serves as a great way for customers to get the most high-end functionality for their budget no matter what other virtualization technologies they are using. As such it serves as a cornerstone to the virtualization projects we do over the long-term," explains Sequeira.

### **Virtualization's Third Dimension – Storage Virtualization**

DataCore develops software-based solutions that virtualize storage. Virtual servers and desktops depend heavily on shared disks. Without them, system administrators cannot migrate virtual machines, fail-over workloads or start up sessions on a completely different desktop. That is where DataCore comes in.

DataCore storage virtualization mitigates risks for virtual servers and desktops. Link: [DataCore Takes Virtualization to the 3rd Dimension](#).

### **About DataCore Software**

DataCore Software develops the storage virtualization software needed to get the highest availability, fastest performance and maximum utilization from storage resources in physical and virtual IT environments. It provides the critical 3<sup>rd</sup> dimension on which the success of server and desktop virtualization projects hinge, regardless of the models and brands of storage devices used. For more information, call (877) 780-5111 or visit [www.datacore.com](http://www.datacore.com).

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