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March, 2008

MARKET RESEARCH REPORT

Virtualization Software & Services

Emerging Trends and Market Opportunities in Asia Pacific

➤ **Lead Analysts:**

Ravi Shekhar, Senior Market Analyst
Michael Barnes, Vice President, Software

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INTRODUCTION

Virtualization has emerged as one of the hottest IT buzzwords in the Asia Pacific region. Although the number of organizations that have adopted virtualization to address some key business and IT challenges is small when compared to the size of the region's business universe, a growing number of organizations in Asia Pacific consider the technique imperative for addressing the challenges and complexities of managing a growing IT infrastructure. On the other side, there are many who even though appreciative of virtualization at a theoretical level, are apprehensive of deploying it in their IT set up either because they consider it to lack enough technical maturity to be reliable or because they haven't come across a successful implementation case study.

Software-based virtualization solutions and its associated services have been the most important global market catalyst. This Springboard report analyzes key trends that define the virtualization software and services market in Asia Pacific. This study aims to understand key market dynamics, drivers and inhibitors in the context of IT challenges and pain points facing business organizations across the region. One of the key elements of our analysis is the provided market size data on the virtualization software and services market in Asia Pacific, and our profiles of the region's leading virtualization software and services vendors, their offerings and strategies.

CONTACTS

www.springboardresearch.com

E-MAIL

Sales/Marketing: sales@springboardresearch.com

Research: research@springboardresearch.com

Careers: careers@springboardresearch.com

AUSTRALIA

Level 12
1 Pacific Highway
North Sydney, NSW 2060
Australia
Tel: 61-2-9959-1926

INDIA

NSCI Bhawan, STP Extension
2nd Floor, Okhla Industrial Estate
New Delhi 110020
India
Tel: 91-11-4051-8181

JAPAN

Level 6, Gloria Building,
3-6-15 Kasumigaseki, Chiyoda-ku,
Tokyo 100-0013
Japan
Tel: 81-3-5251-3032

MOROCCO

219 Boulevard Kerktoni- 1er étage
Résidence El Bardai
Casablanca 20100
Morocco
Tel: 212 22-36-15-56

PAKISTAN

4th Floor, Software Technology Park 5-A,
Constitution Avenue,
Islamabad
Pakistan
Tel: 92-51-282-8668

SINGAPORE

45 Club Street
Singapore 069422
Tel: 65-6325-9716

U.S.A.

5201 Great America Parkway Suite 320
Santa Clara, CA 95054
U.S.A
Tel: 408-730-2680

CHINA

3/F, North Tower, No.1 Guang Hua Road,
Chaoyang District, Beijing 100020
China
86-10-6599-7916