

## OVERVIEW

Virtual Clarity is a team of consultants and advisors operating in Europe and offering a compelling combination of:

- Operations experience in enterprise data center environments
- Expertise in EUC (End User Computing) transformation and modernization
- Cloud Services wisdom and learning

Our mission is to help visionary enterprises virtualize their entire infrastructure and transition to the cloud, making these a core part of the enterprise strategy.

Our clients have seized the game-changing potential of virtualization and cloud computing. At the same time, those clients are savvy enough to realize there will be inevitable technical, operational and organizational challenges along the way.

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## WHAT WE DO

To give you an instant insight into the kinds of work we undertake for our clients, here are snapshots of some recent client engagements:

- A bank asked Virtual Clarity to undertake the cost analysis and develop the business case for a 60,000 desktop transformation program. We delivered a detailed cost model and initiation of a workplace transformation program for 60,000 Windows 7 upgrades, 30,000 virtual desktops and thin clients, 5,000 virtualized applications and 15,000 remote access users.
- On behalf of a major European retail bank, Virtual Clarity was tasked with the design and rollout of 30,000 virtual desktops. Virtual Clarity created the architectural vision, program plan, design and operational model and provided engineering and architectural support during rollout. We enabled 10,000 users on the platform in under 6 months, with a further 20,000 users currently in rollout.
- For a financial-services organization, Virtual Clarity has migrated the most Complex Applications and Server Exceptions (CASEs) onto the virtual platform. We migrated hundreds of CASEs, leading to the closure of two enterprise datacenters.
- A major financial services organization commissioned Virtual Clarity to lead the management of a data-center strategy program. The objective was to consolidate datacenters by aggressively virtualizing the applications. We initiated, ran and then transferred program management. Virtual Clarity created a P2V factory and accelerated virtualization projects.
- For a major retail bank. Virtual Clarity is developing a Cloud strategy and building initial Cloud Services. In the words of the bank's Head of Technology Services: "To make sure we get this right, we have partnered with Virtual Clarity. They bring an external perspective and significant expertise in both executing the change and modernizing IT operations."
- For a London based stockbroker and investment bank, Virtual Clarity developed Service and Operational Vision for global deployment of infrastructure as a service and private cloud. This has led to the convergence of global processes and technology for IaaS.

## OUR APPROACH

A core set of principles underpins everything we do and informs all our client work:

- **Focus on virtualization and cloud computing:** We understand that virtualization and cloud computing imply significant changes for the enterprise operational model and so demand a new kind of consultancy expertise. We set up the company with this sole purpose in mind. That is our exclusive business focus.
  - **A track record of sustained success:** We have implemented large-scale infrastructure systems, operated enterprise infrastructure & application services and developed virtualization and cloud-based products.
  - **Our approach is driven by service delivery:** Virtualizing infrastructure and migrating to the cloud require new operational models that in turn dictate how the enterprise will select and integrate technology. At Virtual Clarity, we consider operational management and service delivery at all stages of the implementation process.
  - **World-class virtualization and cloud expertise:** Application of rigorous intelligence characterizes everything we do and the value we deliver to our clients. We are at the cutting-edge in terms of our expertise and intellectual capital.
  - **We combine impartiality with strong relationships:** We are independent of every vendor and therefore not aligned to anybody else's agenda. At the same time, we retain deep links with all the key players. This means we understand the technology and can assess its maturity objectively.
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## WHO WE ARE

Virtual Clarity's founders came together because they saw the disruptive potential of virtualization and cloud computing. Each of the partners has extensive relevant experience.

- **Tommy Armstrong**, Co-Founder and Partner, specializes in modernizing client-computing platforms and runs the End-User Computing group at Virtual Clarity. In previous roles he has pioneered desktop & application delivery from the Cloud since 2001. At Propero he helped develop Cloud-brokering and delivery products (now VMware View and Horizon) and consulted to organizations including Merrill Lynch, Lloyds TSB, IBM, American Express, Dresdner, Heinz, NTL and TUI. Tommy opened Propero's US and Latin-American operations in 2006 and was directly involved in acquisition by VMware in 2007. At VMware Tommy managed the team responsible for desktop products and solutions in Europe (View, VDI, ThinApp, Workstation, Fusion, ACE) and helped to launch the View and ThinApp products. Tommy holds a PhD in Nuclear Physics.
  - **William Lees**, Chief Operating Officer, Co-Founder and Partner, has been involved with enterprise scale IT throughout his career. He has managed the delivery and engineering of IT services on a global scale, and has extensive understanding of the Windows platform at both application and infrastructure level. At Virtual Clarity he is responsible for the overall quality of customer deliveries, and focuses his own practice on Service Management and Operational Strategy. As Head of IT Managed Solutions at UBS, William provided standardized middleware and hosting services for use throughout the Investment Bank and managed the associated infrastructure and applications. He championed a number of initiatives related to virtualization, self-service and service efficiency. Prior to this position, he held a number of leadership roles in infrastructure and application development at UBS and at Logica, where he oversaw the transformation of internal IT operations and managed a customer facing business unit.
  - **Ian Marr**, Co-Founder and Partner, specializes in enterprise server virtualization and infrastructure engineering & operations. He has developed a service delivery model for virtual desktop operations and Virtual Clarity's Complex Application
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& Server Exceptions [CASE] approach that scales, accelerates and augments physical to virtual migration projects. Before joining Virtual Clarity, Ian worked for UBS AG in a wide range of infrastructure engineering, technical architecture and programme management roles. Ian managed UBS Investment Bank's E-Commerce Hosting & Connectivity programme, serving as the procurement lead, technical design authority and programme manager delivering the next generation of the bank's strategic e-commerce platform and service. Ian's work at UBS also included managing the engineering and implementation of the investment bank's global identity management and single-sign-on service, used daily by all staff.

- **Steve Peskin**, Chairman, Founder and Partner, has been involved with technology businesses for the last 30 years, and in particular start-ups that deliver solutions to enterprise clients. He founded Propero and later sold the company to VMware, where technology originally developed by Propero is now integrated into key VMware offerings. Steve was also the founder of Pontis Consulting. At Propero, Steve raised several rounds of finance, developed the business model and drove key relationships with partners including HP, IBM and VMware. He then moved to a role within VMware and helped refine the vision, roadmap and go to market assets for the Virtual Desktop Infrastructure program. Before that, at Pontis, Steve grew the technical services revenue and developed key customer relationships with European banks such as LloydsTSB, Barclays, UBS and Dresdner. Pontis was acquired by Skillsgroup plc.
- **Steve Roberts**, Director, co-Founder and Partner, has many years' experience in enterprise IT, building successful teams and developing relationships with large enterprise customers. Steve worked as sales director at Pontis Consulting and led the team that developed the relationship with Dresdner, which ultimately became the company's largest client. He stayed with the business after the sale to Skillsgroup (now QA plc) as Business Development Director and re-aligned, re-grouped and re-invigorated the sales capacity to address expansion into new areas of business and new clients. After that, Steve joined Propero as Business Development lead, establishing a long term relationship with IBM. Propero was sold to VMware in 2007.
- **Rens Troost**, Chief Technology Officer and Partner, is a leader in the strategy and practice of enterprise cloud computing. His career has been about delivering business results through IT innovation in advisory and executive roles, through the pragmatic execution of major initiatives. Rens was formerly Group Head of Platform Design at UBS, where he oversaw initiatives spanning the introduction of Linux, Virtualization, post 9/11 IT business continuity, datacenter strategy, and consolidation and savings initiatives. His prior career includes roles at Lehman Brothers, Moore Capital Management, and NAME Inc.

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## OUR VALUES

We base all of our activities on four guiding values:

**Intelligence** – we are smart and we employ people with deep operations experience and cutting-edge technology expertise. This is clear thinking in action.

**Honesty** – we are direct in our advice to clients. We are impartial, with no agenda other than helping our clients to move forward. This is straight talking.

**Agility** – we move very quickly and adroitly, and with a light footprint. We achieve results at speed. We are not dogmatic regarding technology or process.

**Focus** – we deliver tangible results from our client projects. We have built the company to do this. It is why we exist.

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**Contact** - For further information, please contact [info@virtualclarity.com](mailto:info@virtualclarity.com) or call +44 20 7324 6090