

# URGENT - Business Case For Attending...

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Heinrich 2 posts since

Jan 17, 2008

Need some help urgently

Have anybody handed in a business case at your company for motivating attendance to VMWorld2008 and has been approved?

I'm not hot on writing documents and now my boss wants me to write a business case to WHY I want to attend.

Can someone please forward me their document so that I can just edit and hand it over to him?

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Thanks,



[Heinrich](#) 2 posts since


Jan 17, 2008 1. **Re: URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jun 24, 2008 10:44 PM

Any one able to assist me?



[Response](#) 1 posts since

Jun 25, 2008 2. **Re: URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jun 25, 2008 11:31 AM


 in response to: [Heinrich](#)

Ryan I will look for what I used....



[Jay Rogers](#) 19 posts since

Sep 10, 2007 3. **Re: URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jun 26, 2008 3:20 PM

 in response to: [Response](#)

great value...attend this and you get access to vmworld europe 2009 material for free (the sessions and pdfs).

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175+ vendors where you can see the products and use them live..not in a webex. (worth admission alone)

200+ breakout sessions to learn in depth details

instructor led labs using the hottest products (with nice lab guides you keep)-sign-up early as they fill fast. (worth admission alone)

self paced labs, get experience at your own pace with products

networking with others doing what you are doing, learning off each other

see what is next from vmware (the innovators in the virtual world all the others copy).

good food, lunch provided daily

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[David Dunaway](#) 1 posts since

Jun 4, 2008 4. **Re: URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jul 2, 2008 11:58 AM

Anybody who went last year who might have some good pointers?

I am writing mine and would like to add some more info rather than just cut and paste whats on the website.


Thanks in advance!



[Steve Tanti](#) 4 posts since

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Oct 18, 2007 5. Re: **URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jul 6, 2008 6:37 PM

 in response to: [David Dunaway](#)

I guess, as with any type of document designed to talk someone into something, stand in your manager's shoes and see what they would want you to get out of it.

Where's your company going with virtualisation? Is 100% Virtualisation achievable or is 20/40/80% all they want? What would you need to learn to get that?

What stage are you at? Just Dev/Test boxes?

If you attended specific seminars, which ones would they see you getting the most benefit for the company in?

Personally, we're just beginning to step into the production and DR realms for virtualisation. So automation, DR, High availability, process work flow and lifecycle management are at the forefront of where our company would get the most from me attending VMworld.

Hope that helps!


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Steve



[kirks](#) 11 posts since

Sep 10, 2007 6. Re: **URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jul 7, 2008 12:54 PM

 in response to: [Steve Tanti](#)

Here's what I wrote to my boss:

I would like you to seriously consider sending me to VMWorld

2008, to be held in Las Vegas this coming September. As we move towards a virtualized enterprise,

I've found the resources of the VMWare community invaluable.

I believe sending me to VMWorld 2008 would provide excellent value to (my company) for the following reasons:

- Hands-on labs.  
The ability to configure and tinker with live hardware and software in a test environment under the supervision of instructors is valuable and impossible to replicate elsewhere.
- Seminars.  
Live seminars present information on security, disaster planning, optimization, troubleshooting and a myriad of other virtualization-related topics. Additionally, attendees have the ability after the event to download videos of all seminars, even those which they were unable to attend.
- Access to solutions exchange. The vendor expo, which affords me the opportunity to talk to representatives from various vendors to determine which products are best for us.
- Keynote presentations. Affords me the ability to stay abreast of the future of the platform, to anticipate changes and opportunities for our company well in advance of the platforms evolution.
- Networking.  
Being able to network with other VMWare users to bounce ideas off of each other and exchange contact information provides free resources for problem solving in the future.

The information that I was able to bring to (my company)

after attending VMWorld 2007 was immense.

It helped us determine if virtualization was the right choice for us,

choose products, develop an implementation strategy, and begin our

implementation. I believe that VMWorld

2008 could be even more beneficial than the last conference, now that we have

some experience on the platform and are beginning to embrace it fully.

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We're a small manufacturing company (about 120 employees) with an IT staff of 3. I'm the only guy that does VMWare (among other things). We plan to virtualize all of our servers, and are about 1/3 of the way there (12 physical servers will become about 30 VMWare servers on 4 physical servers).



[Alan Osborne](#) 5 posts since

Jul 10, 2008 7. Re: **URGENT - Business Case For Attending VMWorld2008 in Las Vegas** Jul 12, 2008 12:15 AM

Brian Madden's website has a template letter for BriForum here that you could plagerize 😊

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<http://www.briforum.com/BriForum-2008-Chicago/why.asp>