



## **Par 4 Technology Group Adds Virtualization Guru David Elefante to Senior Management Team**

### ***Clients Face Critical Choices for Migration from Windows XP while Moving to Virtual Desktop, Application, and Storage Environment***

AMESBURY, Mass. – May 10, 2011 – [Par 4 Technology Group](#) announced today that David Elefante has joined the company as General Manager of Professional Services. A 17-year veteran of the technology industry, Elefante will oversee the fast-growing firm's [consulting and implementation services](#).

Elefante's previous position was at VMware, where he managed services presales for global accounts. Before that he was a managing consolidation consultant at EMC and an enterprise continuity manager at Sun Microsystems. He holds a degree in optical engineering from the University of Rochester.

### **Sees Need for Clients to Strengthen Capabilities Internally While Cloud Standards and Industry Leaders Emerge**

Cloud Computing can be likened to an electric utility industry without a grid or agreed-upon standards for distribution, according to Elefante. He describes three emerging trends:

- The Private Cloud, an organization's virtualized, centralized, self-service utility where computing resources and applications are available on demand;
- The Public Cloud in its most familiar manifestation, Software as a Services (SaaS) as typified by Salesforce.com or Microsoft Exchange Server hosted by an external provider; and
- Platform as Service (PaaS), such as the recently announced Cloud Foundry or Amazon ECC that combines the virtualized platform and rapidly scalable application solution.

"There is no common language, like a distribution grid for electricity, in the cloud yet. So we're dealing with a combination of private and public cloud right now. We should expect vertical consolidation and for winners to emerge in a year or two. Our first order of business in 2011 is to help customers with a blueprint for migration, lowering costs and toughening up in-house," he stated.

### **Looking at "The Cloud" from Both Sides Now: Desktop and Application Virtualization**

The sunsetting of Microsoft Windows XP will require migration of tens of millions of desktops to Windows 7 by 2014. But Elefante notes that many IT executives who have planned a [virtualization of their infrastructures](#) in 2011 or 2012 are opting to do the Windows 7 upgrade at the same time. He also cites the popular iPhone and Android platforms as examples of the convergence of virtual desktops and mobile devices.

"It's going to be necessary to balance desktop and application virtualization. You can't do one without the other, and every company's needs are different. One of Par 4's strengths is working with customers to deploy the best strategy," he states.

“We are very happy that Dave has joined our team,” said Par 4 founder Gary Halloran. “The swift emergence of cloud computing and all that it entails is a critical strategic matter for businesses. Information technology professionals with decades of experience in the industry are looking for help in figuring out how the cloud will affect their companies, how they can be prepared for virtualization, and how to select the best combination of hardware, tools, software, and services. Dave’s extensive knowledge of that environment will enable Par 4 to bring tremendous value to our existing customers as well as to new clients.”

### **About Par 4 Technology Group**

Par 4 Technology Group provides virtualization technology, consulting, and professional services to mid-market and enterprise customers. Areas of expertise include cloud advisory services, desktop application virtualization, and data storage virtualization. In addition to bringing emerging technologies to market, Par 4 has partnered with the industry’s leading manufacturers including VMware, HP, and EMC.

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