

## Virgin Soars Towards the Cloud

Written by Marco Attard  
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Virgin founder Richard Branson is famous for his world record trips to the clouds on hot-air balloon-- but his Virgin Media Business now goes for cloud computing with a business strategy "banning jargon and giving customers clear advice on how to get the best from the cloud."



With hopes to double enterprise revenues in the next 5 years, the first Virgin cloud product is a business Virtual Private Data Center (VPDC) powered by US-based partner Savvis.

Virgin says differing its brand of VPDC from the likes of BT and Cable & Wireless is the "clarity and no-nonsense advice" it provides.

A drag-and-drop online portal allows IT managers to design and deploy their system-- with any changes coming live in 90 minutes.

Virtual hosts include Windows and Red Hat Linux as operating systems, as well as virtual security appliances, load balancers and virtual storage devices.

Backing the service is the Virgin fibre optic network, which the company says is the largest in the UK.

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