

Can VMware's open standards moves halt Microsoft?

By *srlinuxx*

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Microsoft is coming -- this much virtualisation market leader VMware knows. But the company, led by Diane Greene, seems to know exactly how to stave off the software giant. But is it enough?

At the launch of Virtual Infrastructure 3, the theme throughout was openness. That's the weapon the EMC subsidiary hopes will armour it against the threat that Microsoft poses. The openness ethic is about building an ecosystem of partners and developers, with the aim of putting VMware's market share and mindshare so far ahead that Redmond cannot catch up.

To buttress its position, to expand its range of partners and increase the use of virtualisation generally, VMware has made three crucial industry-related moves.

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