1. **Why should you care about a developer-ready cloud?**

   Keep customers’ modern workloads on your VMware cloud infrastructure

   Tap into the $2.7B application container market

   Expand business with what your customers want: containers

   Up-level your cloud offering from the infrastructure to developer layer

   Accelerate your business with VMware’s fastest-growing products

2. **Why do enterprises need to go cloud native?**

   37% increase in developer productivity and innovation

   95% of new apps use containers

   82% higher agility and enhanced automation for rapid app deployments

   37% increase in developer productivity with Kubernetes

   95% of new apps use containers

   82% higher agility and enhanced automation for rapid app deployments

3. **How can you monetize a developer-ready cloud?**

   Offer containers and Kubernetes as managed services

   Deliver simple, 1-click application deployment for faster development with Bitnami and App Launchpad

4. **What is VMware’s cloud-native developer-ready portfolio?**

   Attract modern cloud-native developer workloads onto your infrastructure

   Deliver simple, 1-click application deployment for faster development with Bitnami and App Launchpad

   Offer containers and Kubernetes as managed services

5. **How can VMware Tanzu and VMware Cloud Provider Platform help you become developer-ready?**

   Offer Bitnami to developers and devops to create and run cloud-native applications

   Upgrade VMware Cloud Provider Platform with VMware NSX-T and VMware Tanzu

   Run POCs to deploy and offer Kubernetes as a Service

   Integrate Bitnami and more services tied to other development-ready applications

   Learn about containers, modern applications and cloud-native architecture at Kube Academy

6. **Where do I start with Tanzu to become a developer-ready cloud?**

   Learn about containers, modern applications and cloud-native architecture at Kube Academy

   Run POCs to deploy and offer Kubernetes

   Upgrade VMware Cloud Provider Platform with VMware NSX-T and VMware Tanzu

   Offer containers and more services tied to other development-ready applications

   Run POCs to deploy and offer Kubernetes

   Offer Bitnami to developers and devops to create and run cloud-native applications