

# VMware Cloud Provider Hub

## The Centralized VMware Cloud Services Portal for Cloud Providers

### AT A GLANCE

VMware Cloud Provider Hub is a centralized portal to enable partners to transact, deploy and manage VMware XaaS offerings. This helps partners expand their managed services portfolio to asset-light VMware cloud deployments, and offer multi-cloud managed services across their customer-prem, provider-prem, and public cloud deployments.

### KEY BENEFITS

- **Centralized Portal Access:** Publish, subscribe, control service lifecycle.
- **End-to-End Tenant Lifecycle Management:** One-stop shop to onboard, provision and manage services for tenants.
- **Simplified Tenant Onboarding:** Manage tenants with a single dashboard view to add and edit tenants.
- **Automated Service Activation:** Email-based activation replaced by seamless, automated service provisioning.
- **Optimized Support Ticketing Process:** Consolidated views of support tickets across all tenants.
- **Granular and Aggregated Usage:** Seamless usage information, broken down by per-tenant, per-service for any given period. API available.
- **Provider-to-Tenant Role & Access Inheritance:** Granular, role-based access permissions can be inherited from provider to tenants.
- **Extensible Platform to Support Multiple Services:** Centralized, extensible portal to provision multiple XaaS offerings.

### Current challenges in the multi-cloud landscape

Customers are increasingly turning to public cloud and cloud services to solve their IT challenges. Cloud providers help customers start their multi-cloud journey with skills, operations, scale and managed services. As we transition to a multi-cloud world, cloud providers need to evolve. However, they face challenges with multi-cloud complexities, such as siloed operations, custom tooling, high operations costs and increased investment in service management solutions.

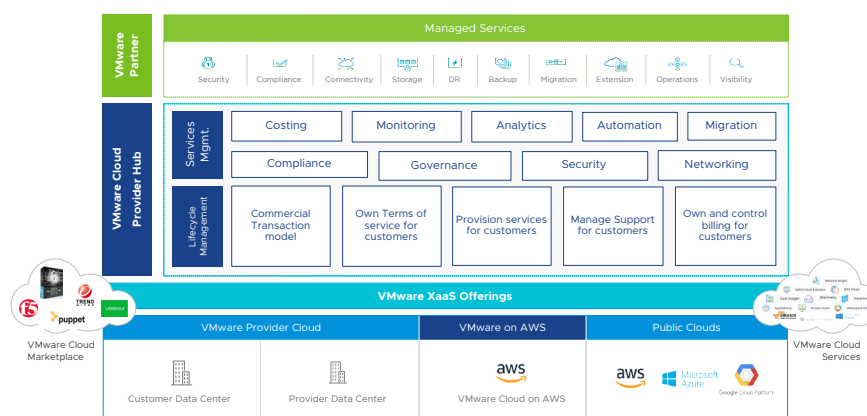
### Managed Services Provider Program

The Managed Services Provider (MSP) model under the VMware Cloud Provider Program (VCP) enables partners to leverage service offerings to broaden their technology portfolio and wrap these solutions with unique managed services. Offering both license subscription and managed services models under the same program gives partners more choice and flexibility in how to build and offer cloud solutions and capitalize on the business opportunity. To learn more about the MSP program refer to our solution brief for MSPs.

### What is VMware Cloud Provider Hub?

The Cloud Provider Hub is a centralized portal for our Managed Service Providers (MSPs) to transact, deploy and provision VMware XaaS offerings.

With the launch of VMware Cloud Provider Hub, partners can now manage the end-to-end customer lifecycle, including onboarding customers, provisioning and managing services, providing a consolidated view of their usage, and managing support.



“Using VMware’s Cloud Provider Hub is very seamless. It offers us a one-stop portal to provision new customers, and new tenants as we onboard them and it gives us the ability to quickly and easily do all kinds of management tasks that allow the project to continue to move quickly, without having to worry about waiting for someone else who’s not necessarily within our business, to do anything.”

PAUL CRADDUCK,  
SENIOR CLOUD AND DEVOPS ARCHITECT  
ROUNDTOWER TECHNOLOGIES

### Cloud Provider Hub helps with:

**Rapid Service Introduction:** Partners looking to expand their business and address a larger set of customer demands can leverage the centralized, extensible portal to quickly transact, deploy and manage VMware XaaS offerings.

**Increased Customer Experience:** Self-service capabilities for both the customer and the cloud provider, allow customers to easily monitor and control their services while cloud providers benefit from granular controls.

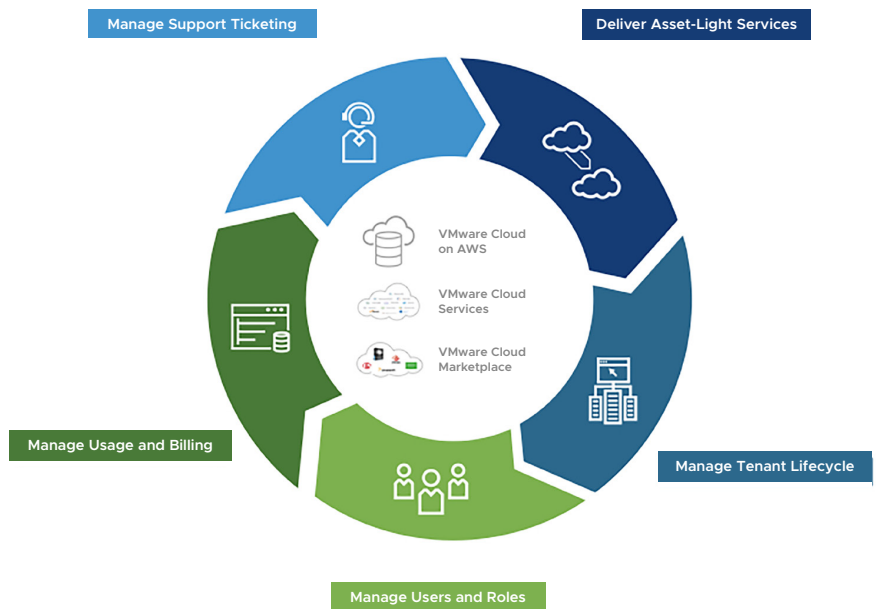
**Greater Operational Efficiency:** Unified management helps partners expand their managed services portfolio to asset-light VMware Cloud deployments.

### What are the capabilities of VMware Cloud Provider Hub?

**Self-Service:** Cloud Provider Hub normalizes the way partners leverage VMware Cloud Services and how they offer them to customers. Hub exposes a common means to consume, provision and manage customer access to these services in order for partners to offer partially-managed or fully-managed services to their customers.

**Integrated Lifecycle Management:** With Cloud Provider Hub, partners can manage end-to-end customer lifecycle with onboarding, service provisioning and support ticketing capabilities.

**Flexible, Extensible Architecture:** Cloud Provider Hub offers a Provider console, available via UI and API, for the partner to onboard and manage customers, manage service provisioning and access for customers, and perform usage and support management. Hub offers a tenant console, for the partner’s customers to consume services provisioned by the partner.



“The Cloud Provider Hub is very helpful for us. It helps us to on-board new clients very quickly and easily. We can provision VMWare Cloud on AWS in one click. It’s very simple. And it’s also great for us to manage the support process for our customers. We can open new tickets and manage services from that perspective. And it just makes things a lot easier for our staff to really manage our customer experience and make sure that they’re well taken care of.”

JOHN DRAKE  
SVP ALLIANCES  
FACTION

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## What are the key features of VMware Cloud Provider Hub?

### Deliver Asset-Light Services:

- Publish, subscribe, and control service lifecycle
- Manage tenant access to the provisioned services with granular, role-based controls
- Single pane of visibility for all VMware XaaS services
- Services for contract-signed providers can be activated automatically and provisioned
- Services can be provisioned for the provider org or the tenant orgs

### Manage Tenant Lifecycle:

- Single pane of tenant lifecycle management: Add, view and edit tenants
- Ability for the provider to provision any of the VMware XaaS services for their tenant
- Ability for the provider to manage services and tenant access for the provisioned service
- vSphere-only access for VMware Cloud on AWS SDDC
- Read-only access for VMware vRealize Log Insight logs and dashboard

### Manage Users and Roles:

- View default provider/tenant user roles
- Create, edit and delete provider users and tenant users
- Tenant gets granular access to services as determined by the provider
- Tenant can also perform user management for their internal users to consume the VMware services via Hub

### Manage Usage and Billing:

- Generate and download usage reports broken down by tenants and services
- Provider can view per-tenant per-service usage for all tenants
- Provider can use this usage info (available via API as well) to generate billing for tenants

### Manage Support Ticketing:

- Provider can raise support tickets with VMware on behalf of tenants
- Provider has consolidated view of support tickets raised for all tenants

## Services available on Cloud Provider Hub today:

**VMware Cloud on AWS:** VMware Cloud on AWS for partners extends their managed services portfolio beyond their on-prem VMware deployments into an asset-light VMware deployment in the cloud. This enables cloud migration, data center extension, disaster recovery, regional expansion and application modernization use cases.

For more information, refer to our [website](#).

**VMware vRealize Log Insight:** VMware Cloud Services help partners manage, secure, and operate both VMware-based clouds and native public clouds such as AWS, Azure and Google Cloud. Services available today allow partners to offer monitoring and incident response management service for VMware Cloud on AWS, vSphere, vCloud Director and AWS deployments.

For more information, refer to our [website](#).

**CloudHealth by VMware:** CloudHealth is a multi-cloud management platform now available on Cloud Provider Hub. CloudHealth enables end users and partners to analyze, optimize, and govern multi-cloud operations from a single pane of glass. A platform for management, operations and service delivery, the CloudHealth Partner Platform provides a centralized console to simplify customer management and streamline billing to deliver value-added services.

For more information, refer to our [website](#).

