Overview questions

Q. What has been announced?
A. VMware has announced Global Availability of VMware Cloud Director service. Global Availability means that there is a VMware Cloud Director service instance in each Geo (US West, Frankfurt and Tokyo).

Q. What is VMware Cloud Director service?
A. VMware Cloud Director service is a SaaS service, running on top of VMware Cloud on AWS, hosted, and managed by VMware for cloud providers.

Q. What are the main use cases for VMware Cloud Director service?
• Unlock new business opportunities for cloud providers by enabling them to sell VMware Cloud on AWS to their SMB customers. Reducing the entry-point for customers to use VMware Cloud on AWS, with flexible smaller footprints suitable for most mid-tier and SMB customers – the primary target market for VMware cloud providers.
• Helping providers manage customer expansion to different regions by rapidly expanding their cloud footprint to new regions or availability zones, supporting new customer segments in an asset-light pay-as-you-grow model.
• Deliver hybrid cloud model for VMware Cloud providers who have built their cloud management stack based on Cloud Director. By bringing VMware Cloud on AWS under the management umbrella of VMware Cloud Director, cloud providers have the same management model and tooling as used on-premises.
• Providing flexible storage services to customers. VMware Cloud on AWS uses vSAN natively with in-host storage, which is typically used for the Org Virtual Data Center (VDC) storage. Providers can also now deliver Amazon Web Services S3 Object Storage natively in VMware Cloud Director. This opens up a lot more use cases to customers who need the ability to use their S3 Object Storage account in their Org VDC.
• Delivering a secure cloud is a high requirement for Cloud Providers. Cloud Director service now provides enhanced support for NSX-T L4 and L7 distributed firewalls, ensuring customer applications are protected no matter where they move in the infrastructure. This protection is paramount when considering malware and modern cyber-attack vectors.

Q. How does VMware Cloud Director service address reduction to entry size of a VMware Cloud on AWS footprint?
A. VMware Cloud Director service uses the same constructs as VMware Cloud Director on-premise; using differing allocation and consumption models the VMware Cloud on AWS resources are pooled into Virtual Data Centers for customers - carving up the amount of IaaS a customer needs, to be whatever size necessary.

Q. How does VMware Cloud Director service provide geographic expansion?
A. As with Cloud Director on-premises you can associate different Cloud Director site instances, regions and availability zones into a single view. This multi-site association capability is the same in VMware Cloud Director service (after all, it is the same codebase), providing the benefit of being able to view and jump to different VMware Cloud on AWS VMware Cloud Director service managed entities and on premise Cloud Director entities from the same user interface.

A. In the same manner, VMware Cloud Director service can be used to manage SDDC in the same region. For best performance, these regions should be sub 150ms latency, this is typically available for VMware Cloud on AWS regions in the same country. For example, an SDDC in VMware Cloud on AWS US East and US West datacenters can be managed by a single VMware Cloud Director service in US West. This means customers can expand geographically and have a seamless infrastructure service experience.

Q. How does VMware Cloud Director service deliver a consistent operational model and avoid fragmented offerings?
A. VMware Cloud Director service is a SaaS version of VMware Cloud Director on-premise, hence the look and feel to a tenant and cloud provider is the same. This means there is no need to re-skill or re-tool when providing services on VMware Cloud on AWS. The user interface can be self-service or used in a managed service. The cloud provider can optionally brand the interface with their own color schemes and logos to provide the same consistent solution that is supported in their VMware Cloud Director on-premises.
VMware Cloud Director service can connect to VMware Cloud Director on-premise and vice versa, providing a hybrid operating model across multiple clouds.

The services provided can be the same to the tenant as those provided in the provider VMware Cloud Director on-premises instance. In global availability both VMware Cloud Director service and VMware Cloud Director have had a new workflow engine and all extensibility services now use this common workflow engine, meaning all services that VMware Cloud Director supports should be supported in VMware Cloud Director service (note – not all have been tested at this time, and should be validated prior deployment).

Q. Who supports the service?
A. VMware provides support for service with an Availability of 99.9%, all service incidents and supporting tickets can be routed via the Cloud Partner Navigator where the service is managed.

Cloud Partner Navigator has the ability to create a support bundle, which, if the provider is having issues with VMware Cloud Director service, can be used to generate and aggregate all logs necessary for support at the click of the button.

For product, technical and non-technical support related to Cloud Director service, partners can (1) Open a support ticket via the Support Center of the Cloud Partner Navigator platform or (2) Use the chat functionality in the console or (3) Call us. For commit contract related queries, partners can raise a ticket in the commerce portal. Support tickets are the most preferable method to contact us.

For contract, usage, billing, additional license order related support, partners can raise a ticket within the commerce portal.

Q. What is the best service availability I can achieve?
A. Using a VMware Cloud SDDC infrastructure with stretched cluster across more than one availability zone you can achieve a 99.99% service availability for the infrastructure, however VMware Cloud Director service only supports a 99.9% availability.

Q. How is the service updated?
A. As a SaaS service VMware will update the service when necessary to keep it up to date with new features. All maintenance notifications can be subscribed to via status. vmware-services.io for updates. All maintenance windows will be published to the same site that VMware Cloud on AWS uses; in VMC Console at https://vmc.vmware.com under the maintenance tab that you can find and schedule.

Commercial questions

Q. Who can buy VMware Cloud Director service?
A. Only VMware cloud providers who have signed up for the MSP agreement can purchase VMware Cloud Director service.

Q. How much does VMware Cloud Director service cost?
A. VMware Cloud Director service is provided under a commit contract which the cloud provider must sign with a VMware Aggregator. The commit contract covers a currency cash commit which is discounted the more you commit to and longer the term, or a cloud provider can use their existing rental point level to discount the MSPR and then apply a term for further discount. Specific pricing is available for VMware Cloud Director service in the pricing handbook available on Partner Central or from your Aggregator.

Q. Does VMware provide leads or sales incentives to cloud providers?
A. No, VMware does not provide leads nor sales incentives for VMware Cloud Director service or VMware Cloud on AWS to cloud providers. Cloud providers are expected to generate their own pipeline and market their own services on the platform.

Q. Do I need to buy VMware Cloud on AWS separately as well?
A. Yes, you need to buy a VMware Cloud on AWS Service as normal, through a commit contract in the MSP program and delivered by Cloud Partner Navigator. Additionally, you also need to buy VMware Cloud Director service under the MSP program.

Q. How does this allow me to address smaller customers if I still need to purchase a VMware Cloud on AWS minimum node SDDC in the first place?
A. The cost is the same as before plus you need to add VMware Cloud Director service to the cost. However instead of selling this as a single tenant service to a customer, now you can carve up multiple resources on the same SDDC infrastructure and sell these in smaller or larger chunks to suit your customer tiers and requirements.

Q. How do I grow the environment if I need more hosts?
A. You can purchase more hosts as you can normally with the VMware Cloud on AWS service, these can be created in any region within a 15 min SLA and then can be made available to your VMware Cloud Director service. Your Provider Virtual Data Center resource pools can be extended into the new capacity and then offered into the customer’s Organization Virtual Data Centers.
Q. How will I get billed for consumption of the service?
A. Partners who have MSP commit contracts must validate usage in the corresponding Monthly Billing Order in the Commerce Portal by the 8th day of every month and submit the report to the Aggregator by the 15th, who will invoice the cloud provider.

Capabilities

Q. What capabilities are available for Global Availability?
A. Global Availability provides the same functionality as VMware Cloud Director on-premise (as much as feasible):
   - Resource pooling of SDDC infrastructure
   - Differing consumption models
   - NSX-T Edge and distributed firewall
   - NSX-T NAT
   - Public IP address
   - Branding & customization of Cloud Director UI

With the exception of:
   - Cloud Director Availability is not supported and HCX must be used for migration for the time being. We expect Cloud Director Availability to be supported in CY 2021.
   - Cloud Director Placement policies (use VMC compute policies outside of Cloud Director service as a workaround)
   - HCX (not directly into Cloud Director service)
   - All extensibility services are untested at this time

Q. Which versions of the Cloud Director API will work with VMware Cloud Director service?
A. VMware Cloud Director service supports Cloud Director API version 29.0 (Cloud Director 9.0) and above.

Q. If HCX and Cloud Director Availability are not supported how can I onboard customers?
A. You can at this point use HCX as a provider fully managed service. The process would involve installing HCX on the source vCenter, pairing the source vCenter to the VMware Cloud on AWS SDDC vCenter. Use HCX to migrate the VM to the tenant’s folder, create a Resource Pool and network in Cloud Director service. The Cloud Director service auto-import features will start and present the VMs to the end user.

Q. What consumption models are supported?
A. The following Cloud Director service consumption models are supported:
   - **Pay as you go** – provides a no up-front resource allocation in the Org VDC, rather resources are committed as users power up VM/vApp in an Org VDC. Resources are committed at the VM level in terms of CPU and RAM, a provider can use these commitments to specify an SLA.
   - **Allocation Pool** – each organization VDC gets an allocated pool of resources and only a % of resources are committed or reserved to the Org VDC. The provider can construct an SLA and pricing around the volume of reserved resources.
   - **Reservation Pool** – the organization is committed 100% of the resources, whether needed or not – there is no sharing of resources with other Org VDC. This ensures resources are available when needed and tenants can adjust their own reservations and limits per VM.
   - **Flex** – simplifies and provides the best of Allocation Pools and Pay-Go Models by controlling CPU and RAM consumption both at Org VDC and individual VM levels through compute policies.

Q. What type of services could I sell?
A. Typically most providers will consider a managed service for customers as this can be the most lucrative in terms of margin. Self-service should also be offered for customers who wish to oversee their own resources.

Public Cloud (shared)
For customers that are small, only need a few VMs, have highly seasonal / variable / transient workloads, or are not interested in a whole Org VDC associated to them, a Public Cloud experience is ideal. This would cover a pay-as-you-go consumption model and could be priced per t-shirt size VM / Hour. The pay-as-you-go model provides customers with the illusion of a resource pool with no configured limited of reservations. Resources are only committed when a vApp is deployed and resources such as CPU and RAM can be guaranteed in the settings.

Virtual Private Cloud / Virtual Data Center (shared)
Using a mix of Reservation and Limits, you can deliver guaranteed resource performance and cloud economics with a ratio of oversubscription for stable production workloads with a potential pricing model of per Resource Pool / Month.

Private Cloud (dedicated)
Typically, private clouds use 100% guarantees on resources to ensure an SLA can be met as these types are services that are typically for more mission/business critical applications or verticals, for example: ERP, CRM, SCM, Healthcare with increased security and compliance needs. This could be assigned to hosts and priced: Per VMware Cloud on AWS Host / Month.

AWS S3 Object Storage Services
Most customers have multiple clouds already and there is a high chance yours are already using AWS S3 Object Storage for various use cases. Now you can make this available to their virtual datacenters, using their own accounts they can utilize their S3 target buckets.
Cloud Director service on Cloud Partner Navigator

MSP and Cloud Partner Navigator Platform

Q: How can cloud providers transact with Cloud Director service?
A: VMware cloud providers must use the Managed Service Provider (MSP) lifecycle to transact with the service:

- **Commit Contract** – Partner signs a VMware Cloud Director service Managed Service Provider commit contract with a VMware Aggregator. Partner then commits to VMware an MSRP (list price) spend to obtain a volume discount for their purchases.

- **Cloud provider builds Pipeline** – Partner initiates go to market activities and starts building their business for Managed Services.

- **Deliver Managed Services and Own the Terms of Service** – Once the opportunity has been identified, partners can order Cloud Director service from VMware and provide Managed Services as part of the offering to their customers. Partners must provide their own terms of service and managed services. At a minimum this must include technical support for the service and all functions associated with service configuration, add-ons, renewals and anything pertaining to billing.

- **On-Board and Provide Support to their Customers** – Partners will on-board Cloud Director service for their customers. Subsequently, they may obtain technical support from VMware as needed, with the following provisions. In turn, partners are responsible for all customer support, which may include, but may not be limited to customer communication, any managed services, answering installation, configuration and usage questions.

- **Complete Monthly End Customer Reports and Pay Invoices** – The partner will log into the Commerce Portal and review the prior month’s usage. They can view their monthly billing orders (MBOs) in the Monthly Reporting menu. Partners will then review the report and submit it to their Aggregator. Following that, the Aggregator will send the Partner an invoice for the month.

Q: How do we onboard the service tile for Cloud Director service on VMware Cloud Partner Navigator?
A. Since Cloud Director service provides multi-tenancy for VMware Cloud on AWS, the cloud provider needs to have a VMware Cloud on AWS commit contract in place before signing a VMware Cloud Director service Commit Contract. Then they can work with an Aggregator to sign a commit contract for Cloud Director service, which will be set up in the VMware Commerce Portal. Once the commit contract becomes active in the commerce portal, the partner will receive an on-boarding invitation email and a corresponding tile is made available under ‘Services provisioned for you’.

Q. Is the Master org creation process same as that of other services on Cloud Partner Navigator?
A. Yes, partners can follow the same process for creating a Master Org for Cloud Director service. If they have already onboarded to the master organization using another MSP commit contract, when the MSP Cloud Director service commit contract becomes active in the commerce portal, it will be available under ‘Services available for provisioning’.

Q. How does the tenant creation and management process work for Cloud Director service?
A. The tenant creation and management process is the same in Cloud Partner Navigator for Cloud Director service. The cloud provider needs access to the email used when signing the commit contract, they should have on-boarded the master organization, and have a valid email of the tenant user who will be given admin access of the tenant organization.

Q. How can MSPs manage the usage consumption and billing for their end customers?
A. Bills are spooled in the VMware Cloud Provider Commerce Portal in monthly arrears and Cloud Director service commit contract usage information can be viewed in the commerce portal > Monthly Reporting > Select filters from displayed Monthly billing orders (MBOs) > View Details > Provide PO number > Submit/Download.

Partner can also opt-in for automatic reporting through vCloud Usage Insight, in which case, the usage data from production Usage Meter instances is pre-populated in the report. If the usage reported by the Usage Meter instances is inaccurate, partners can open a support request from the Support menu.

Business Operations

Q. How do MSPs get started with Cloud Director service?
A. Refer to the MSP Operations Handbook, the Cloud Director service solution brief, datasheet or the Getting started with Cloud Partner Navigator or Using Cloud Partner Navigator documentation.

Q. What is the billing frequency?
A. The billing frequency for Cloud Director service is monthly.

Q. What are the reporting requirements for Cloud Director service?
A. Once a month, partners need to complete reporting inside the VMware Commerce Portal. All the service information will be pre-populated with the information that MSPs
entered while ordering. This report is used to initiate the monthly billing cycle. You can refer to this blog or this documentation to learn more about the commerce portal. Partners can opt for automatic reporting through vCloud Usage Insight within the commerce portal.

Q. What are the timelines for monthly reporting for Cloud Director service?
A. Partners who have MSP commit contracts must validate usage in the corresponding Monthly Billing Order on the Commerce Portal by the 8th day of every month and submit the report to the Aggregator by the 15th.

Q. How can MSPs learn more about Cloud Director service?
A. MSPs can refer to the resources on our website.