



# Guiding Customers on their Path to Modernization Through Migration and Managed Services for VMware Cloud on AWS

## VALUE TO CUSTOMERS

- Lean on the experience of a true MSP – Modernization Service Provider
- Eliminate costs of unnecessary data centers
- Transition from CapEx to OpEx spending
- Leverage familiar operations to minimize disruptions
- Accelerate innovation by integrating AWS native services

Additionally, take advantage of Effectual's:

- Deep experience and understanding of VMware environments deployed on physical infrastructure
- Master Services Competency in VMware Cloud on AWS
- AWS Premier Consulting Partner status
- Services offered to commercial enterprises and the public sector

## VMware-Effectual partnership

Effectual is a cloud and security-focused company that offers managed and professional services to help customers enable IT modernization and mitigate risk. They offer deep expertise in managing modern cloud environments for public and private sector organizations across VMware, VMware Cloud on AWS, and native AWS.

Effectual has designed a portfolio of services for every step of the IT modernization journey:

- **Strategy and Assessment:** Share expertise in guiding the implementation of modern IT strategies.
- **Migration and Modernization:** Build a comprehensive migration strategy that ensures the success of re-platforming, re-factoring, and re-architecting applications and databases.
- **Modern Cloud Management:** Ensure customers can Cloud Confidently® through the implementation of clear, concise modern management policies and security best practices.
- **Optimization:** Provide intelligence around cloud utilization with simple, transparent, and actionable analytics that enable accountable cloud governance and control of cloud spend.

## Partner Connect and MSP Program Value

As a VMware MSP, Effectual offers customers the experience, expertise, and ability to support them with VMware-specific cloud deployments. This relationship enables Effectual to stay current on new products, features, and solutions that they deploy and helps differentiate their business.

Holding the Master Services Competency in VMware Cloud on AWS, Effectual gains credibility and the confidence of potential new customers through the Partner Connect program.

“VMware Cloud on AWS provides a foundational platform to run VMware solutions without having to engineer a solution from the ground up. The platform delivers the robust security and performance required for enterprise-grade applications, making VMware Cloud on AWS a natural fit for many solutions, including VMware Horizon Cloud and VMware Cloud Director for multitenancy.”

HETAL PATEL  
SENIOR VMWARE LEAD AND EFFECTUAL  
CO-FOUNDER

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## Why VMware Cloud on AWS?

As a partner with in-depth knowledge of VMware and AWS technologies, Effectual knows that finding the best execution venue for every workload drives the success of modernization projects. VMware Cloud on AWS provides Effectual with a platform to mitigate their customers' business risk and reduce physical infrastructure while maintaining the familiar VMware user experience.

A notable use-case is data center evacuations. Customers often state they need to keep a physical data center open due to migration challenges and the perception of services as not being cloud-friendly. VMware Cloud on AWS provides Effectual's customers with a migration path out of the data center, toward an agile cloud environment. This can be achieved in accelerated timeframes due to the inherent similarities between VMware Cloud on AWS and on-premises VMware solutions. These capabilities make VMware Cloud on AWS an ideal solution for organizations looking for a fast, cloud-ready solution for data center evacuation.

Effectual is the only VMware Cloud on AWS partner with customer use cases using Site Recovery Manager (SRM) for Disaster Recovery (DR) between VMware Cloud on AWS SDDCs. Effectual has proven that the VMware Cloud on AWS platform can allow a customer to have effective, resilient, and cost-effective DR without the need to procure hardware.

As a service provider, Effectual takes advantage of the VMware Cloud on AWS continuous cluster maintenance feature. Offering an additional layer of resilience, this feature provides workload balancing by instantly deploying a new node to take the place of a failing node.

VMware Cloud Partner Navigator allows Effectual to remotely deploy SDDCs for customers and ensure parity between proposed architectures and deployed resources. In addition, Effectual wanted to appeal to different customer tiers for VMware Cloud on AWS. With the current minimum deployment for VMware Cloud on AWS requiring a customer to deploy a two-node SDDC, Effectual wanted to ensure that customers with a smaller need could still take advantage of this powerful platform. Leveraging another capability exclusively available to VMware MSPs, Effectual implemented VMware Cloud Director service, which allows Effectual customers to avoid a large upfront commitment and procure VMware Cloud on AWS resources per VM. Taking this a step further, Effectual can manage a customer's own tailored SDDCs on the platform.

By partnering with VMware, Effectual's Modernization Engineers™ have become more efficient and agile. Effectual now focuses on adding value to end customers by executing on complex and high-profile business transformation initiatives, enabling IT modernization, and reducing the time spent on data center maintenance.

Learn more about Effectual's services on VMware Cloud on AWS [here](#).