VMware Cloud on Dell EMC for Managed Service Providers

Get the simplicity and agility of the public cloud with the security and control of an on-premises infrastructure, delivered as a service to data center and edge locations

KEY HIGHLIGHTS

- Cloud infrastructure delivered as a service on-premises
- Co-engineered and delivered by Dell Technologies; ongoing service fully managed by VMware
- VMware Software-Defined Data Center (SDDC) includes compute, storage and networking
- Dell EMC's enterprise grade cloud platform built on VxRail
- Hybrid control plane to provision and monitor resources
- Monthly and prepaid subscription model

USE CASES

- Advanced and Distributed VDI Workloads
- Data center and edge location modernization
- Data-latency and sovereignty-sensitive workloads

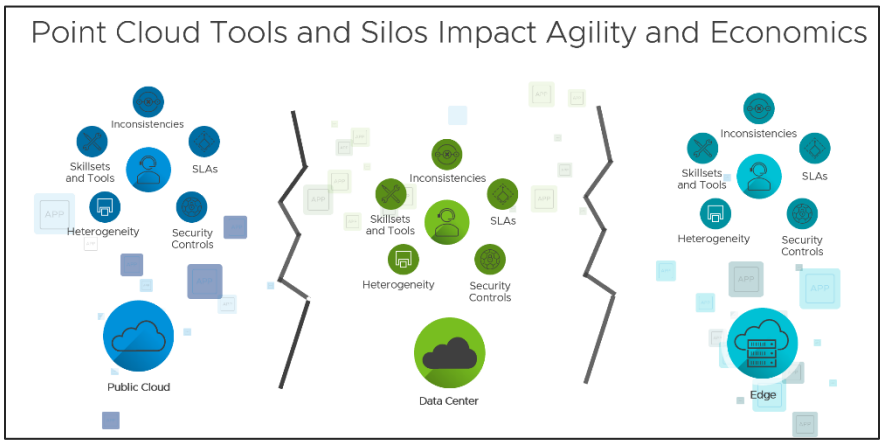
Overview

With agility, accelerated innovation and simplified operations being its most desired features - it's no surprise that use of the public cloud has skyrocketed. Yet many organizations continue to make significant investments in their on-premises environments to support critical workloads with complex regulatory, security and low-latency needs. Until now, the adoption of a multi-cloud strategy was the only way to capture the advantages of the public cloud.

VMware Cloud™ on Dell EMC combines the simplicity and agility of the public cloud with the security and control of an on-premises infrastructure, delivered as a service to data center and edge locations. VMware's industry-standard compute, storage and networking software integrates with enterprise-class Dell hardware. This unique approach empowers partners to drive any enterprise workload and focus on business innovation and differentiation, while VMware operates the entire infrastructure end to end.

Partner and End Customer Challenges

Cloud providers can face a number of challenges across different architectures. These include operational inconsistencies, varying employee skillsets, different management and security controls, inconsistent app SLAs, and incompatible hardware and technology formats.



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KEY BENEFITS

- Fully managed and supported by VMware
- Freedom from asset ownership
- Choice of payment terms with subscription-based pricing
- Ongoing security updates and software patching
- Transparent hybrid cloud control plane

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

Call 877-VMWARE (outside North America, +1-650-427-5000), visit *vmware.com/cloud-solutions* or search online.

- Get more information on the *MSP page* for VMware Cloud on Dell EMC
- Visit the VMware Cloud on Dell EMC *product page*
- Read a *blog* about the VMware Cloud on Dell EMC launch via VMware Cloud Partner Navigator

Data Latency, Security and Compliance Challenges

- While migrating to the cloud, many enterprises find it difficult to migrate all workloads to the cloud due to data latency and performance requirements of certain applications and environments.
- The need to comply with updated security and/or regulatory compliance requirements may compel organizations to keep workloads on-premises.

Multiple Operating Teams and Resource Constraint

- Modern IT organizations desire to focus on business-centric application management vs. managing the underlying infrastructure.
- Traditional data center infrastructure operations have constrained resources to support multiple operating models (traditional vs cloud-native).

Poor Productivity and Slow Modernization

- IT operations are under pressure to deliver the advantages of speed and agility, with the benefits of the cloud service model.
- Data center modernization mandate speed and agility for new infrastructure setup and deployment.

End customers may need to have their infrastructure on-premises due to the following reasons:

Data Sovereignty:

- Regulatory and privacy requirements
- Sensitive data located on-premises
- Custom security standards
- Need to offer compliance verification to auditors

Workload / Data Proximity:

- Low data latency requirements
- Workloads with local data processing needs
- Data center workloads tightly integrated with backend systems

Command and Control:

- Need to keep control over critical workloads
- Leverage existing IT investments
- Maximize value of existing talent and processes

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The Best of Both Clouds

Today's IT teams deal with an interesting conundrum. One of their highest priorities - ensuring end users have timely access to applications and data - is in peril due to spiraling IT capital expenditures and the allure of the public cloud. Traditional data center infrastructures have grown significantly over the past few years because of an increasing emphasis on information, as well as the swelling number of applications deployed to make this information accessible and actionable.

These traditional data centers have been built using CapEx, where compute, storage and networking equipment are purchased and depreciated over a defined life span. This cyclical spending pattern creates financial risk and often impairs an organization's ability to take advantage of public cloud services. The public cloud promises secure and scalable data center infrastructure hosting services on a monthly billing cycle, void of any capital spend commonplace in private data centers.

Finance organizations view the public cloud as a vehicle for removing the financial responsibility associated with digesting the growing periodic capital spend of replacing data center infrastructure. As a result, their support of migrating the company's workloads and data to the public cloud is seen as a boon where the cloud infrastructure cost is paid as a monthly operational cost.

While most IT organizations would love to shed the infrastructure management and support responsibilities that come with running an on-premises data center, moving their data center infrastructure to the public cloud creates a unique set of challenges. It distances end users from the data they need to access, moves critically important corporate data offsite, and can make real-time management of workloads and data difficult.

Additionally, moving to the public cloud typically requires enterprise applications to be refactored, creating additional risk and complexity on top of the significant cost associated with re-testing and re-certifying each application.

VMware Cloud on Dell EMC brings the public cloud operating model to any data center, edge location or leased co-location space. Powered by VMware Cloud Foundation™, VMware Cloud on Dell EMC delivers a proven, unified VMware SDDC platform built on VxRail™, Dell EMC's enterprise grade hyperconverged cloud platform.

This powerful hardware and software combination yields an innovative, fully managed infrastructure delivered, sold and supported by VMware and Dell EMC as a service to data center and edge locations. VMware Cloud on Dell EMC delivers the most sought-after benefits of the cloud and on-premises data centers.

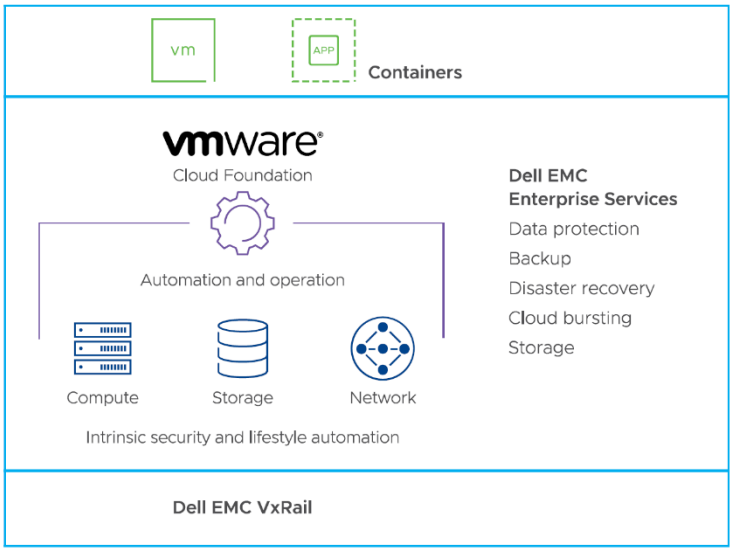
CLOUD ADVANTAGES	ON-PREMISES ADVANTAGES
Increased agility and time to value: Self-service provisioning and elasticity of resources	**Controlled costs**: Predictable cost model with resource transparency
Simplified operations: Zero infrastructure management	**Increased performance:** Low data latency and high-performance networking
Accelerated innovation: Rapidly extend capacity for scaled-up services	**Mitigated risks**: Compliance with data residency and regulatory requirements

Integrated Hardware and Software Delivered as a Service

VMware Cloud on Dell EMC delivers the VMware SDDC platform - including VMware vSphere®, VMware vSAN™ and VMware NSX® virtualization technologies and integrates with Dell EMC's enterprise-class VxRail hyperconverged infrastructure.

Within the VMware Cloud Services portal, managed service providers can select the rack size and number of host instances and configure network requirements to meet their exact specifications.

The VxRail appliance architecture enables them to start small and grow, scaling capacity and performance easily and non-disruptively from 3 to 26 nodes.



Benefits for Partners and End Customers

HOW DO PARTNERS BENEFIT	HOW DO END CUSTOMERS BENEFIT
Offer modern on-premises infrastructure as a service, without upfront investment.	Get freedom from asset ownership
As the partner owns the customer relationship, terms of service and customer support, they have freedom to build their own differentiated value-added services. Partners can take advantage of volume discounts and have flexibility to determine own margins and pricing.	Predictable spend with a prepaid or monthly subscription model and choice of payment terms.
Offer fully managed on-premises infrastructure in locations where moving applications to the public cloud is not an option.	Access intrinsic security, including encryption for data at rest and in transit. For additional security, there are micro-segmentation capabilities available through VMware NSX.
Infrastructure is completely managed by VMware. This allows partners to focus on innovation and differentiation, while VMware provides end-to-end support for the infrastructure.	Get simplified management of data center services and edge infrastructures with an offering that is fully managed, subscription based, and delivered as-a-service.

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Access modern hardware that is built to run within the VMware ecosystem. Our unified SDDC platform is integrated with vSphere, vSAN, NSX with Dell EMC vXRail, and VMware SD-WAN by VeloCloud.	VMware Cloud on Dell EMC drives any enterprise workload using familiar VMware tools. Our hybrid cloud services combine the simplicity, consistency, and scalability of the public cloud with the security and control of the private cloud.
Offer a VMware branded service jointly operated with the hardware partner.	Use the cloud portal to manage workloads through the hardware infrastructure located on-premises or a co-location facility.

Getting Started

VMware Cloud on Dell EMC is as easy to order and manage as any public cloud resource. After signing a commit contract, MSP partners get access to the VMware Cloud on Dell EMC service in VMware Cloud Partner Navigator. The partner can decide if their customer has direct access to the service, or if this is managed by the partner.

During ordering, you can choose the hardware configuration and define the configuration parameters of your environment. VMware pre-configures the environment according to your requirements, and installs the environment on-site, ensuring it is accessible to the VMware Site Reliability Engineering (SRE) team for management and monitoring.

VMware continually monitors the service infrastructure, keeps it up to date and proactively addresses any issues that may surface. In case of a hardware defect, a technician comes on site within 4 hours to replace the broken part.

Use Cases

There are several use cases for VMware Cloud on Dell EMC. The following best address contemporary challenges most data centers face today:

Advanced and Distributed VDI Workloads

- **Deliver remote workspaces** - VMware Cloud on Dell EMC delivers powerful infrastructure for virtual desktops and applications to power today's evolving remote workspace needs.
- **Enterprise-class security** - Certified support for VMware Horizon enables delivery of enterprise-class security and compliance in step with organizational requirements.
- **Superior Workspace Density** - High performance for strong workspace density and end-user experience when running the most demanding applications.

Data Center and Edge Location Modernization

- **Refreshing hardware** - Update your aging, non-virtualized on-premises data center to easily scale and build modern day applications.
- **Streamlining operations** - Enable real IT innovation and eliminate maintenance downtime with a consistent infrastructure across all compute areas, including on-premises, edge and cloud locations.

- **Switching from a CapEx to an OpEx model** - Move to a more predictable OpEx model with costs based on usage, eliminating the overestimating or underestimating of CapEx.

Accelerate Modernization

- **Development agility** - Simplify operations and focus on quickly providing developers with the environment they need to deliver innovation, using modern automation tools such as VMware vRealize® Suite and the VMware Tanzu portfolio.
- **Elastic capacity** - Rapidly stand up the needed capacity or extend capacity for scaled-up services.
- **Traditional application support** - Support traditional and modern applications as your organization moves to new development platforms without extensive re-platforming.

Data-Latency and Sovereignty-Sensitive Workloads

- **Low-latency requirements** - Make real-time decisions with data at edge locations. There's no need to wait for data to make a round trip to your central data center.
- **Data security** - According to Dimensional Research, in 2018, 62% of IT decision-makers in large enterprises said their on-premises security is stronger than cloud security. This may be because they want to retain control of the IT environment to protect their intellectual property.
- **Regulatory compliance** - Some industries are under governmental compliance to host data on-premises.

MSP Service Opportunities

Managed Service Providers can use VMware Cloud on Dell EMC to build rich, value-added services, without upfront capital investments.

Own Terms of Service: Cloud providers can take advantage of the volume discounts that the program has to offer based on their commit levels. This in turn will allow them to determine their margins and the flexibility to provide competitive pricing to their end customers.

Hosted Private Cloud: Cloud providers can host customer workloads in MSP or co-lo datacenters and offer a high-value service without the need for hardware CapEx investments. As the infrastructure is fully managed, the partner can focus on specialized high value services such as application management.

Add-on Services: Partners can offer added services such as backup, disaster recovery, migration, or external storage capacity.

Multi-Tenancy: Cloud providers can resell sub-capacity of the environment with VMware Cloud Director.[1]

MSP Platform

The Managed Service Provider (MSP) route to market gives partners the option to use VMware software-as-a-service offerings without investment in their own data center infrastructure, delivering managed services on top. VMware Cloud on Dell EMC will be offered to our MSPs through our centralized service provisioning portal, the VMware Cloud Partner Navigator which helps MSPs transact, deploy, and provision SaaS offerings from a single pane of glass.

[1] VMware Cloud Director support for VMware Cloud on Dell EMC is a roadmap capability not available at launch.

How to Get Started

Below is an overview of the VMware Managed Service Provider (MSP) lifecycle:

Commit Contract – Partner signs a VMware Cloud on Dell EMC 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 MSP 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 VMware Cloud on Dell EMC 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 as part of the offering to the end customer. 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 – Partner will on-board VMware Cloud on Dell EMC 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. VMware is the single point of contact for the MSP partner, and will liaise with Dell EMC for hardware issues.

Complete Monthly End Customer Reports and Pay Invoices – On the 10th of every month, the partner will log into the VMware Commerce Portal and review the prior month's usage. Partner will review the report and submit it to their Aggregator by the 15th day of the month. Following that, the Aggregator will send the partner an invoice for the month.

Access our MSP end-to-end getting started guide *here*.

Summary

VMware Cloud on Dell EMC is a fully managed hybrid cloud service that combines the simplicity and agility of the public cloud with the security and control of on-premises infrastructure. Delivered as a service to data center and edge locations, VMware Cloud on Dell EMC and its hybrid cloud services provide you with simple, secure, and scalable infrastructure.

The MSP model under the VMware Partner Connect Program empowers partners to build their business and grow recurring revenue. As the partner owns the terms of service between themselves and the end customer, VMware Cloud on Dell EMC is an ideal starting point for building value added hosted private cloud services.

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