VMware Vision & Strategy
MSP Program for Cloud Providers

VMware Worldwide Cloud Practice
June 2021
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Technical feasibility and market demand will affect final delivery.

Pricing and packaging for any new features/functionality/technology discussed or presented, have not been determined.

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Agenda

Part 1
Market Opportunity for Managed Services

Part 2
VMware Corporate Strategy
VMware Partner Strategy

Part 3
MSP Program Overview
MSP Program Value Proposition
Cloud Service Portfolio
Market Opportunity
Digital Transformation is Changing Industries

- Advanced analytics
- Next-generation storefronts
- Self-service experiences
- Data-Defined Business Processes
- Industrial IoT
- Business process automation

More applications and solutions will be deployed in the next 5 years than in the last 40 years.
Emergence of the Subscription Economy

Consumers and businesses increasingly value access and outcomes - over ownership

5 trends driving end of ownership and growth of subscription economy

The Subscription Economy Grows More Than 350% Over 7.5 Years

The Rise Of The Subscription Economy – How It Will Change Your Business, And Life

Are We At The Subscription Economy Tipping Point?

How The Subscription Economy Is Disrupting The Traditional Business Model

How To Make Money From Membership Economics™
Enabling the Subscription Economy

Helping customers transform both technology and commercial business models

- **5x**
  - Companies with subscription revenues grew 5x faster than S&P 500 revenues
  - Source: The Subscription Economy Index, Zuora

- **70%**
  - 70% of businesses believe subscription models hold the key to future commercial growth and expansion
  - Source: Global Banking and Finance Review

- **40%**
  - 40% of C-suites and boards plan to launch new or additional recurring revenue business in the near term
  - Source: CFO.com
Unprecedented Cloud Provider Opportunity

Many enterprises are incapable of broad digital transformation

“The cloud still accounts for less than 5% of global IT spending”
- Amazon CEO Andy Jassy (March 2021)

“For forward-looking IT leaders, the path toward a modern, efficient, cloud-enabled data center is engaging the right IT partner.” - Frost & Sullivan
In 2019, the Cloud Professional Services market size was USD 5.4B and is expected to reach USD 19.6B by the end of 2026, with a CAGR of 19.8%.

Source: Market Watch (350 Research Reports)
The managed cloud services market alone is expected to grow at a CAGR of 15.4% to USD $84.7B by 2023
Source: IDC

Global managed services market is expected to grow at a CAGR of 8.1% to USD $329B by 2025
Source: Markets&Markets
Massive Opportunity for Managed Services
Expandable & Sticky Recurring Revenue with Higher Margins

$329B
Managed Services TAM* by 2025

$150-354B
Public Cloud TAM** By 2022

MSP Margin: $1,245
MSP Monthly Revenue: $4,800

8X

+$360
Security & Compliance Services +$900

+$280
Database & Application Services +$700

+$200
Data Protection Services +$500

+$105
Technical Support +$700

+$150
Networking +$1000

+$150
Infrastructure-as-a-Service (self service) +$1000

40% Services Margin
15% Infrastructure Margin

* Source: MarketsAndMarkets
** Varies by analysts and depending on IaaS, PaaS, SaaS. Source: Frost & Sullivan and Gartner
Q. Which of the following factors are most important in supporting the business case for your organization’s use of managed services in connection with cloud or hosted infrastructure/applications?


Source: 451 Research, LLC - A division of S&P Global Market Intelligence
The Case for Managed Services - Tomorrow

Providers need to integrate and manage across hybrid- and multi-cloud

Please select the primary role you believe that managed service providers play in your company’s/organization’s use of public (IaaS) cloud services.

- Integrating and managing across public cloud types (IaaS, PaaS, SaaS)
- Provide value-added capabilities that public cloud providers don’t deliver
- Support switching from one cloud provider to another
- Transformational role to enable shift from legacy (noncloud) to cloud
- Aggregator of public cloud providers (multicloud)
Thank You
VMware Vision & Strategy

MSP Program for Cloud Providers (Part 2)

VMware Worldwide Cloud Practice
January 2021
Agenda

Part 1
Market Opportunity for Managed Services

Part 2
VMware Corporate Strategy
VMware Partner Strategy

Part 3
MSP Program Overview
MSP Program Value Proposition
Cloud Service Portfolio
VMware Corporate Strategy
VMware Vision
The Essential, Ubiquitous Digital Foundation

ANY DEVICE

ANY APPLICATION

APP Traditional
APP Cloud Native
APP SaaS

ANY CLOUD

HYBRID

EDGE

PUBLIC

TELCO
VMware Corporate Strategy
Five Strategic Priorities for FY21

VISION

Ubiquitous Digital Foundation
Build, Run, Manage, Connect and Protect Any App on Any Cloud on Any Device

STRATEGIC PRIORITIES

App Modernization
Multi-Cloud
Virtual Cloud Network
Digital Workspace
Intrinsic Security

Build (Software)  Consume (Services)
VMware Partner Strategy
Enable monetization and differentiation across hybrid- and multi-cloud

VMware Strategy for Partners

PaaS / SaaS

- Tanzu

Partner Data Centers

- Professional and Managed Services
- Professional and Managed Services & Resale

Enterprise Data Centers

- Professional and Managed Services & Resale
- Professional and Managed Services & Resale

Hyper-scale

- Professional and Managed Services & Resale
- Professional and Managed Services & Resale

- AVS
- GCVE
- Azure
- Amazon Web Services
VMware Strategy for Partners

Enable a common operating model to improve efficiencies and reduce costs

Common Operating Model with Hybrid and Multi-Cloud Management

<table>
<thead>
<tr>
<th>Same Infrastructure</th>
<th>Same People</th>
<th>Same Process</th>
<th>Same Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring</td>
<td>Reporting</td>
<td>Management</td>
<td>Automation</td>
</tr>
<tr>
<td>Orchestration</td>
<td>Cost</td>
<td>Optimization</td>
<td>Governance</td>
</tr>
</tbody>
</table>

Public Cloud
VMware Cloud Foundation
Automation & Operations
Compute → Storage ← Network

Private Cloud
VMware Cloud Foundation
Automation & Operations
Compute → Storage ← Network

Edge
VMware Cloud Foundation
Automation & Operations
Compute → Storage ← Network

vSphere
Non-vSphere

Same Infrastructure → Same People → Same Process → Same Tools
VMware Strategy for Partners

Integrated solutions enable the customer journey to hybrid- or multi-cloud

Customer Data Center

1. **Assess & Design**
   - Identify apps, flows and dependencies; assess security and performance; design cloud strategy for each app

2. **Connect & Migrate**
   - Move workloads at scale using cold, warm or live migration across a WAN optimized, layer 2 network stretch

3. **Secure & Protect**
   - Implement consistent security policies and a "zero trust" posture; protect data for business continuity

4. **Optimize & Automate**
   - Optimize capacity, performance and configurations; automate and orchestrate workflows

5. **Operate & Scale**
   - Enable scalable, intelligent operations with visibility and analytics across environments

Deliver next-gen, multi-cloud managed and professional services

- **vRNI / Network Insight**
- **vSphere Optimization Assessment (VOA)**
- **CloudHealth**
- **NSX**
- **HCX**
- **Velocloud**
- **VCDA**
- **vSAN Encryption**
- **Cloud Director**
- **vRealize Automation**
- **vRealize Orchestrator**
- **CloudHealth**
- **vRealize Operations**
- **vRLI / Log Insight**
- **Wavefront**
- **CloudHealth**
VMware Strategy for Partners
Enable partners to deliver digital transformation and modernized applications

**Workspace Transformation**
Deliver a better and more secure digital workspace and end user experience

**Application Transformation**
Modernize applications and enable agile development with CI/CD

**Infrastructure Transformation**
Leverage the best of private and public cloud

**Networking and Security Transformation**
Modernize networks and enable a “zero trust” security posture
VMware Strategy for Cloud Native Partners

Delivering consistent services with a single solution across multi-cloud

- vRealize
- Manage & Automate
  - CloudHealth
  - Tanzu

- Build and Run Modern Apps
  - Tanzu

- Build and Run Infrastructure
  - Cloud Foundation
  - Cloud Director

- Networking & Security
  - Virtual Cloud Network (NSX)
Evolving Cloud Provider Landscape
Enabling Cloud Providers to capture the multi-cloud market opportunity

Cloud Builders
Build and operate your own VMware powered Hyperscale-class Clouds

Asset-Light Providers
Leverage scale and economics of public clouds to deliver VMware-based cloud solutions e.g. VMC on AWS, Azure VMware Solutions etc.

Next-Gen MSPs
Build profitable managed services for native Public Clouds focused on cost management and operations
Evolving Cloud Provider Landscape
Enabling Cloud Providers to capture the multi-cloud market opportunity

Successful partners often embracing power of AND by spanning all three segments
Evolving Cloud Provider Landscape

Cloud Management Platform for Hybrid and Multi-Cloud

Next-Gen MSP’s

Cloud Builders

Cloud Management Platform

Hybrid Cloud
Cloud-to-Ground (Local Cloud)
Multi-Cloud
Cloud Around (K8s)

Data Center → Edge → Public Cloud
## VMware Cloud Provider Platform

Enable Cloud Providers to Capture Business Opportunities in a Multi-Cloud World

### VMware Cloud Provider Platform

<table>
<thead>
<tr>
<th>Provider DC</th>
<th>Customer DC</th>
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<tbody>
<tr>
<td>vROPs</td>
<td>vRLI</td>
</tr>
<tr>
<td>VMware Cloud Foundation</td>
<td></td>
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<tr>
<td>ESX</td>
<td>vSAN</td>
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</table>

### Cloud Director

<table>
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<tr>
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<tbody>
<tr>
<td>vROPs</td>
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<tr>
<td>VMware Cloud Foundation</td>
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<tr>
<td>ESX</td>
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</tbody>
</table>

### Cloud Provider Navigator

<table>
<thead>
<tr>
<th>Cloud Director service</th>
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<tbody>
<tr>
<td>VMware Cloud on AWS</td>
</tr>
<tr>
<td>SD-WAN</td>
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<tr>
<td>HCX</td>
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<table>
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<tr>
<th>CloudHealth</th>
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<tbody>
<tr>
<td>vROPs Cloud</td>
</tr>
<tr>
<td>vRA Cloud</td>
</tr>
<tr>
<td>vRNI Cloud</td>
</tr>
</tbody>
</table>

| Horizon Cloud |
| Workshop ONE |
| Marketplace |
| And More |

<table>
<thead>
<tr>
<th>VMware Cloud on AWS</th>
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</thead>
<tbody>
<tr>
<td>VMware in Hyperscalers</td>
</tr>
<tr>
<td>Provider / Colo</td>
</tr>
<tr>
<td>Branch / Edge</td>
</tr>
</tbody>
</table>

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<tr>
<th>VMware MSP Program</th>
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</thead>
<tbody>
<tr>
<td>Microsoft Azure</td>
</tr>
<tr>
<td>Amazon Web Services</td>
</tr>
<tr>
<td>Oracle Cloud</td>
</tr>
</tbody>
</table>

### Solutions

- Hosted Private Cloud
- Public Cloud
- Containers as a Service
- Security / Compliance
- DR as a Service
- Migration
- Desktop as a Service
- Custom Services

### Platform

- Cloud Builder (Asset Heavy)
- Cloud Consumer (Asset Light)

### Cloud End Points

- VMware in Hyperscalers
Summary
Building a Multi-Cloud Foundation for Next Gen MSPs

1. Multi-cloud networking & security
2. Hybrid and multi-cloud infrastructure
3. Distributed microservices platform
4. Automation, orchestration, management
5. Advanced, value add IaaS, PaaS, and SaaS
6. End user experiences and outcomes (IT Admins, Developers, DevOps, Users)
Thank You
VMware Vision & Strategy

MSP Program for Cloud Providers (Part 3)

VMware Worldwide Cloud Practice
January 2021
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VMware MSP Program Overview
VMware MSP Program Value Proposition
VMware Cloud Service Portfolio
VMware MSP Program

Overview
VMware Partner Connect for Cloud Providers
Managed Service Provider (MSP) Program and Route to Market

Software Rental Model
RENTAL Route to Market

SP leveraging VMware software offerings to stand up their own data center infrastructure and deliver managed services on top.

Managed Service Model
MSP Route to Market

SP leveraging VMware as-a-service offerings without investment in their own data center infrastructure and deliver managed services on top.
Managed Service Provider (MSP) Program Overview

Offer VMware software-as-a-service offerings without capex investment in infrastructure

- MSP owns customer relationship
- MSP own terms of service
- MSP owns technical support
- Deliver standard VMware cloud services
- Enhance services with value-add professional or managed services
- Manage all services centrally via Cloud Partner Navigator (UI or API)
- VMware or partner branded
Over 700 customers contracts with over 500 VMware MSP partners globally

Source: VMware, Dec 2020
VMware Cloud Partner Navigator

Centralized portal for MSPs to transact, deploy and provision VMware XaaS offerings
Cloud Partner Navigator Overview

Simplified Tenant Onboarding & Management for MSPs

KEY BENEFITS

- Centralized Portal Access
- End-to-End Tenant Lifecycle Management
- Simplified Tenant Onboarding
- Automated Service Activation
- Optimized Support Ticketing Process
- Granular and Aggregated Usage
- Provider-to-Tenant Role & Access Inheritance
- Extensible Platform to Support Multiple Services
VMware Cloud Partner Navigator

Unified partner platform for accelerating multi-cloud growth

Self-Service Multi-Cloud IaaS

Cloud Director service

VMware Cloud Partner Navigator

Business Operations

Cloud Navigator and Cloud Services
Managed Service Provider Model and Process

Simple onboarding process – start transacting next month

You can access the MSP End-to-End Getting Started Guide [here](#) and the MSP website [here](#)
Managed Service Provider Model and Process

There are four participants in the MSP commercial model:

- **Customer**: The end user for the services, utilizes VMware products and solutions
- **MSP**: Works with both VMware and an aggregator in order to transact and purchase cloud services
- **Aggregator**: Acts as billing agent for VMware; works with the MSP to get a commit contract signed; and consolidates the payments for MSPs at the end of the month
- **VMware**: Provides the core products and solutions
VMware MSP Program

Value Proposition
Why become a Managed Service Provider?

Benefits of Managed Services

1. Consistent, predictable revenue
   • Value of recurring revenue (Rule of 78)
   • Steady income generated by monthly billing
   • Enables partner to confidently invest in growth initiatives
   • Adds a level of financial stability

2. Build long-term relationships with clients
   • Deliver end to end solutions / outcomes
   • Better understand a client’s evolving needs
   • Build credibility and become a trusted advisor
   • Easier to upsell other services as the incumbent

3. Achieve major efficiency gains
   • Move away from a ‘snowflakes’ that drive costs
   • Standardized solutions across clients
   • Purchasing, deploying and managing is far easier
   • Much simpler to scale the business
Partner GTM Models and Strategies

Deliver more value and differentiation with end-to-end accountability

Give customers choices in how they consume technology and services

- Professional Services
- Managed Services
- Support
- Resell Solutions (IaaS, DaaS, etc.)
- Model 1: e.g. VARS / SPs
- Model 2: e.g. SPs / MSPs
- Model 3: e.g. MSPs / CSPs
- MSP Solutions (IaaS, DaaS, etc.)

Accountability:
- Customer
- Partner
- VMware
Example: VMC MSP vs VMC Resale

Quickly become an asset-light MSP leveraging existing skills & capabilities

Benefits of VMware Cloud on AWS – MSP

1. Own the customer relationship end-to-end
2. Build a stickier relationship (customer success)
3. Differentiate your offering (vs standard VMC)
4. Deliver unified and complete solution (infra + services)
5. Simplify and control the sales process
6. Simplify the support & operating model
7. Capture recurring revenue, including infrastructure
8. Drive higher margins with aggregation and efficiencies
Example: VMC MSP vs VMC Resale

Drive higher margins and growth with VMware MSP

Assumptions

• 3-year term
• 15-19 customers per Year
• 30 VMs / Host
• Small customers (40%, 2 hosts)
• Medium customers (40%, 4 hosts)
• Large customers (20%, 10 hosts)
• Hosts: 5% OD, 60% 1 Yr / 35% 3 yr
• U.S. Oregon Pricing
• Same AWS & PS service pull through
• VMC MSP: 100% take rate on managed services and support services
• VMC Resale: 50% take rate on managed services (assumes partner access to customer environment)

VMC MSP

• Level 4 MSP Discount (26%)
  Based on aggregate spend
  Standard across all deals

Revenue: $43,358,032
Margin: $10,674,457
Blended Margin: 24.6% (+7%)
VMC Net Margin: 23% (+9%)

VMC Resale

• Customer Discount: 0%-12%
• Partner Discount: 3%-5%
  Minus Distributor Margin: 1.5%
• Activation Incentive (Rebate): 15% of TCV (excl 30% Business Cost Factor)

Revenue: $ 37,799,649
Margin: $ 6,732,403
Blended Margin: 17.8%
VMC Net Margin: 14%
Confidential │ ©2021 VMware, Inc.

Competitive TCO with VMware Cloud MSP (Asset Light)
Simplified cost structure and competitive TCO

Sample Customer TCO & Business Case:
Private Cloud with VMware Cloud on AWS

Assumptions:
• 300 VMs, 13 hosts, 23 VMs/host (2:1 vCPU:pCPU)
• Mix of S/M/L/XL VMs (avg. 4 vCPU x 16 GB RAM)
• i3 hosts, U.S. Oregon, 3 Yr RI
• 26% L4 MSP Discount (aggregated spend)
• Includes: AWS DC, AWS server, VMware SDDC, VMware labor for LCM, and MSP labor for VM/network/security admin
• Excludes: MSP higher margin, value add services
• Excludes: faster, easier and lower cost cloud migration

Results:
• 3 Year Revenue / TCV: $862K (12-month ramp to $28k/mo)
• 3 Year Cost: $701K
• Net Gross Margin: $160K (19%)
• Average cost per VM: $115/month ($2,653/host/month)
• Average net price per VM: $140/month ($3,262/host/month)
• 451 Price Index: $139/month 4x6 Linux general purpose VM

Cumulative Monthly Revenue, Cost & Margin

Cost Breakdown over Term

$107,043, 15%
$594,242, 85%
Case Study: Solution Provider transforming into MSP

Margins vary by MSP service and based on assumptions

<table>
<thead>
<tr>
<th></th>
<th>CloudHeath</th>
<th>VMC on AWS</th>
<th>SD-WAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 Deal Forecast</td>
<td>18</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Description</td>
<td>Stand-Alone CHT (no public cloud resale); attach to customer accts; augments current resale/CHT business</td>
<td>Extend current VMC on AWS resale business into MSP. Includes services.</td>
<td>Launch new SDWAN-aaS using Velocloud</td>
</tr>
<tr>
<td>Partner Professional Services</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Partner Managed Services</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Public Cloud Pull Through</td>
<td>No (see above)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Year 1 Revenue</td>
<td>$2.5M</td>
<td>$5.8M</td>
<td>$2.2M</td>
</tr>
<tr>
<td>Year 1 Gross Margin</td>
<td>$380K</td>
<td>$1.5M</td>
<td>$678K</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>26%</td>
<td>31%</td>
</tr>
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</table>
## VMware Managed Service Provider (MSP) Program

Opening new business models and routes-to-market for MSPs

<table>
<thead>
<tr>
<th></th>
<th>Professional Services</th>
<th>Managed Services Asset Light (MSP)</th>
<th>Managed Services Asset Heavy (VCPP)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Opportunity</strong></td>
<td>$20B (2026) - Cloud</td>
<td>$329B (2025)</td>
<td>$329B (2025)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$85B (2023) - Cloud</td>
<td>$85B (2023) - Cloud</td>
</tr>
<tr>
<td><strong>Capex Investment</strong></td>
<td>None</td>
<td>None</td>
<td>High</td>
</tr>
<tr>
<td><strong>Opex Investment</strong></td>
<td>Low to Medium</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td><strong>Trusted Advisor</strong></td>
<td>High</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Cloud Endpoints</strong></td>
<td>Any</td>
<td>Any</td>
<td>MSP / Customer DC</td>
</tr>
<tr>
<td><strong>Upsell</strong></td>
<td>Low to Medium</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Stickiness (CSM)</strong></td>
<td>Low to Medium</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>Recurring Revenue</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Typical Margins</strong>*</td>
<td>25% - 40%</td>
<td>20% - 40%</td>
<td>30%-50%</td>
</tr>
</tbody>
</table>

*Varies by product*
The Economics of Time to Market

Leverage the VMware MSP program to accelerate time to market

Faster TTM allows companies to capture share and establish a leadership beachhead

Faster TTM drives higher revenue (and profit)

Faster TTM may cost the same, more or less than a slower TTM

If it is released on time, but is 50% over budget, that cuts into profits by only about 4%

McKinsey & Co found that a product that is 6 months late to market, earns 33% less profit over five years.
VMware MSP Program & Cloud Partner Navigator

Asset Light Use Cases

I need to **expand** beyond my current data centers

- **Expand Public Cloud**
  - CDS
  - VMC – EU
- **Expand Private Cloud**
  - CDS
  - VMC – APJ

Cloud Partner Navigator

I need to **manage** workloads in VMware clouds

- **Manage, enhance and optimize VMware Clouds**
  - vRLI Cloud
  - vRA Cloud
  - vRNI Cloud
  - vROPS Cloud
  - Marketplace / Bitnami
  - TMC*
  - Carbon Black*

Cloud Partner Navigator

I need to **manage** workloads in hyperscale clouds

- **Manage, enhance and optimize Public Clouds**
  - CloudHealth
  - vRA Cloud
  - vRNI Cloud
  - TMC*
  - Carbon Black*

Cloud Partner Navigator

* Future capability
VMware MSP Program Summary

Accelerate your cloud GTM strategy without capex investment in infrastructure

Benefits

• Accelerate time to market and mitigate risk
• Differentiate with hybrid- and multi-cloud managed services
• Deliver innovation with the latest VMware technologies
• Expand services geographically into new markets
• Enhance your portfolio without data center/capex investment
• Improve profitability with volume discounts & commits
• Own your customer end-to-end (contract, support and billing)
• Simplify your business and operating model
• Focus on driving business outcomes
MSP Program

Examples of successful partners
Examples of successful MSP partners
Deliver unique value on top of VMware MSP Services

- **AHEAD**: Oracle & Tanzu on VMware Cloud
- **FACTION**: Cloud Control Volumes for VMware Cloud
- **rackspace**: Multi-Cloud Management with VMware Cloud
- **Effectual**: AWS & VMware GTM Public Sector
- **shi**: Multi-Cloud Management with Cloud Health
MSP Partner Case Study
200% growth and 33% faster processing time

CHALLENGES
• Maximizing existing investments in VMware technologies
• Eliminating operational complexities
• Migrating multiple geographically disbursed datacenters into AWS
• Streamlining resource requisitions
• Reducing instantiation time

SOLUTION
• Leverage AWS, VMware Cloud on AWS and VMware HCX
• On-demand resource and infrastructure management

“Using VMware’s Cloud Partner Navigator 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,”
VMware Cloud Services

Portfolio Overview
VMware Cloud on AWS
Enterprise-grade private cloud delivered on a hyperscale opex platform

Service Highlights

- VMware SDDC running on AWS bare metal
- Sold, operated and supported by VMware & its partners
- Support for containers and VMs
- On-demand capacity and flexible consumption (OPEX)
- Full operational consistency with on-premises SDDC
- Seamless workload portability
- Direct access to native AWS services
- Global AWS footprint, reach, availability
VMware Cloud on Dell EMC
Dell Technologies Cloud Data Center-as-a-Service

- Cloud infrastructure delivered as-a-service on-premises
- Co-engineered and delivered by Dell Technologies; ongoing service fully managed by VMware
- VMware SDDC including compute, storage and networking
- Built on VxRail – Dell EMC’s enterprise-grade cloud platform
- Hybrid control plane to provision and monitor resources
- Monthly subscription model
VMware Cloud Director™ service

Proven VCD now available with benefits of SaaS delivery model

The most-widely deployed cloud management platform by Cloud Providers

Core VCD Foundations

VMware Cloud Director (VCD)

- Self-Service Public Cloud Experience
- Multi-site / Availability Zones
- Multi-Tenancy for Virtualized Data Centers (VDC)
- Object Storage – S3 Compatible
- Container Runtime - PKS
- Autoscaling
- Marketplace / Bitnami
- Open and Extensible
- Integrated DRaaS
- Terraform APIs for Workflow Automation

VMware Cloud Director service

- VMware Managed
- New Endpoints
- Consistent Experience

VMware Cloud on AWS

Provider Datacenters

VMware Cloud Director

Other VMware Public Clouds

Consistent Experience
VMware Hybrid Cloud Extension (HCX)
Application mobility at scale, infrastructure hybridity, large scale migration

Any-to-Any vSphere Migration

CROSS-VERSION | HYBRIDITY | SECURITY

On-Premises

vSphere 5.0
Active

Hybrid Interconnect

LARGE SCALE MIGRATION

vSphere 6.5
Migrated VMs

CLOUD
CloudHealth

Most trusted software platform to manage and optimize multi-cloud

VISIBILITY
Global consolidated visibility and on-demand reporting across cloud and data center environments.

OPTIMIZATION
Build and run a cost and performance optimized architecture that scales without added complexity.

GOVERNANCE
Automate and control assets based on enforcing business policies and governance definitions.
vRealize Automation Cloud
Define, Aggregate and Deploy across Clouds

Cloud Assembly
(Multi-Cloud and Application Automation)
Orchestrates and expedites infrastructure and application delivery in line with DevOps principles

“Automate your multi-cloud experience”

Service Broker
(Multi-Cloud Catalog)
Aggregates native content from multiple clouds and platforms into a single catalog with tag-based policies

“Deliver multi-cloud services and policies from a single catalog”

Code Stream
(Continuous Delivery Pipeline)
Speeds software delivery and streamlines troubleshooting with release pipelines and analytics

“Continuous Delivery made easy”
vRealize Operations Cloud - Powered by AI
Consistent Management & Operations Across Physical, Virtual, and Cloud

Capacity Management

Performance & Availability

Costing and Planning

Topology Analysis

Log Data Analysis

Network Management

Storage Management

Workload Balancing
vRealize Log Insight Cloud
Real-time visibility into infrastructure and application logs across SDDC, VMC and AWS

Improved Visibility & Faster Troubleshooting

- Robust log collection and analytics from all SYSLOG and HTTP sources
- Simple, insightful, and visual dashboards with real-time log data
- High performance search for faster root cause analysis
- Unified visibility across clouds – public and private
vRealize Network Insight Cloud
End-to-end network visibility and analytics across multi-cloud landscape

Networking
- Troubleshooting, Traffic and Path Analytics

Security
- Visibility, Modeling, Policies, Compliance

Applications
- Discovery, Migration, Latency, Performance

SD-WAN
- Edge Devices (Virtual or Physical in Remote or Branch)

Data Center
- Physical (Switches, Routers, LBs & Firewalls)
- Virtual (SDDC/NSX, VCF)
- Containers (K8s, PKS, OpenShift)

Cloud
- Multi-cloud (VMC, AWS, Azure)
Bitnami Application Catalog

Curated and continuously maintained and optimized software packages

**Well architected** – leverage solid foundations
- Bitnami, cloud, and community best practices
- Adopt 10+ years of application packaging experience

**Maintained** – ensure prompt updates
- OSS and system package updates included and tested
- Continuously published to the marketplaces

**Certified** – run with confidence
- Scanned and updated for vulnerabilities and exploits (CVEs)
- Launch functionally tested applications

**Low-cost** – no license needed
- The only cost is the infra/services the app runs on
- Documentation and community support included
VMware SD-WAN

SD-WAN improves app performance and reduces connectivity costs

**Multiple Transports / Hybrid WAN**
- Private / MPLS
- Internet Broadband
- Wireless LTE

**Optimized Cloud Access**
- Assured App Performance

**Automation & Orchestration**
- Deploy in Days

**Data Center**
- NSX SD-WAN Edge

**Branch**
- 100s to 1000s
- NSX SD-WAN Edge

**Cloud Services**
- NSX SD-WAN Orchestration

**Cloud Provider**
- Or Partner Gateway
VMware Workspace ONE

“Digital Workspace” is the Convergence of UEM, Apps and IDM

Any Device
Unified Endpoint Management (UEM)

Any Application
Mobile | Cloud | Web | Win

Any Identity Manager
Identity as-a-Service
VMware Horizon Cloud Service

Manage cloud-hosted virtual desktops and apps from a single cloud service

Comprehensive Application & User Management
- Desktop & App Management
- User Environment Management
- Image Management
- Monitoring & Analytics
- Service Updates

VMware-Managed Public Cloud

BYO Public Cloud

Pay as You Go

Just-In-Time Desktops
Summary
Enable Cloud Providers to Capture Business Opportunities in a Multi-Cloud World

Cloud Director

- vROPs
- vRLI
- vRNI
- CDA
- VMware Cloud Foundation
- ESX
- vSAN
- NSX

Cloud Provider Navigator

- Cloud Director service
- VMware Cloud on AWS
- SD-WAN
- HCX

- CloudHealth
- vROPs Cloud
- vRA Cloud
- vRNI Cloud

- VMware Cloud on AWS
- VMware in Hyperscalers
- On-Premises
- Provider / Colo

- Horizon Cloud
- Workspace ONE Marketplace
- Branch / Edge

Provider DC
Customer DC

Cloud Builders (Asset Heavy)

Cloud Consumers (Asset Light)
Expanding the Opportunities for Cloud Providers

- **Hybrid Cloud**
  - Best-in-class VMware Cloud with Supreme Efficiency and Service-Readiness
  - Asset-Light Expansion and Cross-Cloud Services, starting with Logging and Monitoring on Public Cloud
  - Edge and Endpoint Management to create a comprehensive digital transformation offering

- **Multi Cloud**
  - Dev-Ready Cloud
  - VVD for Cloud Providers
  - VMC-AWS
  - VMC-Dell
  - vRealize
  - CloudHealth
  - Workspace One
  - SD-WAN
  - Tanzu

- **Beyond Cloud**
  - VCF
  - VCD/CDS

Customer
Characteristics of Successful Cloud Providers

Evolution to Next Gen Professional & Managed Services

1. Embrace **hyperscale public clouds** as part of their strategy
   - Build a strong public cloud practice and/or leverage VMware Cloud/CDS

2. Deliver **hybrid- and multi-cloud** to differentiate from hyperscalers
   - Trusted advisor for multi-cloud with location agnostic services

3. Develop a **common operating model** to drive efficiencies
   - Consistent infrastructure, common tools, and automation

4. Drive **business outcomes** for end customers
   - Move beyond IaaS and specialize in workloads or use cases

5. Invest in **cloud native solutions** and target new personas
   - 95% of new apps use containers
Learn More

https://cloud.vmware.com/managed-services/

**GROW**

your business with VMware Managed Service Provider (MSP) Program
- Own ToS & Support
- Offer Geographic Expansion
- Reach New Customer Verticals

**DIFFERENTIATE**

your business with distinguished VMware multi-cloud offerings
- VMware Cloud on AWS
- VMware Cloud Director service
- CloudHealth

**SIMPLIFY**

your service delivery with VMware Cloud Partner Navigator
- Multi-Cloud Business Expansion
- Simplified Operations
- Customer Flexibility and Choice
Thank You