

Accelerate Modern App Development with Bitnami on Marketplace

Access a catalog of over 180 continuously maintained open source applications

KEY VALUE PROPOSITION

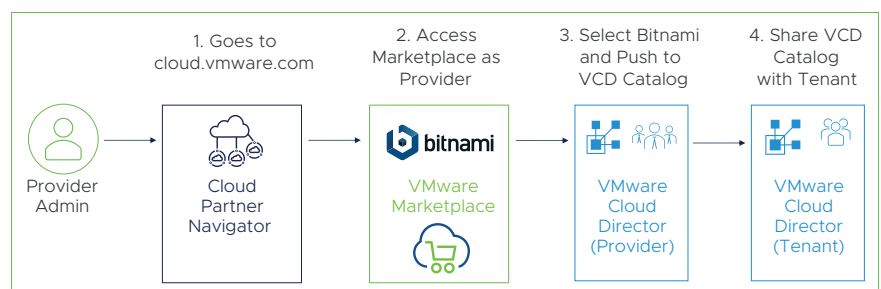
- Partners can leverage Bitnami's well-architected application packaging technology that incorporates a decade of experience and best practices
- Partners can ensure prompt and continuous maintenance of over 180 widely popular open-source applications to their end-customers
- Bitnami is built on solid trusted foundations that bake security, compliance, and visibility into pipelines and development processes. Partners can run open-source solutions with confidence, utilizing Bitnami's continuous security scanning procedures
- Partners can drive consumption with well-documented, community-supported and deploy-ready applications
- Partners can keep service catalogs fresh and maintained. They can populate and preserve deploy-ready artifacts in their repositories and service catalogs
- Partners can simplify hybrid and multi-cloud transformations, support multiple platforms and take advantage of the latest cloud-native services

INTRODUCTION

Application development in the software industry has traditionally been a slow and siloed process, often with lengthy and bureaucratic development cycles. However, with widespread adoption of the cloud, software development today is much more rapid and agile. Many modern applications are being built natively in the cloud. These modern apps are largely composed of open-source building blocks; in some cases, over 70% of the app's components are open-source*. Competitive enterprises must foster their developers' flexibility and ease of access to open-source components, without having to spend a significant amount of time maintaining and securing these components.

In these circumstances, cloud providers must offer their customers a way to quickly and competitively build modern apps. Bitnami on Marketplace, launched in December 2019, meets this important need, with a validated catalog of open-source applications that can be deployed to developers at scale and with ease.

The Cloud Services Provider - SaaS (formerly Managed Services Provider) and the Cloud Services Provider - Cloud Builder (formerly Rental) routes to market under the Partner Connect Program enable partners to deliver a complete portfolio of services and solutions including Bitnami on Marketplace. Bitnami will be delivered to partners through the VMware Cloud Partner Navigator, a centralized portal to deploy, provision, and manage VMware multi-cloud offerings. The delivery to VMware Cloud Director, the platform used by cloud partners, will be enabled via the VMware Marketplace.



Open-source components comprise over

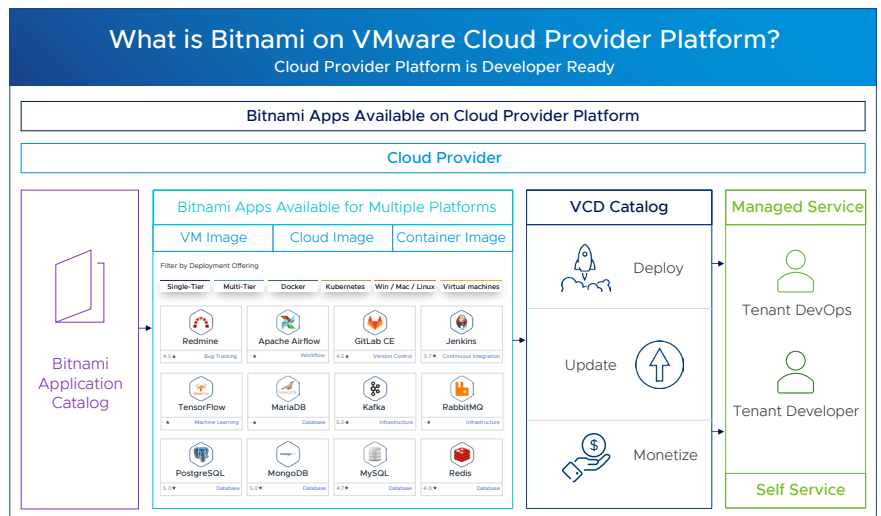
70% OF MOST NEW APPLICATIONS



*Source: Jack M. Germain, via LinuxInsider – Black Duck (Synopsys) report:
[Open Source Is Everywhere and So Are Vulnerabilities](#)

Cloud providers can now offer any application in the Bitnami application catalog on their managed clouds, on-premises, as well as on hosted private and public clouds. With applications and components available as cloud, virtual machine, and container images, cloud providers offer developers the flexibility of deploying Bitnami applications as VMs or containers to suit the digital transformation needs of enterprises.

Bitnami is a catalog of continuously-maintained, trusted and popular open-source solutions, which cloud partners can in turn provide to the developers of their enterprise customers. Cloud partners can offer them a way to quickly build applications, based on Bitnami building blocks. In this way, Bitnami helps partners attract new developer workloads, as well as drive up cloud consumption.



CLOUD PROVIDER CHALLENGES

To build applications in today's world, developers require flexibility, choice, convenience, ease of use– and a wide set of popular open-source tools. Cloud providers must attract and meet these developer needs in order to stay effective.

Some challenges faced by cloud providers today include:



Attracting developer workloads: Cloud providers currently do not have easy access to these open source platforms and developers are relying a lot more on open source to increase the speed of cloud-native application deployment



Cloud-native development infrastructure: Developers are looking for advanced container and Kubernetes based pre-packaged solutions to build and deploy cloud-native applications. Cloud providers can offer VMware Tanzu Kubernetes Grid as a comprehensive toolkit for container provisioning and orchestration across multi-cloud



Lifecycle management: Enterprises and developers today struggle with finding, building, integrating and maintaining open-source components, especially at scale. Cloud providers can address this need by maintaining and updating CI/CD of open source tools and providing a single place where developers can consume, build, and deploy cloud-native applications

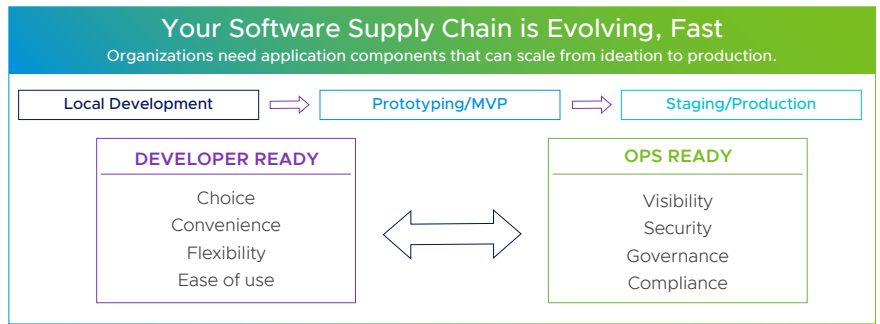
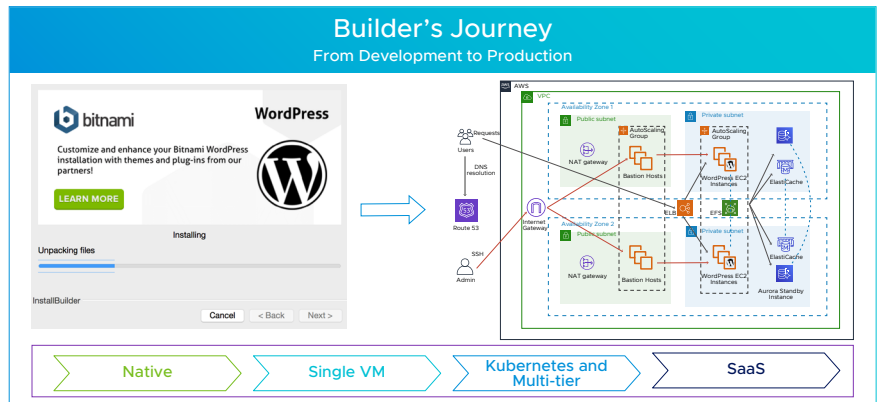


Figure1: Resolving these competing interests today costs time, money, and agility.

SOLUTION

The Bitnami catalog, consisting of over 180 open-source applications, is packaged and maintained by Bitnami. Through its market-leading application packaging technology, Bitnami provides customers with access to a rich set of workload solutions such as developer tools, databases, and network and security solutions. These pre-packaged solutions form the building blocks of new applications and can shorten the ‘builder’s journey’ – an end-to-end process that tracks an application’s lifecycle from initial requirements to production.



Bitnami features highly popular open-source solutions from a wide variety of solution categories (e.g. databases, analytics). These solutions are already widely adopted by developers and partners and can enable them to use these solutions in three different environments: VMware Cloud Director (VCD), VMware Cloud on AWS (non-VCD VMC environments) and vCenter (non-VCD vCenter environments). See below for a quick look at our catalog:

Application Managed Services: Examples		
Provider Clouds Offer Developer Environments		
Bitnami Application Catalog		
Database	MySQL, PostgreSQL, MongoDB, Redis, Cassandra	
Web/Blogs	WordPress, Ghost	
Gateway	Kong, NGINX Ingress Controller	
AI/ML	MXNet, TensorFlow	
Analytics	Fluentd, Prometheus, Grafana	
Other Bitnami Apps		
Hadoop	Kafka	Hashi Consul
Jenkins	GitLab CE	Redmine
KubeApps	NATS	Drupal

Bitnami provides significant benefits for our cloud partners as well as the developers (i.e. end-customers) that these partners support. A summary of the most significant benefits for both of these two parties is represented below:

How do Partners Benefit?	How do End Customers Benefit?
<ul style="list-style-type: none"> • Attract developer workloads with modern tooling and experience: Bitnami offers packaged applications, reducing deployment time and effort, attracting cloud-native and traditional developer workloads • Capture cloud-native workloads: by offering Kubernetes and containers along with the microservices model and open source components to be a one-stop shop for building and deploying cloud-native workloads • Monetize managed Kubernetes services: including VMware Tanzu Kubernetes Grid for ubiquitous Kubernetes runtime across clouds • Increase customer cloud consumption: by enabling use of extensive and popular open-source catalog • Offer advanced application managed services: Developers and DevOps can access up-to-date apps in one place without having to worry about life cycle management of these open source developer tools 	<p>For developers amongst the end-customers:</p> <ul style="list-style-type: none"> • Convenience: Developers can build their app with all components and services in one place • Ease of Use: Developers focus on using it. Bitnami builds, verifies and makes sure it works • Latest software: Bitnami vigilantly patches their software and is constantly updating their packages based on changes made by the OSS ISV • Pay-to-Go model: It is available as a subscription model to scale easily <p>For DevOps professionals amongst the end-customers:</p> <ul style="list-style-type: none"> • Governance: Access to a simplified governance model for developer sandboxes • Shadow IT: Avoid shadow IT with LoB (Lines of Business) developer workloads managed easily • CI/CD: Trusted, verified, latest rev of Bitnami application catalog is always available

USE CASE #1:
Attract Developer Workloads



USE CASES

Attract Developer Workloads

The combination of Bitnami and VMware Tanzu Enterprise Grid (Enterprise PKS and Essential PKS) now allows cloud providers to expand their multi-cloud services and address the needs of Developers and DevOps professionals and attract new workloads, such as Test/Dev environments, onto their managed clouds, on-prem, hosted private, and public clouds.

Bitnami offers applications and components that are deployment ready on multiple platforms: cloud, virtual machine, and container images. For the workloads that will benefit from containers, VMware Tanzu Kubernetes Grid and Bitnami application catalog now deliver a fast path to deploying and managing containerized applications. For other workloads that are better suited as a VM, they can deploy the virtual machine images.

USE CASE #2:

Offer Kubernetes and Containers as a Managed Service



Offer Kubernetes and Containers as a Managed Service

With VMware Tanzu Kubernetes Grid, VMware’s container orchestration solution, cloud providers can offer managed container services. Enterprises can BYOA (Bring Your Own Application) or build their applications from the open source and micro-services on offer from Bitnami and deploy them as containers across multi-clouds.

VMware Tanzu Kubernetes Grid allows developers to build, run and manage applications. Bitnami is a huge portion of our Build portfolio with all open source components. They can use Tanzu Kubernetes Grid to provision, orchestrate, and manage container deployments.

USE CASE #3:

Offer Additional Application Managed Services



Offer Additional Application Managed Services

With the addition of Bitnami into Marketplace and integration with VCD and Cloud Partner Navigator, all the applications and components in the Bitnami application catalog are now available for cloud providers to offer as managed application services, allowing them to move beyond IaaS into application managed services.

SUMMARY

Bitnami has partnered with large public clouds as well as VMware’s partner ecosystem to ensure that all of its most up-to-date and secure open source applications can easily be launched to multiple platforms. The Bitnami team has created an automated process that validates, tests, and publishes the applications directly via VMware Marketplace, so that developers can be sure that applications will work right out of the box.

Resources

- [Bitnami on Marketplace Overview](#)
- [VMware Marketplace Overview](#)
- [Bitnami vCD Quick Start Guide](#)

