

Core Use Cases for VMware Cloud Director service

VMware Cloud Director service offers Cloud Services Providers a SaaS-based complement to VMware Cloud Director, VMware's leading cloud service delivery platform. The latest release—using Cloud Director service code—gives Cloud Providers a range of new services to add to their portfolio:

- Delivering flexible resource pools with VMware Cloud on AWS and/or Google Cloud VMware Engine, so Cloud Providers can provision for customers of all sizes.
- Expanding into new geographies and supporting customers with a wider geographic footprint.
- Enabling customers to maintain simple and consistent operations across hybrid clouds, with Cloud Director service able to connect to existing on-premises Cloud Director and/or vCenter instances

Take a look at these use cases to see how Cloud Providers like you can monetize the new capabilities in Cloud Director service, so you can broaden your customer base, expand your business, and become more agile and responsive to customer needs.

Use Case 1

Flexible resource pooling with VMware Cloud on AWS and/or Google Cloud VMware Engine

Cloud Director helps progressive Cloud Providers move away from a host analog model to a flexible virtualized resource pool model: one host or a thousand hosts—it's all one virtual resource. Now you can address customers big and small, opening a wider client base. It's ideal for small to medium enterprises, for example, which don't yet have the need or budget for an entire host but who may grow into this requirement in the future. VMware or the hyperscale partner is managing the hardware for you, with no complex CAPEX models to deal with. From compliance to security, it's prepped and ready when you need it.

Cloud Services Provider Use Case

- Address more customers, not just larger customers. Boost profitability by offering new types of resource consumption models, including pay-as-you-go, allocation pools, resource pools, and Flex, according to each customer's need.
- If the Cloud Director service hyperscale partner endpoint supports it; offer additional value-added services, like NSX Advanced Load Balancer, L4/7 distributed firewall, Kubernetes clusters, VMware Cloud Marketplace services, custom application services and Object Storage services—all from within your virtual data center infrastructure.

Use Case 2

Meet demand for geographic and scalable elasticity

Cloud Director service is a game-changer in terms of giving Cloud Providers more scope to fulfill customer demand for geographic and scalable elasticity. These capabilities empower Cloud Providers to expand into new regions and markets, with the ability to support customers in any region with local VMware Cloud on AWS and/or Google Cloud VMware Engine Points of Presence. Cloud Director service enables Cloud Providers to centrally provision, monitor and report on VMware Cloud supported endpoints to any global location providing the latency is not above 150ms between sites.

Cloud Services Provider Use Case

- Cloud Services Providers can now scale without the need to add new hardware to easily expand into new markets and territories; this removes the cumbersome and costly burdens of purchasing hardware, renting data center capacity, setting up a VMware software-defined data center (SDDC), meeting local compliance and governance requirements, and more.
- Cloud Providers can also meet customer demand for short-term burst capacity, offering true cloud speed and agility.

Use Case 3

Maintain a simple and consistent hybrid experience

Cloud Director service enables Cloud Providers to use the same familiar Cloud Director management capabilities for provisioning both a provider's on-premises cloud, on-premises vCenter and across VMware Cloud on AWS and/or Google Cloud VMware Engine clouds. This is a great opportunity for Cloud Providers to avoid the added complexity that can come with offering a fragmented hybrid portfolio. Cloud Director service is uniquely able to associate with other data center resources such as Cloud Director on premise or vCenter. This means Cloud Providers can provide customers access to all their infrastructures from a single pane of glass—from any Cloud Director service instance.

Cloud Services Provider Use Case

- Cloud Services Providers are able to consolidate management across fewer resources.
- Cloud Services Providers can apply the same branding and customer UI to VMware Cloud on AWS and/or Google Cloud VMware Engine resources as they do for on-premises services to offer a seamless customer experience from the data center to the cloud(s).
- Cloud Providers can associate customer vCenters or Cloud Director orgs on-premises and orgs in Cloud Director service, giving customers a single pane of glass access to their multiple clouds.

Use Case 4

Cloud Adjacency

Cloud Director service delivering Cloud services on VMware Cloud on AWS and/or Google Cloud VMware Engine clouds offers the opportunity for tenants to utilize the cloud native services in supported hyperscale (AWS and Google Cloud) environments. This is a good opportunity for Cloud Providers to address application modernization of workloads that require applications supported by the hyperscale partner. For example, a tenant of Cloud Director service could utilize global load balancing services in the hyperscale partner to deliver applications at global scale.

Cloud Services Provider Use Case

- Help customers expand their application estates and utilize hyperscale partner capabilities to complement their existing applications
- Drive additional service opportunities with customers utilizing in house skills in hyperscale partner applications and assist with application modernization

As well as the use cases we've looked at so far, Cloud Director service continues to deliver many SaaS benefits. That means more opportunities for you to monetize specific service offerings that meet customer needs.

Use Case 5

Cloud Migration

Cloud Director service utilizes VMware Cloud Director Availability for migration, out of the box and at no additional cost for Cloud Director service providers. Cloud Director Availability 4.2 (or later versions) can be used to migrate customers on-premises or from Cloud Director instances to VMware Cloud on AWS with Cloud Director service as a one-way migration only, no Disaster Recovery use cases are supported for this endpoint. However with Google Cloud VMware Engine and Cloud Director Availability 4.3 (or later versions), a full Disaster Recovery and migration capability is available enabling complete flexibility for tenant on boarding and additional service uplift to different endpoints.

NSX networking and security

- Self-service edge firewalling policing North South traffic
- Distributed L4-L7 firewalling to protect workloads from East West traffic
- Self-service provisioning of virtual networks across multiple virtual data centers (VDCs)
- Enforcement of common distributed firewall policies across hybrid environments
- Advanced NSX Advanced Load Balancer (depending on endpoint support) services

Increased storage offerings

- New storage options in Cloud Director service, letting you offer more scalable services better suited to multi-tenant environments.
- Integration with VMware vSphere Storage Policy-based IOPS makes it easy to configure and manage vSphere Storage I/O Control for Storage I/O resources on a per-VM or org basis.
- Shared Disks capability offers support for Microsoft and Oracle storage clusters.
- Object Storage (endpoint permitting) gives tenants access to low cost new or existing Object storage for longer term storage requirements. When an AWS S3 VPC Endpoint is installed, S3 traffic in the same region as the tenant cloud will route using the S3 VPC Endpoint (ENI) and will not incur network bandwidth charges

Developer-Ready services

- Cloud Providers can offer customers developer-ready environments for hosting and managing containerized services on native Kubernetes.
- Native Kubernetes cluster services are provided by the Container Service Extension (CSE) plugin for Cloud Director service.
- Cloud Director service support for vSphere Tanzu Kubernetes Grid: VMware's purpose-built container platform for managing Kubernetes (subject to hyperscale partner support).
- App Launch Pad SaaS will help you offer Platform-as-a-Service development environments that include access to a huge range of developer apps, all the resources in the VMware Cloud Marketplace Catalog, as well as custom and third-party applications in areas like AI, data analytics, IoT, and much more.
- Automation of infrastructure to meet application needs will be provided by VCD Terraform Provider so you can deliver many components of VCD and NSX, automated directly from your customer's code.

Hyperscale Native services

- With VMware Cloud Director service delivering infrastructure in AWS and/or Google Cloud data centers, your solution has adjacency to native hyperscale capabilities. You can provide customers with simple access to their existing or new solutions and give them access to these from their org VDCs.
- Managed service opportunities are increased; you can use the entire AWS and/or Google Cloud Platform suite of solutions and connect these to the customer org VDCs to provide the best of both worlds.

Why use VMware Cloud Director service?

Cloud Director service offers a powerful new opportunity for Cloud Providers to profit, grow, and differentiate their offers from competitors. It underlines VMware's continued commitment to innovating for the benefit of our Cloud Providers in a spirit of partnership.

More control

Control your cloud with storage policies, firewall policies, and more.

Fast expansion

Spin up cloud resources fast in new geographies.

Access to hyperscale partner native services

Unlock a new world of digital transformation capabilities.

Manage multi-cloud

Connect all cloud resources and VMware endpoints in a seamless user experience.

Elasticity

Provision new resources in minutes and handle peaks with ease.

Reduce overheads

Control your SDDC resources across private and public clouds.

Accelerate apps

Deploy apps with security/infrastructure already configured.