

# VMware Application Catalog™

## For VMware Cloud Service Providers

### Overview Questions

#### Q. What is the announcement about VMware Application Catalog for Cloud Service Providers?

A. VMware has announced the general availability of VMware Application Catalog for Cloud Service Providers as a rental. This announcement enables Cloud Service Providers to consume VMware Application through their existing VMware Rental Contracts and offer automated, secure, production-ready open-source components for development and operations teams looking to quickly leverage open-source software in production environment applications.

#### Q. What is VMware Application Catalog?

A. VMware Application Catalog (formerly known as Tanzu Application Catalog) is a customizable selection of trusted, pre-packaged open-source application components that are continuously maintained and verifiably tested for use in production environments. These images are built on custom base operating system images and deposited into a private repository. Every artifact has a complete set of metadata that proves the trustworthiness of the software within, easily accessible through a centralized UI or CLI.

#### Q. What developer challenges does VMware Application Catalog address?

A. Freely available open-source software can mean new opportunities for malicious actors to publish images containing vulnerabilities. In addition to security risks, un-audited open-source software may also pose technical and legal risks. Allowing for the use of non-governed technology is risky for operators because there is no way to know for sure what is in those containers or virtual machines, and running them in production would mean risking their user data on a third-party promise of security and quality.

VMware Application Catalog ensures open-source software components are trustworthy for use in production environments by validating the packaging, securing the stack, ensuring they are up to date, and providing auditability for operators and security teams.

#### Q. How does VMware Application Catalog deliver production-ready open-source applications?

A. VMware Application Catalog delivers the application components through an image build pipeline that creates the desired artifact, a pairing of the system software with the open-source software, along with the custom settings, agents, and specifications needed. The artifact can then be deployed according to the virtualization method required, such as through Kubernetes or as a virtual machine.

#### Q. What are the critical features of VMware Application Catalog?

- A. Here are some of the important product features of VMware Application Catalog (note below is a sub-set of capabilities - to get a comprehensive view on VMware Application Catalog solution capabilities, watch this [demo](#)):
- **Rich library of trusted building blocks:** Includes runtimes, databases, and other application components packaged following best practices including delivery as containers, Helm charts, and virtual machine formats.
  - **Continuous monitoring of upstream code changes:** Reduces risk by monitoring and automatically triggering image rebuild, testing, and updating of artifacts available within a customer's application registry.
  - **CVE & Antivirus Scans:** Antivirus scans and CVE scans for container images are carried out using ClamAV and Trivy respectively (third-party integrations)
  - **Automated Validation:** All containers in the catalog are automatically validated on all supported deployment

platforms – Tanzu Kubernetes Grid, Google Kubernetes Engine, Google Kubernetes Engine, Red Hat OpenShift.

- **Metadata and bill of materials for packages:** Provides operators key information regarding the provenance of open-source code, code references for binaries and libraries, logs for successful container tests in Kubernetes.
- **Choice of base operating system:** Allows customers to pick from a customized base golden image or a base registry image maintained by VMware following best practices.
- **Choice of registry:** Lets customers use their own registry, or a VMware-chosen registry.
- **Self-service onboarding UI:** Allows operators to request artifacts, provide their registry, and access the curated enterprise catalog with the associated metadata with just a few clicks.

**Q. How is VMware Application Catalog different from Bitnami Images delivered through VMware Cloud Director® App Launchpad™?**

A. The table below gives some important differences between the Bitnami images delivered through VMware Cloud Director® App Launchpad™, and the images delivered through VMware Application Catalog:

Parameter	App Launchpad	VMware Application Catalog
Offering	Free software library for public consumption	Enterprise software library for private consumption
Customization	Not possible; Built on standardized base OS images	Built on customer golden image or hardened Linux of choice
Catalog Refresh	Only at the beginning of every quarter	Continuously updated
Bill of Materials	Public marketplace listings with limited information	Extensive metadata to ease auditability & security compliance
Target Use Case	Development & testing	Production

In short, VMware Application Catalog is a service built as a result of the enterprise-grade productization of the Bitnami build-validate-publish engine, and it aims at equipping enterprises to work securely and compliantly with OSS in production environments.

**Q. Why is VMware Application Catalog important for Cloud Service Providers?**

A. **Target a fast-growing market:** With the customizable, continuously verified, production-ready OSS images offered by VMware Application Catalog, Cloud Service Providers can address the security concerns and business needs of the vast number of enterprises using OSS in production.

**Meet customers where they are:** VMware Application Catalog offers OSS images as containers, Helm charts, and virtual machines that can be deployed to any platform of customer’s choice – there is no requirement that the active artifacts obtained from the product must be consumed within VMware platforms. Thus, Cloud Service Providers can meet their customers where they are.

**Fulfill compliance needs in regulated industries:** VMware Application Catalog helps Cloud Service Providers work with customers in highly regulated industries such as banking, financial services, healthcare, and government, by improving customers' security and compliance posture and thus staying ahead of the curve.

**Q. What kind of customers would be interested in VMware Application Catalog?**

A. Companies with 100 or more developers looking to develop containerized applications at scale, including independent software vendors (ISVs) delivering software to their customers, could be interested in VMware Application Catalog.

**Q. What kind of teams within these customer accounts would use VMware Application Catalog?**

- A. VMware Application Catalog users could be the following leaders and the teams under them in target accounts:
- CISO, VP/Director of Security, Security Operator
  - VP/Director of Technology, VP/Director of Engineering

**Q. How can VMware Application Catalog help these users?**

A. VMware Application Catalog can serve these two major categories in the following ways:

- **CISO, VP/Director of Security, Security Operator**

- o Creating and ensuring org-wide adherence to security policy
- o Sourcing scanning, logging, etc. tools to reduce org threat surface area
- o Maintaining and executing security policy for operating systems used in production

- **VP/Director of Technology, VP/Director of Engineering**

- o Boosting developer productivity and autonomy especially in building internal apps
- o Enabling organization to adopt cloud-native app dev / DevOps on K8s
- o Moving faster as an organization through K8s and cloud native app dev

**Q. How should a Cloud Service Provider position VMware Application Catalog for their customers?**

A. Cloud Service Providers should position VMware Application Catalog as an enterprise-grade image repository of trusted, pre-packaged open-source software components that are ready for use in production environments. By providing enterprise grade validation for the packaging and securing of the stack, customers can ensure applications they build and deploy are up to date, with auditability for operators and security teams.

**Q. What benefits can the end customers and tenants of Cloud Service Providers reap from VMware Application Catalog?**

A. Customers may benefit from VMware Application Catalog in the following ways:

- ☑ **Faster time to production:** Developers can build applications faster and move them to production quickly using the trusted, self-service OSS images tested across multiple platforms
- ☑ **Flexibility and customization:** Customers can choose the base OS for their applications from the list of supported base OS, or a custom OS image, and they can also select their private registry into which they can push the validated components
- ☑ **Automation:** Operators can let go of all manual image packaging, testing, and maintenance activities, as they

are done behind the scenes, at scale, by VMware Application Catalog's automated pipeline

- ☑ **Security & compliance:** Security and operations teams can gain complete visibility into code provenance, dependencies, OSS licenses, which facilitates auditability and strong compliance with security policies

Together, these functionalities enable customers to boost developer convenience and operator confidence.

**Q. What are words or phrases to listen for from customers who could benefit from VMware Application Catalog?**

A. Customers may benefit from VMware Application Catalog if they say:

- I need to accelerate application velocity, innovation through open-source software
- I want to leverage a software supply chain to improve the agility of my developers
- I need to ensure open-source tools are sourced securely, compliant, and auditable
- Our SRE wants open-source tools that have provenance, vulnerability management, security and antivirus scanning, or customizable configuration options available
- SecOps are concerned about security breaches, especially from a "weak link"
- We didn't realize how lacking the developer experience on Kubernetes is and need tooling to accelerate our development

## Operations, Pricing & Packaging

**Q. When is VMware Application Catalog Generally Available (GA) for Cloud Service Providers?**

A. VMware Application Catalog will be GA for Cloud Service Providers September 15, 2022.

**Q. How will VMware Application Catalog be priced for Cloud Service Providers?**

A. VMware Application Catalog is available as a standalone rental product. Cloud Service Providers will use the one-off ordering process to purchase packs of VMware Application Catalog. Each pack allows up to 25 [artifacts](#) to be added to the repository of the partner or tenant's choosing, and deployment for up to 1000 cores,

cumulative. Refer to the [Product Usage Guide](#) for details on current points for each pricing option.

### Q. What is the process for a Cloud Service Provider to onboard onto and use VMware Application Catalog via rental contract?

- A. The following are the steps that the Cloud Service Providers need to follow to get onboarded to and start using VMware Application Catalog:
- Pre-requisite: Partner needs to get a Rental Contract created, if they do not have one already ([Documentation](#))
  - The partner requests a one-off order for Term License through [VMware Commerce Portal](#)
  - VCPP team will provision the License as requested, in communication with the VMware Application Catalog team
  - Once the license is provisioned, the partner contact provided will get a welcome email giving them access to the VMware Application Catalog UI
  - Partners can then start using the VMware Application Catalog UI
  - On the first day of every month, the VCP Commerce team will add the VMware Application Catalog usage line item into the Monthly Billing Order (MBO)
  - The partner views the usage against VMware Application Catalog in the MBO and approves the MBO

### Q. Does VMware Application Catalog pricing include support?

- A. Yes, VMware Application Catalog pricing includes full production level support.

### Q. Is VMware Application Catalog based on Usage Meter?

- A. No, VMware Application Catalog is not integrated with Usage Meter. Cloud Service Providers will need to manually monitor and meter their artifact consumption, which can be done using the VMware Application Catalog UI. Reporting is not required, as Cloud Service Providers will be automatically billed as reflected in their MBOs.

### Q. How can I sign up for a VMware Application Catalog contract?

- A. Login to the [VMware Commerce Portal](#) to sign up. Refer to [documentation](#) for requesting a new contract if one does not already exist.

### Q. What licensing options are available for VMware Application Catalog?

- A. VMware Application Catalog is available as a rental and as a direct license purchase for Cloud Service Providers. Cloud Service Providers can make a one-off license request created through the VMware Commerce Portal. No new contract is needed if a contract already exists.

## Learning and Training Resources

### Q. How can I learn more about VMware Application Catalog?

- A. Use the following links to learn about VMware Application Catalog:
- [VMware Application Catalog Webpage](#)
  - [VMware Application Catalog Documentation](#)
  - [Partner University Course – VMware Application Catalog for Partners](#)
  - [List of all applications in VMware Application Catalog](#)
  - [Blog: Use Enterprise-Grade Bitnami Apps in Production with VMware Application Catalog](#)
  - [Blog: What's new with VMware Application Catalog](#)
  - [vmLIVE \(2021\): VMware Application Catalog Overview & Demo](#) (Partner Connect)
  - Feature Friday Episode 65 (2021) – Introducing VMware Application Catalog – [Video](#) & [Blog](#)