

# VMware Tanzu Data Services For Cloud Providers

## Overview Questions

### Q. What is this announcement about Tanzu Data Services for Cloud Providers?

A. VMware has announced the general availability of Tanzu Data Services for Cloud Providers. This announcement enables Cloud Providers to offer their customers a suite of modern, scalable and cloud-ready data and database-as-a-service solutions to expand the existing portfolio of developer-ready Tanzu cloud services available today.

### Q. What are Tanzu Data Services?

A. VMware Tanzu Data Services are a portfolio of on-demand caching, messaging, and database software on VMware Tanzu for development teams building modern applications. These cloud-native solutions help developers build reliable modern applications at web scale.

### Q. What developer challenges does Tanzu Data Services address?

A. As more organizations move to multi-cloud and adopt cloud-native applications paradigms, they are facing a developer experience gap. This is due to the complexity of the cloud-native ecosystem and a steep learning curve for building applications in Kubernetes. Developers need to master concepts, artifacts, and the best practices for developing applications running on Kubernetes. They are often left to explore and choose from an overwhelming landscape of seemingly incoherent tools that are tough to set up and maintain, work inconsistently across teams, connecting them to other apps and infrastructure is extremely complex and force them to spend too much time grappling with underlying infrastructure. Even after accumulating a set of disparate tools, developers find themselves spending a lot of time editing a series of YAMLS. Customers need simple self-service solutions which can run reliably at web scale.

### Q. How does Tanzu Data Services deliver a superior developer experience on Kubernetes?

A. The Tanzu Data Services portfolio of services are key tools in the development of modern applications. They provide cloud-ready services around data analytics, data and database management, from high performance caching, data broker messaging, and high performing databases for OLAP and OLTP workloads.

### Q. What are Tanzu Data Services business benefits and outcomes?

A. With Tanzu Data Services you can enable your customers to deliver revenue-generating applications to market more quickly because their developers can spend more time building great software instead of toiling and stitching components together. Their products will also be more secure that not only saves their cost by avoiding downtime, but also avoids significant damage to their brand.

Realizing the value of Kubernetes can be an elusive endeavor. With the Tanzu Data Services you can realize economies of scale from your applications more quickly. Tanzu Data Services lets your customers:

- **Build for cloud scale:** Tanzu Data Services are designed to be elastic, allowing applications to easily scale out to meet the most demanding peaks in usage, and scale down again gracefully when those peaks have passed.
- **Deliver reliability, performance, and security:** Tanzu Data Services offer a distributed, secure, and performance focused set of capabilities for modern applications, making sure that applications built by customers have high availability, performance for up to millions of concurrent requests, and authentication and authorization security that protects their businesses' data.
- **Develop, deploy and manage applications on one platform:** Tanzu Data Services software solutions are

designed to work effortlessly together with the larger Tanzu ecosystem of solutions, from Tanzu Application Platform, to Tanzu Standard and Tanzu Mission Control. Developers, and by association their DevSecOps teams, can work faster and smarter in the development, build, and deployment of applications at web scale using the developer-ready cloud capabilities offered by the Tanzu ecosystem.

#### Q. What are the Tanzu Data Services leading capabilities?

A. Here are some of the leading capabilities that the Tanzu Data Services portfolio of data management services provides:

- **Elastic scale-out:**

Easily scale out to meet the most demanding peaks in usage. Scale back down again gracefully when the peaks are behind you.

- **Distributed deployment:** Deploy as clusters for high availability and throughput, and federate across Multiple Geolocation (Multi-Site), multiple availability zones and regions. Achieve Active/Active and Active/Passive deployment topologies.

- **Performance:** Tanzu Data Services gives applications their own object data store at in-memory speed that can serve thousands or even millions of concurrent requests at a time, while maintaining data consistency.

- **Built-in Security:** Tanzu Data Services enables authentication and authorization using OAuth2. Data in transit is encrypted via TLS. Passwords, certificates, and other secrets are encrypted.

- **Consistent binding:** The lifecycle of a data service is managed the same way for every use case, with the Open Service Broker API.

- **Fault Tolerance:** Partial failure in a distributed system is a fact of life. Tanzu Data Services provides methods for fault tolerance, failover, and backup and restore to help prevent loss and promote availability.

#### Q. Who are the target accounts for Tanzu Data Services?

A. Companies with 100 or more developers, including data teams, database admins, and data warehouse architects and specialists looking to develop containerized applications at scale.

#### Q. Who are the target customer personas for Tanzu Data Services?

A. Tanzu Data Services customer personas that you should identify and engage for each service:

- **VMware Greenplum** – CTO, CIO, Chief Analytics Officer, VP of Business Analytics, Data architects, data warehouse specialists, Dir of Data Infrastructure

Top priorities:

- Aggregate and store a variety of enterprise data types in one unified Data Warehouse

- Utilize an open-source based data infrastructure to enable flexible hybrid cloud implementations

- **Tanzu SQL** – CTO, CIO, Dir of Data Infrastructure, Database Admins, Database Operations

Top priorities:

- Need an easy way to provide enterprise-ready SQL to the development team

- Wants a Database-as-a-Service model that is fully compatible with MySQL and Postgres

- **Tanzu RabbitMQ** – CTO, CIO, Dir of Data Engineering, Developers, Data teams, Service Operators

Top priorities:

- Seeking to increase developer productivity and autonomy, deliver apps to market faster, ideally with a self-service experience to provision data backing services to power their applications

- Data product/database experts would like to use fit-for-purpose data products for different data needs

- **Tanzu GemFire** – CTO, CIO, Dir of Data Infrastructure, Developers, Data teams

Top priorities:

- Seeking to increase developer productivity and autonomy, deliver apps to market faster, ideally with a self-service experience to provision data backing services to power their applications

- Focused on supporting and providing developers/app teams with tools and software to operate at speed while ensuring business resilience and reliability

**Q. Where can I learn more about Tanzu Data Services?  
Where can I access all the content and collateral?**

A. To get more information and documentation on Tanzu Data Services, please visit:

- <https://tanzu.vmware.com/data-services>
- <https://vmstarcommunity.force.com/partnerconnect/s/tanzu-overview>

## Cloud Provider Questions

**Q. When is Tanzu Data Services Generally Available (GA) for Cloud Providers?**

A. Tanzu Data Services will be available to Cloud Providers on April 27, 2022.

**Q. Why is Tanzu Data Services important for Cloud Providers?**

A. Tanzu Data Services is a portfolio of on-demand caching, messaging, and database software on VMware Tanzu for development teams building modern applications. These cloud-native solutions help developers build reliable modern applications at web scale. Cloud Partners can expand on Tanzu develop-ready cloud services available for their customers, including developer and DevSecOps teams, by leveraging the Tanzu Data Services portfolio of cloud-native services to customers who want to develop and run modern applications in multi-cloud or private cloud. As Tanzu Data Services supports a multi-cloud environment and runs on any API-conformant Kubernetes distribution, cloud partners can quickly integrate the service offering with their current managed services portfolio to gain increasing share from their customers.

**Q. How should a cloud provider position Tanzu Data Services for their customers?**

A. Cloud providers should position Tanzu Data Services as an additional cloud-native service to the Developer Ready cloud service offerings they make available to customers. Tanzu Data Services offer elastic, performant, secure and reliable services for customer applications to use that runs on any compliant public cloud or on-premises Kubernetes cluster.

**Q. What services can the cloud provider monetize with Tanzu Data Services?**

A. Cloud Providers can offer a best-in-class cloud-native development experience with the Tanzu Data Services portfolio of tools, expanding on the set of cloud services such as Tanzu Application Platform and Tanzu Mission Control that they are currently offering to their customers.

**Q. How will Tanzu Data Services be priced for Cloud Providers?**

A. Tanzu Data Services are standalone services available for deployment on vSphere, VCF or public cloud, priced using a per core per month metric. Refer to the Product Usage Guide for details on current points for each pricing option.

**Q. What licensing options are available for Tanzu Data Services?**

A. Tanzu Data Services is available only as a VCPP rental, and is covered by a one-off license request created through the VMware Commerce Portal.

**Q. Does Tanzu Data Services pricing include support?**

A. Yes, Tanzu Data Services pricing includes full production level support.

**Q. Are Tanzu Data Services based on Usage Meter?**

A. No, Tanzu Data Services are not integrated with Usage Meter. Cloud Providers will need to manually collect metering and report their consumption to the [Cloud Provider Commerce Portal](#).

**Q. How can I sign up for a Tanzu Data Services contract?**

A. Login to the [VMware Commerce Portal](#) to sign up. Refer to [documentation](#) for submitting a new one-off order.

## Learning and Training Resources

Q. How can I learn more about Tanzu Data Services?

A. There are several training courses available for cloud providers to learn about Tanzu Data Services:

Topic	Link
CloudByte	<a href="#">Link</a>
Tanzu Data Services Website Homepage	<a href="https://tanzu.vmware.com/data-services">https://tanzu.vmware.com/data-services</a>
Tanzu Data Services Resources	<a href="https://tanzu.vmware.com/content/vmware-tanzu-data-services-resources">https://tanzu.vmware.com/content/vmware-tanzu-data-services-resources</a> <a href="https://tanzu.vmware.com/content/rabbitmq">https://tanzu.vmware.com/content/rabbitmq</a> <a href="https://tanzu.vmware.com/content/tanzu-gemfire">https://tanzu.vmware.com/content/tanzu-gemfire</a> <a href="https://tanzu.vmware.com/content/vmware-tanzu-sql">https://tanzu.vmware.com/content/vmware-tanzu-sql</a> <a href="https://tanzu.vmware.com/content/vmware-tanzu-greenplum">https://tanzu.vmware.com/content/vmware-tanzu-greenplum</a>