INTEGRATE PUBLIC CLOUDS
Scale Your Business with Increased Agility, Capacity and Resilience

Accelerate the Digital Transformation Journey

From financial services and healthcare to retail, education, and government, industries everywhere are experiencing digital transformation. The world is being redefined by software and data, creating new priorities for every business, and new imperatives for every IT organization. Lines of business are asking their IT organizations to be more agile, to help drive growth and extend the capabilities and services that they deliver. To meet the demands of the business, IT organizations are seeking to modernize and extend their IT environments to public clouds to boost innovation, agility, and cost savings.

Top IT Drivers for Integrating Public Clouds

Business expectations for IT have risen. IT is assuming more of a strategic role, and business leaders are seeking better alignment with their technical teams as they evaluate go-to-market strategies and important decisions such as mergers and acquisitions. Organizations expect their technical teams to support them with a modern IT environment that helps them accelerate innovation and agility, so they can compete with new services and applications. At the same time, IT organizations are expected to help keep costs in line.

To address these expectations, IT teams are embracing public cloud solutions. Senior IT leaders cite three primary drivers for integrating public clouds:[1]

- **The fastest alternative** – In today's disrupted, accelerated, app-centric marketplace, speeding time-to-market is critical; lines of business and developers see public clouds as the fastest option for meeting their IT platform requirements.
- **CapEx pressures** – With relatively flat budgets, IT teams are under considerable pressure to take advantage of potential cost savings. They are replacing on-premises infrastructure with cloud-based infrastructure to gain capacity while reducing data center footprint and costs. According to a Gartner research director, "Growth of public cloud is supported by the fact that organizations are saving 14 percent of their budgets as an outcome of public cloud adoption."[2]
- **A cloud-first strategy** – In some cases, senior leadership mandates a "cloud-first" strategy to drive reduced time to value by leveraging shared infrastructure and pay only for resources consumed. Many enterprises are already using hybrid clouds—some mix of private and multiple public clouds—for greater flexibility and resilience.

ENTERPRISE CLOUD ADOPTION

48 percent of organizations are already using multiple clouds, including both AWS and Azure.[3]

67 percent foresee an ideal end state where they rely on multiple clouds.[4]

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[1] VMware Customer Focus Groups, Conducted by Management Insight – November 2016.

[2] Gartner. "Gartner Says Worldwide Public Cloud Services Market to Grow 17% in 2016," September 15, 2016, http://www.gartner.com/newsroom/id/3443517

[3] Ibid.

[4] VMware. Inner Circle Survey, May 2016.

Hybrid Solutions Overcome Challenges

Businesses are strongly embracing cloud, yet challenges still exist. Enterprises recognize the value of public cloud flexibility and agility, but still must address key challenges to integrating public cloud solutions into their operations. They are seeking to:

• **Reduce inefficiencies from managing multiple cloud silos** – As organizations invest in multiple clouds, they are also creating more complex, siloed environments that lack common management tools and enterprise-class security across their cloud infrastructure. They may even build new teams to own and operate these different silos, reducing efficiency and driving up costs. Today's organizations are looking for a solution that can help them manage multiple clouds holistically.

• **Transition existing workloads to public cloud** – IT organizations are looking for ways to take advantage of the flexibility and agility that public and hybrid clouds offer, even though many mission-critical and data-sensitive apps are currently running on premises. They need to consider how they can migrate applications running on premises or in a private cloud to the public cloud, while leveraging their existing VMware investments, including the re-use of application architectures, lifecycle management processes, and security best practices.

VMware helps IT organizations integrate public clouds into day-to-day operations to gain innovation, agility, cost savings, and other advantages. Here is how:

• **Leverage VMware Hybrid Clouds -** Seamlessly extend private clouds to compatible, consistent public clouds

• **Manage Multiple Clouds -** Securely connect and manage multiple clouds with on-premises solutions or SaaS-based services

Modern, Strategic Cloud Foundations Begin with VMware

VMware is the leader in helping organizations succeed at digital transformation by becoming software-defined. VMware delivers the solutions that enable IT organizations to confidently integrate public clouds to scale and extend their businesses. That's because VMware's industry-leading cloud technologies help customers fully leverage hybrid clouds, and connect and manage multiple clouds for increased agility, capacity, and resilience.

Many organizations are already developing new applications on cloud services, employing cloud-native technologies that are available on different platforms. But they may have difficulty integrating these applications with the rest of their IT operations. At the same time, these organizations need to decide what to do with their existing applications – leave them on-premises; move them into the cloud as they are; modernize these applications with cloud services; or replace them with cloud-native applications. VMware helps organizations integrate public clouds in every manner, at every stage of the cloud journey.

VMware solutions give organizations the freedom to innovate across clouds without added cost and complexity. The VMware Cross-Cloud Architecture™ provides an easy way to run, manage, connect, and secure apps across clouds and devices in a common operating environment. By avoiding cloud silos and establishing a more modern IT environment, organizations teaming with VMware establish a strategic foundation for future applications and digital business processes.

VMware's unique Cross-Cloud Architecture and range of private, public, and VMware hybrid cloud solutions give IT organizations broad choice and flexibility in how to build, run, and manage any cloud. From a best-in-class Software-Defined Data Center (SDDC)-based private cloud to a VMware hybrid cloud, enterprises have the freedom to implement a cloud solution that supports their cloud strategy for their unique business, with freedom and control.

> "It's a real advantage for Whirlpool that VMware leads this market. There's no other cloud provider that does bi-directional portability—and it's completely transparent to my end users."

MICHAEL PFARRER,
INFRASTRUCTURE SYSTEMS MANAGER
WHIRLPOOL CORP

> "The ability to flex into vCloud Air gave us unparalleled ability to meet needs. We were able to bring all of these applications on board without skipping a beat. We couldn't have done it with anything else."

SCOTT MYERS,
CLOUD ARCHITECT
ZEBRA TECHNOLOGIES

Leverage VMware Hybrid Clouds

A VMware hybrid cloud promises an easier on-ramp from internal data centers into public clouds. By extending the data center to the public cloud they choose, organizations can quickly scale, consolidate, and migrate infrastructure, while taking advantage of existing tools, processes, and skill sets. They can extend their on-premises infrastructure to boost regional capacity or support disaster recovery. They can support data center consolidation and application migration, or improve dynamic capacity capabilities for new application development. However, a successful transition to hybrid cloud requires businesses to modernize their own on-premises infrastructure, too. VMware provides the solutions for enterprises to leverage hybrid cloud by seamlessly extending a best-in-class VMware vSphere®-based private cloud to compatible, vSphere based public clouds.

VMware supports business agility, resilience, scale, and choice by extending data centers to the public cloud with VMware vCloud® Air™ and vCloud Air Network partners' public clouds including IBM Cloud and Amazon Web Services (AWS). With VMware, IT teams can run any application anywhere, with complete workload portability—between on-premises and the cloud. They can maintain operational consistency by employing a common management experience and networking constructs to maximize use of existing skillsets and tools.

Organizations seeking to reduce CapEx investment can replace on-premises data center infrastructure with VMware Cloud Foundation, a complete SDDC infrastructure platform, delivered as a service through VMware vCloud Air (availability in mid-2017), VMware Cloud Foundation on IBM, and VMware Cloud on AWS™ (availability in mid-2017). They can also take advantage of global scale and reach with presence in over 100 countries, through vCloud Air, 4,000+ vCloud Air Network partners, IBM and AWS.

Manage Multiple Clouds

IT leaders want to institutionalize the use of public clouds to drive agility up and costs down. They want to be able to choose the right public cloud for the right workload, in a way that prevents the emergence of disparate clouds. They also want to manage multiple clouds holistically, with the insight they need for lifecycle and cost management—without compromising security and compliance. Organizations are also seeking advanced management and automation for cloud brokering and integrating DevOps practices across multiple clouds. As needs change, they need an easy exit strategy for moving applications and workloads from any public cloud at any point—without vendor lock-in. VMware helps customers securely connect and manage multiple clouds with on-premises solutions or SaaS-based services.

IT organizations can take advantage of VMware's enterprise-ready cloud management platform—VMware vRealize® Suite together with advanced networking capabilities from VMware NSX®— to manage multiple private and public clouds. They can build and run applications on, and migrate them across, multiple clouds, securely connecting all clouds and managing all workloads across networks. Advanced operations management capabilities provide a unified view of the health, performance, and capacity management of workloads across clouds plus policy-based governance. For organizations in heavily regulated industries such as financial services and healthcare, VMware helps ensure compliance by monitoring the status of workloads, detecting drift, and automating remediation. With cost an ever-growing issue, IT teams can also deploy VMware solutions to gain visibility into, and control of, the cost of public cloud services.

VMware will soon enable IT teams to manage any cloud and any application or workload using VMware Cross-Cloud Services, a SaaS-based set of management and network offerings.[5] These planned service offerings include the onboarding of existing cloud services and users; cloud service costing and reporting; centralized identity, access and operations management; and networking, micro-segmentation, and encryption.

VMware: A Partner for Every Cloud

It's a multi-cloud world, but it takes an integrated approach for organizations to meet their digital transformation objectives. Teaming with VMware and standardizing on SDDC solutions that support both private and public clouds increases enterprise flexibility, security, and choice—while rapidly reducing cost and risk.

VMware is the recognized market leader in virtualization, and has held the top spot in Gartner's Magic Quadrant for x86 Server Virtualization Infrastructure for seven consecutive years. According to Gartner's 2016 report, VMware is positioned furthest in Ability to Execute and Completeness of Vision.

VMware solutions enable enterprises to confidently integrate public clouds—providing capabilities for leveraging VMware hybrid cloud, and managing multiple clouds—to scale and extend businesses. With the VMware Cross-Cloud Architecture, IT organizations can confidently build a best-in-class private cloud that easily extends to compatible public clouds so any application can ultimately be run, managed, connected to, and secured on any cloud. Only VMware—the industry leader in virtualization, hyper-converged infrastructure, and cloud management technologies—offers a comprehensive IT portfolio in support of cloud strategies that couple freedom with control.

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[5] Planned availability of initial offerings for VMware Cross-Cloud Services is 2017.

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