

MEDIA BACKGROUNDER

VMware Introduces vRealize Suite, a Cloud Management Platform – Purpose-Built to Manage Heterogeneous Data Centers and Hybrid Clouds

SAN FRANCISCO, Aug. 25, 2014 — News Summary

At VMworld® 2014, VMware, Inc. announced [VMware vRealize™ Suite](#), a comprehensive platform for managing the hybrid cloud. The platform combines the capabilities of VMware's existing cloud automation, cloud operations and cloud business management solutions into a single offering to deliver:

- Agility and speed that the business needs to deliver applications and infrastructure quickly; and,
- Cost transparency and control that IT requires to ensure application uptime, performance, economics, security and compliance.

VMware vRealize Suite represents the next step in the evolution of VMware's market leading cloud management family of products – shifting from a product to a platform strategy. By bringing all management products under a single product family, VMware is focused on delivering a platform with a common services model and an integrated interface to help businesses achieve a high level of automation and orchestration.

The Cloud Management Platform for the Hybrid Cloud Era

Building and sustaining a competitive advantage today requires that businesses continue to innovate and stay nimble. To become a strategic partner to the business, IT must resolve the defining challenge of this new era: delivering on the increasing business need for speed and agility while also offering the on-going need for control and efficiency. VMware vRealize Suite is designed to help customers address both.

The new platform provides a comprehensive management stack for IT services running on VMware vSphere and other hypervisors, physical infrastructure and external cloud service providers such as VMware vCloud® Air™ and Amazon Web Services.

VMware vRealize Suite delivers three key capabilities:

- **On-demand delivery of applications and infrastructure services** via a service portal/catalog or API and guided by policy – available with popular tools such as Puppet, Chef and Jenkins to enable DevOps methodologies.
- **Cloud analytics and advanced management** to optimize the performance, capacity and security of existing and next-gen applications, combining integrated monitoring, self-learning remediation and log management from app to storage, supported by an ecosystem of third-party management packs for Microsoft, AWS, Cisco, SAP and more.
- **Infrastructure service costing, metering and analysis** including public cloud rate cards, facilitating optimal workload placement and transparent show/charge back.

Introducing VMware vRealize™ Air Automation™

VMware today also introduced the beta of a new software as a service (SaaS) cloud management offering – [vRealize Air Automation](#). This new subscription service will enable customers to automate the delivery and on-going lifecycle management of application and infrastructure services while maintaining compliance with IT policies. With vRealize Air Automation, customers will benefit from:

- Rapid time to value – the service will be immediately available for trial eliminating setup and installation;
- Lower Total Cost of Ownership – fewer people and infrastructure will be needed to support the software, and maintenance and upgrades are included in the subscription pricing;
- More flexible and predictable pricing – customers will pay for what they need, and be able to predict monthly/yearly costs;
- Eliminating system management – customers can focus on managing their data center or cloud environments without having to manage another software stack.

Organizations interested in participating in the beta of vRealize Air Automation can learn more at: <http://vrealizeair.vmware.com>

Simplifying IT Management with Intelligent Operations

VMware is also unveiling [VMware vRealize™ Operations Insight™](#), a new integrated offering for performance management, capacity optimization, and real-time log analytics. Combining VMware's operations management and automated log management solutions, vRealize Operations Insight will offer customers predictive analytics to help them improve performance and avoid disruption by enabling them to proactively identify and remediate issues before they impact the business. A single solution, vRealize Operations Insight will allow businesses of all sizes to extend intelligent operations management beyond vSphere environments to include storage, networks, operating systems, and physical servers through a robust marketplace of extensions for third-party products. vRealize Operations Insight is an add-on offering for VMware vSphere® with Operations Management™.

Establishing Leadership in Cloud Management Platform Market

VMware has established a track record as a market share leader in cloud management. In June 2014, IDC identified VMware as the leading cloud systems management software vendor based on 2013 revenues.(1) In its report, "Worldwide Cloud Systems Management Software 2013 Vendor Shares," IDC found that VMware is the cloud systems market share management leader with 20.7 percent – growing 50.1 percent year over year. A 451 Research CloudScape report on Cloud Management and Automation showed that IT practitioners selected VMware as the leading vendor in four of six categories measured in the report.(2)

Comments on the News

"For years our focus has been to help our customers meet the new challenges of the cloud era," said Ramin Sayar, senior vice president and general manager, Cloud Management Business Unit, VMware. "With VMware vRealize™ Suite we're taking a leap forward by delivering a common set of services to provide IT with the unified management experience it needs across any environment: on-premises, physical, multi-hypervisor, and cloud. With our new family brand,

platform strategy, and partner ecosystem, we are well positioned to help CIOs meet today's rapidly evolving business needs. No other vendor can deliver all the full spectrum capabilities across automation, operations, log analytics, and business, all in one package."

"Digital River is committed to providing leading SaaS solutions to help our customers successfully build and manage their global online businesses," said Christopher Rence, senior vice president and CIO from Digital River. "Our technology organizations continue to seek capabilities that will help them more quickly deliver new and enhanced services to market. With VMware vRealize™ Suite, we can meet the needs of our technology teams, and automate application and infrastructure deployment while also meeting our governance, compliance and security policies in hybrid cloud environments."

"VMware vRealize™ Air Automation™ checks a lot of boxes for customers of all sizes seeking multi-vendor, multi-cloud provisioning and management of their infrastructure services," said Chris Ward, CTO, GreenPages. "It's a true software as a service experience—easy setup, no fussing with on-going maintenance and upgrades. This service will appeal to new and existing VMware customers seeking to automate the delivery and management of IT services."

Pricing and Availability

VMware vRealize Suite is expected to become available in Q3 2014. It will be made available in two editions: Advanced (\$5750 per CPU) and Enterprise (\$9950 per CPU).

VMware vRealize Air Automation is now available in beta. Customers and partners interested in participating in the beta program can sign up at: <http://vrealizeair.vmware.com>.

Pricing for VMware vRealize Air Automation will be announced at general availability.

VMware vRealize Operations Insight is expected to become available in Q3 2014. It is licensed on a per-CPU model starting at \$2000.

Additional Resources

- Read "[Introducing VMware vRealize Suite, A Cloud Management Platform.](#)" blog post by Ramin Sayar, Senior Vice President and General Manager, Cloud Management Business Unit, VMware
- [Go to the VMworld 2014 Press Kit](#)
- Follow VMworld on [Twitter](#) and [Facebook](#)

About VMware

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of \$5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

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(1) IDC, Worldwide Cloud Systems Management Software 2013 Vendor Shares, June 2014, doc #249131

(2) 451 Research, Cloudscape: Cloud Management and Automation, November 2013

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Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding new VMware products and services, including VMware vRealize Suite, VMware vRealize Air Automation and VMware vRealize Operations Insight, expected features of the new products, potential benefits to customers, expected availability and pricing, VMware's market opportunities, and expectations for continued growth in demand. These forward-looking statements are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to (i) adverse changes in general economic or market conditions; (ii) delays or reductions in information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the mobile device, end user and cloud computing markets, and new product and marketing initiatives by our competitors; (iv) our customers' ability to develop, and to transition to, new products and computing strategies such as cloud computing, software defined data center and mobile device management; (v) the uncertainty of customer acceptance of emerging technology; (vi) rapid technological and market changes in virtualization software and platforms for cloud and mobile device computing; (vii) changes to product development timelines; (viii) VMware's ability to protect its proprietary technology; (ix) VMware's ability to attract and retain highly qualified employees, and (ix) global economic conditions. These forward looking statements are based on current expectations and are subject to uncertainties and changes in condition, significance, value and effect as well as other risks detailed in documents filed with the Securities and Exchange Commission, including VMware's most recent reports on Form 10-K and Form 10-Q and current reports on Form 8-K that VMware may file from time to time, which could cause actual results to vary from expectations. VMware assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this press release.

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