Professional Services for a Software-Defined Data Center
The software-defined data center (SDDC) has arrived—SDDC is now part of the alphabet soup of IT acronyms. Industry pundits and technology analysts are touting the benefits of the software-defined data center such as greater agility, faster resource deployment, and operational cost savings. That’s why more and more IT managers and architects are incorporating the software-defined data center into their strategic plans.

If you need to migrate your current data center to a software-defined data center, you need a plan that covers the entire process, from strategic vision all the way to production operations, and everything in between. VMware Professional Services offers expertise and best practices—every step of the way—to help you develop and execute your strategic plan for a software-defined data center.

What is a Software-Defined Data Center?

Virtualization has been a resounding success in the computing platform, so much so that IT executives are looking to replicate that success across the entire data center. The software-defined data center is an architecture that extends virtualization to all critical data center resources—computing, storage, networking, and security—allowing them to be pooled for efficient allocation and maintenance and managed centrally in an integrated way (Figure 1). An SDDC creates a roadmap for the journey to IT as a service (ITaaS), a fundamentally different way of delivering services. In this model, IT becomes a revenue generating asset, not just an expense line item. The IT mindset shifts from tactical to strategic, bringing the CIO into the executive suite for long-range planning and corporate vision.

At-a-Glance

- VMware skilled consultants are available to help you:
  - Accelerate business breakthroughs
  - Speed time-to-project completion
  - Improve operational reliability and efficiency
  - Ensure your self-sufficiency
  - Reduce costs

Figure 1. The Software-Defined Data Center (SDDC)
Implementing a Software-Defined Data Center: How Will You Get There?

The reasons to adopt this innovative architecture are compelling—the question is how. Even the most talented IT organizations may require additional resources with the specialized expertise and hands-on experience that is needed to strategize, assess, design, and deploy a new architecture such as SDDC. Hiring outside consultants is a time-tested approach, but you want to be sure that your people are closely involved, every step of the way.

VMware Professional Services can help you move forward. We bring to your initiative a highly trained and experience team combined with a flexible approach that puts you in the driver’s seat.

Experienced, Knowledgeable People

The process starts with VMware Accelerate Advisory Services. These experienced IT professionals—most have spent decades in the data center—bring deep expertise in core technologies, industry and market insight, extensive experience from thousands of customer engagements, and access to product development resources. VMware Accelerate Advisory Services help you determine feasibility, quantify the potential value and ROI, and evaluate requirements to support a strong financial and capability-centric business case. Our consultants guide you to a strategic vision of a software-defined data center that is tailored to your individual constraints and requirements.

VMware Technology Consulting Services take that strategic vision and make it a reality. Our consultants help you exploit and optimize VMware products and technology to achieve your vision while transferring hands-on knowledge that builds self-sufficiency of your IT team. Our technology consultants are pragmatic hands-on experts with an unmatched track record of success. And they know that the job isn’t finished until your people have the knowledge, skill, and confidence to take over.

Our Flexible, Customer-Centric Approach

Too often, consulting engagements feel like “one size fits all”—you find yourself adapting your needs to a particular approach. We see things differently—our guiding principle is flexibility. Our unique approach is grounded by our expertise in virtualization technology and builds on best practices and lessons learned from thousands of successful virtualization engagements. Unlike consultants whose approach is based on fixed sequences and precise durations, our approach is both comprehensive and adaptable to your needs. VMware consultants take into account the realities of today’s IT organizations, both the need to control costs and the mandate to maximize investments in infrastructure and people, and adapt the solution to fit your unique situation.
Bridging the Strategic with the Tactical

In a perfect world, a well-defined strategy is executed with perfection. But that’s not the world that you live in—changes in business direction and substantial investments in legacy platforms and vendor relationships cannot be ignored. VMware consultants take all these challenges into consideration as they guide your staff in developing the business case based on benchmarks and financial modeling through the technical implementation. Our goal is to help you create a solution that bridges the business requirements to the technical capabilities, avoids design gaps between legacy components and new technologies.

Delivering Immediate Positive Results

VMware consultants understand the importance of executing to plan and showing results. Our consultants structure engagements to help ensure manageability and tangible outcomes that keep project teams motivated and focused. This technique helps keep projects on schedule and within budget, even if the requirements change along the way. We take advantage of the full power of VMware technology and help ensure your investments have the greatest possible positive impact on your business.

Empowering Your Staff

With VMware Professional Services, collaboration is not just a token marketing phrase—it’s the way we work. We make it a point to include your staff in every phase of the project to make sure that they understand not only the technology itself but also the decision-making process. We work side by side with your staff to develop your team’s operational expertise and teach them how to improve efficiency and reliability through ongoing knowledge transfer and hands-on involvement. Empowering our customers to be self-sufficient is our ultimate goal.

How We Work with Our Customers

- We collaborate and listen
- We set strategic objectives and execute with measurable outcomes
- We ask innovative questions and provide actionable answers
- We imagine new possibilities and deliver unrivaled insight
- We embrace challenges and tackle complexity with rigor
- We transfer knowledge, skills and confidence—enabling you to efficiently operate your VMware environments

“IT is not often that I come across a project or technology that exceeds the advertised benefits, but this one did. VMware worked within our culture as a true part of our team to help us become more successful, giving us skills and understanding to reach our goals now and in the future.”

IT Director
Case Study: Multinational Manufacturer

This global company was experiencing significant slowdowns in its customer-facing portal during times of unusually high traffic. The IT group scrambled to stand up additional resources to accommodate peak loading, but the process was overly complex and slow—provisioning new resources took up to six weeks, far too long to address demand spikes.

The IT organization called in VMware Professional Services to evaluate the problem and recommend a solution. To understand every step in the provisioning process, the VMware consultants interviewed each of the stakeholders and studied every tool to determine how they interacted—or failed to interact—with each other. They dug deep to gather the information that would help them create, implement, and integrate the new solution.

When VMware consultants completed the project, they presented the company with a standardized approach for their provisioning process, which involved a portal that sends confirmation notifications when a service has been ordered and then completed. With the new solution, the complex process became streamlined, freeing up staff time that could be refocused on other strategic projects.

From the initial meeting to the final project, the VMware team:

• Took a complex, highly manual provisioning process from complex and slow to automated and routine
• Presented a standardized approach to drive consistency and reliability
• Demonstrated agility by quickly responding to changes and providing alternative options as obstacles arose
• Steered a complex project to completion with outstanding results

VMware Professional Services

• **Accelerate Advisory Services** use benchmarking and financial modeling analysis and insight to help identify opportunities for transformation and create executable IT strategies and roadmaps that support customers' business goals.

• **Technology Consulting Services** create, grow or enhance cloud environments and optimize VMware technologies to deliver positive, material outcomes while transferring hands-on knowledge that builds the self-sufficiency of customer teams.

• **Technical Account Manager Services** continually enrich customer strategies and tactics for driving change over time while advocating for customer needs inside VMware and helping improve customer support for VMware projects.

• **Education Services and Certification Programs** help build the skills, confidence, and experience organizations need to manage their IT landscape.

Get Started Today

VMware software solutions open up a wealth of new options for IT. VMware Professional Services can help you understand and take advantage of those options—and strengthen IT’s role as a critical enabler of business success in a constantly changing world.

For more information about VMware Professional Services and how we can help you, contact your local VMware representative or visit www.vmware.com/services.
About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services help you uncover and exploit the unique opportunities made possible by VMware technology and solutions. Drawing on our unparalleled product expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for your VMware solution to deliver results that are positive, tangible and material to IT and your business.