Embedded OEM
Reduce Time to Market, Lower Development Costs, Seize New Revenue Opportunities

At a Glance
An Embedded OEM partner includes VMware products as an integrated component of their overall software, hardware or appliance design.

Robust Virtualization Platform that Builds on the Value of Your Solution
Enhance your solutions to deliver superior resource utilization, automation, management, availability, and recovery capabilities.

Server Consolidation
Deliver solutions that optimize server utilization while reducing operating and energy costs.

Business Continuity and Disaster Recovery
Protect your applications with solutions that increase availability, improve reliability, eliminate data loss, and deliver reliable, rapid disaster recovery.

Management and Operational Efficiency
Simplify management and maximize operational efficiency for you and your customers through centralized, automated, intelligent, policy-driven solutions.

Data Protection
Deliver solutions providing non-disruptive backups and encapsulation where an entire system is backed up and can be recovered in a single operation.

Extended Lifecycle and Compliance
Virtual hardware extends your application’s lifecycle by decoupling your application and operating systems from the underlying hardware. By certifying your applications on virtual hardware you eliminate the need for recertification whenever hardware changes.

New Compute Models for Increased Revenue Opportunities
Create solutions that provide business agility with cloud computing, managed services and mobility.

Maximize the Potential of the Cloud
Leverage your cloud expertise to deliver solutions that enable your customers to build and operate a private cloud infrastructure, based on the leading virtualization platform.

Extend Your Customer’s Data Center into the Cloud
Deliver and manage physical, virtual, and cloud-based services in a standardized and scalable way. This secure infrastructure-as-a-service enables businesses to leverage a common platform both on and off premises.

Workforce Mobility and End User Devices
Empower your customers workforce, who need to connect to their data, applications, and desktops anytime, anywhere using any mobile device with a secure mobility platform.

Virtualization Platform
Server Consolidation
• VMware vSphere® simplifies the development, delivery, and management of your solutions by separating applications and operating systems (OSs) from the underlying hardware. Your existing applications see dedicated resources, but your servers can be managed as a pool of resources. The result is that your solutions run on a simplified yet resilient infrastructure. You can also eliminate over-provisioning, increase server utilization and decrease operation costs by consolidating server hardware with vSphere® with Operations Management™.

Business Continuity
• VMware vSphere® vMotion® eliminates the need to schedule application downtime due to planned server maintenance by leveraging live migration of virtual machines across servers with no impact to users or service levels.
• VMware vSphere® High Availability provides your solutions uniform, cost-effective failover protection against hardware and operating system outages.
• VMware vSphere® Distributed Resource Scheduler™ provides dynamic, hardware-independent load balancing and resource allocation for virtual machines in a cluster, using policy-driven automation to reduce management complexity while meeting SLAs.
• VMware vSphere® Fault Tolerance provides continuous availability, without data loss or downtime for any virtualized application.
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Disaster Recovery
• VMware vSphere® Replication leverages a “seed copy” of virtual machine data during initial synchronization and ensures efficient network utilization by tracking changed disk areas and only replicating deltas.
• VMware vCenter™ Site Recovery Manager™ provides automated orchestration and nondisruptive testing of centralized recovery plans to simplify disaster recovery management for all virtualized applications.
• VMware vSphere® Data Protection™ is a backup and recovery solution that delivers the most advanced deduplication capabilities to perform storage and network-efficient backups and faster recoveries.

Centralized Management
• VMware® vCenter Server™ provides a centralized and extensible platform for managing virtual infrastructure. vCenter Server manages VMware vSphere® environments, giving you and your customers simple and automated control over the virtual environment to deliver infrastructure with confidence.

New Compute Models
Cloud Computing
• VMware vCloud® Suite provides all components for building and running a private cloud infrastructure, based on vSphere. vCloud delivers virtualized infrastructure services (compute, network, security and availability) with built-in intelligence to automate the on-demand provisioning, placement, configuration and control of applications based on defined policies.
• VMware vCloud® Hybrid Service™ is a secure infrastructure-as-a-service cloud owned and operated by VMware, built on vSphere. The service supports existing workloads and new application development, giving you a common platform for seamlessly extending your existing solution delivery models to the cloud by leveraging the same tools and processes you deliver with your solutions.
• VMware vCloud® Connector™ oversees and connects to private, public, or hybrid clouds that combines both, enabling users to move content from one cloud to another.

End User Computing
• VMware® Horizon View™ is used to deliver virtual desktops-as-a-service in a broad range of enterprise use cases, enabling the best user experience for maximum productivity. You can easily provision and customize the environment to address your end-user needs.
• VMware® Horizon Mirage™ is a layer-deep image management solution that separates a desktop, laptop, or virtual endpoint into logical layers that are owned and managed by either you or the end user.

A Flexible Approach to Partnering to Suit Your Business
An embedded OEM partnership with VMware is much easier than you might think. VMware has invested in developing products that allow you customize your OEM strategy to fit a wide range of business and development requirements.

Embedded OEM Distribution Models:
• Turn Key Models: Include VMware products in your solution that are licensed and delivered to your end users at their locations.
• Managed Service: Install your solutions along with VMware embedded products at your customer’s site as a service while retaining the license and management of the solution.
• Hosted Service: Provide your customers with access to your solution, including VMware products, hosted and managed by you.

Find Out More
For information on becoming an embedded OEM partner: email eoem-program@vmware.com, visit http://www.vmware.com/go/eoem or call 1-866-524-4966.