

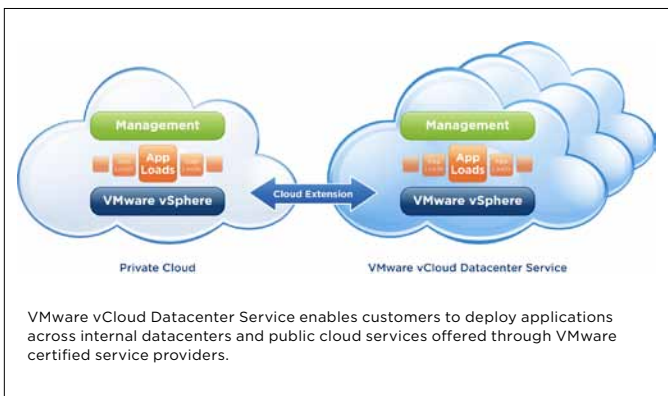
VMware vCloud Datacenter Service

Enterprise-Class Cloud Delivered

Overview

For businesses of all sizes, VMware vCloud™ Datacenter Service is a ready-to-use, enterprise-class cloud service offered through VMware certified service providers and built on VMware cloud infrastructure technology, including VMware vSphere™, VMware vCloud Director, and VMware vShield products.

vCloud Datacenter Service extends the logical boundaries of internal datacenters and enables organizations to leverage third-party cloud computing services based on secure, proven VMware technology. With vCloud Datacenter Service, IT organizations can create an interoperable service delivery model and approach that enables them to achieve the full flexibility and benefits of cloud computing while preserving security and control.



Why Enterprise-Class Cloud Services?

Businesses today have an ever-growing need to respond to market forces and customer demands almost immediately, sometimes in a matter of hours. Gone are the days when IT teams could run through extensive planning and delivery cycles. Today's business and technical users need on-demand computing resources for marketing campaigns, partner and customer-facing Web sites, test and development environments, and even low-priority applications used by specific teams or departments.

However, even as IT organizations implement private clouds to attain required agility and cost effectiveness, users may already be procuring infrastructure resources from third-party public cloud vendors, sometimes without explicit approval of IT

management. Using public cloud services from unverified vendors may provide some short-term benefits to project teams, but it can lead to serious problems. Unpredictable performance, high cost associated with application portability to and from public clouds and potential violations of security and compliance requirements are all potential risks for which the IT organization may be liable.

vCloud Datacenter Service: Agility, Portability, Security

Offered through VMware certified service providers, vCloud Datacenter Service is an enterprise-class cloud service offering that helps IT organizations respond to business and technical user demands with greater agility while still maintaining control through auditable security and service quality.

Built on proven VMware solutions—including VMware vSphere, VMware vCloud Director, and VMware vShield products—vCloud Datacenter Service delivers ready-to-use cloud infrastructures for business and technical users to enable self-service provisioning of IT resources in minutes instead of days or weeks.

VMware is working closely with leading cloud providers such as Bluelock, Colt, SingTel, Terremark and Verizon to deliver a new breed of enterprise-class hybrid cloud offerings based on vCloud Datacenter Service that provide the security, interoperability and control that enterprises require.

To meet security and compliance requirements, vCloud Datacenter Service includes SAS 70 Type II or ISO 27001 compliance, virtualization- and application-aware firewall capabilities, Layer 2 isolation, role-based access control, and Active Directory integration.

By leveraging vCloud Datacenter Service offerings from VMware partners, organizations can extend the logical boundaries of their datacenters and leverage compatible public cloud services while retaining complete control over security and compliance.

The vCloud Datacenter Service Difference

- **Business agility** – Procure new, ready-to-use IT infrastructure on demand. Scale up and down according to business need and allow self-service provisioning for end users.
- **Application portability** – Traditional public cloud offerings require customers to invest significant amount of resources to rewrite applications because they must run on closed technology and infrastructure. In contrast, vCloud Datacenter Service provides a more compatible model for virtual datacenter management and security that allows complete application portability across private and public clouds.
- **Auditable security** – Built to predefined specifications and based on secure VMware cloud infrastructure technology, vCloud Datacenter Service provides multilevel, auditable security through SAS 70 Type II or ISO 27001 compliance. vCloud Datacenter Service also delivers virtualization-aware firewall capabilities, Layer 2 isolation, role-based access control and the ability to integrate with Active Directory.
- **Freedom of choice** – Because all vCloud Datacenter Service offerings are built on the same compatible VMware technology, they provide the interoperability and portability that enterprises need to deploy applications across private and public clouds, and to move workloads from cloud to cloud as needed.
- **Flexible service levels** – Unlike the “one size fits all” approach taken by other public cloud vendors, vCloud Datacenter Service allows for multiple service levels and models, including “pay-as-you-go,” to rapidly scale up and down cloud usage, “committed” for guaranteed resources pools, and “dedicated” for complete isolation of all resources.
- **Control** – Unlike most public cloud offerings that require customers to delegate all security and control measures to external parties, vCloud Datacenter Service gives IT organizations the best of both worlds: the ability to stay in complete control while enabling a self-service provisioning model for end users. Using role-based access control in VMware vCloud Director, user activity logs supplied by service providers and the vCloud API, IT organizations can manage cloud infrastructure more easily and calibrate multiple levels of service and access for all users.

Begin Your Journey to the Cloud Today

To see vCloud Datacenter Service in action or to find an authorized VMware vCloud Datacenter Service provider, visit <http://www.vmware.com/solutions/cloud-computing/public-cloud/> or send an email to vclouddatacenter@vmware.com.

Find Out More

For information about VMware vCloud Datacenter Service or to purchase VMware products, call 1-877-4-VMWARE (outside of North America dial +1-650-427-5000), visit <http://www.vmware.com> or search online for an authorized VMware partner.

