

MEDIA BACKGROUNDER

VMware vCloud™ Datacenter Services: Secure, Interoperable Enterprise-Class Hybrid Clouds Delivered by Leading Service Providers

BlueLock, Colt, SingTel, Terremark, and Verizon will be among the first service providers to offer VMware-certified enterprise-class hybrid clouds

Overview

[Announced Aug. 31, 2010 at the VMworld 2010 conference in San Francisco](#), VMware vCloud™ Datacenter Services are enterprise-class public clouds certified by VMware that will be delivered by leading service providers including [BlueLock, Colt, SingTel, Terremark and Verizon](#).

To achieve the benefits of cloud computing, enterprises must find a way to evolve legacy infrastructure and applications to this new approach while maintaining security, control and performance. VMware vCloud Datacenter Services provide a way for enterprises to adopt a hybrid cloud computing model by extending their data centers to globally consistent, compatible public clouds built on the industry's most proven virtualization platform.

Built on VMware cloud infrastructure, including VMware vSphere™, VMware vCloud Director and VMware vShield™, VMware vCloud Datacenter Services are architected and certified by VMware and offer secure cloud infrastructure. VMware vCloud Datacenter Services provide globally consistent infrastructure, management and security models to make it possible for enterprise customers to move computing workloads from internal virtualized infrastructure out to the public cloud and back.

VMware vCloud Datacenter Features and Benefits

- **Agility and Flexibility** – VMware vCloud Datacenter Services allow customers to “extend” their data center to a service provider cloud, offering flexibility, scalability and operational efficiency. IT can respond to the need for additional infrastructure quickly, moving existing applications running on VMware infrastructure to VMware vCloud Datacenter Services. In addition, vCloud Datacenter Services give customers the freedom to choose the most efficient, cost-effective infrastructure resources – internal or external – for any given workload.
- **Compatibility and Portability** – VMware vCloud Datacenter Services are built on VMware vSphere and VMware vCloud Director – the same infrastructure being used by enterprises to develop their virtualized datacenters and private clouds. Any virtualized workload can be used on a vCloud Datacenter service, with little or no modification. All VMware vCloud Datacenter service providers share a common architecture and service model so that customers can move data and applications between internal and external resources.
- **Security and Control**— With SAS-70-Type-II or ISO-27001 certifications and VMware vShield virtual firewalls, virtual layer-two networking and isolation, and role-based access control, VMware vCloud Datacenter Services are more secure than legacy physical environments. With fully auditable security controls, IT organizations have the visibility into external cloud infrastructure they need to meet regulatory compliance requirements.

“Our enterprise customers told us they could not take advantage of the public cloud due to incompatibility with their existing applications and security, performance and governance concerns,” said Mathew Lodge, senior director of cloud services, VMware. “VMware vCloud Datacenter Services set the bar for enterprise-class hybrid clouds that offer the agility of cloud infrastructure with the compatibility, security and control that enterprises require.”

In addition to the new VMware vCloud Datacenter Services, VMware is adding a new technology badge – “VMware vCloud Powered” – to the VMware Service Provider Program (VSPP). The VSPP allows a broad ecosystem of more than 2,700 service providers to deliver VMware-based cloud services, providing enterprises the ability to easily and securely access public and hybrid cloud resources. The VSPP enables service providers to accelerate their business, grow revenues, and differentiate their offerings based on VMware vCloud solutions. The VSPP, which includes co-branded services and technology badges, delivers training, marketing support and VMware software licensing that aligns to a cloud services model:

VMware vCloud Co-Branded Services

Services co-branded with VMware that are based on VMware architecture, design and certification

- **VMware vCloud Datacenter Services** – Globally consistent, enterprise-class cloud services delivered through leading service providers.
- **VMware vCloud Express** – Aimed at delivering convenience to enterprise developers, VMware vCloud Express services offer reliable, on-demand, pay-as-you-go infrastructure.

VMware vCloud Technology Badges

Services built on VMware vCloud and VMware vSphere products

- ***Introducing* VMware vCloud Powered** – A new service badge for any public or hybrid cloud service based on VMware vSphere and VMware vCloud Director that exposes the VMware vCloud API and supports the Open Virtualization Format (OVF) for image upload and download.
- **VMware Virtualized** – The service badge for any public cloud service based on VMware vSphere.

To learn more about VMware vCloud for service providers and the VSPP, visit:

www.vmware.com/solutions/cloud-computing/service-providers/

Customer Support

“With the right technology behind us, we can better respond to the needs of our guests, owners and employees to deliver a superior hotel experience,” said Bates Turpen, senior vice president of global operations for IHG. “By teaming with Verizon and VMware, we are able to test moving different application mixes into the cloud. We must have the elasticity in our computing infrastructure cloud delivers while at the same time we can still use our current IT configurations and applications; that’s a big win for us.”

“The new vCloud Datacenter Service simplifies the transition to public cloud with management and security models that are consistent with internal VMware environments”, said Kiran Sanghi, Virtualization Strategist for Teradata, a provider of data warehousing and analytics software. “This makes it easy to use for both IT administrators and the users alike – just point and click from a catalog and you have a VM up and running.”

Partner Support

BlueLock

“We’re proud of our relationship with VMware and excited to be adding the new VMware vCloud™ Datacenter service to our portfolio of cloud services. We share a vision for enabling hybrid cloud environments by offering solutions that allow VMware customers to easily migrate workloads between their internal IT environment and our public cloud, with common management and the security needed for enterprise applications.”

—Pat O’Day, CTO, BlueLock

Colt Managed Services

“Companies have made significant investments in their VMware virtualization and the next logical progression is to deploy and scale these virtualized environments into cloud services with a trusted managed service provider. It was imperative that the European element of the offering was delivered by a provider able to offer the full service package. Colt’s Information Delivery Platform does this by integrating IT managed services, networking and communication services.”

—Richard Oosterom, Managing Director, Colt Managed Services

InterContinental Hotels Group

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—Bates Turpen, senior vice president of global operations, InterContinental Hotels Group (IHG)

Terremark

“We are looking forward to extending our suite of virtualized and cloud computing services with solutions based on the new VMware vCloud™ Datacenter service. As we continue to work closely with VMware, we are focused on removing barriers to adopting cloud computing by offering services that are compatible between public and private environments, delivering the agility, portability and security to meet aggressive business demands for operational efficiency and compliance.”

—Randy Rowland, senior vice president of product development, Terremark

Verizon

“Verizon is highly committed to helping large-business and government clients harness the transformative power of cloud computing so they can be more agile. With this latest addition to our cloud computing portfolio, our enterprise clients can now trial the unmatched flexibility of our new hybrid cloud solution, which builds on our relationship with VMware to deliver a new, innovative service while leading the industry to an ‘everything-as-a-service’ model.”

—Kerry Bailey, senior vice president for enterprise strategy, Verizon Business

Additional Resources

- Learn more about [vCloud Datacenter](#)
- Read VMware sr. director of product marketing, [Mathew Lodge’s blog on VMware vCloud Datacenter](#)
- Get [product information, datasheets and screenshots](#)
- Learn more about [VMware’s cloud infrastructure strategy](#)
- Learn more about [VMware’s Vision for Next Decade of Information Technology](#)
- See what’s happening at [VMworld 2010](#)

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Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding the VMware’s vision for a transition to IT as a Service and the role of VMware products and technologies in a transition and its potential benefits to business and government organizations. 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 consumer or information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization market, 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 and IT-as-a-service, (v) the uncertainty of customer acceptance of emerging technology; (vi) rapid technological and market changes in virtualization software and platforms for cloud and desktop computing; (vii) changes to product development timelines; (viii) our ability to protect our proprietary technology; (ix) our ability to attract and retain highly qualified employees; and (x) the successful integration of acquired companies and assets into VMware. 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 our most recent reports on Form 10-K and Form 10-Q and current reports on Form 8-K that we 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 release.

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