

MEDIA BACKGROUNDER

VMware vCloud™ Director: A New Model for Delivering and Consuming Infrastructure Services Across Hybrid Clouds

Overview

[Announced Aug. 31, 2010 at the VMworld 2010 conference in San Francisco](#), VMware vCloud™ Director allows enterprises and service providers to build and operate secure clouds.

Achieving [IT as a Service](#) requires a change in the relationship between IT and the business. To drive business agility while increasing IT efficiency and enhancing security, VMware vCloud Director changes the way users consume IT services by enabling companies to standardize service offerings, automate provisioning, and provide self-service access with pay-for-use pricing.

VMware vCloud Director builds on VMware vSphere™ to provide a complete, out-of-the-box solution that enables IT organizations to act as true service providers for the businesses they support. Companies can leverage their existing investments to build elastic, secure, multi-tenant clouds that are compatible with their existing applications. VMware vCloud Director integrates with management and service desk solutions to enable the move to cloud computing with minimal disruption. [Through VMware's broad ecosystem of technology partners and service providers](#), customers can extend their datacenter capacity to include secure and compatible public clouds and manage them as easily as their own private clouds.

VMware vCloud Director Features and Benefits

VMware vCloud Director transforms the way IT produces and manages infrastructure services, and the way users access and consume them. With VMware vCloud Director customers can:

- **Create Standardized Virtual Datacenters** – By pooling compute, storage and networking capability into virtual datacenters (VDCs), VMware vCloud Director greatly simplifies resource management and provisioning. VDCs enable administrators to create tiers of infrastructure, which can be offered to users at different service levels and prices (i.e., standard, gold, etc.). VMware vCloud Director can define flexible resource allocation models using the same infrastructure, ranging from capacity-as-you-go to reserved pools. These resource allocation models are fully supported by VMware vCenter™ Chargeback.
- **Provide Self-Service Access Through Infrastructure Service Catalogs** – VMware vCloud Director creates service catalogs that allow users to choose and deploy pre-configured infrastructure and applications from a Web-based portal.
- **Build Secure, Multi-Tenant Clouds** – VMware vCloud Director lets administrators group users by policy, such as a business unit, division or subsidiary. Each group has isolated virtual resources, independent LDAP-authentication, specific policy controls and unique catalogs. To ensure security and compliance in a cloud environment where multiple organizations share infrastructure resources, VMware vCloud Director includes [VMware vShield™](#) perimeter protection, port-level firewall, and NAT and DHCP services.
- **Leverage Both Internal and External Infrastructure Resources** – VMware vCloud Director provides comprehensive implementation of the VMware vCloud API, an open, REST-based API that uses the Open Virtualization Format (OVF) to make workload transfer between clouds possible while provisioning and controlling those applications via a consistent interface regardless of where they reside. Through partnerships with a broad ecosystem of service providers offering cloud services based on VMware vCloud Director, customers can adopt a hybrid cloud computing model by extending datacenter capacity to compatible public clouds without compromising security or agility.

For enterprises, VMware vCloud Director offers an evolutionary path to cloud computing, leveraging existing investments while maintaining flexibility to extend capacity between clouds.

For service providers, VMware vCloud Director accelerates time-to-market, while enabling the creation of differentiated, high-margin offerings and providing access to the largest base of virtualized enterprise workloads.

“With VMware vCloud™ Director, we are delivering the agility and economics of the cloud with the security and control of an enterprise datacenter,” said Bogomil Balkansky, vice president, product marketing, Virtualization and Cloud Platforms, VMware. “VMware vCloud Director builds on VMware vSphere, enabling customers to progress to the next phase of the virtualization journey and change the nature of IT’s relationship with the business.”

Pricing and Availability

VMware vCloud Director is currently available and is licensed per VM starting at \$150 per VM.

Industry and Customer Support

“VMware vCloud Director is a game changer– it has already transformed our interactions with the business allowing us to provide our internal customers with the responsiveness and agility they have been demanding,” said Glenn Harper, Vice President and Chief Infrastructure Architect, Sabre Holdings. “The value of cloud computing is clear and we are very excited about the direction VMware is taking with its cloud infrastructure portfolio, making cloud computing a reality for the enterprise and for Sabre.”

“VMware vCloud™ Director enables the concept of IT-as-a-Service, supporting an infrastructure delivery model that mirrors the simplicity, flexibility and self-service approach of public cloud services with the security and control our enterprise requires,” said Anette Rohrbach, Vice President Portfolio Development Desktop and Data Center, [Siemens IT Solutions and Services](#). “With VMware vCloud Director, we can provide users with a self-service environment and infrastructure service catalogs that allow them to easily access on-demand capacity. This frees up IT resources, and with the additional efficiencies of the virtual datacenter construct, we are able to more effectively support the business.”

Additional Resources:

- Learn more about [vCloud Director](#)
- Read VMware product marketing manager [Greg Bybee's blog on VMware vCloud Director](#)
- 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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