

MEDIA BACKGROUNDER

VMware Announces Enhanced VMware Service Provider Program

New products, pay-for-use pricing enable growing service provider ecosystem to drive hybrid cloud momentum

Overview

[Announced Oct. 12, 2010 at VMworld 2010 Europe in Copenhagen](#), VMware is expanding its VMware Service Provider Program (VSPP), more than doubling the products available and introducing a new, simpler subscription licensing model to make it easier for service providers to leverage the VMware vCloud™ platform to build and deliver a range of cloud services.

A cornerstone of VMware's vCloud initiative, VSPP provides pay-for-use licensing, market development funding, access to software and other benefits to help service providers build their cloud services businesses. Since its launch in 2008, the VSPP has experienced rapid growth with more than 2,900 service providers in the program today and 145 percent growth in the last 12 months.

Features & Benefits

- **Product additions support a diverse range of cloud services**

VMware is more than doubling the number of products included in the VSPP, enabling providers to expand their offerings beyond infrastructure services to include platform as a service, desktop as a service, email hosting and other incremental cloud services. The following products will be included in the VSPP:

 - Infrastructure as a Service: VMware vSphere™, VMware vCloud Director, VMware vCenter™ Server, vCenter Chargeback
 - Security: VMware vShield™ App, VMware vShield Edge
 - Desktop as a Service: VMware View™ Premier, ThinApp Client
 - Disaster Recovery: vCenter Site Recovery Manager, vCenter Server Heartbeat
 - Capacity Management: vCenter Capacity IQ
 - Application Platform: tc Server, tcServer Spring Edition
 - Management: Hyperic HQ EE
 - Email Hosting: Zimbra Collaboration Suite Professional, Zimbra Collaboration Suite Standard, Zimbra Archiving and Discovery

The core vCloud “Infrastructure as a Service” offering provides key products required for service providers to deliver a cloud service in a single SKU and is offered in two bundle tiers based upon desired features and type of service. Both bundles include the recently launched [VMware vCloud Director](#) – a new addition to the VSPP.

- **Simplified “pay as you grow” pricing streamlines business model for new cloud services**

VMware is introducing a new risk-sharing pricing model for the Infrastructure as a Service bundles, evolving the current “per VM” model to a “per allocated virtual RAM” model based on the memory (virtual RAM) consumed by customers. Service providers will be billed monthly based on total RAM allocated to their customers’ virtual machines, making license costs proportional to service provider revenue. VSPP pricing minimizes the barriers to market entry for ramping up new cloud services with a point-based system that includes volume discounts applied to total usage across all products that service providers can leverage towards new offerings in development.

About the VSPP

The VSPP allows a broad ecosystem of more than 2,900 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**](#) – 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 offered by leading service providers. Built to be compatible with VMware-powered private clouds, vCloud Datacenter services offer self-service virtual data centers, full security of infrastructure, applications and users, high performance and the ability to move virtual machines (VMs) directly from internal datacenters to the service and back again.
- [**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

- **VMware vCloud Powered** – A 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.

Pricing and Availability

The new VSPP pricing model and products will be available starting in October, 2010 through the VMware aggregator (distribution) channel.

Comments on the news

“VMware is firmly committed to partnering with a broad ecosystem of service providers to deliver VMware-based cloud services that are compatible with our 190,000+ customers’ virtualized workloads,” said Scott Aronson, vice president, global accounts and VMware vCloud market development, VMware. “We are thrilled to see the VSPP program adoption within the cloud service provider community as this enables VMware’s hybrid cloud vision to become a reality. Our VSPP enhancements are designed to deliver the right products and program benefits to enable our service providers to be successful.”

Additional Resources

- [Learn more about VMware vCloud for service providers](#)
- [Learn more about the VSPP](#)
- Learn more about [VMware’s Vision for Next Decade of Information Technology](#)
- See what’s happening at [VMworld 2010](#) Europe

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Contacts

Alex Kirschner

The Outcast Agency for VMware

alex@outcastpr.com

(415) 345-4783