

Flexibility: The Design Principle Fueling Innovation

How VMware and partners can help organizations
deliver on the promise of disruptive innovation

Transformation Is the True Promise of Disruptive Innovation

Nearly every organization wants to leverage cutting-edge technologies to solve problems or create opportunities for growth. But now more than ever before, success requires more than just knowing what tools to use and how to use them.

The events of 2020 highlighted the need for organizations to focus on operational resilience, which requires that they plan for change and be able to manage through it. At the same time, new technologies are being developed at an increasingly accelerated pace, and IT teams need to be confident that they architect solutions in ways that will allow them to adopt new technologies in the pursuit of continuous improvement.

This is why the future of innovation requires an approach that is rooted in flexibility. By making flexibility a design principle, organizations can position themselves to embrace change rather than being disrupted by it. Similarly, IT teams can future-proof the solutions they architect so they can overcome obstacles they couldn't or didn't foresee, such as profound changes in how and where people work or how and where consumer data can be stored.

“My ask to partners is to start really taking an agile mindset to how you're looking at new business opportunities.”

CHRIS WOLF
VICE PRESIDENT, ADVANCED TECHNOLOGY GROUP,
OFFICE OF THE CTO, VMWARE

Flexibility as a Design Principle

At VMware, making flexibility our design principle has made our recent innovations in areas such as crypto-agility possible. Crypto-agility is widely considered to be the solution for addressing the security challenges presented by quantum computing, which threatens to upend the concept of trust as it relates to data ownership, data processing and communication. But what many people haven't considered is the fact that that crypto-agility standards differ by country or region. This means that global financial services enterprises face the insurmountable task of rebuilding their applications to meet the unique regulatory requirements of each area in which they operate, every time they change.

By adopting flexibility as the design principle in our brainstorming and development process, we realized that what financial services organizations really required: The ability to be more nimble and more resilient. With these goals in mind, we found a way to develop crypto-agile applications, whereby the application code is decoupled from the crypto-library data. This way, the same application can be deployed in every region, and crypto data libraries can be updated or swapped out with speed and ease.

Partner Strategies for Success

IT teams want to run modern applications, work with innovative technologies such as machine learning, and have on-demand access to cloud services available from burgeoning SaaS marketplaces. They want the ability to deploy applications and workloads wherever it makes the most sense, which could be in a private cloud, one or more public clouds, or at the edge. However, many don't know how to get started, have the in-house expertise with cloud native technologies that's needed, or understand how to architect a future-proofed solution. They need support from technology partners across all areas of the complex technology ecosystem. They want partners who can help solve problems, not sell them the same products they can access themselves through SaaS marketplaces.

The partners who are the most successful are those who share our passion for meaningful innovation, are capable of helping organizations transform, and are committed to making it happen. Forward-thinking partners embrace flexibility as a design principle in order to deliver on the promise of disruptive technology for their customers. Partners such as Presidio, with whom we recently joined forces to modernize a mutual customer's complete infrastructure to be fully software-defined. By designing for flexibility and resilience, they were able to spin up 400 COVID-19 testing sites in just ten days' time.

In order to remain relevant in the fast-changing technology industry, partners must continuously evolve and reimagine their business models. They need to transform their organizational structure in order to become trusted advisors to their customers. This often involves standing up consulting practices with thought leaders, or developing centers of excellence with expertise in areas such as how compliance mandates impact crypto-agility who can guide them along the journey. Partners are also training or hiring developers skilled in cloud native technologies such as Kubernetes and experienced with emerging technologies such as federated machine learning, and building strong relationships with other technology partners. Only with this level of collaboration can they harness the collective expertise of the entire ecosystem and solve meaningful problems or create transformative opportunities.



“The partners that are, in my mind, at the top of the list as innovation partners are the ones that have customers, have ideas, and are really motivated in terms of even mutually investing with us in emerging areas.”

CHRIS WOLF

VMware Is Here to Help

Partners who want to help customers deliver on the promise of disruptive technology can start by actively engaging with VMware in the following ways:

Learn from us:

- Attend events such as Empower, the partner-focused conference where VMware thought leaders explain the opportunities that emerging technologies present and showcase the latest disruptive VMware innovations. By hearing first-hand about the challenges VMware customers are facing, partners can gain the insight they need to help architect solutions to help organizations achieve their desired outcomes. Key focus areas at Empower include top-of-mind topics such as application modernization, cloud adoption, and cyber-security.
- Enroll your employees in certification programs for VMware market-leading solutions for application modernization, cloud management and automation, cloud native application development, hyperconverged infrastructure, and software-defined wide area networking (SD-WAN). Certification is a sure-fire way for partners to validate their ability to help customers succeed.

Innovate with us:

- Innovation relies on collaboration, which is why the Advanced Technology Group inside the VMware Office of the CTO actively pursues it. The team realizes that meaningful innovation requires close working relationships with VMware colleagues, customers, and partners. Together, they brainstorm opportunities, architect solutions, and ultimately bring transformative products to market. For example, collaboration with WWT helped us see the need for an edge appliance with capability and the capacity to run all network services, security services, modern applications, and cloud services. It's an innovation that will enable organizations across industries and sizes to overcome the financial hurdles that edge computing presents, and thus be positioned to capitalize on it. The partners who win with VMware are the ones who bring ideas to VMware—and partner with VMware to develop them.

Take the Next Step

The expanding use of technology is driving business forward. In fact, it affects all aspects of life. Moreover, this technology is complex—from security to supporting remote work. Leaders are faced with the question of how they'll adapt and transform their businesses going forward. By adopting a flexible and resilient design philosophy they will be better prepared to deal with the challenges of the future.

VMware has never been better positioned to meet these challenges, and is committed to helping partners help customers deliver on the promise of disruptive technology. To learn how your organization can benefit, contact your VMware partner business manager, or visit [vmware.com/partners/work-with-vmware](https://www.vmware.com/partners/work-with-vmware).



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