



KELSER

VMware vCloud Hybrid Service

Customer Needs and Challenges

- Kelsner Corporation's customers have the following IT challenges:
 - An infrastructure capacity shortage
 - Test/Dev/QA environment needs
 - A platform to support existing application(s) off-premise
 - A corporate initiative to adopt public/hybrid cloud
 - The need for a secondary data center for backup or DR
- Kelsner Corporation's customers are highly interested in the following capabilities in a cloud service:
 - Supporting legacy applications
 - Supporting new applications
 - Using a common security framework
 - Extending Layer 2 and 3 networks
 - Having built-in high availability

“VMware vCloud Hybrid Service is driven by our customers’ desires to securely and seamlessly host workloads on OR off-premises.”

— Jonathan Stone,
Chief Technology Officer,
Kelsner Corporation

Partnering with VMware vCloud Hybrid Service

- Considers the compatibility of a cloud service to a customer's IT environment to be very important and is very satisfied with how VMware vCloud® Hybrid Service™ performed in this area.
- Plans for vCloud Hybrid Service to be their preferred public cloud partner.

Results

- Realized the following distinct advantage(s) with vCloud Hybrid Service compared to other public clouds:
 - Compatibility to customers' on-premise workloads
 - High performance infrastructure customers can trust
 - Partner-centric public cloud model
- Very strongly agrees with the following statement: “Our customers prefer a channel model for cloud computing that allows them to continue to work with us (their preferred partners).”
- Agrees with the following statement: “The VMware vCloud Hybrid Service channel model provides greater value to partners than other public cloud vendors by giving partners the ability to own pricing, billing, and delivery of services.”

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