Overview Questions

Q. What is this announcement about Tanzu Application Platform for Cloud Providers?
A. VMware has announced the general availability of Tanzu Application Platform for Cloud Providers. This announcement enables Cloud Providers to offer their customers a pre-paved path to production and a streamlined, end-to-end multi-cloud developer experience on Kubernetes.

Q. What is Tanzu Application Platform?
A. Tanzu Application Platform is a modular, application-aware platform that runs on any compliant public cloud or on-premises Kubernetes cluster. It delivers a superior multi-cloud developer experience with a pre-paved path to production including all the needed components pre-configured for developer teams to build and deploy software quickly and securely. It is also a composable platform so teams can customize it based on their organization’s preferences and changing business needs.

Q. What developer challenges does Tanzu Application Platform address?
A. As more organizations move to multi-cloud and adopt cloud native applications paradigms, they are facing a developer experience gap. This is due to the complexity of the cloud native ecosystem and a steep learning curve for building applications in Kubernetes. Developers need to master concepts, artifacts, and the best practices for developing applications running on Kubernetes. They are often left to explore and choose from an overwhelming landscape of seemingly incoherent tools that are tough to set up and maintain, work inconsistently across teams, connecting them to other apps and infrastructure is extremely complex and force them to spend too much time grappling with underlying infrastructure. Even after accumulating a set of disparate tools, developers find themselves managing too many snowflake supply chains, figuring out how to integrate with DevOps and security practices, while managing multiple cloud environments running multiple apps.

Q. How does Tanzu Application Platform deliver a superior developer experience on Kubernetes?
A. Tanzu Application Platform delivers a superior developer experience atop Kubernetes by allowing platform operators to build an application-aware platform that is customizable for development teams preferences and requirements. While it ships with some preconfigured components, Tanzu Application Platform is modular so organizations can swap out components and create templates that meet their enterprise requirements. Tanzu Application Platform abstracts away the individual components in the DevSecOps toolchain that is leveraged in building, testing, verifying, deploying, and operating applications. This new experience is accomplished through the addition of enhanced developer tooling, supply chain automation, and coordination of work/separation of concerns between developers, architects, security teams, and operators. Tanzu Application Platform supports a multi-cloud environment and runs on any API-conformant Kubernetes distribution.

Q. What are Tanzu Application Platform business benefits and outcomes?
A. With Tanzu Application Platform you can deliver revenue-generating applications to market more quickly because your developers can spend more time building great software instead of toiling and stitching components together. Your products will also be more secure that not only saves you cost by avoiding downtime, but also avoids significant damage to your brand.

Realizing the value of Kubernetes can be an elusive endeavor. With the Tanzu Application Platform you can realize economies of scale from your multi-cloud Kubernetes platform. Delivering a pre-paved path to...
production and a superior, end-to-end multi-cloud developer experience on Kubernetes Tanzu Application Platform lets you:

- **Unlock developer productivity**: Enable developers to quickly get started with pre-configured templates for cloud native patterns and instant access to dev tooling to rapidly iterate and debug code.

- **Build rapid yet sustainable path to production**: Automate the entire app deployment with pre-wired secure software supply chain that’s composable & customizable so app teams can bring their own opinions and swap components to meet their business needs.

- **Coordinate the work of dev and ops**: Establish a clear separation of concern between developers and operators for seamless handoff of application from development to production.

**Q. What are the Tanzu Application Platform leading capabilities?**

**A.** Here are some of the leading capabilities that Tanzu Application Platform provides (note below is a sub-set of capabilities - to get a comprehensive view on Tanzu Application Platform solution capabilities watch this [demo](#)):

- **Pre-configured templates for cloud native patterns**: Saves significant time for developers in bootstrapping new cloud native applications.

- **API-first centric**: Simplifies API discovery and integration for developers with other apps and services bringing all APIs together in one management portal.

- **Dev tooling and debugging at fingertips**: Increases developer productivity allowing rapid iteration and testing of code from developers IDE itself.

- **Default secure software supply chains**: Automates the application deployment process from dev to production with its components pre-instrumented to work out-of-the-box with security and compliance baked-in. Secure software supply chains integrate with CI/CD to provide a secure and automated path to production across the software development lifecycle including cloud native buildpacks, CI/CD integration, source scanning and image signing.

- **Customizable components – modular design**: Enables sustainable path to production by allowing operations teams to bring their own opinions with the ability to swap components to meet business needs.

- **Quick and actionable visibility**: Enhances dev and ops efficiency with ability to investigate deployed apps quickly and troubleshoot issues easily with the App Live View tool.

- **Centralized GUI**: Delivers a unified user experience with consistent visibility into workloads and applications across application teams.

**Q. What do you mean by Tanzu Application Platform is an app-aware platform?**

A. Tanzu Application Platform was influenced heavily by the Spring framework – a well-known open-source ecosystem that changed the lives of millions of enterprise java developers. We’ve incorporated many things that make it so great into Tanzu Application Platform things like convention over configuration, instant insight into app performance, and templates so developers don’t have to start from scratch every time they start building an app. This means the platform does more so that app developers and operators can focus on building the app and deploying it.

When we add automation and environment-awareness to the platform - this proposition becomes much more powerful than boilerplate configuration or template. It's what makes an application workload truly portable, adapting to an environment that is app-aware via the framework and platform that allows developers to focus better on defining requirements for apps, enables shift-left model with no burden to developer, supports full portability from dev to production and applies platform best-practice automatically.

**Q. What do we mean by inner and outer development loops?**

A. Application teams that are prolific software producers organize their work into inner and outer loops. The inner loop consists of shared or local development environments where developers have self-service access to the right resources and cloud native application patterns. The outer loop is where DevOps, platform operations, and security teams work with each other and
with developers to promote applications to production and maintain them there. VMware Tanzu Application Platform facilitates collaboration between these groups because the work that happens on the platform is coordinated around these inner and outer loops.

Q. What makes Tanzu Application Platform an ideal experience for Dev and Ops?
A. Tanzu Application Platform works across any Kubernetes to simplify the developer and operator experience. It provides an ideal end-to-end, streamlined DevOps experience with:

- **Application jumpstart**: Developers get a sane starting place for their cloud native apps with application accelerators. These templates include skeleton code, configurations, and cloud native patterns combined with an organization’s best practices and security policies.

- **Development velocity**: Developers get a consistent graphical user interface (GUI) to underlining services and APIs making them easy to discover and integrate with other apps. Developers can work right in their integrated development environment (IDE) with Tanzu Application Platform developer tools. They can debug a running container on any Kubernetes cluster (running locally or on a managed Kubernetes cluster like Amazon EKS) and quickly update code in a running container, enabling them to quickly test and iterate.

- **Accelerated path to production**: No more “wall of YAML” for deploying apps to Kubernetes. Operators can use the supply chain choreographer to create pre-approved paths to production and can customize it to bring their own opinions to meet business needs integrating EKS or other K8s resources as required. In addition, the build service uses Cloud Native Build packs to automatically create containers from validated building blocks and update them with no manual intervention. All of this reduces friction for developers and enables a stronger security posture.

Q. Who are the target customer personas for Tanzu Application Platform?
A. Tanzu Application Platform customer personas are generally broken into two categories:

- **PRIMARY PERSONA** – VP of Apps, Director of Application Development, DevOps Manager, Application Developer (influencer)

  Top priorities:
  - Continuously deliver business value to customers
  - Optimize Developer Productivity & Flexibility
  - Deploy code to production faster

- **SECONDARY PERSONA** – Central IT AppDev leaders, I&O leaders, enterprise architects, and security teams

  Top priorities:
  - Optimize for cloud native development
  - Ability to create own opinions
  - API Driven
  - Apply invisible guardrails and adapt infrastructure to changing needs over time.

Q. What are the words/phrases to listen for from customers?
A. Customers that may benefit from Tanzu Application Platform if they say:

- It's hard to retain, hire and onboard developers
- Too much time is spent getting apps into production that could be spent on writing quality code
- They are either stuck with the poor choices that central IT offers or lose ops support but get to use what they want
- Our modern app transformation is going very slowly
- They are concerned about security breaches, especially from a "weak link"
- There are lots of ideas for apps but it’s too difficult or too slow to get them off the ground
- We didn’t realize how lacking the developer experience on Kubernetes is

Q. Who are the target accounts for Tanzu Application Platform?
A. Companies with 100 or more developers looking to develop containerized applications at scale. Includes ISVs delivering software to their customers via containers.
Frequently Asked Questions – Tanzu Application Platform for Cloud Providers

Q. Where can I learn more about Tanzu Application Platform? Where can I access all the content and collateral?
A. To get more information and documentation on Tanzu Application Platform, please visit:
   - https://tanzu.vmware.com/application-platform
   - https://vmstarcommunity.force.com/partnerconnect/s/tanzu-tap

Cloud Provider Questions

Q. When is Tanzu Application Platform Generally Available (GA) for Cloud Providers?
A. Tanzu Application Platform will be GA for Cloud Providers April 27, 2022.

Q. Why is Tanzu Application Platform important for Cloud Providers?
A. Tanzu Application Platform delivers a superior developer experience atop Kubernetes by allowing platform operators to build an application-aware platform that is customizable for development teams preferences and requirements. Cloud Partners can expand on Tanzu services available for their customers, including developer and DevSecOps teams, by leveraging the Tanzu Application Platform’s preconfigured components, or by helping or letting their customers customize components and create templates that meet their enterprise requirements. As Tanzu Application Platform supports a multi-cloud environment and runs on any API-conformant Kubernetes distribution, cloud partners can quickly integrate the service offering with their current managed services portfolio to gain increasing share from their customers.

Q. How should a cloud provider position Tanzu Application Platform for their customers?
A. Cloud providers should position Tanzu Application Platform as a modular, application-aware platform that runs on any compliant public cloud or on-premises Kubernetes cluster. Tanzu Application Platform delivers a superior multi-cloud developer experience with a pre-paved path to production including all the needed components pre-configured for a cloud provider’s existing customer’s developer teams to build and deploy software quickly and securely. It is also a composable platform so teams can customize it based on their customer’s organizational preferences and changing business needs.

Q. What Tanzu Application Platform services can the cloud provider monetize?
A. Cloud Providers can offer a complete application-aware development and release platform for their customers, expanding on the set of cloud services such as Tanzu and Tanzu Mission Control that they are currently offering to their customers. With prepackaged and customizable templates, Tanzu Application Platform can improve the speed and stability of development lifecycles and ensure robust and secure releases.

Q. How will Tanzu Application Platform be priced for Cloud Providers?
A. Tanzu Application Platform is available as a Flex model add-on feature, priced per core per month, or per 1GB metered RAM per month. Refer to the Product Usage Guide for details on current points for each pricing option.

Q. What licensing options are available for Tanzu Application Platform?
A. Tanzu Application Platform is available only as a VCPP rental, and is covered by a one-off license request created through the VMware Commerce Portal. No new rental contract is needed if a rental contract already exists.
Frequently Asked Questions – Tanzu Application Platform for Cloud Providers

Q. Does Tanzu Application Platform pricing include support?
A. Yes, Tanzu Application Platform pricing includes full production level support.

Q. Is Tanzu Application Platform based on Usage Meter?
A. No, Tanzu Application Platform is not integrated with Usage Meter. Cloud Providers will need to manually collect metering and report their consumption to the Cloud Provider Commerce Portal.

Q. How can I sign up for a Tanzu Application Platform contract?
A. Login to the VMware Commerce Portal to sign up. Refer to documentation for requesting a new contract.

Learning and Training Resources

Q. How can I learn more about Tanzu Application Platform?
A. Use the following links to learn about Tanzu Application Platform:

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<thead>
<tr>
<th>Topic</th>
<th>Link</th>
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<tbody>
<tr>
<td>CloudByte</td>
<td>Link</td>
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<tr>
<td>Tanzu Application Platform Website Homepage</td>
<td><a href="https://tanzu.vmware.com/application-platform">https://tanzu.vmware.com/application-platform</a></td>
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<tr>
<td>Partner University Course – Tanzu Application Platform for Partners</td>
<td>Link</td>
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