Overview Questions

Q. What is this announcement about VMware Data Solutions for Cloud Services Providers?
A. VMware has announced the general availability of VMware Data Solutions for Cloud Services Providers. This announcement enables Cloud Services Providers to offer their customers a suite of modern, scalable, and cloud-ready data and database-as-a-service solutions to expand the existing portfolio of developer-ready cloud services available today.

Q. What are VMware Data Solutions?
A. VMware Data Solutions are a portfolio of on-demand caching, messaging, and database software for development teams building modern applications. These cloud-native solutions help developers build reliable modern applications at web scale.

Q. What developer challenges does VMware Data Solutions address?
A. As more organizations move to multi-cloud and adopt cloud-native application paradigms, they are facing a developer experience gap. This is due to the complexity of the cloud-native ecosystem and the steep learning curve for building applications in Kubernetes. Developers need to master concepts, artifacts, and 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 the underlying infrastructure. Even after accumulating a set of disparate tools, developers find themselves spending a lot of time editing a series of YAMLs. Customers need simple self-service solutions which can run reliably at web scale.

Q. How does VMware Data Solutions deliver a superior developer experience on Kubernetes?
A. The VMware Data Solutions portfolio of services are key tools in the development of modern applications. They provide cloud-ready services around data analytics, data, and database management, from high-performance caching, data broker messaging, and high-performing databases for OLAP and OLTP workloads.

Q. What are VMware Data Solutions business benefits and outcomes?
A. With VMware Data Solutions you can enable your customers to deliver revenue-generating applications to market more quickly because their developers can spend more time building great software instead of toiling and stitching components together. Their products will also be more secure – and that not only saves costs by avoiding downtime, but also avoids significant damage to their brand.

Realizing the value of Kubernetes can be an elusive endeavor. With the VMware Data Solutions portfolio of solutions, you can realize economies of scale from your applications more quickly. VMware Data Solutions lets your customers:

- **Build for cloud-scale**: VMware Data Solutions are designed to be elastic, allowing applications to easily scale out to meet the most demanding peaks in usage, and scale down again gracefully when those peaks have passed.

- **Deliver reliability, performance, and security**: VMware Data Solutions offer a distributed, secure, and performance-focused set of capabilities for modern applications, making sure that applications built by customers have high availability, performance for up to millions of concurrent requests, and authentication and authorization security that protects their businesses' data.
• Develop, deploy, and manage applications on one platform: VMware Data Solutions software solutions are designed to work effortlessly together with the larger Tanzu ecosystem of solutions, from Tanzu Application Platform, to Tanzu Standard and Tanzu Mission Control. Developers, and by association their DevSecOps teams, can work faster and smarter in the development, build, and deployment of applications at web scale using the developer-ready cloud capabilities offered by the Tanzu ecosystem.

Q. What are the VMware Data Solutions leading capabilities?
A. Here are some of the leading capabilities that the VMware Data Solutions portfolio of data management services provides:

• Elastic scale-out: Easily scale out to meet the most demanding peaks in usage. Scale back down again gracefully when the peaks are behind you.

• Distributed deployment: Deploy as clusters for high availability and throughput, and federate across Multiple Geolocation (Multi-Site), multiple availability zones and regions. Achieve Active/Active and Active/Passive deployment topologies.

• Performance: VMware Data Solutions gives applications their own object data store at in-memory speed that can serve thousands or even millions of concurrent requests at a time, while maintaining data consistency.

• Built-in Security: VMware Data Solutions enables authentication and authorization using OAuth2. Data in transit is encrypted via TLS. Passwords, certificates, and other secrets are encrypted.

• Consistent binding: The lifecycle of a data service is managed the same way for every use case, with the Open Service Broker API.

• Fault Tolerance: Partial failure in a distributed system is a fact of life. VMware Data Solutions provides methods for fault tolerance, failover, and backup and restore to help prevent loss and promote availability.

Q. Who are the target accounts for VMware Data Solutions?
A. Companies with 100 or more developers, including data teams, database admins, and data warehouse architects and specialists looking to develop containerized applications at scale.

Q. Who are the target customer personas for VMware Data Solutions?
A. VMware Data Solutions customer personas that you should identify and engage for each service:

• VMware Greenplum – CTO, CIO, Chief Analytics Officer, VP of Business Analytics, Data architects, data warehouse specialists, Dir of Data Infrastructure
  Top priorities:
  – Aggregate and store a variety of enterprise data types in one unified Data Warehouse
  – Utilize an open-source based data infrastructure to enable flexible hybrid cloud implementations
  – Provide blazing-fast data analytics response times to business stakeholders throughout the organization

• VMware SQL – CTO, CIO, Dir of Data Infrastructure, Database Admins, Database Operations
  Top priorities:
  – Need an easy way to provide enterprise-ready SQL to the development team
  – Wants a Database-as-a-Service model that is fully compatible with MySQL and Postgres

• VMware RabbitMQ – CTO, CIO, Dir of Data Engineering, Developers, Data teams, Service Operators
  Top priorities:
  – Providing an enterprise-grade message broker with event streaming capabilities that connects multiple distributed applications and processes high-volume data in real-time, at scale
  – Seeking to increase developer productivity and autonomy, deliver apps to market faster, ideally with a self-service experience to provision data backing services to power their applications
Data product/database experts would like to use fit-for-purpose data products for different data needs

- **VMware GemFire** – CTO, CIO, Dir of Data Infrastructure, Developers, Data teams

Top priorities:

- Providing an enterprise-grade, high-speed in-memory data and compute grid for high-performance, low-latency applications
- Seeking to increase developer productivity and autonomy, deliver apps to market faster, ideally with a self-service experience to provision data backing services to power their applications
- Focused on supporting and providing developers/app teams with tools and software to operate at speed while ensuring business resilience and reliability

Q. Where can I learn more about VMware Data Solutions? Where can I access all the content and collateral?
A. To get more information and documentation on VMware Data Solutions, please visit:

**Cloud Services Provider Questions**

Q. When is VMware Data Solutions Generally Available (GA) for Cloud Services Providers?
A. VMware Data Solutions will be available to Cloud Services Providers on April 27, 2022.

Q. Why is VMware Data Solutions important for Cloud Services Providers?
A. VMware Data Solutions is a portfolio of on-demand caching, messaging, and database software on VMware Tanzu for development teams building modern applications. These cloud-native solutions help developers build reliable modern applications at the web scale. Cloud Partners can expand on Tanzu development-ready cloud services available for their customers, including developer and DevSecOps teams, by leveraging the VMware Data Solutions portfolio of cloud-native services to customers who want to develop and run modern applications in multi-cloud or private cloud.

As VMware Data Solutions 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 Services Provider position VMware Data Solutions for their customers?
A. Cloud Services Providers should position VMware Data Solutions as an additional cloud-native service to the Developer Ready cloud service offerings they make available to customers. VMware Data Solutions offer elastic, performant, secure, and reliable services for customer applications to use that runs on any compliant public cloud or on-premises Kubernetes cluster.

Q. What services can the Cloud Services Provider monetize with VMware Data Solutions?
A. Cloud Services Providers can offer a best-in-class cloud-native development experience with the VMware Data Solutions portfolio of tools, expanding on the set of cloud services such as Tanzu Application Platform and Tanzu Mission Control that they are currently offering to their customers.

Q. How will VMware Data Solutions be priced for Cloud Services Providers?
A. VMware Data Solutions are standalone services available for deployment on vSphere, VCF or public cloud, priced using a per core per month metric. Refer to the Product Usage Guide for details on current points for each pricing option.

Q. What licensing options are available for VMware Data Solutions?
A. VMware Data Solutions is available only as a Cloud Services Provider – Cloud Builder offering and is covered by a one-off license request created through the VMware Commerce Portal.
Frequently Asked Questions – VMware Data Solutions for Cloud Services Providers

Q. Does VMware Data Solutions pricing include support?
A. Yes, VMware Data Solutions pricing includes full production-level support.

Q. Are VMware Data Solutions based on Usage Meter?
A. No, VMware Data Solutions are not integrated with Usage Meter. Cloud Services Providers will need to manually collect metering and report their consumption to the VMware Commerce Portal. Refer to the product usage guide for details.

Q. How can I sign up for a VMware Data Solutions contract?
A. Login to the VMware Commerce Portal to sign up. Refer to the documentation for submitting a new one-off order.

Learning and Training Resources

Q. How can I learn more about VMware Data Solutions?
A. There are several training courses available for Cloud Services Providers to learn about VMware Data Solutions:

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