

The combination of a resilient platform and deep management insight enables organizations to trust the VMware platform to increasingly virtualize business-critical applications (see Figure 4).

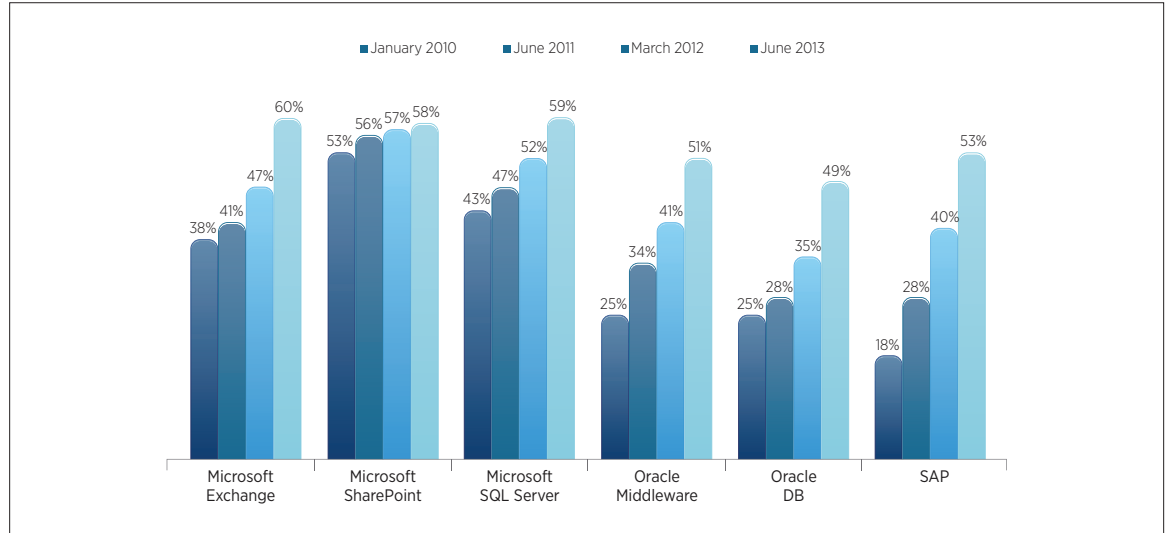


Figure 4: Virtualization Levels of Business-Critical Applications²

When compared to the Microsoft private cloud offering, vCloud Suite delivers a more comprehensive and automated approach to IT management (see Table 2).

TABLE 2. VMWARE DELIVERS COMPREHENSIVE APPROACH TO MANAGEMENT

MANAGEMENT		
VMWARE ADVANTAGES	VMWARE VCLLOUD SUITE	MICROSOFT PRIVATE CLOUD
Automated virtual and cloud infrastructure management	✓ Policy-based management	✗ Basic predictive and capacity management
Proactive application provisioning and monitoring	✓ Proactive operational management	✗ Reactive management, restricted by platform
Complete IT business management	✓ Aligned IT and business, complete chargeback capabilities	✗ Basic chargeback

“The flexibility and scalability enabled by our private cloud powered by VMware help us address business needs by accelerating the delivery of business-critical applications and services. Our investment in VMware cloud management helps us simplify and automate the management of our cloud. This powerful combination means that Columbia Sportswear is able to respond to business and market opportunities faster than ever before.”

— Fred Pond, Vice President and CIO, Columbia Sportswear

2. VMware. “VMware Journey to IT as a Service” customer surveys, January 2010, June 2011, March 2012, and June 2013.