

VMware's Journey to the Cloud: Customer One vCloud Suite

August 2013

Building a Better Customer Experience – From the Inside Out

■ The intention

- Create an optimal customer experience for upgrading to vCloud Suite 2013 by inserting VMware's own IT team as "Customer One"

■ Overview

- An internal initiative, Customer One is sponsored by VMware's Customer Advocacy in a partnership with Corporate IT, R&D, and Global Support Services (GSS).

■ Goals:

- Improve the deployment and upgrade service experience and usability
- Have IT encounter all the customer's VMware touch points when going through a product deployment
- Deploy and test real-world IT use cases in development, testing, and production environments and at scale
- Have IT go through upgrades with "no special treatment"

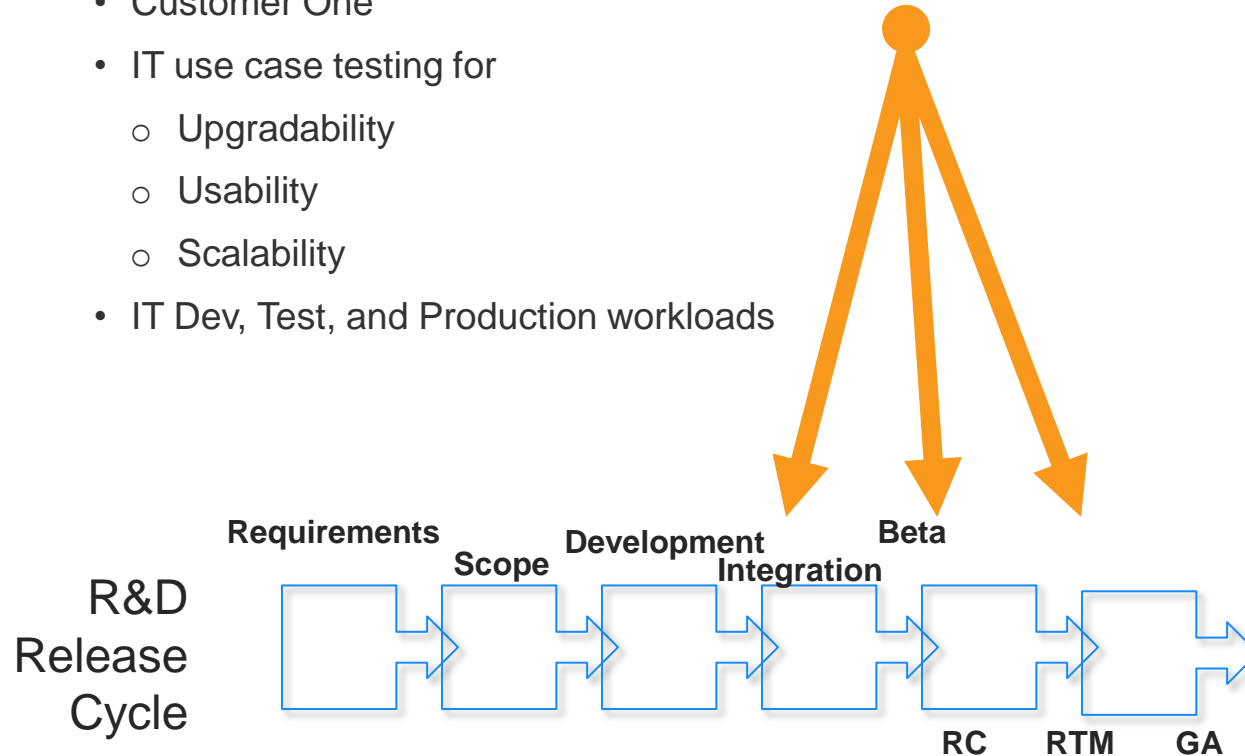
Business Case: Improve Product Deployment Experience

- The vSphere 5.1 launch received overwhelming customer feedback about the deployment process, as well as confusion with some of the new features
- Develop and implement “metrics” to the upgrade process and implementation “best practices,” vetted with real-world use cases
- IT stepped in as “Customer One” to experience and refine the upgrade process before general availability
- Service experience was refined through IT’s participation as a beta customer
- Zero downtime – IT plans to deploy vCloud Suite 2013 with no downtime and minimal impact to all critical applications

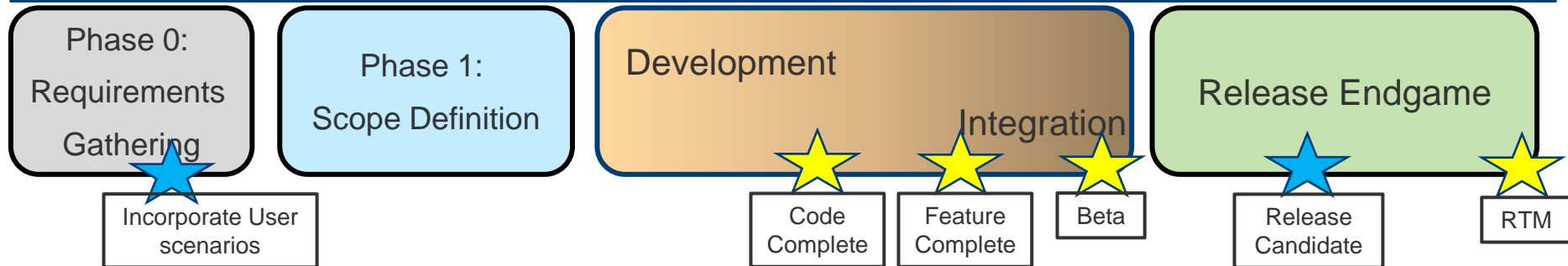
IT, R&D, GSS, CA Partnership – Better Product Experience

Pre-GA – IT Production with GSS support (new FY13)

- Customer One
- IT use case testing for
 - Upgradability
 - Usability
 - Scalability
- IT Dev, Test, and Production workloads



Internal Deployment Process Flow



Current Internal Deployment Process	Proposed Changes
Focuses on a small number of non-production TechOps and R&D sites with limited number of users or workloads	<ul style="list-style-type: none"> • Start testing Beta binaries on IT POC sandbox • Integration testing on the IT POC sandbox once basic testing is completed and functionalities are validated • Perform several 48-72 hour longevity testing on IT Performance Testing Instance running real IT apps for scalability and resiliency
No formal commitment to uptake pre-production binaries	<ul style="list-style-type: none"> • IT commitment to deploy <ul style="list-style-type: none"> ○ Beta code to select non-critical Dev/Test ○ RC code to select critical Dev/Test environments ○ Deploy RTM code to limited non mission-critical Prod ○ Deploy GA code to critical Prod environments
Validates core functionality in key pre-production environments	<ul style="list-style-type: none"> • Validate product functionality <u>as well as usability</u>, scalability, and resiliency in real, integrated IT environments
R&D provides support directly to IT	<ul style="list-style-type: none"> • IT Cloud/Sys Admin training on new features and capabilities • GSS provides first line support to IT and escalations into R&D • IT participates in the Release meetings

Implementation Details

Beta Customer

- Download v5.5 beta versions from customer beta site – “like everyone else”
- Log “trouble ticket” to GSS and receive only beta news sent to other beta customers
- No special treatment!

Real-World Use Case

- Regular meetings with GSS, R&D, and Customer Advocacy
- “Debug” upgrade process by encountering issues before GA customers

Best Practices

- Formalize upgrade experience
- Create metrics for how long upgrades should take
- Create best practices to support GA customers in smooth upgrades

Results

IT POC Sandbox – Beta Codes

- Beta code aligned with Product QA

Longevity testing – Beta, RC, RTM

- Code run over 2 weeks without crashing prior to GA

Non-critical Dev/Test

- Longevity testing: Had to pass two cycles
- Product QA consensus for readiness

Critical Dev/Test

- Stable and predictable in the environments that were tested

Non-mission critical Prod

- Resiliency – Ran in Dev/Test for a month without major incidents
- No show-stoppers
- RTM sign-off
- vCenter usability and experience confirmed
- Cloud/Sys Admin trained to support production
- vCenter ease of upgradeability and rollback confirmed

Benefits

- **Become the “voice” of the end user customer prior to general release**
- **Deployment processes include metrics for service experiences and usability**
- **IT’s world-class project management best practices are embedded into product deployment experiences**
- **vCloud Suite 2013 tested for usability with production applications workload, with the deployment processes documented for the best customer experience**

For More Information

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