How Partnership with VMware Accelerates Your Multi-Cloud and Modern Apps Outcomes

Two immediate opportunities for your business

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Beyond Business Continuity to Business Resilience

The global pandemic heightened awareness among industry executives worldwide that the strength of their business depends on IT. Empowering remote-first workforces and serving digital-only consumers requires flexible infrastructure and modern applications. While IDC projects IT spend to dip across the board, analysts also expect overall infrastructure spend to grow the remainder of this year because of increased investment in cloud—a shift that will boost cloud infrastructure and services as a proportion of overall IT spending.

Simultaneously, IT executives recognize cloud's scale and speed can only do so much for their businesses if they don't simultaneously modernize their application portfolios. In a recent **Forrester Consulting** global study of 600 chief information officers (CIOs) and technology senior vice presidents (SVPs), almost all (88 percent) surveyed agreed that improving their application portfolios is key to improving customer experience. And 74 percent of respondents had planned to invest significantly in their application portfolio over the next 3 years.

We know customers have more choice than ever, yet many businesses today are successfully operational because they deployed reliable VMware data center infrastructure before this crisis. As these same organizations move beyond business continuity to resiliency, now is the ideal time for your business to forge an even stronger partnership with VMware—to take advantage of our proven digital foundation to address two big new opportunities.

1. Prepare customer apps for cloud by becoming a multi-cloud specialist

2. Accelerate customer cloud adoption, migration, and scale to thrive in a modern apps world

Opportunity #1: Prepare Customer Apps for Cloud by Becoming a Multi-Cloud Specialist

Nearly all businesses are looking to cloud for agility and cost advantages. Yet clouds are becoming the next IT infrastructure silos, and customers are looking for guidance. We've seen two trends evolving, now recently accelerating: hybrid cloud and multi-cloud. Together, we can help enterprises avoid cloud's operational and budget challenges as they migrate to cloud apps and services as well as transition to mission-critical enterprise uses. VMware, always your value-added partner in the data center, will continue to be a strategic partner on the cloud journey.

We help you support customers moving to a multi-cloud or hybrid cloud strategy with solutions that enable enterprises to build, run, manage, connect, and protect any application or workload on any cloud. The opportunity now is for you to use these offerings to become a one-stop shop for customers looking for whichever cloud best addresses the needs of their applications.

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This can be achieved through a combination of asset-heavy offerings such as hosting services, and asset-light services including the management of a customer environment or delivery of software-as-a-service solutions. VMware is investing in technology that will allow you to become a premier, multi-cloud specialist, helping customers leverage our unified multi-cloud management solution. With consistent operations, organizations can take advantage of automation to simplify and speed cloud management—from assessing costs to controlling security, compliance, and governance to enhancing visibility and streamlining migration.

Becoming a VMware multi-cloud specialist opens these new avenues for growth:

• **Leverage hyperscalers** for access to innovation from any source, cloud services across geographies, future-proofing, and the ability to migrate applications to the best environment for each app—all without introducing complexity, risk, or inefficiency.

• **Enable app migration, modernization, and transformation** to make existing apps lower cost, more reliable, and better controlled while creating modern apps that are delivered faster, boost innovation, increase scale, and create marketplace differentiation.

• **Realize the value of VMware Cloud™** through a variety of initiatives, such as
  – Hybrid cloud operations initiatives – Unified management, integrated policies, security, governance across clouds
  – Migrate-to-cloud initiatives – App migration, data center consolidation and migration
  – Scale-on-demand initiatives – Disaster recovery and backup, regional expansion, seasonal capacity
  – Unify multi-cloud operations initiatives – Multi-cloud operations, governance and compliance, resource and cost management
  – Build modern apps initiatives – Cloud-native apps creation, app modernization, on-demand developer resources

By partnering with VMware, you can both enable IT-driven, from-the-data-center-out innovation as well as line-of-business (LOB), from-any-public-cloud-in, innovation. Because IT teams and LOBs now often have distinct app priorities and budgets, we have an opportunity together, and the expertise and solutions in the VMware digital foundation and VMware Tanzu™ can accelerate both LOB and IT initiatives and key use cases.

Step 1 **Cloud Migration** – App-specific and data center-wide migration, infrastructure refresh

Step 2 **Data Center Extension** – Disaster recovery, on-demand capacity, expansion

Step 3 **Virtual Desktops** – Desktop bursting, data protection, desktops as a service

Step 4 **Next-Generation Apps** – App modernization, new app build-out, hybrid apps

Take full advantage of the cloud opportunity with VMware, becoming a one-stop shop for customers looking for whichever cloud best addresses the needs of their apps.

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Opportunity #2: Accelerate Customer Cloud Adoption, Migration, and Scale to Thrive in a Modern Apps World

Digital experience is now paramount as applications are quickly becoming the lifeblood of business. Even before the pandemic, we were witnessing this trend. Modern apps more regularly appearing alongside aging, yet essential to business operations, portfolios of existing, in-production, business-critical applications. This exponential growth in the volume and diversity of applications and the rise of multi-cloud as the new IT architecture for digital business presents our organizations with another opportunity to serve customers.

By partnering with an enterprise vendor that isn't invested in one cloud over another, you don't have to exclude environments as part of your offerings. You can take advantage of consistent infrastructure and consistent operations across environments. The VMware IT architecture—flexibly designed for any app, any cloud, and any device—enables you to work within the data center, extend to multi-clouds, and move up the stack, adding domain and industry experience where it makes sense for your business.

Although VMware already has robust solutions across IT domains, our business is constantly evolving. We continue to make investments in key areas that will further cloud adoption and innovation. For example, Heptio with Kubernetes. An open-source container orchestration system, Kubernetes automates app deployment, scaling, and management. Kubernetes levels the playing field—running on premises and in clouds—in a consistent way. As more enterprises embrace Kubernetes, customers will need an easy way to access, consume, update, and maintain environments with Kubernetes. VMware and our partners are ideally positioned to provide guidance.

As enterprises also look to invest in apps that can take advantage of the cloud and unleash the power of artificial intelligence and machine learning (AI/ML), data, and Internet of Things (IoT), VMware and partners are similarly well positioned to lead. Concurrently, IT teams want to modernize apps to gain operational and cost efficiencies. These types of digital transformation initiatives—bridging client build/dev and run silos as well as marrying cloud-native and modern frameworks together with efforts focused on repackaging, refactoring, and replatforming—require new solutions and processes. Enterprises want experts to help them create specializations with tools that solve net-new problems related to achieving business outcomes; managing cost and governance; scaling across regions, teams, and organizations; and more.

Partnering with VMware to accelerate customer cloud adoption, migration, and scale to thrive in a modern apps world opens these growth paths:

- **Providing build support for Innovation and DevOps organizations** – Speeding LOBs' cloud-native apps and leveraging modern frameworks and cloud.
- **Delivering run support for IT infrastructure organizations** – Jumpstarting teams' efforts to repackage, refactor, replatform, and extend existing apps. This may be through modern, front-end UIs, back-end cloud delivery, the retirement of legacy apps, advancing SaaS adoption, or the migration of business-critical apps.

Realize the full opportunity of helping customers optimize cloud to thrive in a modern apps world by leveraging the VMware digital foundation and VMware Tanzu:

Step 1	Step 2	Step 3
Develop new practices to help enterprises run modern apps with flexibility and agility.	Drive higher-value services and profitability. Extend your infrastructure modernization practice into the application space.	Evolve your offerings, selling a broader set of solutions to an expanding market.

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Build Your Business with VMware

As organizations recover from the pandemic and start to move beyond business continuity to resiliency, this is the ideal time for your business to strengthen your partnership with VMware. For your team to take advantage of our proven digital foundation for multi-cloud and modern applications.

The VMware IT architecture—flexibly designed for any app, any cloud, and any device—provides a competitive edge. It enables our teams to work together to accelerate data center modernization, and uniquely, the adoption of multi-clouds. It provides a seamless path to expanded partner engagement in the way apps are built, run, and managed, as well as how workloads are connected and protected. VMware makes it simpler for your business to move up the stack and across domains as well as into vertical industries. And through consistent infrastructure and consistent operations, VMware also boosts service provider and delivery opportunities.

Together, we are well-positioned to help customers create resiliency in their businesses. Let's take the next step by ensuring customers have optimal flexibility and choice when it comes to their IT infrastructure and applications. Take advantage of these two unique opportunities—to become a multi-cloud specialist and help customers thrive in a multi-cloud apps world—to better serve enterprise customers and grow your business with VMware.

Learn more at *www.vmware.com*.