EMBEDDED OEM

Deliver more profitable solutions with advanced, turnkey solutions.

AT A GLANCE

As an Embedded OEM partner, you can deliver more profitable customer solutions by combining VMware products with your software, hardware or appliance offerings— whether they're delivered on-premise, as a Software as a Service (SaaS) or managed service application, or on a mobile device.

As a partner, you can build solutions that are easier to procure, install and manage. You can deliver VMware updates as a value-add service—and at a release cadence that matches your own timelines. And you can turn support into a profit center by acting as the single point of contact for solution delivery, VMware updates and L1/L2 support.

To help decrease costs of goods sold (COGS) and speed time-to-revenue, we work with you to validate designs, align go-to-market strategies and create roadmaps. You can also choose from a wide range of licensing and pricing models, including OEM sublicensing, and global distribution rights, without multiple contracts. VMware technologies available under the embedded OEM route to market include:

• Compute virtualization
• Storage virtualization and hyper-converged infrastructures
• Network virtualization and security
• Management
• Mobility and end-user computing

Embedded OEM partners serve a wide range of industries, including:

• Manufacturing
• Healthcare
• Financial Services
• Energy
• High Tech
• Government & Public Sector
• Communications
• Gaming
• Video Surveillance

Compute Virtualization

By separating applications and operating systems (OSs) from underlying hardware with VMware vSphere®, you can drive lower cost of goods sold and drive more profitable customer relationships. Deliver solutions that drive down your customers' IT costs, increase system and application uptime, and dramatically simplify solution deployment and management.

You can also leverage vSphere with Operations Management to instrument your solution to maintain performance, avoid failures and reduce troubleshooting time.

• **Lower cost of goods sold.** Reduce development complexity and reliance on multiple third-party solutions requiring costly integration.

• **Speed time-to-market.** Build solutions once, then deploy them on diverse hardware systems.

• **Increase application uptime.** Enable customers to perform live workload migrations and application maintenance.

• **Achieve high availability.** Deliver uniform, cost-effective failover protection with storage-efficient backup, rapid recovery and optimized replication technologies.

• **Minimize footprint.** Consolidate virtual compute and storage into the smallest possible number of hosts. Reduce energy requirements.

• **Extend application lifecycles.** Decouple applications and operating systems from hardware to extend application lifecycles.

• **Support IoT.** Enable customers to collect massive amounts of IoT data, run dynamic thresholding, analyze operational anomalies, and trigger mission-critical actions.

Storage Virtualization & Hyper-Converged Infrastructures

Deliver offerings that leverage the extreme performance of flash at a fraction of the cost of traditional, purpose-built storage and other hyper-converged solutions. Leveraging VMware Virtual SAN, you enable your customers to create and manage quickly a highly resilient, flash-optimized datastore made up of server-attached flash devices or hard disks. As a result, you can support the full range of your customer's workloads, from business-critical applications to DevOps.

• **Radically simplified management.** Enable customers to deploy datastores with a few clicks. Automate management with scalable storage policies.

• **Extreme performance.** Provide extreme I/O throughput with predictable sub-millisecond response time—all from a single, all-flash cluster.

• **Elastic scalability.** Enable customers to scale capacity and performance from two to 64 hosts per cluster.

• **Lower TCO.** Lower your customers' storage TCO by up to 50 percent by deploying standard x86 hardware components.

• **High availability.** Protect customer data and drive availability with built-in failure tolerance, asynchronous long distance replication and stretched clusters.

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PARTNER BENEFITS

- Lower cost of goods sold. Reduce development and management costs by leveraging VMware's integrated backup, recovery and replication applications rather than purchasing and managing multiple, third-party solutions

- Deliver more functionality. Quickly expand product capabilities with turnkey solutions for management, security, high availability and more.

- Speed time to revenue. Bring solutions to market faster with production-proven, pre-tested and pre-configured solutions.

- Automate hybrid cloud management. Leverage a single set of configurations across on-premise, SaaS and managed cloud offerings.

- Scale massively. Give customers the abilit to scale rapidly with commodity hardware while retaining a single set of testing and support processes.

- Eliminate downtime. Meet customer SLAs with ready-to-deploy features.

- Extend lifecycles. Extend application lifecycles by decoupling applications from underlying hardware.

- Secure customer data. Provide easy-to-manage granular security all the way down to the individual workload.

- Rely on VMware expertise. Access development licenses and tools for OEM solutions. Speed deployment across hundreds of hardware devices using the Compatibility Guide.

LEARN MORE

For information on becoming an embedded OEM partner:

email eoem-program@vmware.com, visit http://www.vmware.com/go/eoem or call 1-866-524-4966.

Network Virtualization and Security

By embedding VMware NSX into your offerings, you can create and provision a wide variety of network topologies for your customers—from individual workloads to complex multitier networks—in seconds. Enable your customers to provision and manage network virtualization platforms with tools that include: logical switching, routing, firewalling, load balancing, VPN, quality of service (QoS), and monitoring.

- Granular security. Enable customers to quickly create security segments within the data center, all the way down to individual workloads.
- Rapid cloud provisioning. Eliminate configuration errors and speed network provisioning—even in complex, cloud-based environments.
- Higher service levels. Reduce likelihood of network failure and application downtime with software-defined networks.
- Application segregation. Provide load balancing and micro-segmentation, so customers can segregate embedded SAAS applications within private clouds.
- Secure vDMZs. Increase data security by virtualizing DMZs—"demilitarized zones" such as partner sites that straddle enterprise networks and the Internet.
- Secure IoT. Deliver security down to the device level with timely security patches, micro-segmentation and more.

Management

Meet and exceed your customers' service-level agreements with the VMware vRealize Suite Cloud Management Platform—an integrated, comprehensive set of tools for proactively managing multi-vendor hybrid cloud resources.

Deliver a unified management experience of your customers' entire technology stack, including application, virtual and physical components.

- Proactive resolutions. Provide predictive analytics and smart alerts, so customers can identify and solve emerging issues before they affect performance and availability.
- Optimized provisioning of services. Accelerate IT services delivery. Enable customers to substantiate virtual networks, load balancers, and firewalls on demand. Automate delivery of personalized infrastructure, applications and custom IT services.
- Support for parallel application instances. Quickly deliver complete application development environments to your customers.

Mobility and Enduser Computing

Deliver secure solutions for your customer's increasingly mobile workforce, from mobile sales teams to employees on manufacturing plant floors, by leveraging VMware AirWatch and VMware Horizon.

Support virtual or remote desktops and applications on-demand. Enable BYOD with tools for managing the entire mobile lifecycle across all major operating systems and devices. Even help customers manage signage in retail or entertainment venues. And do it all with single, integrated infrastructure and management console.

- A single mobile infrastructure. Integrate management of enterprise desktops, kiosks, mobile devices and more—all on a single infrastructure.
- Fine-grained security controls. Enable customers to partition and secure sensitive data and applications on BYOD devices. Seamlessly push updates—including critical security updates—to all devices.
- Support IoT. Manage millions-of-things-as-one with VMware's unified mobility management infrastructure.

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