

VMware Virtual Appliance Solutions

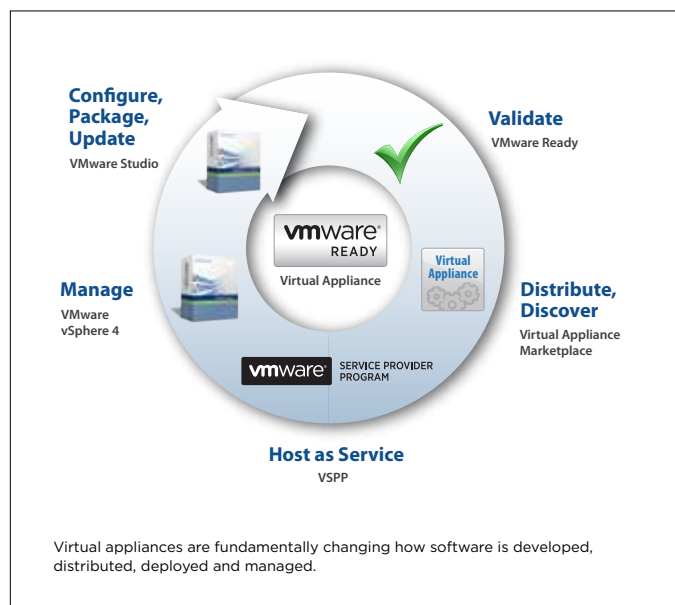
Optimized Solutions for Creating, Distributing, Deploying and Managing Virtual Appliances

AT A GLANCE

Virtual appliances transform software delivery by making it simpler and less costly to develop, distribute, deploy and manage preconfigured solutions that can run in virtual environments. VMware® enables the virtual appliance ecosystem by offering a variety of virtual appliance solutions designed for ISVs, Hardware Appliance Vendors and customers.

BENEFITS

- Reduce development, distribution and deployment costs of software deployments.
- Accelerate software sales cycles and expand customer reach.
- Ensure the delivery of secure software.
- Leverage integration with the industry-leading VMware vSphere™ 4 platform.



What is a Virtual Appliance?

Unlike traditional software, which is complex and time-consuming to install and update, virtual appliances are preconfigured software solutions, comprising one or more virtual machines. These machines are packaged, maintained, updated and managed as a unit. Virtual appliances offer compatibility and scalability improvements over hardware appliances, which are often underutilized.

How are Virtual Appliances Used?

- **Independent Software Vendors (ISVs)** use virtual appliances to reduce development costs and accelerate time-to-market by packaging preconfigured applications, operating systems and virtual machines together as a single unit that is secure and easy to distribute.
- **Hardware Appliance Vendors (HAVs)** use virtual appliances to streamline development, reduce or eliminate hardware-related costs, broaden market reach, and remove obstacles to adoption by using virtual appliances instead of expensive, non-standard physical computing hardware.
- **Customers** use virtual appliances to simplify deployment, configuration, patch and update management, while leveraging the built-in capabilities of VMware vSphere to ensure high levels of efficiency, security and availability.
- **Hosting providers** use virtual appliances to deliver complex applications to customers as cloud-based services while leveraging VMware vSphere as a strategic, standardized platform for both on-site and off-site computing.

What do the VMware Virtual Appliance Solutions Provide?

Working with VMware helps virtual appliance providers and ecosystem members with the following:

- **Authoring and Configuration:** ISVs and HAVs use VMware Studio to configure and package their solutions in a standards-based Open Virtualization Format (OVF). VMware Studio provides mechanisms for authoring, release management and on-site management of virtual appliances.
- **Channel Enablement:** ISVs and HAVs can distribute their solutions to a large customer base through the VMware Virtual Appliance Marketplace, a widely used directory that features thousands

of commercial and open-source virtual appliances, as well as VMware Ready™ appliances that are validated by VMware as ready to run in a virtual environment.

- **Integration with VMware vSphere:**

VMware Ready virtual appliances integrate seamlessly with the VMware ESX® hypervisor and can be consolidated right alongside other virtual machines on a single server host. Integration with VMware vSphere also gives virtual appliances access to VMware VMotion™, VMware HA, VMware DRS and other capabilities.

- **SaaS Enablement:**

VMware has formed alliances with major hosting vendors through the VMware Service Provider Program (VSPP) to enable delivery of VMware Ready virtual appliances as cloud-based services that support a mix of on-site and off-site computing.

What are the different components of the VMware Virtual Appliance Solutions Program?

Authoring and Configuration: VMware Studio

- **Configuration and Packaging.**

VMware Studio makes it easy for ISVs and HAVs to bring together the application, OS and virtual machine components as an integrated solution in a standards-based format that is easy to distribute. Developers can download VMware Studio through CollabNet TeamForge to gain access to an end-to-end virtual application authoring environment.

- **Customization.**

Virtual appliances created in VMware Studio enable ISVs and HAVs to perform content verification and integrity checks, and to customize the virtual appliance by bundling the logo, EULA, first-boot script and user management capabilities.

- **Patch and update management.**

VMware Studio integrates with VMware vCenter™ Update Manager™, a feature of VMware vSphere that automates patch and update management, allowing vendors to easily package and distribute pre-configured virtual appliance updates to customers.

Channel Enablement: VMware Virtual Appliance Marketplace

- **Online virtual appliance distribution:**

The VMware Virtual Appliance Marketplace (<http://www.vmware.com/appliances/>) is the industry's most widely used directory of virtual appliances. It helps ISVs and hardware appliance vendors reach a large audience of customers interested in evaluating, deploying and purchasing virtualization-ready applications.

- **Easily identify, evaluate and deploy the right solutions:**

The VMware Virtual Appliance Marketplace is the best place to find, try and buy VMware Ready, Eval or Community Contributed virtual appliances. These virtual appliances span a diverse set of software segments such as security, networking, content and collaboration, systems infrastructure, and IT Administration.

Integration with VMware vSphere: Advanced Capabilities

- **Hypervisor integration.**

VMware Ready virtual appliances integrate seamlessly with the VMware ESX™ and VMware ESXi™ hypervisors, as well as hosted virtualization platforms such as VMware Fusion™, VMware Workstation, VMware Server and VMware Player.

- **Patch and update management.**

Customers can deploy and manage VMware Ready virtual appliances from a single point of control using VMware vCenter Server. Tight integration with VMware vCenter Update Manager enables simple, automated patching and updating of all applications. Just enough Operating System (JeOS) and virtual machine components in the virtual appliance.

- **High availability and disaster recovery.**

VMware Ready virtual appliances can be protected without the expense of duplicate hardware and traditional clustering solutions through the use of VMware vSphere capabilities, such as automated load balancing, failover and site-wide disaster recovery.

SaaS Enablement: Cloud Computing and Software-as-a-Service

- **VMware Service Provider Program (VSPP).**

VMware has partnered with numerous hosting providers to deliver hosted services to small businesses and large enterprise organizations alike. A growing number of these providers are implementing VMware solutions to create the infrastructure needed to deliver virtual appliances as cloud-based services.

- **VMware vApps:**

In addition to virtual appliances, vApps are also ideal containers for cloud computing. vApps are software solutions which turn new and existing applications in the VMware Cloud OS into self-describing and self-managing entities. These applications are typically complex and multi-tier in nature. Virtual appliances and vApps greatly simplify the integration and management of virtualized applications in the cloud.

Find Out More

For information or to purchase VMware products, call 1-877-4VMWARE (outside of North America dial +1-650-427-5000), visit www.vmware.com, or search online for an authorized reseller.

