

[EMA™ QUICK TAKE]

One Operating Model for Digital Transformation – VMware Cloud on AWS

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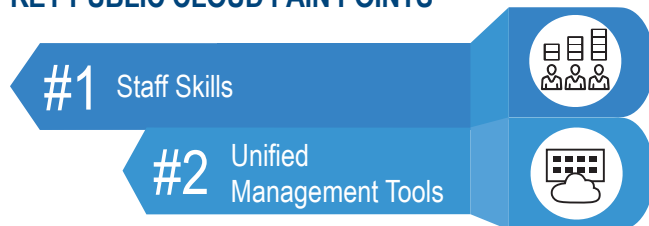
IT AND DATA MANAGEMENT
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ONE OPERATING MODEL FOR DIGITAL TRANSFORMATION – VMWARE CLOUD ON AWS

OPERATIONAL CONSISTENCY AS THE HOLY GRAIL

With VMware Cloud on AWS, VMware aims to provide customers with the Holy Grail of operational consistency between the corporate data center and the AWS cloud for traditional enterprise applications and modern, cloud-native apps. Enterprise Management Associates' (EMA's) research shows that the inability to leverage existing tools and operations staff for managing cloud environments is the most critical pain point experienced by public cloud customers today. This demonstrates that the perspective of deploying the same compute, storage, and network infrastructure that enterprises are familiar with constitutes an appealing value proposition.

KEY PUBLIC CLOUD PAIN POINTS



COST CONTROL IS CRITICAL IN THE PUBLIC CLOUD

At the same time, enterprises struggle with public cloud cost transparency resulting from the complexity of public cloud services in combination with the lack of centralized public cloud cost control and governance within the organization. VMware Cloud on AWS delivers centralized cost control of data center and public cloud resources. The question is, can VMware Cloud on AWS provide development teams with the flexibility and agility they demand, while at the same time enabling corporate IT to operate these hybrid environments as new software features are continuously shipped, validated, revised, refined, and released again?

HYPERCONVERGED INFRASTRUCTURE WITHOUT THE CAPEX

Rapidly adding infrastructure capacity for temporary or permanent application requirements, virtual desktops, published applications, or development and test environments used to come with significant CAPEX and wait time attached. VMware Cloud on AWS enables enterprise customers to adjust infrastructure capacity without these CAPEX and time requirements, simply by deploying additional vCenter clusters to AWS bare-metal infrastructure. In addition to infrastructure expansion, VMware Cloud on AWS enables enterprise customers to instantly create failover sites for disaster recovery, and it accommodates application and data center migration projects through VMware HCX vMotion with vSphere Replication capabilities. In short, enterprises should look at VMware Cloud on AWS as hyperconverged infrastructure that can be instantly deployed without the usual CAPEX that comes with ordering more hardware.

Developers spend an average of 25% of their time on supporting infrastructure.

EMA Research Fact

KEY ADVANTAGES

Leverage the same staff, tooling, and processes to manage data center and cloud infrastructure.

Stretch or migrate application infrastructure clusters across data center and AWS zones.

Application reliability without resource waste.

Consistent management of security, compliance, and data management.

Fast network connection to AWS-native services, such as Lambda and RDS (managed databases).

Unified support experience across data center and AWS cloud.

Roadmap: Amazon and VMware jointly announced the planned availability of RDS on vSphere and the ability to run VMware on the upcoming AWS Outposts private cloud appliance.

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IMPACT ON DEVELOPERS AND CORPORATE IT

VMware Cloud on AWS provides a growing set of unified infrastructure and platform services that consistently manage security, compliance, disaster recovery, configuration management, performance, and reliability. What does this mean for developers and corporate IT?

Software developers want to maximize the time they can spend on developing code by minimizing their time spent on debugging application instances in different environments. Therefore, developers want to ideally write code against one central set of infrastructure and service APIs, so that their code can be deployed anywhere.

Corporate IT is asked to provide continuous compliance, security, performance, cost control, and availability for modern, cloud-native apps and traditional enterprise apps alike. This level of consistent governance and control requires a unified management approach and well-integrated set of tools that enable consistent policy enforcement.

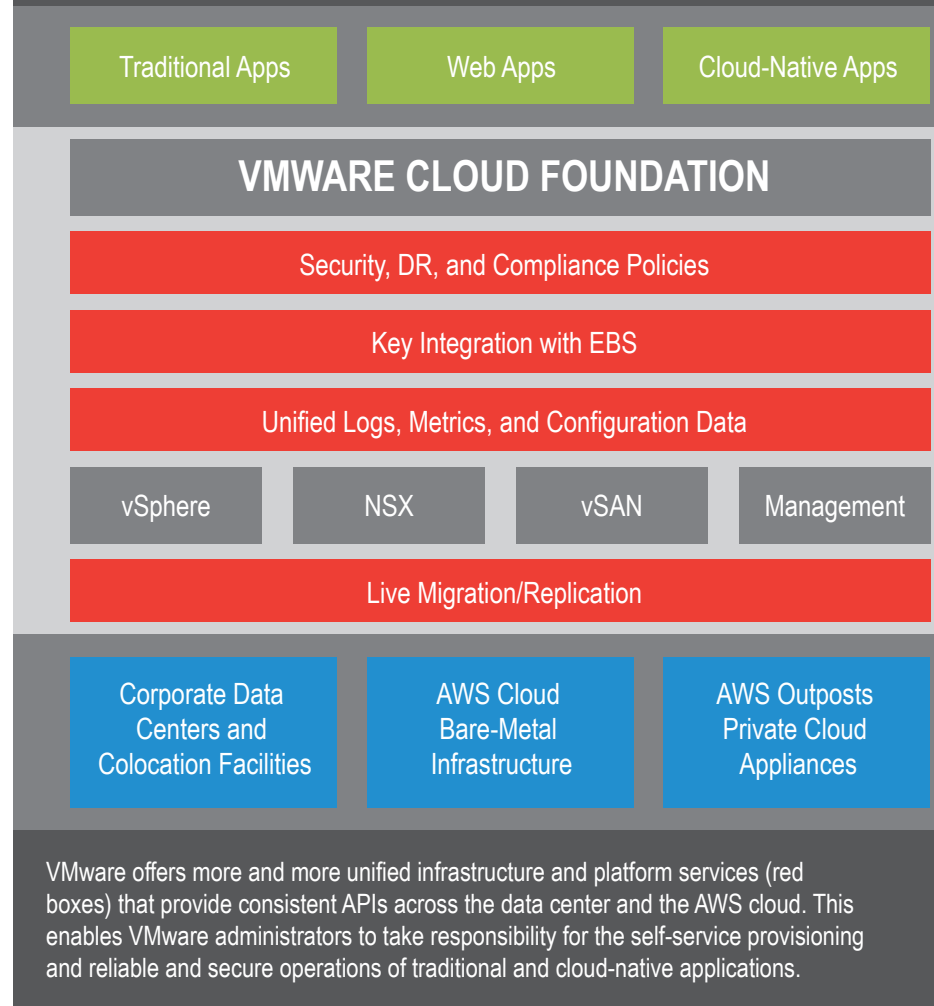
EMA PERSPECTIVE

VMware's cloud approach is fully focused on providing enterprise customers with a central operations model for managing their entire infrastructure, from bare-metal hosts all the way up the stack to containers and functions as a service (FaaS). VMware Cloud on AWS constitutes a critical part of this "one-stack strategy," as it aims to pair the flexibility and elasticity of AWS infrastructure resources with VMware's mature virtualization and container management stack, which can be operated by the same IT generalists who currently manage data center infrastructure.

Announcements such as AWS RDS (Relational Database Service) on VMware vSphere and running the entire VMware SDDC stack on the upcoming AWS Outposts private cloud appliance show VMware's ambition to connect traditional application infrastructure and modern, cloud-native architectures under one roof.

When we connect the VMware on AWS story with VMware's new Cloud Automation Services, we receive a truly unified and consistent set of APIs to support legacy, recent, and future application requirements, while enabling enterprises to leverage their existing staff and management tools. This could take much of the risk out of digital transformation, since customers can simply expand their existing VMware platform toward hyperscale cloud services instead of creating a separate solution for cloud-native apps.

OPERATIONAL CONSISTENCY THROUGH UNIFIED APPLICATION INFRASTRUCTURE MANAGEMENT ACROSS DATA CENTERS AND CLOUDS



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