



VMware Cloud Universal

A flexible subscription program to accelerate multi-cloud objectives

What is VMware Cloud Universal?

- A flexible purchasing and consumption program for executing your multi-cloud or digital transformation strategy.
- Your business can select from a portfolio across multi-cloud infrastructure, cloud management, modernizing applications, and premier customer success initiatives.
- Your business may qualify for the VMware Cloud Acceleration Benefit™ to accelerate strategic investments.

We are in a new digital transformation era where companies change how they operate, deliver experiences, and even shift the culture within their business. Modern applications built by leveraging a multi-cloud platform accelerate today's digital transformation. These technologies empower companies to:

- Create and deploy new services across a choice of hybrid, public, private, local, and edge clouds
- Build enterprise sovereignty and control their transformation journey
- Establish seamless operations across digital and physical environments

The changing market dynamics initially forced customers into a cloud continuum or multiple clouds, but that chaos has given rise to a new generation of leaders. IT departments globally are morphing into a '**Cloud Smart**' mindset by augmenting their in-house skills with a multi-cloud approach. In short, use the environment or cloud that best suits application needs. For example, a company may use a public cloud provider for disaster recovery and a private cloud for data management. Applications benefit the most from this approach as they aren't pigeonholed by one cloud but choose the one that suits them the most. Applications now span from the traditional to cloud-native, with an increasing need to modernize core enterprise apps across multi-cloud, within the network, and extending out to the edge.

Adaptability and agility would be key to success and warrants an IT infrastructure and operations that can morph to evolving business needs.

VMware® Cloud Universal™ offers much-desired flexibility. It is a flexible purchasing and consumption program for executing one's multi-cloud powered digital transformation. Businesses can choose purchase and consumption plans based on desired digital transformational initiatives. VMware Cloud Universal offers a comprehensive portfolio of software-as-a-service (SaaS) capabilities in a subscription-based model. The program brings solution choice and consumption flexibility across hybrid, private, local, and public environments. VMware Cloud Universal options span a portfolio of hybrid cloud infrastructures, cloud management, application modernization, disaster recovery, and premier customer success initiatives. In addition, eligible solutions for the VMware Cloud Universal program continue to expand.

Why VMware Cloud Universal?

- **Choice:** Achieve digital transformation objectives powered by a portfolio of subscription and SaaS solutions spanning public, private, local, edge cloud infrastructure and service options.
- **Flexibility:** Enjoy purchase and consumption flexibility by applying for VMware Cloud Universal SPP credits across the portfolio.
- **Agility:** Save time by unifying compute, network, storage, management, and security operations across on-premises, hybrid and multi-cloud environments.
- **Efficiency:** Save money by shifting your IT investments from CapEx to OpEx and subscription-based consumption models.

VMware Cloud Universal overview

With VMware Cloud Universal, customers invest in VMware Subscription Purchasing Program™ (SPP) credits that can be redeemed at the consumption of solutions or services during the applicable subscription period.

VMware Cloud Universal includes the following features:

- A unified set of enterprise-class VMware compute, storage, networking, management, disaster recovery, success planning, and application modernization capabilities
- The freedom to choose and flexibility to operate workloads across hybrid, private, local, public, and edge cloud environments
- Centralized access across all active VMware Cloud Universal entitlements through the VMware Cloud Console™
- The inclusion of VMware Cloud Universal Essentials, a premier customer success process designed to ensure businesses reach their desired performance benchmarks across the IT transformation lifecycle

VMware Cloud Universal benefits

VMware Cloud Universal offers comprehensive business solutions across cloud infrastructure and multi-cloud services to help achieve desired digital or multi-cloud objectives.

VMware Cloud Universal benefits include:



Unifies your compute, network, storage, operating environments across multiple clouds, traditional and cloud-native applications



Empowers your business with freedom of solution choice plus the purchasing and consumption flexibility to achieve your digital transformation objectives



Offers flexibility to apply VMware SPP credits to any solution or service during the subscription term - whether hybrid, private, local, public, edge, or multi-cloud



Capitalizes on VMware's customer success expertise for consumption and business outcome planning

VMware Cloud Universal Options (October 2022)

Cloud Infrastructure

- Private Cloud with VMware Cloud Foundation+
- Public Cloud with VMware Cloud on AWS and Google Cloud VMware Engine

Multi-Cloud Services

- Flexible cloud management with VMware vRealize Cloud Universal Enterprise Plus
- Application modernization with VMware Tanzu Standard™
- Application delivery with VMware NSX Advanced Load Balancer with Cloud Services
- Disaster recovery with VMware Cloud Disaster Recovery™, VMware Site Recovery Manager™, and VMware Ransomware Recovery™
- Scale storage and compute with VMware Cloud Flex Storage

Multi-Cloud Lifecycle Planning

- Customer success programs with VMware Cloud Universal Essentials

VMware Cloud Universal use cases

As VMware Cloud Universal is designed for purchase and consumption flexibility, businesses can leverage VMware Cloud Universal across several scenarios. The table shown offers an illustrative overview of common VMware Cloud Universal use cases and targeted offerings (as of March 2022) from the VMware Cloud Universal program.

Common VMware Cloud Universal Use Cases and Targeted Solutions		
Use Case	Business Objectives	Targeted Solutions
Datacenter modernization	<p>Improve performance</p> <p>Maximize capacity and power across HCI or private cloud while retaining complete control of workloads across on-premises datacenters, edge, and co-locations</p>	<ul style="list-style-type: none"> • VMware vRealize® Cloud Universal™ Enterprise Plus • VMware Tanzu™ Standard • VMware Success 360™
Cloud migration	<p>Expand and grow</p> <p>Build on-demand capacity, disaster recovery, and complete operational consistency across on-premises and public cloud workloads</p>	<ul style="list-style-type: none"> • VMware Cloud™ on AWS • Google Cloud VMware Engine™ • VMware vRealize Cloud Universal Enterprise Plus • VMware Tanzu Standard • VMware Cloud Disaster Recovery™ • VMware Site Recovery Manager™ • VMware Ransomware Recovery • VMware Success 360 • VMware NSX Advanced Load Balancer with Cloud Services • VMware Cloud Flex Storage

Common VMware Cloud Universal Use Cases and Targeted Solutions		
Multi-cloud expansion	<p>Pursue a 'Cloud-Smart' strategy</p> <p>Unify differing public and private cloud environments to remove silos while leveraging multiple hyperscalers and their applications</p>	<ul style="list-style-type: none"> • VMware Cloud on AWS • Google Cloud VMware Engine™ • VMware vRealize Cloud Universal Enterprise Plus • VMware Success 360 • VMware NSX Advanced Load Balancer with Cloud Services • VMware Cloud Flex Storage
Build new cloud services	<p>Deploy new solutions across clouds</p> <p>Add new solution capabilities and functionality designed to be interoperable across your current hybrid or multi-cloud infrastructure</p>	<ul style="list-style-type: none"> • VMware vRealize Cloud Universal Enterprise Plus • VMware Tanzu Standard • VMware Cloud Disaster Recovery • VMware Site Recovery Manager • VMware Ransomware Recovery • VMware Success 360

Let's Get Started

VMware Cloud Universal is a flexible purchasing and consumption program that offers comprehensive solutions for executing your strategic digital or multi-cloud transformation objectives.

New solutions and services are frequently added to the VMware Cloud Universal program. To learn more:



Visit us at [VMware Cloud Universal](#)



Contact us at VMCUsales@vmware.com