

SERVICE PROVIDERS:

Boost Your Bottom Line with DRaaS,

Powered by VMware vCloud Availability

Enterprise IT leaders increasingly count on their trusted Managed Services Providers (MSPs) to help them make the best and most efficient technology decisions. From balancing the right level of investment in on-premise and cloud-based IT, to enabling the rapid development of new systems for digital engagement, to securing and protecting critical systems, MSPs are playing a more prominent role in IT strategy and delivery than ever before.

Securing and protecting IT resources is at the top of the list for enterprise IT leaders and MSP leaders alike. Natural disasters such as earthquakes, hurricanes, fires, tsunamis, and floods, as well as human-driven attacks involving ransomware or breaches of sensitive customer data, continue to dominate news headlines. The impact of these disasters on the enterprise is real. Disasters and security events disrupt the ability to conduct business and are a major source of lost revenue, during an incident and in the aftermath.

CIOs need operational insurance plans in place for the worst technology disasters and outages. Despite compliance requirements for business continuity in nearly every industry and region of the world, 46 percent of executives surveyed by IDG admitted that they do not have any disaster recovery plan in place. Among those companies who do have solid disaster recovery plans, the Disaster Recovery Preparedness Council found that the 65 percent of companies who actually test their plans said that they routinely fail to meet their own recovery objectives. It should come as no surprise, then, that independent research from the Disaster Recovery Preparedness Council found that 30 percent of companies

have been unable to access key applications for hours or multiple days after outages.

Ouch. Ready or not, tested or not: Disasters *will* happen. And CIOs want help to mitigate these risks. They need straightforward, reliable services that allow them to lower capital expense costs. MSPs can drive substantial revenue streams *and* make a significant contribution to the well being of their customers by offering cloud-based services that enable companies to successfully weather natural and human-caused disasters.

NIFTY Cloud is the cloud service supporting its ISP infrastructure. Since its 2010 launch as a pioneering presence in domestic Infrastructure as a Service (IaaS), NIFTY Cloud has seen more than 4,500 deployments. Built on VMware technology, the NIFTY Cloud infrastructure makes it easy to link to on-premises systems for hybrid use. VMware vCloud Availability for vCloud Director provides a simple and easy to adopt technology to enable NIFTY's DRaaS offering.

MSPs: Your Customers Are Asking for Disaster Recovery as a Service

Both enterprise IT leaders and MSP leaders have a mutual interest in the growth of disaster recovery as a service (DRaaS) offerings. In 2015, nearly 60 percent of enterprises that were already using cloud services said they were deploying or planning on deploying DRaaS. And among enterprises who have not yet begun to use cloud services, DRaaS is a great way to get started: 50 percent of small companies and 33 percent of large organizations plan to enable business continuity in the cloud, primarily to take advantage of cost savings (all data cited from the

CASE STUDY

NIFTY Driving Customer Acquisition with vCloud Availability-Powered DRaaS

NIFTY, one of the leading Internet Service Providers (ISPs) in Japan, has successfully released a new Disaster Recovery as a Service (DRaaS) offering based on VMware vCloud® Availability for vCloud Director. Upon launching the service, several customers signed up immediately, generating a new DRaaS-based revenue stream for NIFTY very quickly. NIFTY also mentioned that it has approximately 70 more customers in trial. Given the region's propensity for earthquakes and electrical outages, the demand for cloud-based disaster recovery services is strong. Buoyed by the ease of deployment of vCloud Availability for vCloud Director, NIFTY has made its initial rollout a real achievement.

"NIFTY could not develop our Disaster Recovery as a Service without the vCloud Availability module; it was well designed to be connected to our NIFTY Cloud management console," said Tomoharu Mukaidaira, Marketing Manager at NIFTY, in an interview with IDG. "VMware provides the core module and technical support for cloud service providers to develop the new service, which is very helpful from a time-to-market perspective. They also support us from a marketing perspective to expand our customer reach to help grow this new business."

"Cloud Computing Survey 2015" (IDG). * Storage as a Service and Monitoring as a Service were more widely deployed in 2015, but DRaaS is the highest-ranked cloud service that enterprises are planning to deploy in 2016. (Figure 1).

It's clear that enterprise IT decision makers are continuing their rapid adoption of cloud services in order to reduce costly on-premises resources and deliver the right IT services, from the right location, for the right cost. Correspondingly, service providers are clamoring to increase revenue opportunities with on-demand cloud services that extend or replace traditional data center infrastructure.

MSPs see real value in a VMware-based DRaaS offering, which offers an easy on-ramp to the cloud for the hundreds of thousands of enterprise customers worldwide running VMware technology. As NIFTY, a VMware vCloud Air™ Network service provider demonstrates, the demand for an easy-to-adopt, compelling, VMware-based DRaaS offering is strong.

VMware vCloud Availability for vCloud Director: Enabling DRaaS for vSphere®

Organizations can get reliable cloud services tailored to their business needs with the VMware vCloud Air Network, which is a global ecosystem of more than 4,000 cloud providers located in more than 100 countries offering validated services based on VMware technology.

The VMware vCloud Air Network Program enables cloud provider partners to consume VMware products on a pay-as-you-go, pay-as-you-grow, monthly subscription model. vCloud Air Network partners offer a diverse array of services and cater to a variety of industries, regions, and compliance needs across the entire range of cloud services, from private cloud services, managed cloud services, and hosting services, to Infrastructure as a Service (IaaS) and Platform as a Service (PaaS).

VMware vCloud Availability for vCloud Director enables vCloud Air Network service providers to offer simple, cost-effective cloud-based disaster recovery services that seamlessly support their customers' vSphere environments by leveraging native vSphere replication capabilities. This solution is designed expressly for VMware service providers to enable further monetization of existing VMware vCloud Director multi-tenant cloud environments.

The solution offers substantial value to MSPs and Enterprise customers alike:

1. Easy to Operate – the solution makes it easy for MSPs to configure and run a Disaster Recovery as a Service offering that is natively compatible with their end customers' vSphere environments.

2. Designed for Easy Customer Adoption and Growth – vCloud Availability for vCloud Director leverages native vSphere replication to offer a seamless experience to end customers, while the vCloud Air Network program's pay-as-you-go construct enables providers to cost-effectively grow consumption of software to meet customer demand.

3. Built for VMware Service Providers – the solution enables vCloud Air Network Service Providers to continue to monetize their investment in VMware, including vCloud Director and vSphere.

As-a-Service Models Grow: DRaaS Most Likely New Cloud Service to Be Deployed in 2016

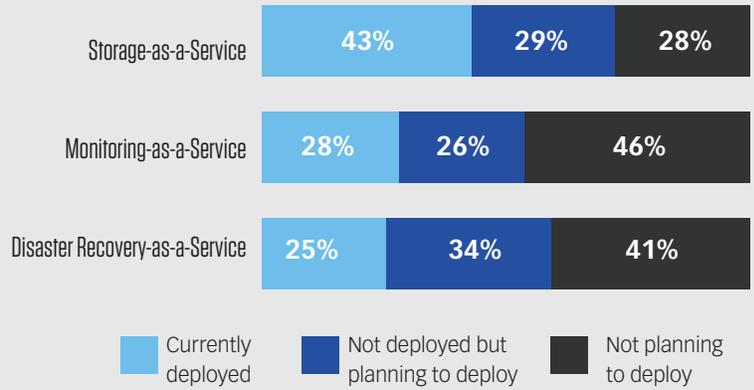


FIGURE 1

The Future is Bright

The time is now for MSPs to help enterprise customers deliver the right IT services in order to focus on their most critical business needs, cementing their customers' loyalty and supporting their employees' productivity. In the event of a disaster, MSPs can ensure that their customers have the tools and technology at their disposal to get back up and running quickly, minimizing downtime and revenue loss through simple, tested, self-service disaster recovery offerings. MSPs have a unique opportunity to help reduce the impact of disasters by keeping applications and data safe and operating — in any recovery situation or outage condition.

Partners should visit the [VMware vCloud Air Network Service Provider website](#) to learn more about the VMware vCloud Air Network program and how to monetize vCloud Availability for vCloud Director by offering DRaaS on a pay-as-you-go, pay-as-you-grow, monthly subscription model.

Enterprise customers should visit the [VMware vCloud Air Network website](#) to find the cloud provider that is the best fit for them.



Background evidence/links:

<http://drbenchmark.org/benchmark-survey/dr-annual-report/>

Graphic and cited:

<http://www.vmware.com/content/dam/digitalmarketing/vmware/en/pdf/whitepaper/cloud/idg-dr-whitepaper-0515-final.pdf>

Graphic and cited:

<http://www.idgenterprise.com/resource/research/2015-cloud-computing-study/>

