

Guide to New Product and Service Names

As VMware’s business grows, so does the portfolio of brand names that help you identify VMware software and services in a fast-changing marketplace.

We’re pleased to tell you about the exciting Q3 and Q4 2014 additions to our brand names and explain what’s new, what’s changed, and why we’ve selected these new names.

NEW NAME	OLD NAME	WHY WE CHANGED IT
VMware vCloud® Air™ Family New family name for VMware’s cloud services		“Air” signals the next stage of our business as VMware accelerates its leadership as a cloud services provider. The feeling of boundless, unconfined freedom and ease that “Air” inspires makes it ideal for conveying the choice and flexible availability of VMware’s as-a-service options—in particular, our cloud service offerings.
VMware vCloud® Air™	VMware vCloud® Hybrid Service™	
VMware vCloud® Air™ Virtual Private Cloud OnDemand™ beta—new service		
VMware vCloud® Air™ Virtual Private Cloud	VMware vCloud® Hybrid Service™ Virtual Private Cloud	
VMware vCloud® Air™ Dedicated Cloud	VMware vCloud® Hybrid Service™ Dedicated Cloud	
VMware vCloud® Air™ Disaster Recovery	VMware vCloud® Hybrid Service™ Disaster Recovery	
VMware vCloud® Air™ Network	VMware Service Provider Program (VSPP)	
Air A new brand suffix that indicates “as-a-service” delivery—for example, see vCloud Air above or vRealize Air Automation below		
OnDemand A new brand suffix that indicates “pay as you go” – for example, see vCloud Air OnDemand beta above		

NEW NAME	OLD NAME	WHY WE CHANGED IT
<p>VMware vRealize™ Family New family name for VMware’s cloud management platform solution</p>	<p>For our products and services that are part of our cloud management platform solution, the vRealize family name replaces other family names including vCenter and vCloud, and is also now used for the former IT Business Management solutions that previously did not use a family name.</p>	<p>With customers making cloud management an increasingly central element of their IT infrastructure, VMware is bringing together our management products under a single, impactful brand name. The “vRealize” name captures the power our management software gives customers to gain insights, make decisions, and take action across the entire IT landscape.</p>
<p>VMware vRealize™ Suite –new suite</p>		
<p>VMware vRealize™ Operations Insight</p>		
<p>VMware vRealize™ Operations™ Standard/Advanced/Enterprise</p> <ul style="list-style-type: none"> • VMware vRealize™ Operations Manager™ • VMware vCenter Operations Foundation: No Change for v5.8.x • VMware vRealize™ Configuration Manager™ • VMware vRealize™ Infrastructure Navigator™ • VMware vRealize™ Hyperic® 	<p>VMware vCenter Operations Management Suite</p> <ul style="list-style-type: none"> • VMware vCenter Operations Manager • VMware vCenter Operations Foundation • VMware vCenter Configuration Manager • VMware vCenter Infrastructure Navigator • VMware vCenter Hyperic 	
<p>VMware vRealize™ Operations Management Pack™ for __</p>	<p>VMware vCenter Operations Management Pack for __</p>	
<p>VMware vRealize™ Log Insight™ VMware vRealize™ Log Insight™ Content Pack for __</p>	<p>VMware vCenter Log Insight VMware vCenter Log Insight Content Pack for __</p>	
<p>VMware vRealize™ Automation™ Standard/Advanced/Enterprise</p> <ul style="list-style-type: none"> • VMware™ vRealize Application Services™ <p>VMware vRealize™ Automation Desktop™</p> <p>VMware vRealize™ Automation Development Kit™</p>	<p>VMware vCloud Automation Center Standard/Advanced/Enterprise</p> <ul style="list-style-type: none"> • VMware vCloud Application Services <p>VMware vCloud Automation Center Desktop</p> <p>VMware vCloud Automation Center Development Kit</p>	
<p>VMware vRealize™ Orchestrator™</p>	<p>VMware vCenter Orchestrator</p>	
<p>No change</p>	<p>VMware vFabric Data Director</p>	

NEW NAME	OLD NAME	WHY WE CHANGED IT
<p>VMware vRealize™ Business™ Standard/Advanced/Enterprise</p> <p>VMware vRealize™ IT Benchmarking™</p> <p>VMware vRealize™ IT Benchmark Starter Kit™</p>	<p>VMware IT Business Management Suite Standard/Advanced/Enterprise</p> <p>VMware IT Benchmarking</p> <p>VMware IT Benchmarking Starter Kit</p>	
VMware vRealize™ Air™		
VMware vRealize™ Air™ Automation beta		
VMware vRealize™ Air™ Compliance beta		
VMware vRealize™ Air™ Operations		
<p>VMware vRealize™ Air™ Business Advanced</p> <p>VMware vRealize™ Air™ Business Enterprise</p>		
<p>VMware Workspace™ Suite</p> <p>New suite name for VMware's comprehensive solution that combines Horizon® application and desktop virtualization software, AirWatch® by VMware enterprise mobility management and content collaboration software, and additional services</p>	<p>The Horizon® and AirWatch® by VMware brand names will not change.</p>	<p>The "Workspace" name captures the productivity and freedom customers gain from a comprehensive solution that empowers them to manage applications, data, and devices, enabling employees to work seamlessly from any device, anywhere—bringing their applications and files with them while helping secure sensitive information.</p>
<p>VMware EVO:RAIL™</p> <p>The brand name of VMware's new hyper-converged infrastructure appliance—powered by VMware software and manufactured and sold by qualified VMware partners</p>		<p>The "EVO" element of the brand name boldly signals the next step in the evolution of IT infrastructure and how customers can access VMware software in new, innovative ways.</p>