VMware vRealize Business for Cloud Delivers Visibility into Cloud Costs and Consumption to Leading Technology Firm

In an organization with many product lines, it is common to find teams sourcing their own cloud services. Although direct line-of-business negotiations are riskier to the enterprise, the practice continues because IT is perceived as a bottleneck. To address stakeholder concerns about its agility, the IT Cloud Services team at a leading American technology company implemented VMware vRealize Business for Cloud. With the automated cloud management solution, IT Cloud Services now effectively tracks, compares, and optimizes cloud costs while monitoring consumption so the IT team can show line-of-business managers exactly how much their organizations used and the expenses they incurred.

The Challenge

As business stakeholders made requests for cloud services, the company's IT Cloud Services team tracked cloud costs in multiple custom spreadsheets. However, the error-prone process was inefficient, limiting visibility to a small group, including those that input the data and their management. The manual process also made it difficult for IT to quickly recognize issues so that it could recommend or implement improvements. Without accurate costs and no practical way to measure consumption for the cloud services it was providing, the team was stalling business momentum and potentially missing many strategic opportunities.

In practice, IT Cloud Services was managing cloud technology yet the team had a larger vision. IT Cloud Services wanted to be viewed as an agile, trusted provider for recommending, selecting, and managing cloud services across the organization worldwide. Team members envisioned delivering value where and when customers needed it, but without an automated cloud management solution the distance grew between reality and the team achieving its goal.

The Solution

IT Cloud Services deployed vRealize Business for Cloud because it offered a fully integrated cloud management platform that would enable the team to shift from a technology to a service-broker orientation and better align with stakeholder needs. With the solution, the team quickly began to assess cloud costs and identify opportunities for improvements. vRealize Business for Cloud provided an easy on-ramp to get started and is accelerating time to value. By integrating vRealize Business for Cloud with both VMware vCenter™ and VMware vRealize® Operations™, IT Cloud Services has gained service cost and usage metrics for its virtual infrastructure and cloud services.

INDUSTRY
Technology

LOCATION
Mountain View, California

KEY CHALLENGES
- Meeting increasing stakeholder demands and business requirements to provide greater transparency into cloud services
- Missing strategic improvement opportunities

SOLUTION
VMware vRealize® Business™ for Cloud provides visibility into cloud costs and enables IT Cloud Services to be a better partner to the business.

BUSINESS BENEFITS
- IT Cloud Services is a better partner to lines of business
- Budgets are better managed and IT seizes every opportunity to improve cloud services

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> *"You don't have an IT Cloud Service until you can bill for it."*
>
> **- Director, IT Cloud Services, Leading Technology Company**

In addition, IT Cloud Services monitors cloud consumption, and for the first time IT Cloud Services can understand, or showback, which services are being used, when, and by which lines of business. The IT organization has been able to achieve significant business outcomes faster by partnering with VMware Professional Services for training and implementation services.

The complete visibility IT Cloud Services now has into cloud services cost and consumption has made the team a better partner to its line-of-business colleagues. Accurate information from vRealize Business for Cloud is always available and can be quickly communicated to stakeholders, speeding decision making.

Looking Ahead

The rollout of vRealize Business for Cloud has been very successful, enabling IT Cloud Services to expand its offerings through the following capabilities:

- Showback statements – Details showing fully loaded costs for private and public cloud services to consumers of the organization's cloud services
- Cloud services chargeback – Direct bills to private and public cloud services consumers for cloud services consumed
- Cloud cashback – A customer-initiated program to proactively identify and display potential savings to cloud consumers for each workload based on vRealize Business for Cloud data
- IT services expansion – Using vRealize Business for Cloud to automate costing and chargeback for additional IT services

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