Professional Services for Cloud Management Solutions
A software-defined data center (SDDC) architecture can revolutionize how your IT team operates and responds to emerging business needs, providing new opportunities to drive innovation. Well-managed IT environments deliver clear, tangible results by minimizing excess process, training, and technology overhead, while maximizing IT and business agility. Imagine the transition from simply responding to a never-ending list of demands to proactively partnering with the business to drive stronger results.

Like other IT evolutions, establishing IT-as-a-Service (ITaaS) and exploiting virtualization technologies requires a new strategy to address not only the technology decisions, but the accompanying cultural, financial, political, and process considerations. Whether you lack the in-house skills, bandwidth—or both, VMware Professional Services offers expertise and best practices every step of the way to help you develop and execute your strategic plan for virtualization.

**Drive Agility and Fuel Business Growth**

As virtualization has evolved, some companies are benefitting more than others. Why? The answer goes beyond technology, extending to both organizational evolution and effective management that enables business agility. According to McKinsey & Company, agile organizations outperform their competitors in eight dimensions associated with revenue growth, cost reduction, and risk and reputation responsiveness.

Companies with highly-virtualized infrastructure environments and innovative forms of automation and management are able to introduce new forms of self-service and on-demand IT delivery models. The comparisons between these virtualization-mature companies and their less mature peers are significant:

**Benefits for ITaaS Companies**

- 37% more responsive to IT requests
- While saving 30% of both operations and development
- Increasing revenues 26% due to new applications and IT services
- Investing 50% of their budgets in innovation
- Able to secure nearly 2/3 more budget than their less mature counterparts

A software-defined data center can help you combine technology and a new way of operating to become more service-oriented and more focused on business value. Our consultants will accelerate your journey, helping you realize the significant benefits of a highly-virtualized infrastructure, where IT becomes a revenue generating asset, solidifying the critical role of IT in long-range planning and corporate vision.

---

Optimized Virtualization Capabilities and Management: How Will You Get There?

The reasons to adopt the innovative SDDC architecture are compelling—the question is how. Even the most talented IT teams may lack the specialized knowledge and hands-on experience required to strategize, assess, design, and deploy a new architecture. Hiring outside consultants is a time-tested approach, but you also want to make sure your team is closely involved, learning and growing their skills along the way.

VMware Professional Services can help you move forward. Our consultants are highly-trained, experienced experts that know how to tailor solutions to your unique business requirements, using a comprehensive approach that keeps you in the driver’s seat.

Experienced, Knowledgeable People

You’ll begin the process with VMware Accelerate Advisory Services, working with our experienced IT professionals—most have spent decades in the data center. These consultants provide deep expertise in core technologies, industry and market insights, extensive experience from thousands of customer engagements, and product development resources. Together, you will determine feasibility, quantify the potential value and ROI, and evaluate requirements to support a strong financial- and capability-centric business case. Our consultants will guide you to a strategic vision of virtualization management that is tailored to your individual constraints and requirements.

VMware Technology Consulting Services will then take that strategic vision and make it a reality. Our consultants help you exploit and optimize VMware products and technology to achieve your vision, while giving your IT team hands-on experience to help build self-sufficiency. Our technology consultants are pragmatic experts with an unmatched track record of success. And, they know that the job isn’t finished until your team has the knowledge, skills, and confidence to take over.

Our Balanced, Customer-Centric Approach

Our unique approach is grounded by our passion and commitment to building your team’s expertise and self-sufficiency. Our consultants use their unrivaled knowledge, best practices, and lessons learned through thousands of successful virtualization engagements to ensure the success of your project.

We know it’s not a one-size-fits-all world. We approach each engagement with expertise and insights that uncover and connect the possibilities of our products, technologies, and processes to create a solution that meets your business demands. VMware consultants consider the realities of today’s IT organizations—both the need to control costs and the mandate to maximize investments in infrastructure and people—establishing cloud management solutions to fit your unique situation.
Connecting the Strategic with the Tactical

In an ideal world, a well-defined strategy is executed with perfection. But, that’s not the world that you live in. You can’t ignore changes in business direction, substantial investments in legacy platforms, or vendor relationships.

VMware consultants help you navigate the challenges to build a business case based on benchmarks and financial modeling and guide your team through the technical implementation. Their deep expertise also enables them to uncover new ideas and unrealized value, helping your team position for both short-term and long-term results. Our goal is to help you create a solution that calibrates the business requirements to the technical capabilities and avoids design gaps between legacy components and new technologies.

Delivering Immediate, Tangible Results
VMware consultants understand the importance of executing to plan and showing results—fast. We structure engagements to help ensure manageability and tangible milestones that keep project teams motivated and focused. Our consultants’ laser-like focus keeps projects on schedule and within budget, even as requirements change along the way. By taking advantage of the full power of VMware technology, they ensure your investments have the greatest possible positive impact on your business.

Empowering Your Team
With VMware Professional Services, collaboration is not just a token marketing phrase—it’s the way we operate. We work side-by-side with your team throughout each phase of the project to make sure they not only understand the technology, but also the decision-making process. We make sure they develop operational expertise and teach them how to improve efficiency and reliability through ongoing knowledge transfer and hands-on involvement. Our ultimate goal is to empower your team to be self-sufficient.

How We Work with Our Customers
- We collaborate and listen
- We set strategic objectives and execute with measurable outcomes
- We ask innovative questions and provide actionable answers
- We imagine new possibilities and deliver unrivaled insight
- We embrace challenges and tackle complexity with rigor
- We transfer knowledge, skills and confidence—enabling you to efficiently run and operate your VMware environments

“It is not often that I come across a project or technology that exceeds the advertised benefits, but this one did. VMware worked within our culture as a true part of our team to help us become more successful, giving us skills and understanding to reach our goals now and in the future.”

IT Director
Case Study: Large Telecommunications Company Cuts Platform Implementation and Time-to-Value- in Half

With more than 17,000 servers spread across 42 data centers, this large telecommunications company found its infrastructure inflexible and costly to maintain. Provisioning was manual and time-consuming, with varying processes depending on which country was requesting the service. The company needed to increase its rate of virtualization and rework the environment to reduce the total number of datacenters and enable automation.

The company turned to VMware Professional Services for quick implementation of a new cloud-based platform that would enable data center consolidation as well as automation and standardization of a variety of user services. Our VMware consultants proposed a phased approach, with the first phase focused on implementing the private cloud platform and establishing a self-service portal with provisioning as the first available service. A Cloud Operational Readiness Assessment also helped the company ensure it was able to support the new platform from a service group perspective.

Now in phase two, the company is able to deliver truly automated, full end-to-end infrastructure provisioning. What used to take days or weeks now only takes minutes and there are other tangible benefits:

- **Improved compliance** with greater control of configuration and compliance in line with pre-defined architecture for application services
- **Reduced operating expenses** with cost-efficiencies delivered through automation and shared resource pooling
- **Improved availability of business services** due to the robust and resilient cloud architecture across multiple data centers, reducing the impact a data center component failure would have to the business in line with pre-defined SLAs

The company now has a vision, the platform to move that vision forward, and a modular approach to help ensure steady progress toward their goals. With the successful automation of their provisioning service, the team is now looking for additional services to include in the service catalog. More importantly, the IT team now has the skills and understanding of what it will take to fully evolve to a software-defined data center and can make informed choices on how best to take their environment forward.

VMware Professional Services

- **Accelerate Advisory Services** use benchmarking and financial modeling analysis and insight to help identify opportunities for transformation and create executable IT strategies and roadmaps that support customers’ business goals.
- **Technology Consulting Services** create, grow or enhance cloud environments and optimize VMware technologies to deliver positive, material outcomes while transferring hands-on knowledge that builds the self-sufficiency of customer teams.
- **Technical Account Manager Services** continually enrich customer strategies and tactics for driving change over time while advocating for customer needs inside VMware and helping improve customer support for VMware projects.
- **Education Services and Certification Programs** help build the skills, confidence and experience organizations need to manage their IT landscape.

Get Started Today

VMware software solutions open up a wealth of new options for IT. VMware Professional Services can help you understand and take advantage of those options—and strengthen IT’s role as a critical enabler of business success in a constantly changing world.

For more information about VMware Professional Services, and how we can help you, contact your local VMware representative or visit www.vmware.com/services.
About VMware Professional Services

VMware Professional Services transform IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services help you uncover and exploit the unique opportunities made possible by VMware technology and solutions. Drawing on our unparalleled product expertise and customer experience, we collaborate with your team to address the technical, people, process and financial considerations for your VMware solution to deliver results that are positive, tangible and material to IT and your business.