

CLOUD LEADERS & EXPERTS SHARE THEIR

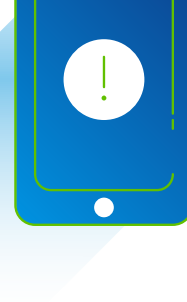
Five Biggest Scalability Challenges



1 | Ability to withstand spikes in demand

The ability to scale capacity to withstand traffic spikes is a necessity for enterprises seeking to avoid delays and crashes.

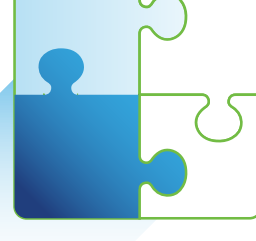
More than **25%** of companies have difficulty scaling private clouds fast enough to meet demand¹



VMware Cloud allows you to meet temporary, seasonal or unplanned demand and access more capacity in minutes, with a scalable hybrid environment.

2 | Scaling across incompatible infrastructure platforms

43% of businesses said incompatible and legacy infrastructure prevents them achieving migration goals²



“Hybrid cloud’ often means in practice that enterprises must cobble together incompatible private and public cloud applications in sub-optimal ways.



JEFF VANCE
WRITER, CIO.COM
([CIO.COM](#))



VMware Cloud eliminates compatibility challenges by providing consistent infrastructure and operations across a seamless hybrid environment.

3 | Lack of common management across clouds

Nearly **30%** of enterprises reported challenges managing data consistently across clouds³



“The proliferation of public and private cloud services has complicated the process of acquiring and managing these on-demand resources.



JEFFREY KAPLAN
MANAGING DIRECTOR, THINKSTRATEGIES, INC.
([RACKSPACE](#))



VMware Cloud simplifies management across on-premises and public cloud environments with a single set of familiar tools your team already knows.

4 | Complex disaster recovery systems and policies

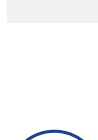
48% of businesses will experience over 4 hours’ downtime during disaster recovery⁴



“It’s a fact of IT life that the more complex your infrastructure, the more opportunities there are for things to go wrong. This is especially true when it comes to disaster recovery planning.



CHRISTOPHER NULL
BUSINESS AND TECHNOLOGY JOURNALIST
([TECHBEACON](#))



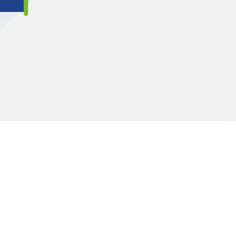
Simplify Disaster Recovery, deliver business continuity and reduce site costs with VMware Cloud products, unifying protection of your data in a single, reliable service.

5 | Cost of managing redundant environments

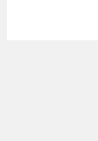
Companies waste **\$62B** on redundant capacity every year⁵



“You can either invest in expensive new computing power that will go unused for most of the year, resulting in an inefficient use of resources, or you can underprovision, and experience lost traffic – and revenue – if you have downtime during high-demand periods.



TYLER KEENAN
WRITER, UPWORK
([UPWORK](#))



Access a seamless hybrid cloud infrastructure with VMware Cloud, to scale up and down easily and as needed, so you only pay for what you use, when you use it.

Achieving on-demand scalability doesn’t have to be challenging.

[Learn more about Scale on Demand.](#)

¹ Source: IDC. “Hybrid Cloud Survey.” March 2019
² Source: Accenture. “Cloud outcomes survey: Expectation vs. reality.” June 6, 2019
³ Source: IDC. “The Power of the Hybrid Cloud Strategy: Addressing the Breadth of Enterprise Workload Requirements.” May 2019
⁴ Source: Databarracks. “Data Health Check 2019.” July 2019
⁵ Source: DSM. “Typical Data Center Costs for Small Businesses.” March 2019