Delivering on the Subscription Customer Lifecycle

- **Subscription Delivery Platform**: A set of policies, processes, and systems to support new subscription business models
  - Integrate the customer service and support experiences through My VMware
  - Leverage existing VMware channel model for new and existing customers
  - Internally align VMware organizations and business processes to more fully reflect a true subscription-based business model
  - Increased self-service for customers to view subscriptions purchased, file support tickets, and purchase add-on products, leveraging existing My VMware portals
  - New product offerings to VMware customers
Business Need: Make It Easy to “Buy Cloud Services”

- Create scalable, integrated processes for procurement for subscription-based products and services
- Deliver vCloud Hybrid Service as a secure, production-ready, hosted service offered on a subscription basis (initial offering)
- Enable enterprise-class cloud provisioning and support processes
- Deliver business infrastructure for subscription lifecycle
- Involve IT, Order Management, Partner Operations, Finance Operations, Deal Operations, Deal Desks, Global Support, Sales Operations, SPAN, FAST, and the vCloud Hybrid Service Product teams as well as VMware sales and engineering teams
Subscription Delivery Platform – An Overview

SDP is a set of new policies, processes, and systems to support new subscription business models to VMware customers through the VMware channel.

New Subscription Business Models/Services
- Initial tenant – vCloud Hybrid Service

Key Guiding Principle:
- Subscription Customer Lifecycle

Timeline
- SDP Program Delivery May 10, 2013
Business Policy Landscape

Business policies for SDP spans across the VPC customer experience lifecycle and maps into seven key business operation areas:

- **Product Catalogue and Pricing**
- **Partner Operations**
- **Order Management**
- **Finance Operations**
- **Subscription and Entitlement**
- **Sales Operations**
- **Support Operations**
Subscription Management Capabilities

- Product catalog
- Rates and pricing *
- Service plan mgmt. *
- Promotions and discounts

- Charge calculations *
- Usage calculations *
- Payment processor support
- Statement flexibility *

- Automated workflows
- Event notifications *
- Entitlement mgmt. *
- Dunning
- Audit log mgmt

- Reporting
- Business metrics
- Dashboards

- CRM integration
- CSR reports/visibility
- User self-service
- Security

- Plan hierarchies *
- Account hierarchies *
- Integration support
- White label/customization

* Capabilities needing significant change
Aria Platform Overview

Aria is a back office, hosted application integrated with VMware’s application environment—the “core” of SDP.

ERP Systems
Journal Entries, General Ledger, Payments/Credits

Payment Processing
Charges, Payments, VISA, MasterCard, PayPal, RBS WorldPay, Payment Cards, ACH

Service Mgmt Systems

Website
Self-service, Web Orders

CRM System
Accounts, Subscriptions, Invoice Summary, Orders

BI Systems
**vCloud Hybrid Service Offering**

**Offering 1: Dedicated Cloud**

- A true single-tenant private cloud
- Physically isolated compute
- Logically isolated networking and storage
- 30GHz vCPU / 120GB vRAM
- 6TB Storage

*Cloud Foundry services will be offered post-Production Release and are not part of beta*

**Dedicated Managed Private Cloud for Customer A**

**Offering 2: Virtual Private Cloud**

- Multitenant virtual private cloud
- Logically isolated compute, networking, and storage
- 5GHz reserved/10GHz burst vCPU /20GB vRAM
- 2TB storage

**Multitenant Managed Virtual Private Cloud**
Benefits

- Increased customer self-service through My VMware portals, including support and ordering additional services
- SDP platform enables purchasing of compute, storage, and network resources for Hybrid Cloud services
- Encourages new and existing customers to move to the cloud through our channel or direct
- Extends security, scalability, and support needed for enterprise-class cloud computing
- VMware closer to delivering on Software Defined Data Center
- Channel gets increased revenue opportunities with new subscription-based offering
For More Information

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