vmware®

Sovereign Clouds Unleash the National Data Economy

Grow your local cloud services business with confidence

The rising concerns over privacy protection have led to a slew of national and regional data protection laws and regulations that govern data retention and movement, including: The PATRIOT Act (USA), Digital Privacy Act (Canada), GDPR (EU) and LGPD (Brazil).

The increasing number of cyberattacks exacerbated global concerns over the potential loss of customer information.

In 2019:
the USA witnessed **1,473 data breaches**, and **164+ million** sensitive records were exposed.
Source

In 2020:
the number of **breaches increased by 400%**, reflecting an **800% growth rate** with COVID-19.
Source

Sovereign clouds are growing in importance as a way to help nations and local organizations protect citizens' privacy. This is a unique opportunity for VMware partners to proactively design and build solutions to help. A secure, trusted cloud with a sovereign architecture cloud with a software-defined architecture can put you in a position to deliver on this important capability, allowing your customers to:

Protect data and comply with privacy laws governing information **residency and sovereignty**.

Fuel business growth by giving companies the confidence to operate within and across national borders.

The concept of a sovereign cloud is based on two pillars:

Data residency
The physical geographic location where customer data is stored and processed.
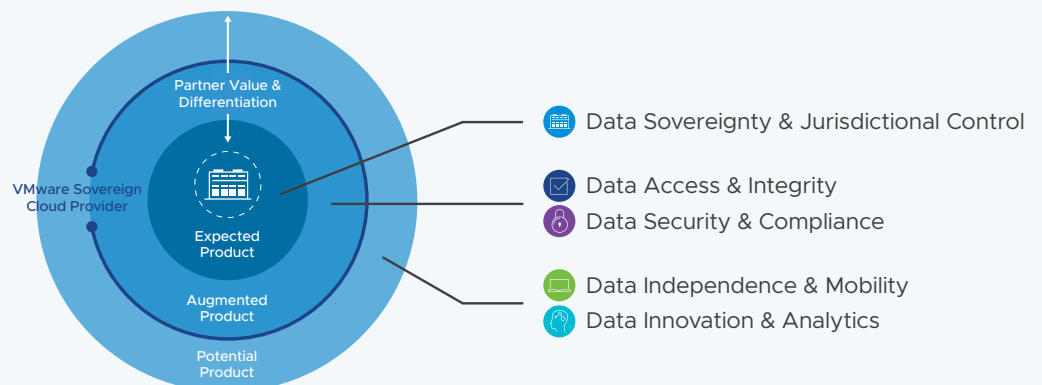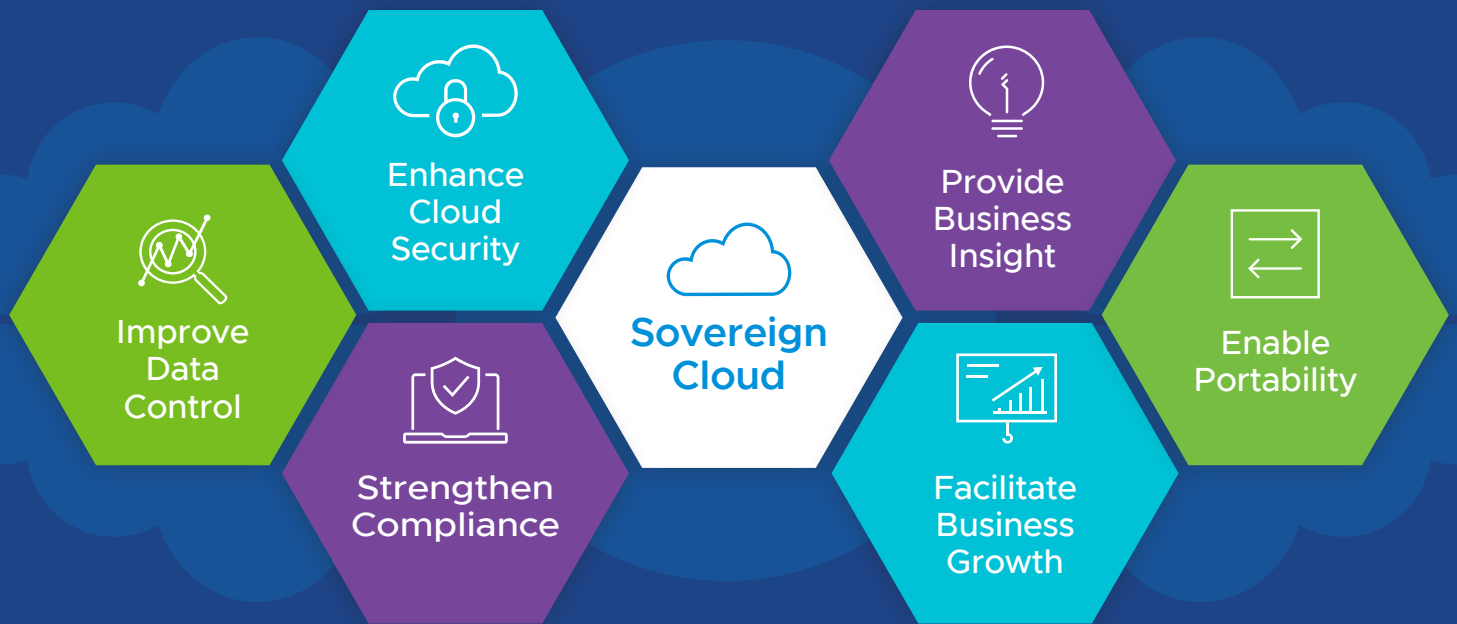
Data sovereignty
Information is subject to the privacy laws and governance structures within the nation where the data is collected.

The massive opportunity of the data economy motivated countries to establish privacy regulations that facilitate the building of national business value.

To protect customers' information, cloud providers must design their clouds with 5 key requirements in mind to address data sovereignty concerns.

This diagram illustrates the critical needs.

Partner Value & Differentiation

VMware Sovereign Cloud Provider

Expected Product

Augmented Product

Potential Product

- Data Sovereignty & Jurisdictional Control
- Data Access & Integrity
- Data Security & Compliance
- Data Independence & Mobility
- Data Innovation & Analytics

Enhance
Cloud
Security

Improve
Data
Control

Provide
Business
Insight

Enable
Portability

Sovereign
Cloud

Strengthen
Compliance

Facilitate
Business
Growth

A sovereign cloud ensures data residency and sovereignty across regions and clouds.

Building a sovereign cloud that protects customer information and maintains compliance offers many valuable business benefits, including improving data control, enhancing cloud security, strengthening compliance, providing business insight, portability and facilitating business growth.

The valuable features of a sovereign cloud attract many sectors to a sizeable business opportunity. We witnessed the emergence of Industry Sovereign Cloud, especially for regulated industries such as financial services, insurance, healthcare and Telcos.

Sovereign GovCloud provides solutions tailored to the public sector. Cloud services for the public sector must comply with strict requirements, such as FedRAMP, FIPS and FISMA. Government cloud instances must be deployed on sovereign soil and operated by certified staff with security clearances.

The availability of VMware Sovereign Cloud presents cloud providers with a significant business opportunity to deliver cloud services to hundreds of thousands of VMware customers looking for sovereign cloud solutions. Cloud providers understand local and national regulations and can expand their business offerings into delivering sovereign clouds.

VMware helps cloud providers with specialized resources, including VMware Validated Design Compliance Kit for PCI or NIST 800-53. VMware Cloud Providers have the tools, the support, and cloud resources needed to capitalize on a growing business opportunity with significant potential.

The IT environments of government agencies and regulated industries must be built on sovereign clouds.