



VMware Cloud™ on AWS

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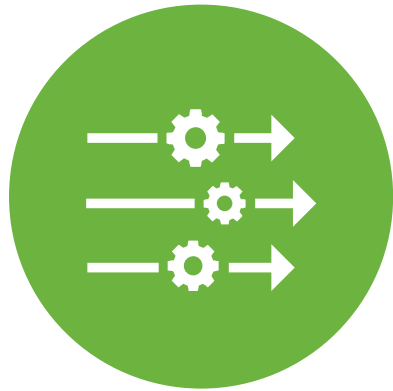
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Managed Service Providers | CEMEA & SEMEA

Cloud Challenges

Why do enterprises take it slowly ?



CLOUD
CONSISTENCY



EXISTING
SKILLSET &
TOOLS



CONTROL,
MANAGE &
SECURE



ENTERPRISE-
CLASS APP SLA



COMPATIBILITY
WITH APPS

“Customers are focusing resources on what differentiates their core business rather than on managing technology“.

- ✓ **Lowers the risk** associated with moving traditional applications to the cloud
- ✓ **Accelerates cloud migrations** at scale, improving time to value
- ✓ **Delivers a consistent experience** across VMware on-premise and/or cloud environments
- ✓ **Provides adjacency to native AWS**, with over 100 cloud-native services
- ✓ **Enables an asset-light strategy**, leveraging existing expertise and an **Opex focused business** model

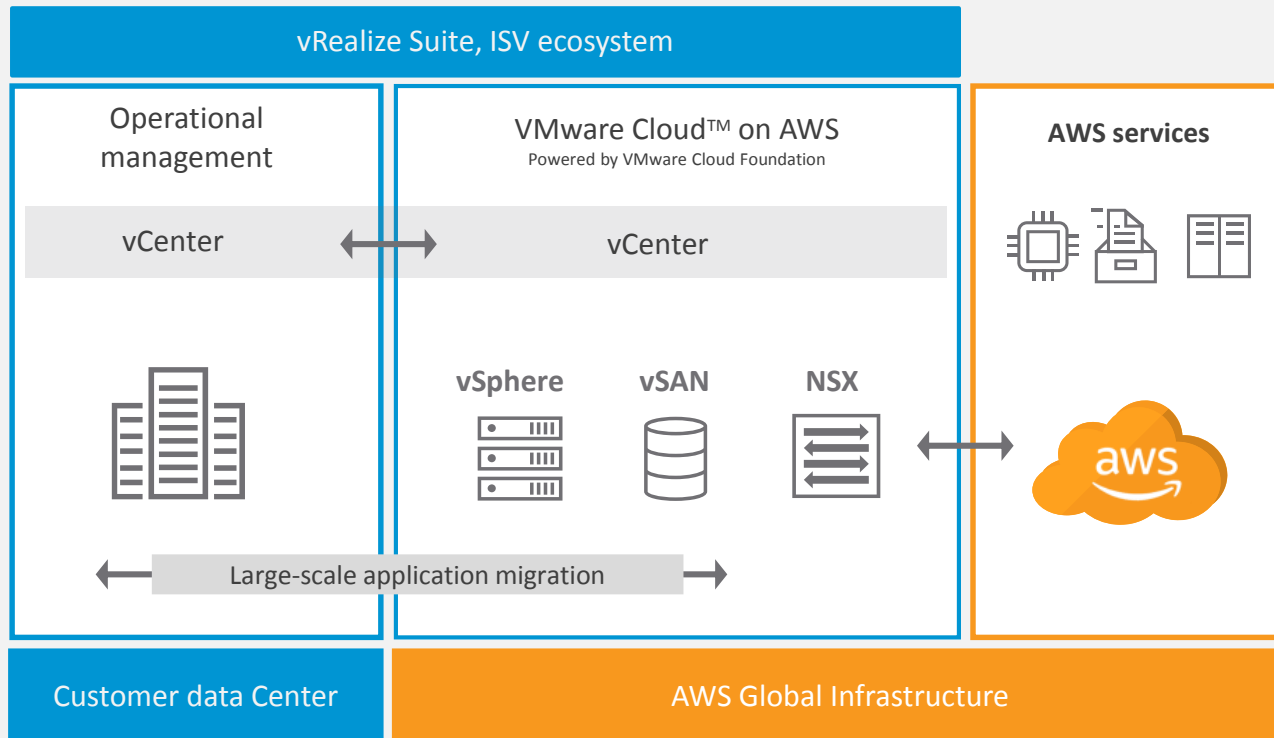
TWO POWERFUL FORCES
COMING TOGETHER

vmware®

+



VMware Cloud on AWS – Jointly engineered cloud service



- VMware SDDC running on AWS bare metal
- Sold, operated & supported by VMware and its partners
- On-demand capacity and flexible consumption
- Full operational consistency with on-premises SDDC
- Seamless large-scale workload portability and hybrid operations
- Global AWS footprint, reach, availability over time
- Direct access to native AWS services

Customer-driven Use-cases

Data center extension

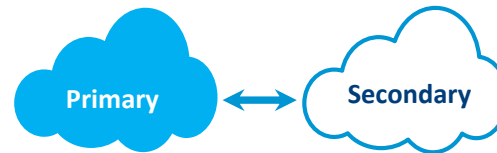


Footprint expansion/ On-demand capacity

Virtual Desktops & Published Apps

Test/Dev

Disaster recovery

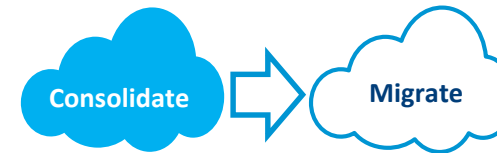


New DR

Replace existing DR

Complement existing DR

Cloud migrations

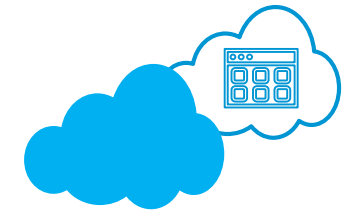


Application specific

Data center wide

Infrastructure refresh

Next-generation apps



Application modernization

New application build-out

Hybrid applications

Market Momentum

VMware Cloud on AWS is experiencing amazing market acceptance

Solution Momentum

- VMware Cloud on AWS available on **all geographic regions**, worldwide
- New **features and capabilities** added every quarter
- **TCO and ROI tools** available on cloud.vmware.com
- New **lower cost options** now available



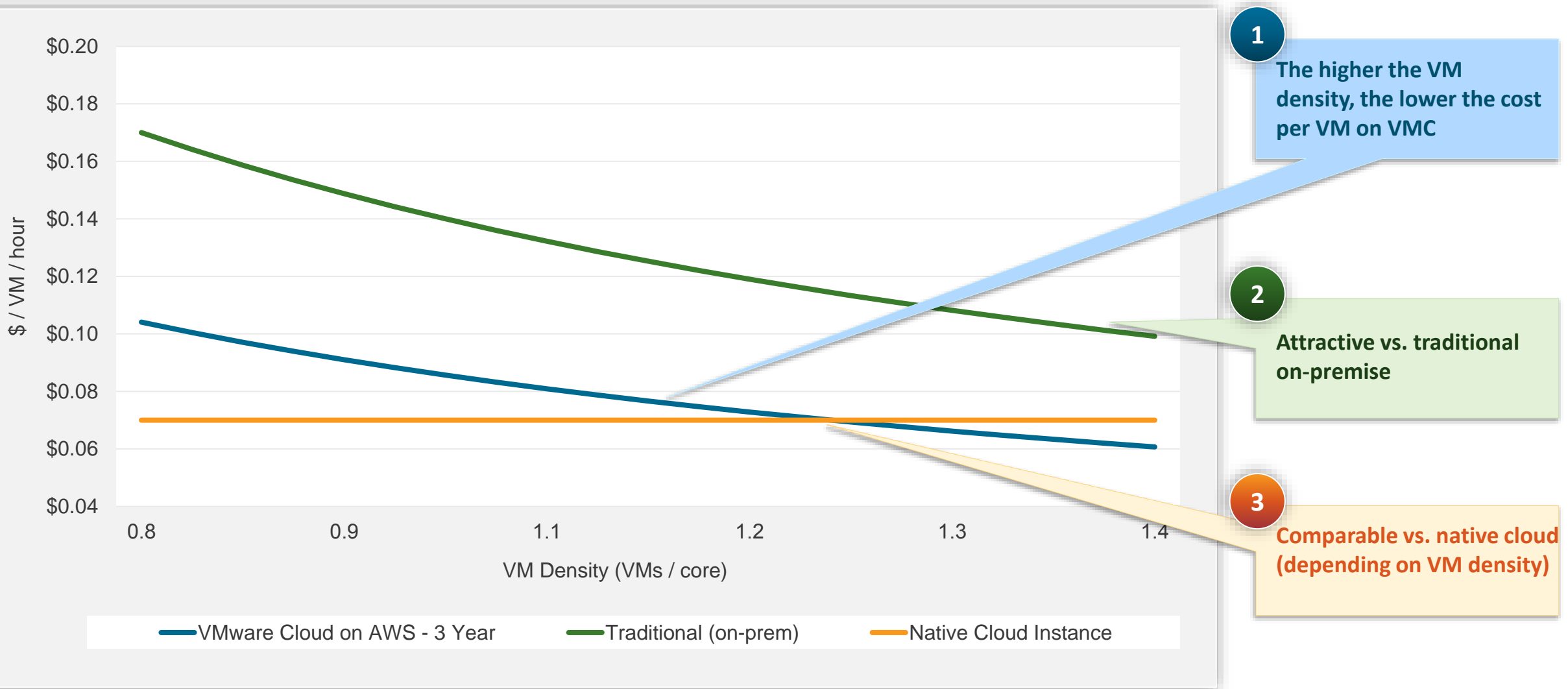


How do the costs stack up to public clouds?



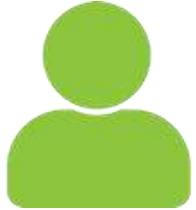
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VMware Cloud on AWS TCO – 3 Year Subscription



Note: Reference VM size of 2 vCPU, 8GB of RAM, 150GB of storage. Traditional on-prem includes traditional servers, storage, networking, vSphere, power and cooling and rack space. Native cloud instance represents similarly sized compute instance and external storage from major public cloud vendors. Excludes data transfer/IP and admin expenses.

Cost Model Layers



Customer Manages

Your People	People: Service Management, Developers, Architecture, DBAs, Engineering (OS and up)				
Management	Automation	Deployment	Licensing	Monitoring	Patching & Break-fix
Data & Apps	Data		Applications		
DB & Middleware	Middleware		Database		
BYO OS	BYO SOE		BYO Licensing		
Contract Management	SLA, Vendor and Contract Management				
OS	Supplied OS Images	Licensing	Availability	Monitoring	Automation

Virtual Management	Automation	Currency	Licensing	Monitoring	Patching
Virtual Infrastructure	Compute, Storage, Network & Security				
Physical Infrastructure	Deployment, hardware vendor escalation, License management	Storage: SAN, Arrays			Maintenance & Support Contracts Security Patching Alerting & Alarming Lifecycle Management
	Compute, LCM	Network: FW, IDS, IPS, Switching			
Facilities	Security: Physical, OOB Patching	Racks, PDUs, Cabling			
	A/C, Power, Generators, UPS, Fire Suppression	Real-estate, physical security, monitoring			



Hybrid Loyalty Program Discount for VMC on AWS

If the end customer as already bought these products as perpetual licenses

Product Family	Eligible Product Editions	Discount on Service
vSphere	vSphere or vSphere with Operations Management Enterprise Plus	10%
vSAN	vSAN Advanced or Enterprise	10%
NSX	NSX Advanced or Enterprise	10%
	<i>To a maximum discount with all three of the above of</i>	25%

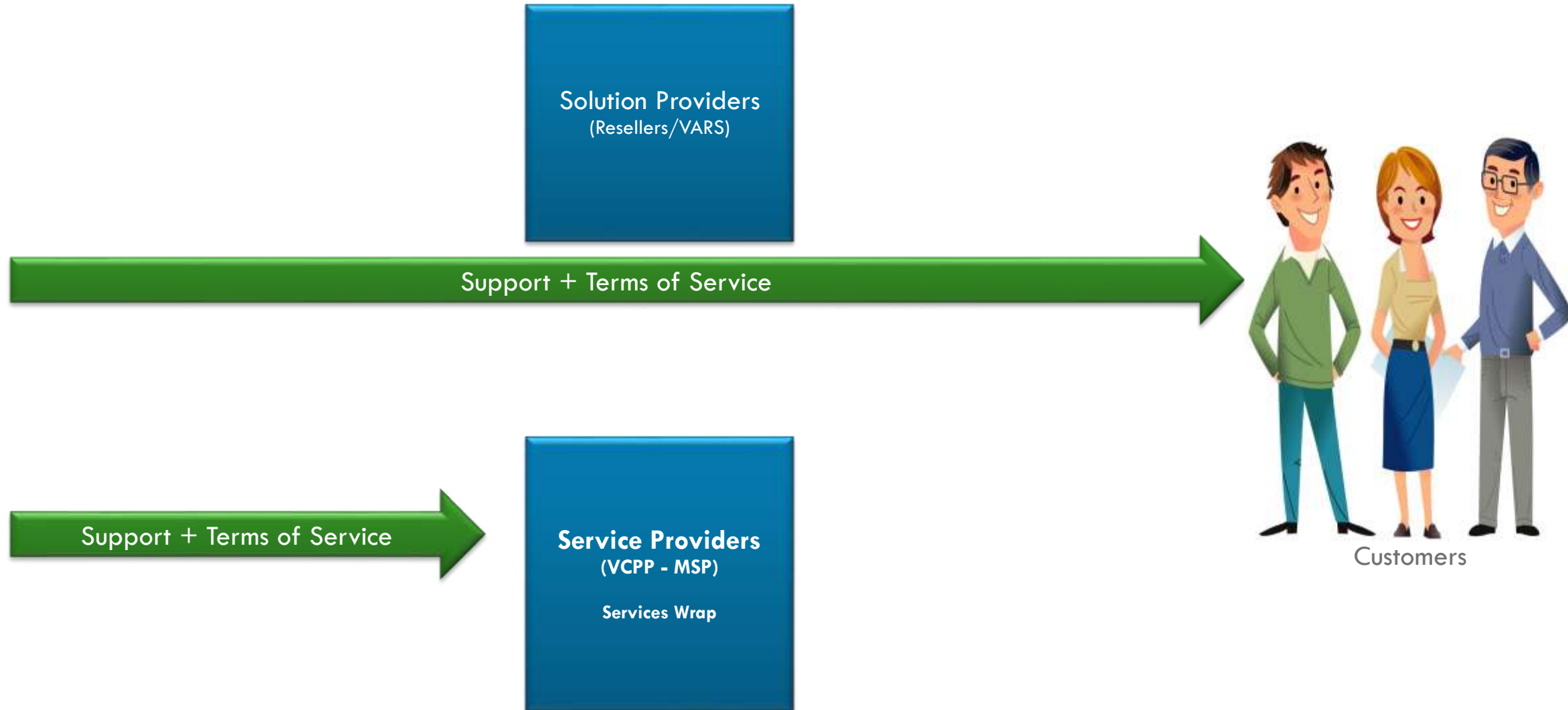
- ✓ You can start on *On-Demand (Monthly)* and move to a *1-Year or 3-Year Reserved Instance*
- ✓ You can take out a *1 or 3-Year Reserved Instance* and add nodes using *On-Demand*

How can I subscribe to VMW on AWS ?



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VMware: Two routes to Market (Taldor/xGlobe acting as both!)



Why Managed Services : Multi-Cloud Billing

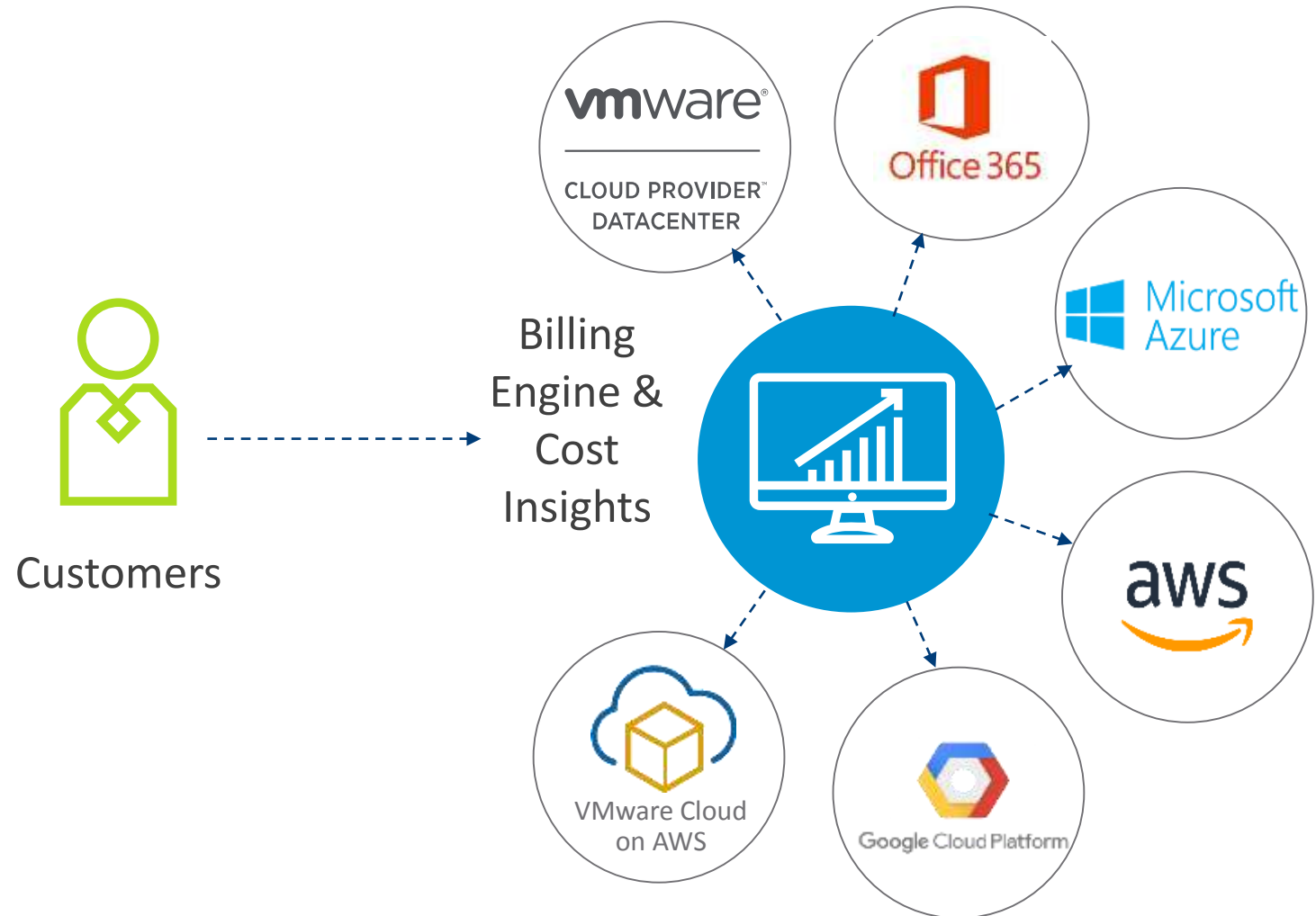
Diffirentiation by providing cost management, visibility and consolidated billing

Service Provider

Presence in 8 European countries

Partnering with VMware, AWS, MSFT and Google

Value Proposition:
Consolidated Billing (free)
and Cost Management Dashboard (freemium)



Managed Service Provider Billing , Added Value Services & Support

- ✓ Architect on-boarding
- ✓ **Compliance-as-a-service**
- ✓ Outsourced IT capabilities
- ✓ Application management
- ✓ Hybrid cloud services (extension managed services)
- ✓ Workload and application migration services
- ✓ Consulting and advisory services
- ✓ Premium technical Support
- ✓ **Packaged solutions**
 - ✓ **Security and regulatory services**
 - ✓ **Billing and subscription management (cost proactive monitoring , comparison and reduction)**
 - ✓ **Service management, migrations, monitoring**
- ✓ Unified platform management
- ✓ One “Home” for cloud vendors specialist

Additional Resources:

[Cloud.VMware.com](https://cloud.vmware.com)

cloud.vmware.com/vmc-aws/pricing

VMCSizer.VMware.com

MSP's can provide PoC's



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