

VMWARE CLOUD PROVIDER HUB

Q. What is Cloud Provider Hub?

- The VMware Cloud Provider™ Hub is a centralized portal for VMware partners to purchase, provision, and manage VMware XaaS offerings; it is the evolution of the MSP platform 1.5.
- The VMware Cloud Provider Hub enables end-to-end customer lifecycle management, which is a foundation for delivering managed services, and expansion of partners' managed services portfolio with VMware XaaS offerings.
- The VMware Cloud Provider Hub will expose many VMware Cloud services; VMware Cloud™ on AWS and VMware Log Intelligence are due in the 2.0 release planned for GA at VMworld 2018 Europe. Subsequent VMware Cloud products will be exposed in later phases of the Hub development, including additional tenants and Cloud Provider capabilities and a marketplace of services.
- Whereas the MSP platform 1.5 essentially enables contracts for VMware Cloud on AWS via the VMware Cloud Services Platform, the VMware Cloud Provider Hub takes this to the next stage, becoming a product with integrated UI to VMware Cloud Services for service lifecycle activities.

Q. What are the core capabilities of the VMware Cloud Provider Hub?

- Self-service provides a UI & API for Cloud Providers to transact multiple VMware Cloud Services (vs single service in 1.5).
- Cloud Providers can manage their tenant's services and get a consolidated view of per-tenant usage and tickets across all tenants that they can manage with VMware on a per tenant basis.
- Tenant lifecycle management provides Cloud Providers with the ability to add, delete and edit tenants, their users and service contracts within a single pane.
- Cloud Providers get to enable or disable chat windows within VMware Cloud on AWS for tenants.
- Automatic service activation for tenants allows Cloud Providers to subscribe within the UI to services instead of the prior email activation.
- Cloud Provider's tenants gain access to a UI & API so they can provision the services that the providers have granted them access to, view usage and manage their user access to the services in the UI.

Q. What are the key value props of the Cloud Provider Hub?

- End-to-end customer lifecycle management for VMware XaaS offerings: This includes transacting the XaaS offerings with VMware, owning the terms of services, managing customers and their access to VMware XaaS offerings, metering and billing, and managing customer support.
- Expansion of Managed Services Portfolio with VMware XaaS offerings: Partners can integrate VMware XaaS offerings into partners' managed services portfolio via APIs or UI. These VMware XaaS offerings help partners expand into asset-light deployment models, and multi-cloud management.
- VMware Cloud on AWS for partners to extend their managed services portfolio beyond their on-prem VMware deployments into an asset-light VMware deployment in the cloud for cloud

migration, data center extension, disaster recovery, regional expansion, or application modernization use cases.

- VMware Log Intelligence for partners to offer monitoring and incident response management service for VMware Cloud on AWS, vSphere, vCloud Director, and AWS deployments.
- Cloud Providers can contract multiple VMware Cloud services.

Q. What are the components of the Cloud Provider Hub?

- The Hub is a software-as-a-service (SaaS) solution running in the VMware Cloud infrastructure. There are no components for the provider to manage.

Q. What Services can be delivered using the Cloud Provider Hub?

- Fully or partially managed VMware Cloud on AWS 4 node service, which can be scaled
- Fully or partially managed VMware Cloud on AWS 1 node POC service, which can be scaled
- Log Intelligence as a service / managed service

Q. Why would a cloud service provider want to use the Cloud Provider Hub?

- The Cloud Provider Hub is the only way a provider can transact on the VMware Cloud Provider Program for VMware Cloud on AWS and Log Intelligence services. As more services from the program come into the Cloud Provider Hub, they will be available for transaction. Many cloud providers wish to use VMware Cloud services for a variety of use cases, from disaster recovery to geographic footprint, especially now that the Cloud Provider Hub supports multiple currencies. Cloud Providers wishing to differentiate their portfolio with VMware asset-light services should focus on the Cloud Provider Hub as their option to consume these services in the most optimal financial manner.

Q. How much does the Cloud Provider Hub cost?

- Nothing. The Cloud Provider Hub is free. Cloud Providers pay for the services they consume via MSP commit contracts.

Q. Want to know more?

- Understand more about the MSP program: <https://www.vmware.com/partners/service-provider/managed-services.html>
- Contact your VMware or aggregator representative.

