VMware Cloud on AWS for Cloud Service Providers

Managed Service Provider Model Empowers Cloud Providers and Customers

KEY VALUE PROPOSITION OF VMWARE CLOUD ON AWS

- Run, manage, and secure production applications in a seamlessly-integrated hybrid IT environment

- Familiar skills, tools, and processes for managing private and public cloud environments

- Innovate and respond to changing business demands with the enterprise capabilities of VMware SDDC, coupled with the elastic infrastructure and the breadth and depth of AWS services

- Seamlessly move workloads bi-directionally between vSphere-based private and public clouds

- Rapid time-to-value with the ability to spin up an entire VMware SDDC in under two hours and scale host capacity in a few minutes

- Leverage established on-premises enterprise security, governance and operational policies, and extend that with the cloud scale and security that AWS Cloud brings

Introduction

As global workloads accelerate (160 million today to 596 million by 2030), the need for greater agility and global deployment options have driven public clouds to be increasingly more attractive. Customers view public clouds as a way to gain the flexibility and speed to respond to changing business needs, accelerate innovation and align costs to business requirements by managing upfront expenses, operational support and total cost of ownership.

However, in doing so, customers are recognizing the benefits of having their public clouds integrate and work seamlessly with their on-premises infrastructure while taking advantage of their existing teams, skill sets, tools and processes.

The Managed Services Provider (MSP) model under the VMware Cloud Provider Program (VCPP) enables partners to deliver a complete portfolio of services and solutions including VMware Cloud on AWS. Partners gain access to businesses who want to transition their infrastructure to the cloud but lack the technical capabilities to do it themselves. Adopting VMware Cloud on AWS results in a win-win situation for both customers and cloud providers.

Why VMware Cloud on AWS	
Fast Reduce migration effort from multiple months to weeks	**Simple and Consistent** No staff retraining or revamping of operational processes
Cost-effective No re-factoring of applications needed	**Low risk** Migrate live without retrofit, run your applications on familiar and proven VMware environments combined with global AWS footprint, reach and scale

Businesses are increasingly being tasked with moving their infrastructure to the cloud to reap the benefits of faster provisioning, flexible architecture, reduced costs and many other business needs. However, this transition can seem fraught with difficulties. What's the best way to shift an environment from on-premises to a public or private cloud? How long will it take to learn these new tools and workflows? How to manage the risks inherent in changing trusted security and backup solutions?

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For cloud providers, there are many concerns inherent to setting a customer up with a new, cloud-based infrastructure. Security is an overriding issue. It can be difficult to predict the costs of the on-demand, scalable nature of cloud computing. Companies may have difficulty training their IT staff to become cloud specialists. And it may take time to synthesize a proper multi-cloud strategy.

Solution

VMware Cloud on AWS is the organic solution to the Cloud Provider challenge. Customers already using VMware infrastructure solutions will be relieved to learn that they can easily transition their environment to the cloud with the help of a VMware Cloud Provider. Clients appreciate a fully operational SDDC on AWS with reduced costs and an incredibly fast migration time. The Cloud Provider handles virtually all the setup and maintenance: multi-cloud architecturing, deployment and provisioning; configuration of clusters, network, connectivity and storage; management of support, billing and applications; and services like VM operations, migration, backup, disaster recovery, monitoring, compliance and security.

How do MSP Partners Benefit?	How Do End Customers Benefit?
In the Cloud Provider Program, partners find value in offering VMC on AWS: • Rich VMware software-defined data center (SDDC) delivered as a cloud service on AWS • Consistency and familiarity of VMware technologies for managing private and public clouds • Easy workload portability and hybrid capabilities • Direct access to the power of native AWS services • Differentiate their business: Tap into a market of over 500,000 VMware customers looking to move workloads to a compatible cloud • No data center investment or maintenance • Global scale and reach • Be their customer's trusted advisor for their cloud strategy • Own customer end-to-end and open up new monetization opportunities with value-added services	End customers gain more than simple ease of use: • VMware Software-defined data center (SDDC) running on AWS bare metal • Delivered, operated and supported by VMware and its partners • On-demand capacity and flexible consumption • Full operational consistency with on-premises SDDC • Fast and simple bi-directional workload migration • Global AWS footprint, reach and availability over time • Direct access to native AWS services • Get the best of both worlds, public and private, with a best-in-class integrated hybrid service for existing and new applications • Reduced cost and accelerated speed of migration • Reduced upfront investment costs

IaaS Management and Comprehensive Managed Services Offered by Providers

Cloud providers make it easy for customers who want to move to the cloud. There is a wide range of necessary assets that providers manage and control that ensures a smooth transition.
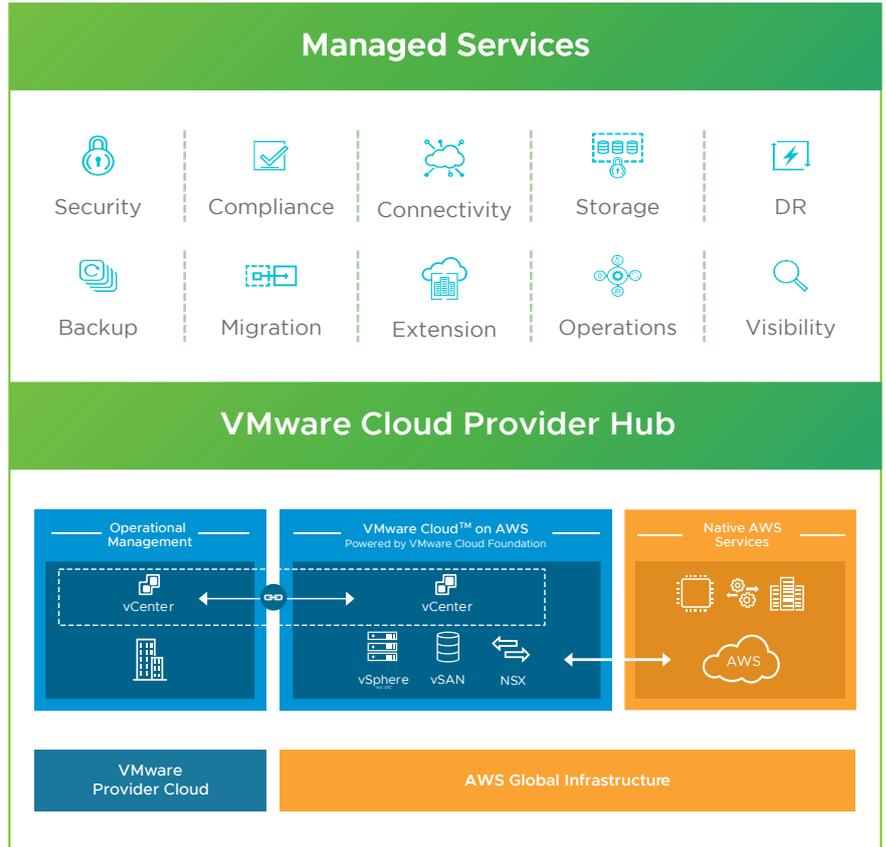
VMware Cloud on AWS Migration Experience

Turn-key migration experience
Plan, build and execute migrations with a single end-to-end workflow, with step-by-step guided migration experience.

Increased velocity of workloads migration
Leverage relevant tools with streamlined documentation to help users understand the VMware Cloud on AWS platform and the migration process, saving time for users.

Simplified workflow with end-to-end visibility
Track status of each step in the process, providing visibility into the migration progress.

Summary

The groundbreaking VMware on AWS partnership gives customers the best in software-defined datacenter with the leading public cloud platform. The MSP model under the VMware Cloud Provider Program empowers partners to build their businesses. Irrespective of the size or ambition of a customer, VMware Cloud on AWS enables cloud providers to offer a wide range of solutions and a painless transition of their on-premises environment.

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Use Case #1:
Data Center Extension

Expand

Maintain

- Footprint expansion/On-demand capacity
- Virtual Desktops & Published Apps
- Test/Dev

Use Case #2:
Disaster Recovery

Primary

Secondary

- New DR
- Replace Existing DR
- Complement Existing DR

Use Cases

Data Center Extension
Customers can maintain their existing footprint while planning for geographic expansion, need to perform test and development in cloud environments similar to on-prem, or for handling seasonal spikes in demand or temporary capacity needs. Virtual desktops and published applications mitigate on-demand capacity needs.

Disaster Recovery
Ideal for customers who want secondary cloud setup that replaces or complements existing disaster recovery solutions or want to implement one for the first time.

Cloud Migrations
Customers enjoy data center-wise, application-specific consolidation and can refresh an on-premises infrastructure with a seamless cloud migration.

Next-generation Apps
Customers can take advantage of modernized, hybrid applications and quickly and easily build out new applications.

Real Time Industry Applications

EXAMPLE 1	EXAMPLE 2
Industry: Home Loans & Mortgage	**Industry:** Event planning and organizing
Challenge: • Streamline existing footprint • Vacate date center • Quick transition to consumption-based model	**Challenge:** • 2-day outage due to data center consolidation • Enforced migration to new cloud provider
Solution: • Transitioned 350+ VMs to the cloud • Transitioned to IaaS • Managed and professional services	**Solution:** • Migrated VMs to VMware Cloud on AWS environment • Fully managed environment
Impact: • Manage infrastructure with minimal complexity • Curbed CapEx spend • Increased agility	**Impact:** • Improved performance and availability of SaaS applications • Ability to scale business faster • Ability to accommodate larger customers

Use Case #3:
Cloud Migrations

Consolidate → Migrate

- Application Specific
- Data Center Wide
- Infrastructure Refresh

Use Case #4:
Next-Generation Apps

- Application Modernization
- New Application Build-Out
- Hybrid Applications

Real Time Industry Applications

EXAMPLE 3	EXAMPLE 4
Industry: Logistics and transportation service	**Industry:** Public Transport
Challenge: • Risk mitigation in the face of growth • Four-hour restoration time after DR event	**Challenge:** • New cloud-first directive • Speedy and agile app deployment • Operational consistency • Platform resiliency
Solution: • Hybrid DRaaS with SRM plus vSphere Replication • Replication of Production VMs to MSP + VMware Cloud on AWS • Rapid Recovery of workloads into VMware Cloud on AWS	**Solution:** • Migrated mission-critical applications to cloud • Leveraged native AWS services • Used Stretched Clusters for VMware Cloud on AWS
Impact: • Secure against disaster events and ransomware attacks • Production and DR strategies are now built to scale based on demand	**Impact:** • Ability to rapidly migrate production applications • Competitively bid for future franchise contracts

Resources

Learn more at
https://cloud.vmware.com/vmc-aws/resources#solution-briefs