VMware Vision & Strategy
Part 1: MSP Program for Cloud Providers

VMware Worldwide Cloud Practice
September 2020
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Technical feasibility and market demand will affect final delivery.

Pricing and packaging for any new features/functionality/technology discussed or presented, have not been determined.

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Agenda

Part 1
Market Opportunity for Managed Services

Part 2
VMware Corporate Strategy
VMware Partner Strategy

Part 3
VMware MSP Program
VMware MSP Service Portfolio
Market Opportunity
Digital Transformation is Changing Industries

- Advanced analytics
- Next-generation storefronts
- Self-service experiences
- Data-Defined Business Processes
- Industrial IoT
- Business process automation

More applications and solutions will be deployed in the next 5 years than in the last 40 years.
Emergence of the Subscription Economy
Consumers and businesses increasingly value access and outcomes - over ownership

5 trends driving end of ownership and growth of subscription economy

The Subscription Economy Grows More Than 350% Over 7.5 Years

The Rise Of The Subscription Economy – How It Will Change Your Business, And Life

Are We At The Subscription Economy Tipping Point?

How The Subscription Economy Is Disrupting The Traditional Business Model

How To Make Money From Membership Economics™
Enabling the Subscription Economy

Helping customers transform both technology and commercial business models

- **5x**
  - Companies with subscription revenues grew 5x faster than S&P 500 revenues
  - Source: The Subscription Economy Index, Zuora

- **70%**
  - 70% of businesses believe subscription models hold the key to future commercial growth and expansion
  - Source: Global Banking and Finance Review

- **40%**
  - 40% of C-suites and boards plan to launch new or additional recurring revenue business in the near term
  - Source: CFO.com

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Diagram showing the flow of information and revenue from Partner to Industry to User/Consumer.
Unprecedented Cloud Provider Opportunity
Many enterprises are incapable of broad digital transformation

“For forward-looking IT leaders, the path toward a modern, efficient, cloud-enabled data center is engaging the right IT partner.” - Frost & Sullivan
In 2019, the Cloud Professional Services market size was USD 5.4B and is expected to reach USD 19.6B by the end of 2026, with a CAGR of 19.8%.

Source: Market Watch (350 Research Reports)
Managed Services

$329 Billion
by 2025

Source: Markets&Markets

Managed Cloud

$85 Billion
by 2023

Global managed services market is expected to grow at a CAGR of 8.1% to USD $329B by 2025

Source: Markets&Markets

The managed cloud services market alone is expected to grow at a CAGR of 15.4% to USD $84.7B by 2023

Source: IDC
Massive Opportunity for Managed Services
Expandable & Sticky Recurring Revenue with Higher Margins

$329B Managed Services TAM* by 2025

$150-354B Public Cloud TAM** By 2022

MSP Margin: $1,245
MSP Monthly Revenue: $4,800

8X

+$360 Security & Compliance Services +$900
+$280 Database & Application Services +$700
+$200 Data Protection Services +$500
+$105 Technical Support +$700
+$105 Networking +$1000
+$150 Infrastructure-as-a-Service (self service) +$1000

40% Services Margin
15% Infrastructure Margin

* Source: MarketsAndMarkets
** Varies by analysts and depending on IaaS, PaaS, SaaS. Source: Frost & Sullivan and Gartner

* Source: MarketsAndMarkets
** Varies by analysts and depending on IaaS, PaaS, SaaS. Source: Frost & Sullivan and Gartner
The Case for Managed Services - Today

Why customers move to managed services

Factors Supporting the Case for Public Cloud Managed Services

<table>
<thead>
<tr>
<th>Factor</th>
<th>Total (n=236)</th>
<th>1-999 employees (n=112)</th>
<th>1,000+ employees (n=124)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More cost-effective</td>
<td>50%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Security is improved</td>
<td>43%</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Frees IT staff to focus on other projects</td>
<td>40%</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>Better performance/availability</td>
<td>40%</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>Access to specialized expertise</td>
<td>36%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Speed/the work is completed faster</td>
<td>33%</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Lack the staff to do the work ourselves</td>
<td>33%</td>
<td>24%</td>
<td>42%</td>
</tr>
<tr>
<td>Access to better management tools</td>
<td>28%</td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>Provider will do better quality job</td>
<td>17%</td>
<td>20%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Q. Which of the following factors are most important in supporting the business case for your organization’s use of managed services in connection with cloud or hosted infrastructure/applications?

The Case for Managed Services - Tomorrow

Providers need to integrate and manage across hybrid- and multi-cloud

Please select the primary role you believe that managed service providers play in your company’s/organization’s use of public (IaaS) cloud services.

- Integrating and managing across public cloud types (IaaS, PaaS, SaaS)
- Provide value-added capabilities that public cloud providers don’t deliver
- Support switching from one cloud provider to another
- Transformational role to enable shift from legacy (noncloud) to cloud
- Aggregator of public cloud providers (multicloud)

Source: IDC, Buyer Needs for Managed Multicloud Services for Delivering Multicloud Management Capabilities, DOC #US45946219 / FEB 5, 2020
VMware Vision & Strategy
Part 2: MSP Program for Cloud Providers

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VMware Vision
The Essential, Ubiquitous Digital Foundation

ANY DEVICE

ANY APPLICATION
Traditional
Cloud Native
SaaS

ANY CLOUD
HYBRID
EDGE
PUBLIC
TELCO
VMware Corporate Strategy
Five Strategic Priorities for FY21

VISION

Ubiquitous Digital Foundation
Build, Run, Manage, Connect and Protect Any App on Any Cloud on Any Device

STRATEGIC PRIORITIES

App Modernization
Multi-Cloud
Virtual Cloud Network
Digital Workspace
Intrinsic Security
VMware Corporate Strategy

Expanding our portfolio organically and inorganically to accelerate our strategy

**Build**
- Tanzu
- Heptio
- Pivotal
- Bitnami

**Run**
- vSphere
- vSAN
- VCF
- VMware Cloud

**Manage**
- vRealize
- vRealize Cloud
- CloudHealth
- WaveFront

**Connect**
- NSX Data Center
- NSX Adv. LB (AVI)
- NSX SD-WAN
- Network Insight

**Protect**
- NSX Security
- Carbon Black
- Octarine
- Secure State

**Build (Software)**

**Consume (Services)**
VMware Partner Strategy
Enable monetization and differentiation across hybrid- and multi-cloud
VMware Strategy for Partners

Enable a common operating model to improve efficiencies and reduce costs

Common Operating Model with Hybrid and Multi-Cloud Management

- **Same Infrastructure**
- **Same People**
- **Same Process**
- **Same Tools**

**Public Cloud**

VMware Cloud Foundation

**Private Cloud**

VMware Cloud Foundation

**Edge**

VMware Cloud Foundation

**Public Cloud**

- Monitoring
- Reporting
- Management
- Automation
- Orchestration
- Cost
- Optimization
- Governance

**Private Cloud**

- Compute
- Storage
- Network

**Edge**

- Compute
- Storage
- Network

**vSphere**

- Automation & Operations

**Non-vSphere**

- Automation & Operations
VMware Strategy for Partners

Enable the customer journey to hybrid- or multi-cloud

1. Assess & Design
   Identify apps, flows and dependencies; assess security and performance; design cloud strategy for each app

2. Connect & Migrate
   Move workloads at scale using cold, warm or live migration across a WAN optimized, layer 2 network stretch.

3. Secure & Protect
   Implement consistent security policies and a “zero trust” posture; protect data for business continuity.

4. Optimize & Automate
   NSX
   NSX
   vRealize Orchestrator
   vRealize Automation
   vRealize Network Insight
   CloudHealth

5. Operate & Scale
   nsx
   HCX
   CarbonBlack Secure State
   vSAN / SRM / CDA
   vRealize Log Insight
   Wavefront
   CloudHealth

Deliver next-gen, multi-cloud managed and professional services
VMware Strategy for Partners
Enable partners to deliver digital transformation and modernized applications

Workspace Transformation
Deliver a better and more secure digital workspace and end user experience

Application Transformation
Modernize applications and enable agile development with CI/CD

Build  Run  Manage

Infrastructure Transformation
Leverage the best of private and public cloud

Networking and Security Transformation
Modernize networks and enable a "zero trust" security posture

Business Outcomes
Evolving Cloud Provider Landscape

Enabling Cloud Providers to capture the multi-cloud market opportunity

Cloud Builders
Build and operate your own VMware powered Hyperscale-class Clouds

Asset-Light Providers
Leverage scale and economics of public clouds to deliver VMware-based cloud solutions e.g. VMC on AWS, Azure VMware Solutions etc.

Next-Gen MSPs
Build profitable managed services for native Public Clouds focused on cost management and operations
Evolving Cloud Provider Landscape

Enabling Cloud Providers to capture the multi-cloud market opportunity

Successful partners often embracing power of AND by spanning all three segments
Evolving Cloud Provider Landscape

Cloud Management Platform for Hybrid and Multi-Cloud

Cloud Builders

Next-Gen MSP’s (Asset-light)

Cloud Management Platform

Data Center → Edge → Public Cloud
## VMware Cloud Provider Platform

Enable Cloud Providers to Capture Business Opportunities in a Multi-Cloud World

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<td>Security / Compliance</td>
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<td>VMware Cloud Provider Platform</td>
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### VMware Cloud Provider Platform

- **Cloud Director**
  - vROPs | vRLI | vRNI | CDA | and More
  - VMware Cloud Foundation
  - ESX | vSAN | NSX

- **Cloud Partner Navigator**
  - Cloud Director service
  - VMware Cloud on AWS
  - SD-WAN
  - HCX
  - CloudHealth
  - vROPs Cloud
  - vRA Cloud
  - vRNI Cloud
  - Horizon Cloud
  - Workspace ONE
  - Marketplace
  - And More

- **Cloud Builders (Asset Heavy)**
  - Provider DC
  - Customer DC

- **Cloud Renters (Asset Light)**
  - VMware Cloud in Hyperscalers
  - Managed Branch
  - Enterprise Mobility
  - IoT Edge

- VMware MSP Program
Introducing Cloud Navigator (Project Path)
Unified Multi-Cloud Service-Delivery and Simplified Operations

Cloud Provider Managed Services
- Security
- DRaaS
- DBaaS
- Backup
- Compliance
- Marketplace
- SD-WAN
- Object Storage
- Automation

Developer-Ready Cloud

Native Public Clouds

VMware Cloud Partner Navigator (Project Path)
Cloud Endpoints | Customers | Services | Operations - Usage, Billing, Support

Provider Clouds
- On-prem

VMware-based Public Clouds
- Azure VMware Solutions
- Google Cloud VMware Solutions
- VMware Cloud on AWS

Cloud Builders
- VMware Cloud
- Google Cloud
- Microsoft Azure

Asset-Light Providers
- Cloud Provider Datacenter
- Microsoft Azure
- IBM Cloud

Next-Gen MSPs
- VMware Cloud
- Google Cloud
- Microsoft Azure

Future

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Building a Multi-Cloud Foundation for Next Gen MSPs

Deliver modern apps, value add services and better user experience

1. Core infrastructure services
2. Multi-cloud networking & security
3. Distributed microservices platform
4. Value added services
5. Developer ready, agile operations
6. End user experience (apps, devices, etc.)
VMware Vision & Strategy

Part 3: MSP Program for Cloud Providers

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VMware MSP Service Portfolio
VMware MSP Program

VMware Cloud Services
SP leveraging VMware software offerings to stand up their own data center infrastructure and deliver managed services on top.

Managed Service Model
MSP Route to Market

SP leveraging VMware as-a-service offerings without investment in their own data center infrastructure and deliver managed services on top.
Managed Service Provider (MSP) Program Overview

Offer VMware software-as-a-service offerings without capex investment in infrastructure

- MSP owns customer relationship
- MSP own terms of service
- MSP owns technical support
- Deliver standard VMware cloud services
- Enhance services with value-add professional or managed services
- Manage all services centrally via Cloud Partner Navigator (UI or API)
- VMware or partner branded
Introducing VMware Cloud Partner Navigator
Centralized portal for MSPs to transact, deploy and provision VMware multi-cloud offerings

VMware Cloud Partner Navigator

Provider B Console

Provider A Console

Customer 1 Console
VMware Multi-Cloud Offerings

Customer 1 Console
VMC | Log Insight

Customer 2 Console
CloudHealth

Customer 1
Customer 2

VMware Provider Cloud
Provider Data Center

VMware on AWS
VMware Cloud on AWS

Public Clouds

VMware Cloud Marketplace

VMware Cloud Services

VMware Provider Cloud
Provider Data Center

VMware on AWS

Public Clouds

VMware Cloud Marketplace

VMware Cloud Services
Cloud Partner Navigator Overview
Simplified Tenant Onboarding & Management for MSPs

**KEY BENEFITS**

- Centralized Portal Access
- End-to-End Tenant Lifecycle Management
- Simplified Tenant Onboarding
- Automated Service Activation
- Optimized Support Ticketing Process
- Granular and Aggregated Usage
- Provider-to-Tenant Role & Access Inheritance
- Extensible Platform to Support Multiple Services
Managed Service Provider Model and Process
Simple onboarding process – start transacting next month

You can access the MSP End-to-End Getting Started Guide here and the MSP website here.
Managed Service Provider Model and Process

There are four participants in the MSP commercial model:

- **Customer**: The end user for the services, utilizes VMware products and solutions
- **MSP**: Works with both VMware and an aggregator in order to transact and purchase cloud services
- **Aggregator**: Acts as billing agent for VMware; works with the MSP to get a commit contract signed; and consolidates the payments for MSPs at the end of the month
- **VMware**: Provides the core products and solutions
Why become a VMware MSP?

VMware Managed Service Provider (MSP) Program

Partner GTM Models / Strategies

- Managed Services
- Professional Services
- Support
- Resell Solution (IaaS, DaaS, etc.)

Model 1
  e.g. VARS / SPs

Model 2
  e.g. SPs / MSPs

Model 3
  e.g. MSPs / CSPs

Customer Value

Accountability:
- Customer
- Partner
- VMware
Why become a VMware MSP?

Quickly become an MSP with an asset-light strategy that leverages existing capabilities

Partner Benefits – Managed Services

1. **Consistent, predictable revenue**
   - Value of recurring revenue (Rule of 78)
   - Steady income generated by monthly billing
   - Enables partner to confidently invest in growth initiatives
   - Adds a level of financial stability

2. **Build long-term relationships with clients**
   - Deliver end to end solutions / outcomes
   - Better understand a client’s evolving needs
   - Build credibility and become a trusted advisor
   - Easier to upsell other services as the incumbent

3. **Achieve major efficiency gains**
   - Move away from a ‘snowflakes’ that drive costs
   - Standardized solutions across clients
   - Purchasing, deploying and managing is far easier
   - Much simpler to scale the business

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Example: VMware Cloud on AWS – MSP

1. **Own the customer relationship**
2. **Build a stickier relationship (customer success)**
3. **Differentiate your offering (vs standard VMC)**
4. **Deliver complete solution (infra + services)**
5. **Incremental recurring revenue**
6. **Higher margins with aggregate business**
# Managed Service Provider (MSP) Program

Opening new business models and routes-to-market for MSPs

<table>
<thead>
<tr>
<th>Professional Services</th>
<th>Managed Services Asset Light (MSP)</th>
<th>Managed Services Asset Heavy (VCPP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Opportunity</td>
<td>$20B (2026) - Cloud</td>
<td>$329B (2025)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$85B (2023) - Cloud</td>
</tr>
<tr>
<td>Capex Investment</td>
<td>None</td>
<td>None</td>
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<tr>
<td></td>
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<td>High</td>
</tr>
<tr>
<td>Opex Investment</td>
<td>Low to Medium</td>
<td>Medium</td>
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<tr>
<td></td>
<td></td>
<td>High</td>
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<tr>
<td>Trusted Advisor</td>
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<tr>
<td></td>
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<td>High</td>
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<tr>
<td>Cloud Endpoints</td>
<td>Any</td>
<td>Any</td>
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<tr>
<td></td>
<td></td>
<td>MSP / Customer DC</td>
</tr>
<tr>
<td>Upsell</td>
<td>Low to Medium</td>
<td>High</td>
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<td></td>
<td></td>
<td>High</td>
</tr>
<tr>
<td>Stickiness (CSM)</td>
<td>Low to Medium</td>
<td>High</td>
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<tr>
<td></td>
<td></td>
<td>High</td>
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<tr>
<td>Recurring Revenue</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Typical Margins*</td>
<td>25% - 40%</td>
<td>20% - 40%</td>
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<tr>
<td></td>
<td></td>
<td>30%-50%</td>
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</tbody>
</table>

* Varies by product

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<table>
<thead>
<tr>
<th>Low</th>
<th>Partner Capital Investment &amp; Risk</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Customer Capital Investment &amp; Risk</td>
<td>Low</td>
</tr>
<tr>
<td>Low</td>
<td>Customer Value</td>
<td>High</td>
</tr>
</tbody>
</table>
Managed Service Provider (MSP) Program

Accelerate your cloud GTM strategy without capex investment in infrastructure

Benefits

• Accelerate time to market and mitigate risk
• Differentiate with hybrid- and multi-cloud managed services
• Deliver innovation with the latest VMware technologies
• Expand services geographically into new markets
• Enhance your portfolio without data center/capex investment
• Improve profitability with volume discounts & commits
• Own your customer end-to-end (contract, support and billing)
• Simplify your business and operating model
• Focus on driving business outcomes
VMware Cloud on AWS
Enterprise-grade private cloud delivered on a hyperscale OpEx platform

Service Highlights

- VMware SDDC running on AWS bare metal
- Sold, operated and supported by VMware & its partners
- Support for containers and VMs
- On-demand capacity and flexible consumption (OpEx)
- Full operational consistency with on-premises SDDC
- Seamless workload portability
- Direct access to native AWS services
- Global AWS footprint, reach, availability
Proven VCD now available with benefits of SaaS delivery model

The most widely deployed cloud management platform by Cloud Providers

Core VCD Foundations

- Self-Service Public Cloud Experience
- Multi-site / Availability Zones
- Multi-Tenancy for Virtualized Data Centers (VDC)
- Object Storage – S3 Compatible
- Integrated DRaaS
- Container Runtime - PKS
- Autoscaling
- Marketplace / Bitnami
- Open and Extensible
- Terraform APIs for Workflow Automation

VMware Cloud Director

- VMware Managed
- New Endpoints
- Consistent Experience

Provider Datacenters
VMware Cloud on AWS
Other VMware Public Clouds
VMware Hybrid Cloud Extension (HCX)

Application mobility at scale, infrastructure hybridity, large scale migration

Any-to-Any vSphere Migration

On-Premises

vSphere 5.0

Active

Hybrid Interconnect

LARGE SCALE MIGRATION

CROSS-VERSION

HYBRIDITY

SECURITY

vSphere 6.5

Migrated VMs

CLOUD
CloudHealth
Most trusted software platform to manage and optimize multi-cloud

**VISIBILITY**
Global consolidated visibility and on-demand reporting across cloud and data center environments.

**OPTIMIZATION**
Build and run a cost and performance optimized architecture that scales without added complexity.

**GOVERNANCE**
Automate and control assets based on enforcing business policies and governance definitions.
VMware vRealize Hybrid Cloud Management

Modern Cloud Management Available On-Prem & SaaS

vRealize Cloud Management

vRealize Automation
vRealize Operations
vRealize Log Insight
vRealize Network Insight

ON PREM

vRealize Automation
vRealize Operations
vRealize Log Insight
vRealize Network Insight

SaaS

Edge
Data Center
Managed Data Center
Public Cloud
vRealize Automation Cloud
Define, Aggregate and Deploy across Clouds

Cloud Assembly
(Multi-Cloud and Application Automation)
Orchestrates and expedites infrastructure and application delivery in line with DevOps principles

“Automate your multi-cloud experience”

Service Broker
(Multi-Cloud Catalog)
Aggregates native content from multiple clouds and platforms into a single catalog with tag-based policies

“Deliver multi-cloud services and policies from a single catalog”

Code Stream
(Continuous Delivery Pipeline)
Speeds software delivery and streamlines troubleshooting with release pipelines and analytics

“Continuous Delivery made easy”
vRealize Operations Cloud - Powered by AI
Consistent Management & Operations Across Physical, Virtual, and Cloud

- Capacity Management
- Network Management
- Storage Management
- Workload Balancing
- Performance & Availability
- Costing and Planning
- Topology Analysis
- Log Data Analysis
vRealize Log Insight Cloud
Real-time visibility into infrastructure and application logs across SDDC, VMC and AWS

**Improved Visibility & Faster Troubleshooting**

- Robust log collection and analytics from all SYSLOG and HTTP sources
- Simple, insightful, and visual dashboards with real-time log data
- High performance search for faster root cause analysis
- Unified visibility across clouds – public and private
vRealize Network Insight Cloud

End-to-end network visibility and analytics across multi-cloud landscape

**Networking**
- Troubleshooting, Traffic and Path Analytics

**Security**
- Visibility, Modeling, Policies, Compliance

**Applications**
- Discovery, Migration, Latency, Performance

**SD-WAN**
- Edge Devices (Virtual or Physical in Remote or Branch)

**Data Center**
- Physical (Switches, Routers, LBs & Firewalls)
- Virtual (SDDC/NSX, VCF)
- Containers (K8s, PKS, OpenShift)

**Cloud**
- Multi-cloud (VMC, AWS, Azure)
Bitnami Applications

Curated and continuously maintained and optimized software packages

Well architected – leverage solid foundations
• Bitnami, cloud, and community best practices
• Adopt 10+ years of application packaging experience

Maintained – ensure prompt updates
• OSS and system package updates included and tested
• Continuously published to the marketplaces

Certified – run with confidence
• Scanned and updated for vulnerabilities and exploits (CVEs)
• Launch functionally tested applications

Low-cost – no license needed
• The only cost is the infra/services the app runs on
• Documentation and community support included
VMware SD-WAN by VeloCloud
SD-WAN improves app performance and reduces connectivity costs

Multiple Transports / Hybrid WAN
Optimized Cloud Access
Lower Costs
Assured App Performance
Automation & Orchestration
Deploy in Days
VMware Workspace ONE

“Digital Workspace” is the Convergence of UEM, Apps and IDM

Any Device
Unified Endpoint Management (UEM)

Any Application
Mobile | Cloud | Web | Win

Any Identity Manager
Identity as-a-Service
VMware Horizon Cloud Service
Manage cloud-hosted virtual desktops and apps from a single cloud service

Comprehensive Application & User Management
- Desktop & App Management
- User Environment Management
- Image Management
- Monitoring & Analytics
- Service Updates

IBM Cloud
- VMware-Managed Public Cloud

Azure
- BYO Public Cloud

Pay as You Go

Just-In-Time Desktops
Summary
Enable Cloud Providers to Capture Business Opportunities in a Multi-Cloud World

VMware Cloud Provider Platform

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Expanding the Opportunities for Cloud Providers

VMware Cloud Provider Platform

- VMware Cloud
- Public Cloud
- Beyond Cloud

Best-in-class VMware Cloud with Supreme Efficiency and Service-Readiness

- Asset-Light Expansion and Cross-Cloud Services, starting with Logging and Monitoring on Public Cloud

- Edge and Endpoint Management to create a comprehensive digital transformation offering

Dev-Ready Cloud
VMC-AWS
vRealize Log Insight Cloud
CloudHealth
Workspace One
SD-WAN by Velocloud
1. Embrace **hyperscale public clouds** as part of their strategy
   • Build a strong public cloud practice and/or leverage VMware Cloud/CDS

2. Deliver **hybrid- and multi-cloud** to differentiate from hyperscalers
   • Trusted advisor for multi-cloud with location agnostic services

3. Develop a **common operating model** to drive efficiencies
   • Consistent infrastructure, common tools, and automation

4. Drive **business outcomes** for end customers
   • Move beyond IaaS and specialize in workloads or use cases

5. Invest in **cloud native solutions** and target new personas
   • 95% of new apps use containers
Learn More

https://cloud.vmware.com/managed-services/

GROW

your business with VMware Managed Service Provider (MSP) Program
- Own ToS & Support
- Offer Geographic Expansion
- Reach New Customer Verticals

LEARN MORE

DIFFERENTIATE

your business with distinguished VMware multi-cloud offerings
- VMware Cloud on AWS
- VMware Cloud Director service
- CloudHealth

LEARN MORE

SIMPLIFY

your service delivery with VMware Cloud Partner Navigator
- Multi-Cloud Business Expansion
- Simplified Operations
- Customer Flexibility and Choice

LEARN MORE
Thank You