VMware vRealize Operations Cloud for Service Providers

SELF-DRIVING OPERATIONS

A simple, yet powerful strategy for automating and simplifying operations management that incorporates artificial intelligence (AI) to help Cloud provider and customer IT teams be more proactive and agile.

OVERVIEW

- On-demand capacity and flexible consumption
- Feature parity with VMware vRealize Operations
- Native integration with VMware vRealize Automation Cloud, VMware vRealize Log Insight Cloud, VMware Cloud on AWS and VMware Skyline Advisor
- Easy onboarding

KEY BENEFITS

- Monetize monitoring-as-a-service
- Enhance customer experience
- Reduce unplanned downtime
- Cost efficient operations
- Faster time to market
- Deliver faster time to value
- Reduce risk

USE CASES

- Accelerate top line growth
- Optimize OpEx and CapEx
- Enhance customer experience

Overview

VMware vRealize® Operations Cloud ™ available through Cloud Provider Hub, delivers self-driving operations from apps to infrastructure to help cloud providers optimize, plan and scale VMware Cloud ™ and multi-cloud environments. vRealize Operations Cloud delivers continuous performance optimization, efficient capacity and cost management, proactive planning, intelligent remediation and integrated compliance as a VMware Cloud service.

Powered by AI, vRealize Operations Cloud helps data center operators reduce OpEx and CapEx costs and run their production operations hands off and hassle free, by reducing downtime with proactive automation, optimizing performance and increasing utilization through a unified operations platform. The Cloud management platform helps cloud provider accomplish accelerated top line growth, by delivering key services to their customers: from capacity planning services to application monitoring services to multi-cloud migration initiatives.
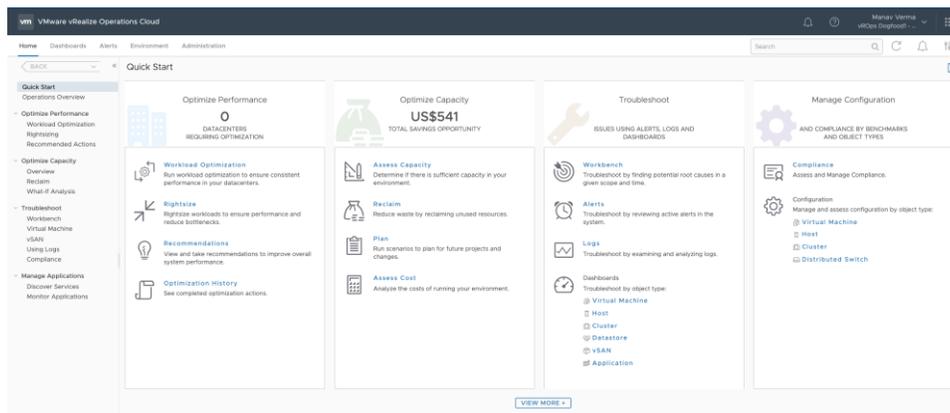
Capabilities

Continuous performance optimization

Assure hybrid cloud performance at minimal cost. Based on operational and business intent, real-time predictive analytics drive actions to automatically balance workloads and proactively avoid contention, continuously optimizing hyperconverged infrastructure (HCI), software-defined data center (SDDC) and hybrid cloud environments. Automate workload

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SUPPORTED PLATFORMS

VMware vRealize Operations Cloud supports a private cloud based on VMware, VMware Cloud on AWS, and the native public clouds of AWS, Microsoft Azure and Google Cloud Platform.

SAAS BENEFITS THROUGH CLOUD PROVIDER HUB

- Monetize monitoring-as-a-service
- Improve operational agility
- Scale rapidly
- Reduce time to market
- Increase flexibility
- Lower initial costs
- Update automatically
- Upgrade painlessly
- Provide trust security and compliance

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

Call 877-VMWARE (outside North America, +1-650-427-5000), visit *cloud.vmware.com* or search online for an authorized reseller. For detailed product specifications and system requirements, refer to the VMware vRealize Operations Cloud documentation at *cloud.vmware.com/vrealize-operations-cloud*.

balancing and placement to reduce software license costs, optimize based on performance tiers, consolidate clusters or enforce compliance.

Efficient capacity and cost management

Reduce cost and improve efficiency with real-time, predictive capacity and cost analytics, delivering optimal consolidation and proactive planning. Predict future demand, get actionable recommendations, and automate reclamation and right-sizing. Integrate costs and capacity analytics to optimize utilization and reduce costs. Advanced what-if scenarios help plan capacity and model the best fit for new workloads, hardware procurement, HCI planning, cost comparison across data centers and migration planning to public clouds.

Intelligent remediation

Predict, prevent and troubleshoot faster with actionable insights correlating metrics, events, logs and configuration data to deliver AI-based anomaly detection across hybrid clouds. Extend monitoring visibility to multiple public clouds. Centralize IT operations management with native SDDC and VMware Cloud on AWS integrations, and management packs for scalability and extensibility.

Integrated compliance

Reduce risk and enforce IT and regulatory standards for SDDC and VMware Cloud on AWS with integrated compliance and automated drift remediation. Ensure your environment's adherence to common requirements, such as PCI and HIPAA, or create your own custom templates.

Use Cases

Three high-priority initiatives prompt organizations across industries—from financial services to healthcare, energy to education—to embrace self-driving operations as a software-as-a-service (SaaS) model to manage their VMware Cloud and multi-cloud environments.

INITIATIVE	WHY	SAAS SOLUTION VALUE
Reduced OpEx and CapEx	Cloud providers struggle to assure performance at minimal costs, while managing risk and staying compliant	Reduce OpEx - Optimize cloud infrastructure to increase efficiencies and deliver SLAs. Pay only for what you use
Accelerate top line growth	Cloud providers need to explore ways to monetize monitoring of infrastructure resources that brings in recurring revenue.	Expand professional and managed services by offering value-added services by feature, application, or cloud
Enhanced customer experience	Assist customers get unified visibility across their multi-clouds to accelerate troubleshooting for efficient decision-making and prevent downtime	Get faster time-to-market with provider managed day 0 setup, upgrade and first line of support with dashboards providing end to end visibility of your multi-cloud environment.

Delivering New Solution Capabilities on Cloud Provider Hub

vRealize Operations Cloud offers use cases for Kubernetes-based, VM-based, and cloud native application workloads across data centers and multi-clouds such as, VMware Cloud on AWS, Azure, Amazon Web Services (AWS), Google Cloud Platform (GCP) and service provider's private cloud, for running VMware vSphere 7.0 and above.

With feature parity and full integration across vRealize Operations Cloud, vRealize Automation Cloud, vRealize Log Insight Cloud, and vRealize Operations Cloud (as-a-Service), Providers can offer end-to-end visibility and monitoring, from applications to infrastructure, across their VMware SDDC and multi-cloud infrastructure.

There are three broad use cases available for cloud providers at GA:

Optimize OpEx and CapEx

Cloud admins managing a provider data center are constantly pressured to reduce costs to compete with growing hyperscalers and increase their company's profitability. Use vRealize Operations Cloud to:

- Optimize cloud infrastructure to increase efficiencies and deliver SLAs

    o   Manage and optimize cloud infrastructure to get more VMs out of the same hardware, accelerate troubleshooting, deliver to SLAs, and manage data center growth using capacity planning and modeling.

    o   Reduce downtime with proactive alert automation with vRealize Log Insight Cloud to proactively view datacenter events and logs.

    o   Increase Efficiency with automated workload placement and balancing with Predictive Distributed Resource Scheduling

    o   Capacity optimization with right sizing of overprovisioned or resource starved VM's.

    o   Pervasive visibility allows for efficient root cause analysis reducing the mean time to resolution.

- The costing and pricing structure can accommodate growth or consolidation, as business and economic requirements change, avoiding sunk costs for providers. Pay for only what you use.

- vRealize Operations Cloud can help Providers achieve a 36% better consolidation ratio and 34% improvement in hardware utilization based on VMware research.

- Application-aware operations leverage the Application Remote Collectors to collect the required metrics for full stack observability and troubleshooting for common OS and packaged applications.

Accelerate Top Line Growth

- Cloud Providers can leverage vRealize Operation Cloud features to deliver value-added services by feature (e.g. alerts, reports, optimization etc.), by application (e.g. Apache, Oracle), or by cloud (e.g. VMC, AWS, Azure, GCP etc.)

- Monetize integrated compliance by offering easily configurable 'Compliance as a Service' and also meet business SLAs: Includes 6 out-of-the-box compliance templates: HIPPA, PCI, FISMA, DISA, ISO, CIS, along with custom compliance templates.

- Cloud providers can expand professional and managed services by delivering flexible custom options to customers without

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direct access to vRealize Operations Cloud such as:

- o   Efficient Capacity utilization and forecasting Services
- o   Performance Optimization services
- o   Integrated Compliance (SLA) services
- o   Application, web, database and VDI monitoring services
- o   Intelligent Troubleshooting Services
- o   Hybrid and multi-cloud 'What-If' migration scenarios planning

Enhance Customer Experience:

- Faster time-to-market with Provider managed Day 0 setup

- Offloading upgrade, maintenance and first line of support to the Managed Service Provider.

- Improve support experience with 16% faster and intelligent troubleshooting on vRealize Operations Cloud (50% increase if vRealize Log Insight is added), per VMware research.

- Offering a choice to Customers with Tenant Access to vRealize Operations Cloud in Shared or Dedicated Environments.

- Customer access to create, share OOTB and custom dashboard reporting across VMware SDDC and multi-cloud

Benefits for Partners and End Customers

HOW DO PARTNERS BENEFIT	HOW DO END CUSTOMERS BENEFIT
Differentiation: Cloud providers can tap into a market of over 500,000 VMware customers looking to move workloads to a compatible cloud.	**Expansion**: Customers can rapidly expand their application and infrastructure monitoring to new geographies and lines of businesses while reducing CapEx costs and enjoying a faster time to market. (At GA, services will be launched in US West)
Investment: No data center investment or maintenance is required.	**Faster access to new management features and innovation**. The SaaS service also offers full feature parity with the traditional product apart from all the benefits of software as a service, such as reduced operational overhead, automatic updates, fixes and upgrades.
Agility: Cloud providers maintain control of their customers' contracted support and lifecycle, whilst VMware components are managed by VMware.	**Visibility**: The SaaS Management platform provides self-driving operations from applications to infrastructure to help organizations to optimize, plan, and scale their SDDC and hybrid deployments while providing multi-cloud visibility.

Faster on-ramp: Cloud providers can monetize services without having to re-skill and re-tool. This enables cloud providers to deliver a consistent experience to their customers across multi-cloud investments.	**Simplified User Experience**: Tenants have infrastructure and application monitoring with automatic updates/new features exactly how they want to consume from Cloud providers – hassle free. The user interface and out of the box dashboards provide quick time to value, simplifying user experience to help manage capacity and plan more accurately than ever before.
Continuity: Service providers can quickly provision and scale high availability instances for tenants to achieve 99.9% uptime.	**Quicker issue resolution** Customers can empower their IT and application teams to triage and resolve issues faster with intelligent remediation. They can predict, prevent and troubleshoot faster with actionable insights correlating metrics and logs with unified observability from applications to infrastructure.
Monetization: There are many opportunities to monetize services for Providers from capacity planning to app monitoring to multi-cloud migration initiatives	**Performance Optimization**: vRealize Operations Cloud delivers continuous performance optimization based on intent, helping customers automate workload balancing to optimize infrastructure utilization, reduce software licensing costs and assure performance.
Pay as you Grow Model: Cloud providers can quickly add new customer segments and gain better economies of scale in an asset-light, pay-as-you-grow model.	**Growth**: Customers can scale rapidly to manage growth with real-time capacity analytics engine with correlated costs to optimize and automate capacity management and cloud planning.
Offer Unified Monitoring: Partners can use the benefits of vRealize Operations Cloud to provide unified view into application and infrastructure health in hybrid and multi-cloud environments for their customers. They can prove value by offering OOTB and custom dashboards, reports and views to create unique workflows and easily share with the customer's infrastructure, operations and applications teams.	**Faster time to value**: Customers can reduce time to resolve issues, improve operational efficiency, reduce unplanned downtime with vRealize Operations Cloud on Cloud Provider Hub, as well as day 0 setup. They can leverage these capabilities across their private, hybrid and multi-cloud environments simplifying monitoring with the OOTB user interface and dashboards providing quick time to value.

vRealize Operations Packaging

vREALIZE OPERATIONS PACKAGING				
	STANDARD	ADVANCED[1]	ENTERPRISE[1]	vROPS cloud on Cloud Provider Hub
Scale-Out Operations Platform	•	•	•	•
Single Sign-On	•	•	•	•
Remote Collectors	•	•	•	•
Visualization: Out-of-the-Box Dashboards, Views, Reports, Heat Map, Performance Charts	•	•	•	•
Performance Monitoring and Analytics	•	•	•	•
vSphere Security and Compliance, Including DISA, FISMA, ISO, CIS, PCI and HIPAA	•	•	•	•
Real-Time Predictive Capacity Management, Including Trending, Metering, Right-Sizing, Optimization	•	•	•	•
Overall Data Center Costs	•	•	•	•
What-If Scenarios for Adding/Removing VMs	•	•	•	•
Manual Workload Optimization	•	•	•	•
Predictive DRS and DRS Management	•	•	•	•
Guided Remediation	•	•	•	•
vRealize Log Insight Integration	•	•	•	Integrates with vRealize Log Insight Cloud™
vRealize Network Insight™ Integration			•	Integrates with vRealize Network Insight Cloud™
vRealize Automation™ Integration		•	•	Integrates with vRealize Automation Cloud™
vSAN Overview and Migration Dashboards	•	•	•	•
vSphere 7 with Kubernetes Integration			•	•
Built-In High Availability (Automated Failover of Platform Nodes)		•	•	•
Customizable Dashboards, Reports and Views		•	•	•
Super Metrics, Metric Correlation, Relationship Mapping		•	•	•
Advanced APIs: Resource/Data Addition, Report Generation, etc.		•	•	•
Fine-Grained Cost Analytics for Reclamation, Planning and Public Cloud Cost Comparison		•	•	•

1. VMware Configuration Manager is available as a separate standalone offering

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vREALIZE OPERATIONS PACKAGING				
	STANDARD	ADVANCED[2]	ENTERPRISE[2]	vROPS cloud
What-If Scenarios: • Hardware Procurement and Decommission • vSAN/HCI Planning Scenarios • Migration to VMware Cloud on AWS, AWS, Azure, Google, IBM, or VMware Cloud Provider™ Program Partners, and Custom Clouds		•	•	•
Custom VM Profiles		•	•	•
Multiple What-If Stacked Scenarios		•	•	•
Business and Operational Intent-Based Automated and Schedulable Workload Optimization		•	•	•
Integration with vRealize Automation for Initial and Ongoing Workload Placement		•	•	•
VMware Cloud on AWS: Workload Balancing, Performance, Capacity/Cost Management, Planning, Troubleshooting and Compliance		•	•	•
Host-Based Placement		•	•	•
Automated Actions		•	•	•
vSAN: Workload Balancing, Performance, Capacity/Cost Management, Planning, Troubleshooting and Compliance		•	•	•
Monitoring of OS Resources (CPU, Disk, Memory, Network)		•	•	•
AWS, Microsoft Azure, Google Cloud Platform and Container Management Packs from VMware			•	•
SDDC and Cloud Pod Health Management Pack		•	•	•
vRealize Orchestrator™ Management Pack		•	•	•
VMware Site Recovery Manager™ and vSphere Replication™ Management Packs		•	•	•
Custom Compliance Templates		•	•	•
Automated Compliance Drift Remediation		•	•	•
Service Discovery and Application Dependency Mapping		•	•	•
ServiceNow Integration		•	•	•
VMware Skyline™ Integration		•	•	•
VMware and Third-Party Infrastructure Management Packs: Storage, Networking, Converged/Hyperconverged as well as Non-vSphere Hypervisors		•	•	•
Continuous Availability			•	•
Out-of-the-Box Discovery, Monitoring and Troubleshooting for Packaged Applications			•	•
Physical OS Monitoring				•
Integration with CloudHealth® by VMware			•	•
Third-Party Care System Analytics Management Pack			•	•

VMware and Third-Party Multi-Cloud and Container Monitoring Management Packs: AWS, Azure, Google Cloud Platform, OpenStack, Kubernetes			•	•
Third-Party Database, Middleware, Application Management Packs			•	•
Available via Cloud Provider Hub				•

MSP Platform

The Managed Service Provider (MSP) route to market gives partners the option to use VMware software-as-a-service offerings without investment in their own data center infrastructure, delivering managed services on top. vRealize Operations Cloud will be offered to our MSPs through our centralized service provisioning portal, the VMware Cloud Provider Hub which helps MSPs transact, deploy and provision SaaS offerings from a single pane of glass.

How to Get Started

Below is an overview of the VMware Cloud Providers Managed Service Provider (MSP) lifecycle:

- **Commit Contract** – Partner signs a VMware Cloud Director service Managed Service Provider commit contract with a VMware Aggregator. Partner then commits to VMware an MSRP (list price) spend to obtain a volume discount for their purchases.

- **Cloud Provider builds MSP Pipeline** – Partner initiates go to market activities and starts building their business for Managed Services.

- **Deliver Managed Services and Own the Terms of Service** – Once the opportunity has been identified, partners can order vRealize Operations Cloud from VMware and provide Managed Services as part of the offering to their customers. Partners must provide their own terms of service and managed services as part of the offering to the end customer. At a minimum, this must include technical support for the service and all functions associated with service configuration, add-ons, renewals and anything pertaining to billing.

- **On-Board and Provide Support to their Customers –** Partner will on-board vRealize Operations cloud for their customers. Subsequently, they may obtain technical support from VMware as needed, with the following provisions. In turn, partners are responsible for all customer support, which may include but may not be limited to customer communication, any managed services, answering installation, configuration and usage questions.

- **Complete Monthly End Customer Reports and Pay Invoices** – On the 5th of every month, the partner will log into the Business Portal and review the prior month's usage. Partner will review the report and submit it to their Aggregator. Following that, the Aggregator will send the Partner an invoice for the month.

Summary

vRealize Operations Cloud is a fundamental value pillar for any Managed Service Providers (MSP). Self-driving capabilities powered by AI such as continuous performance optimization, efficient capacity and cost management, proactive planning, intelligent remediation and integrated compliance make this solution a natural fit in the Cloud Provider Hub, which offers an asset-light monitoring capability. The MSP model under the VMware Cloud Provider Program empowers partners to build their businesses and grow recurring revenue with monitoring-as-a-service and drive cloud efficiencies for their private, hybrid and multi-cloud infrastructure.

For more information on vRealize Operations Cloud and other Managed Service Provider services, please visit the website or contact your VMware representative.