

Enabling IT as a Service

- *End User Computing*
- *Cloud Application Platform*
- *Cloud Infrastructure*

Ralf Gegg
Partner Director Central Region
VMware

Agenda

Company Overview

The Goal: Enabling IT As A Service Through Cloud Computing

An Evolutionary Approach: The Customer Journey

VMware Solutions For IT As A Service

VMware is the Customer Proven Market Leader

Company Overview

- \$2 billion in 2009 revenue
- \$674M + 48% YoY Growth in Q2 '10
- Over \$2 billion in cash
- 25%+ operating margins
- ~8,200 employees worldwide
- 5th largest infrastructure software company in the world

Proven in the Trenches

- 190,000+ VMware customers
- 100% of Fortune 100
- 100% of Fortune Global 100



VMware is the Customer Proven Market Leader

Company Overview

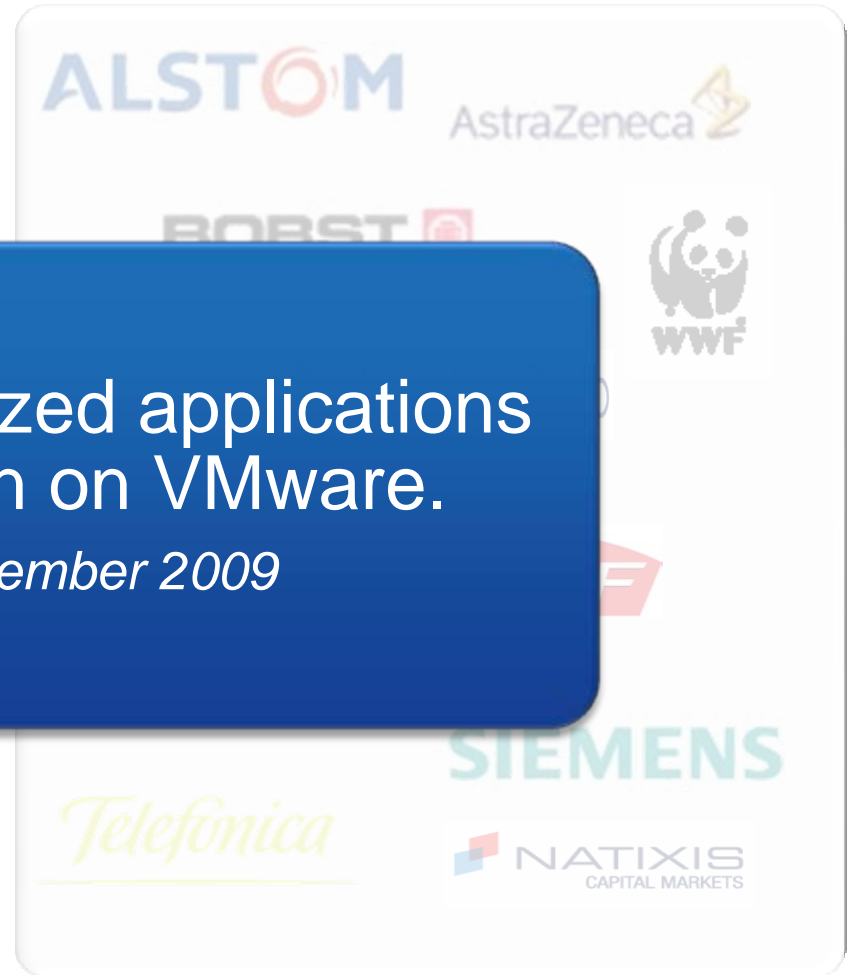
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Proven i

- 190,000+ customers
- 100% of Fortune 100
- 100% of Fortune Global 100
- > 25,000 Partner worldwide
- > 51,000 VCPs worldwide

84% of all virtualized applications
in the world run on VMware.

Gartner, December 2009



Extensive Global Partner Ecosystem

1,300+ Technology Partners

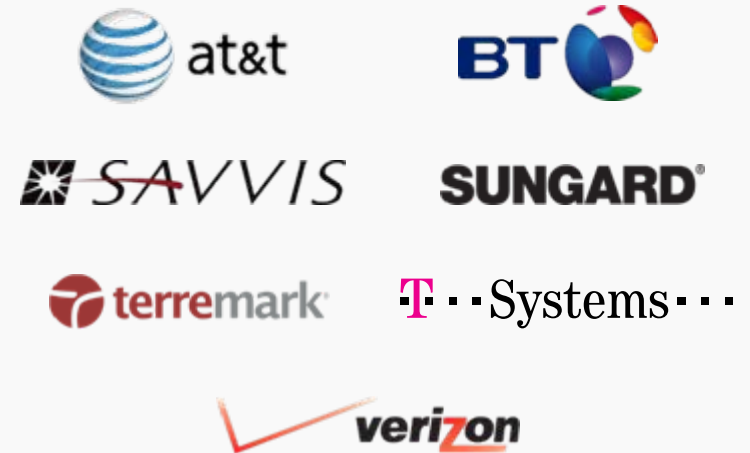


~25,000 Channel Partners

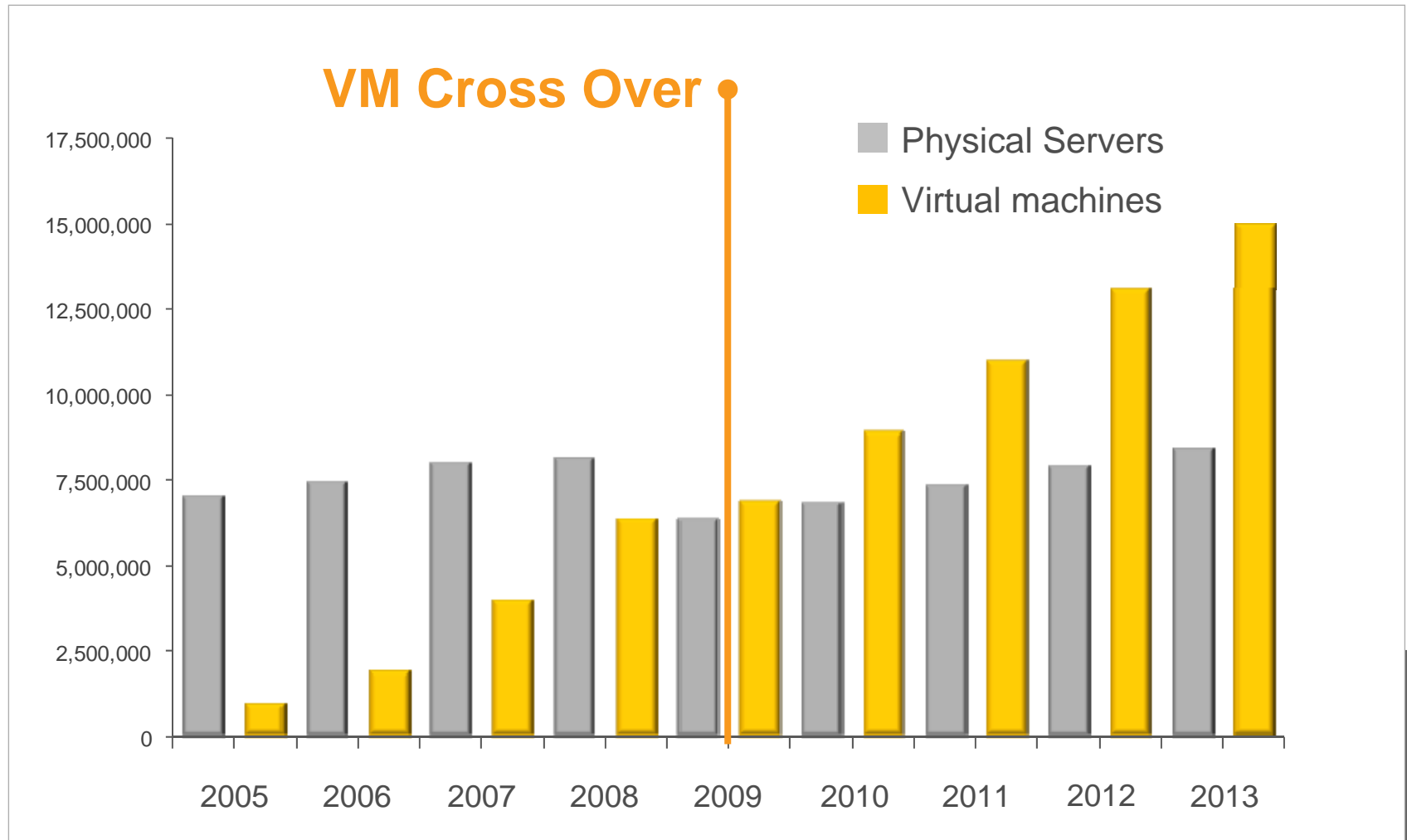
Top Distributors, Resellers,
System Vendors and Integrators

50,000 VMware Certified Professionals

2,600+ vCloud
Service Provider Partners



2010 Milestone: Virtualization is Now De Facto Model

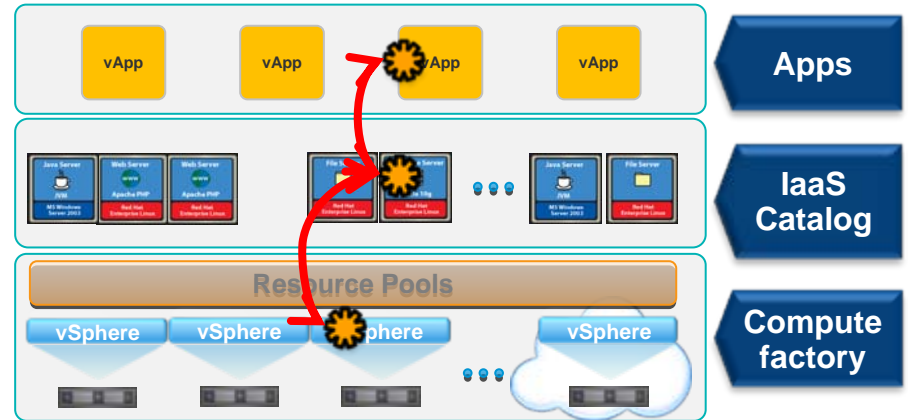
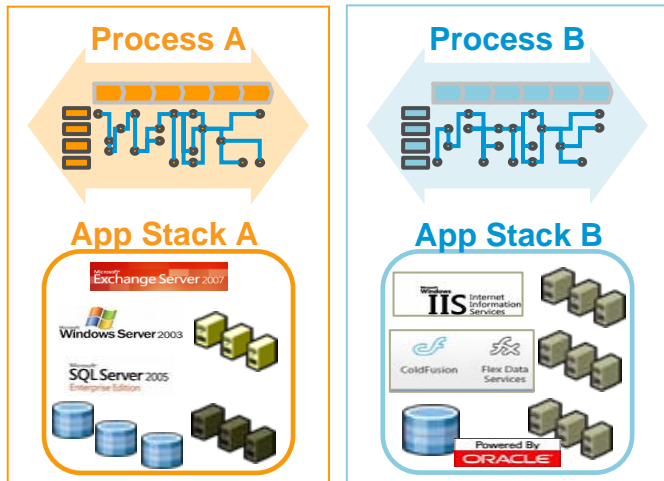


We are past a virtual tipping point!

Source:
IDC

The Goal: Enabling IT as a Service through Cloud Computing

ITaaS Requires New Approach To Management



Traditional Enterprise Management

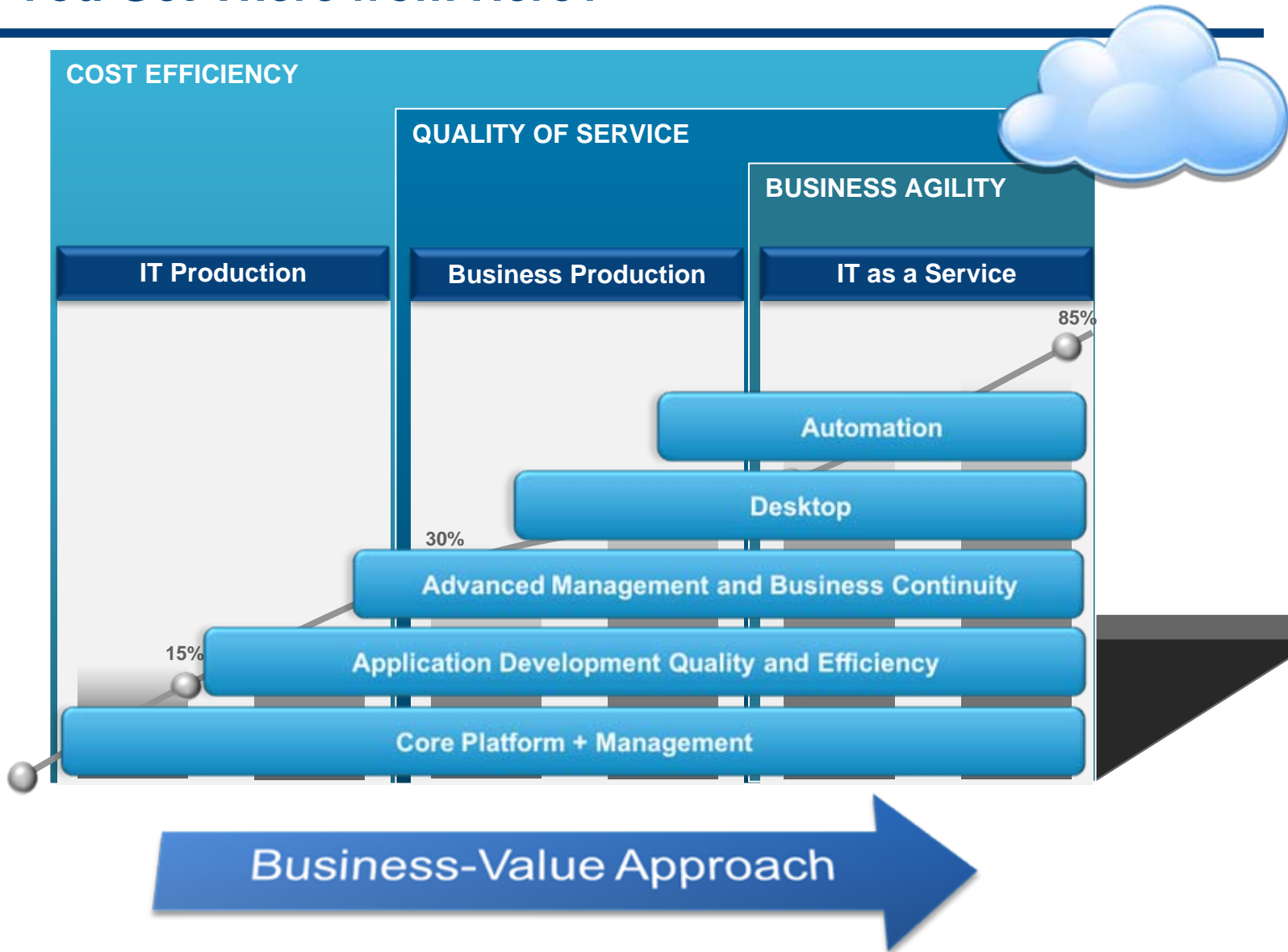
- Complex siloed management frameworks and tools
- Static bindings between business processes, apps, and infrastructure
- Legacy tools & instrumentations can't manage new & existing applications

Cloud Services Management

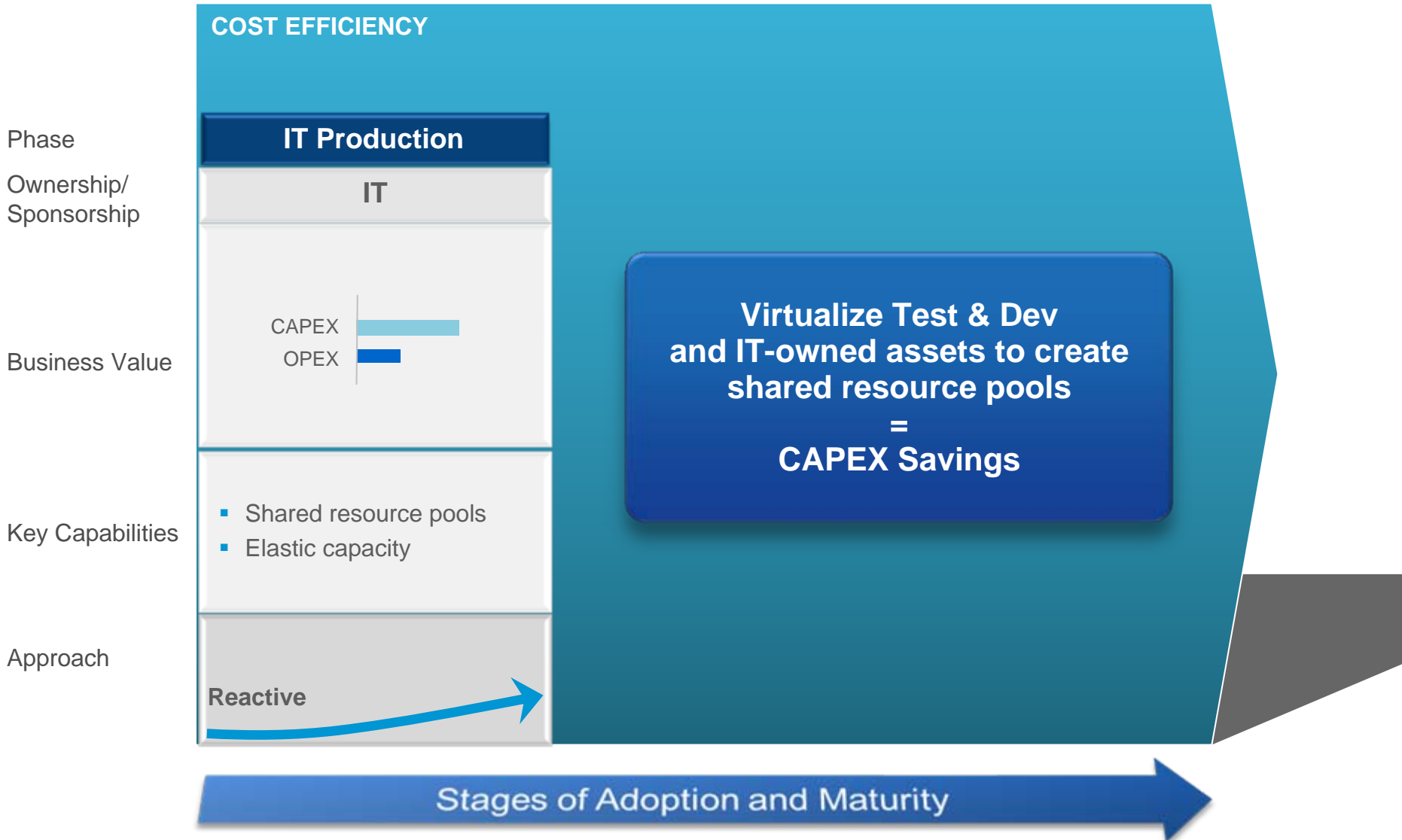
- Massive standardization and high-level abstraction
- Dynamic relationships across all layers of the application & infrastructure stack
- Change is automated & frequent
- Supports legacy & new apps across both private and public clouds

The Customer Journey

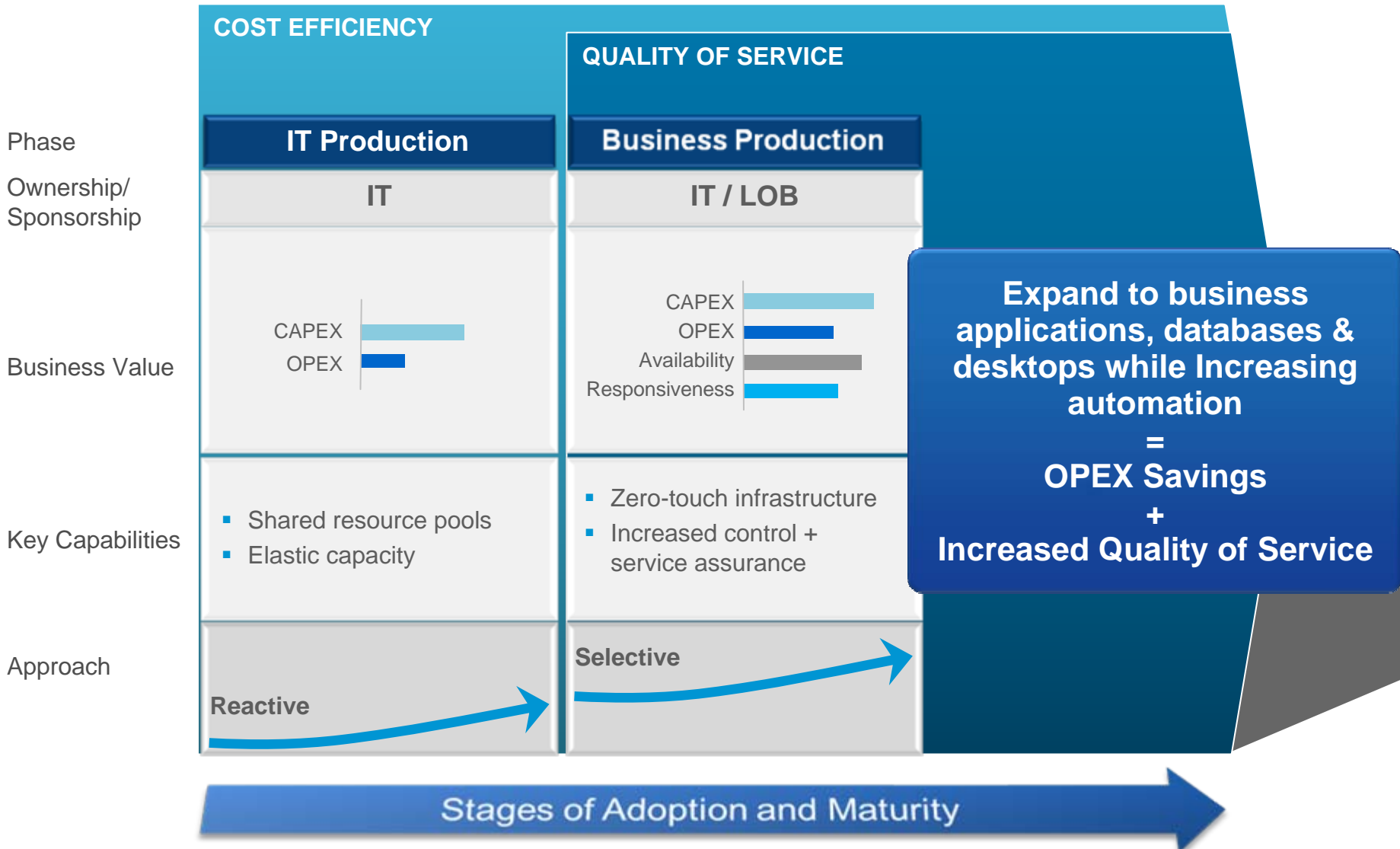
How Do You Get There from Here?



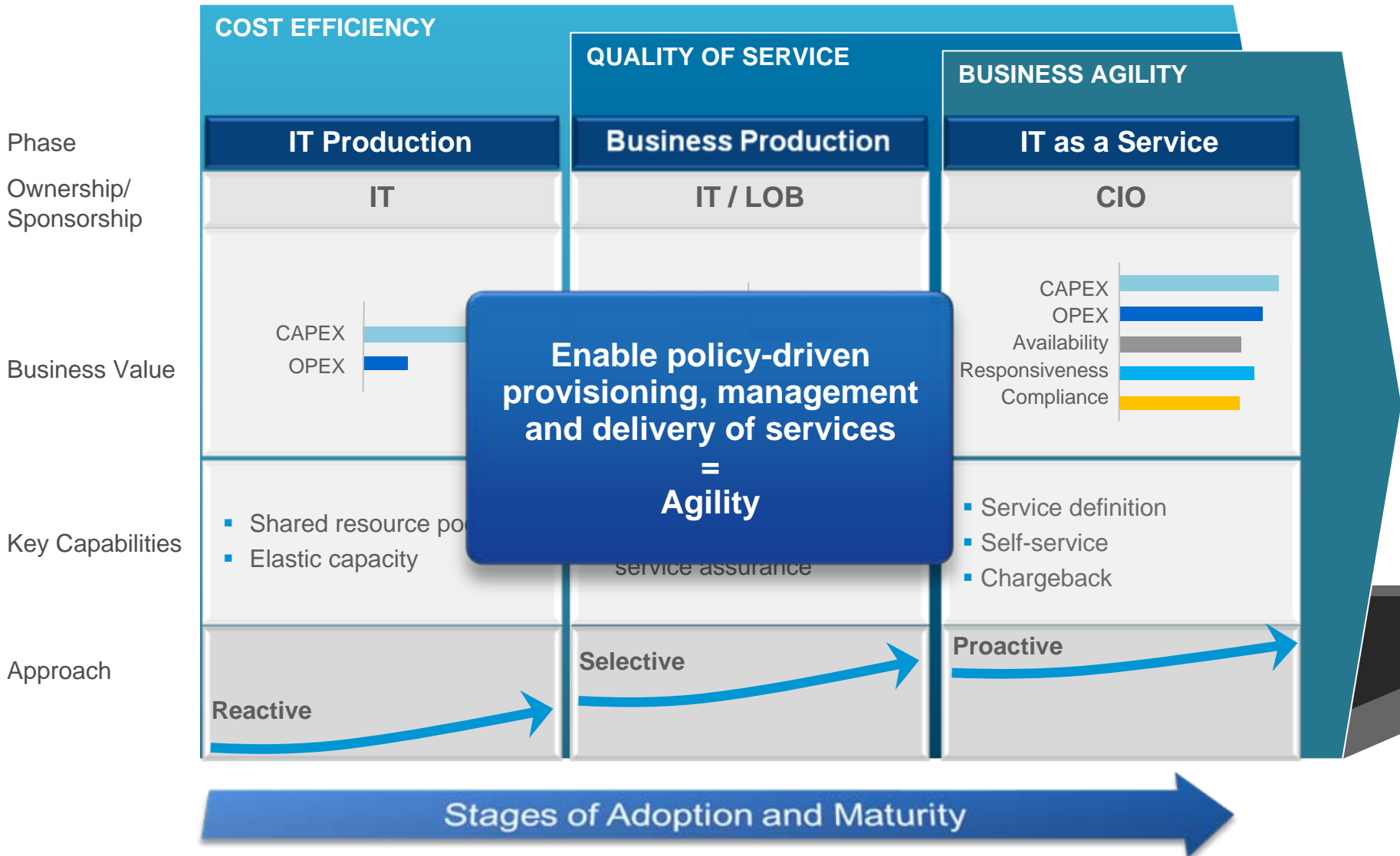
The Transformation Journey



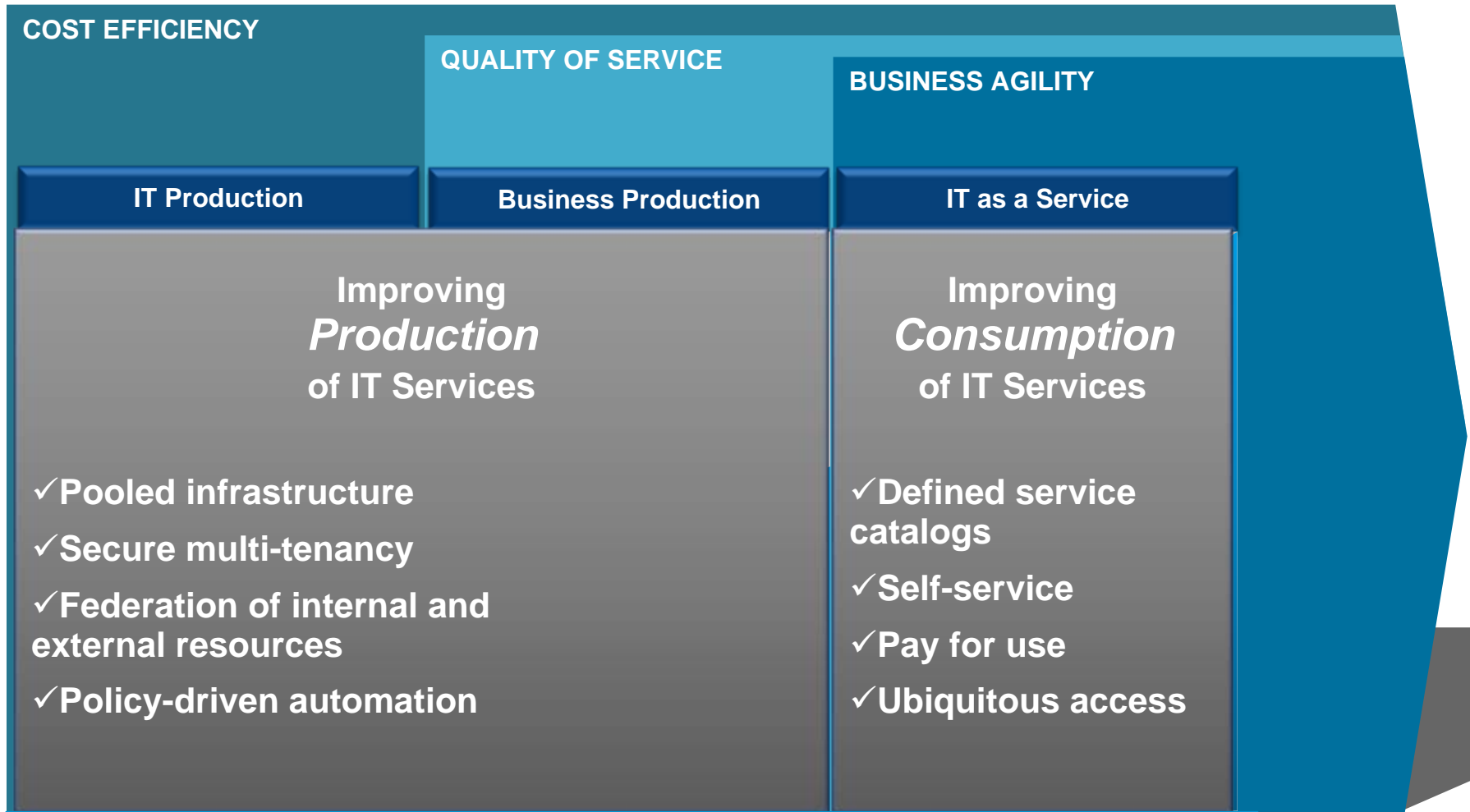
The Transformation Journey



The Transformation Journey



Customers Moving Toward IT as a Service: Phase III



The Virtualization Journey

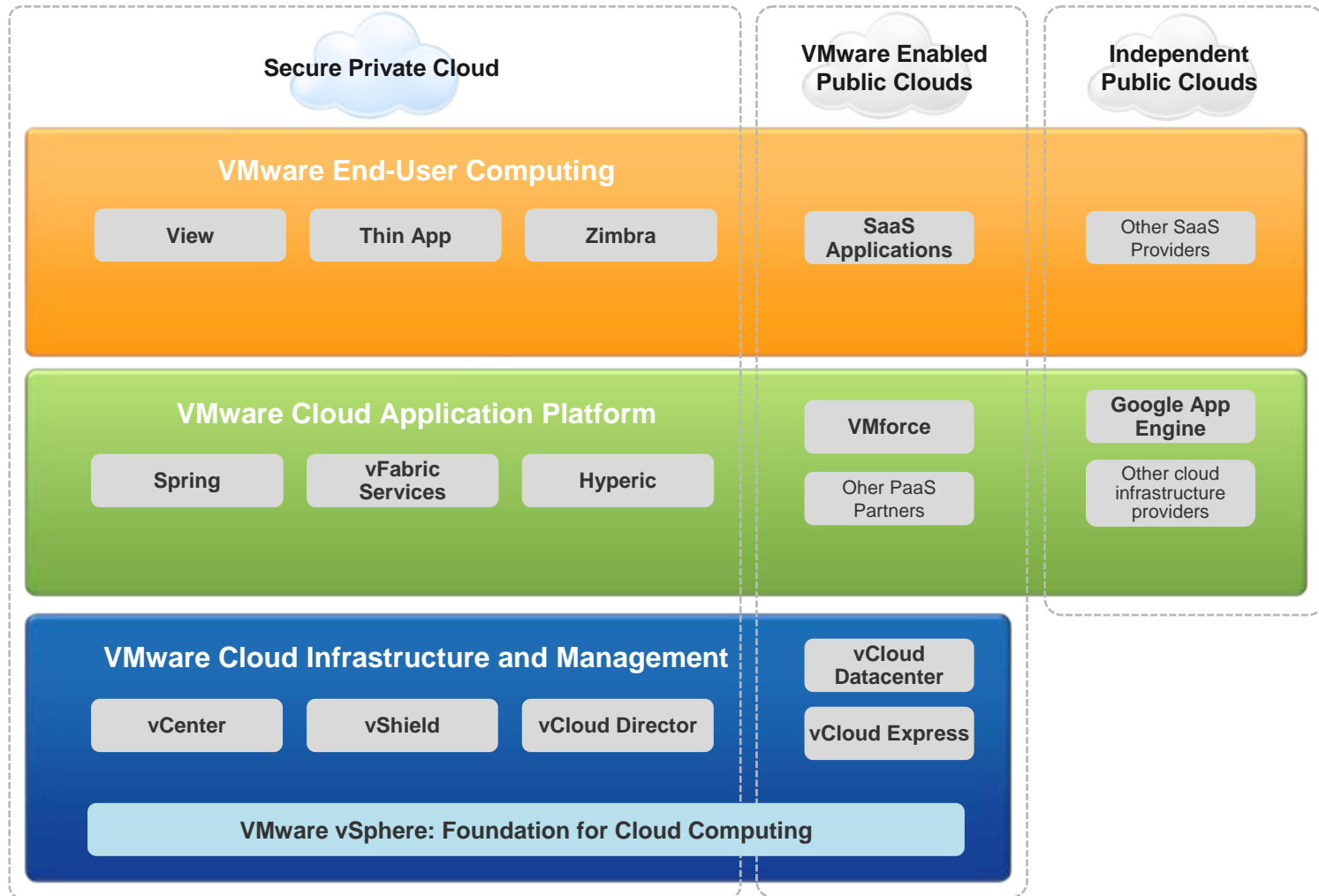
IT as a Service

IT as a Service = Optimizing IT *production*
for IT *consumption*

VMware Solutions for IT as a Service

VMware Solutions for IT as a Service

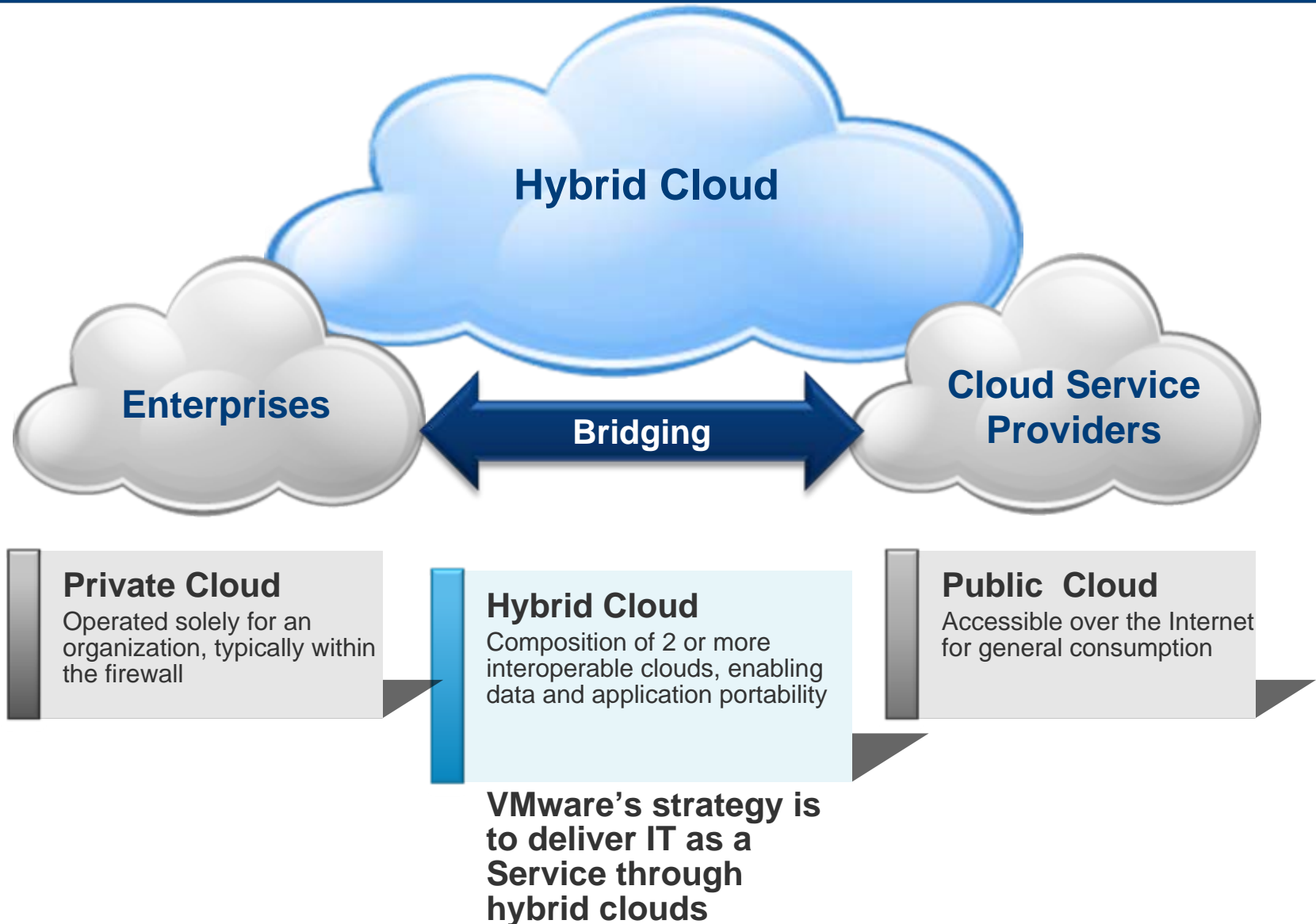
The New IT Stack for Hybrid Cloud Computing: Secure, Manageable, Open



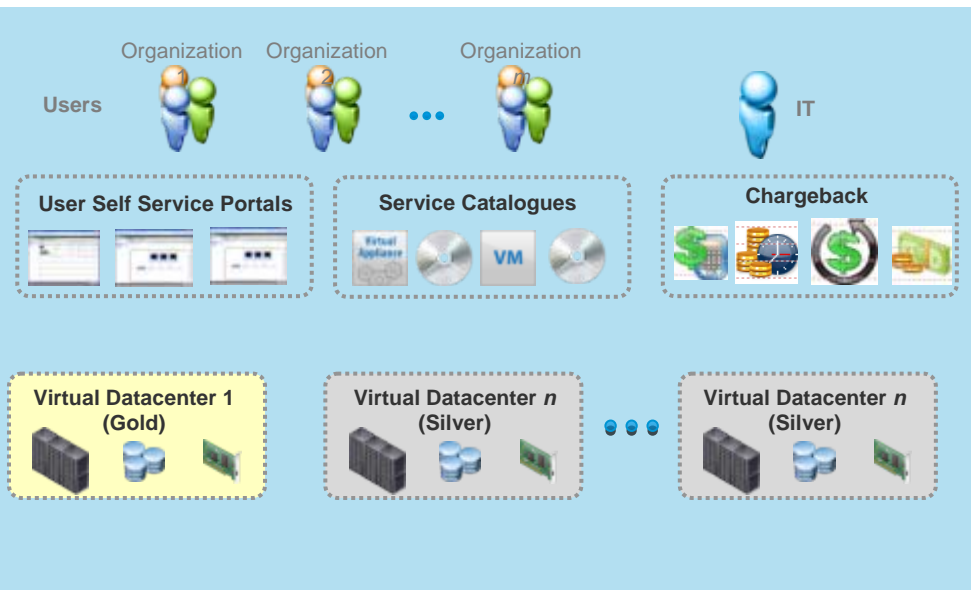
Cloud Infrastructure and Management:

An evolutionary model of IT infrastructure based on virtualization that unifies hybrid, private and public cloud resource pools with consistent security, compliance, management and quality of service.

IT as a Service Delivered Through Hybrid cloud



vCloud Director Builds on vSphere to Transform IT

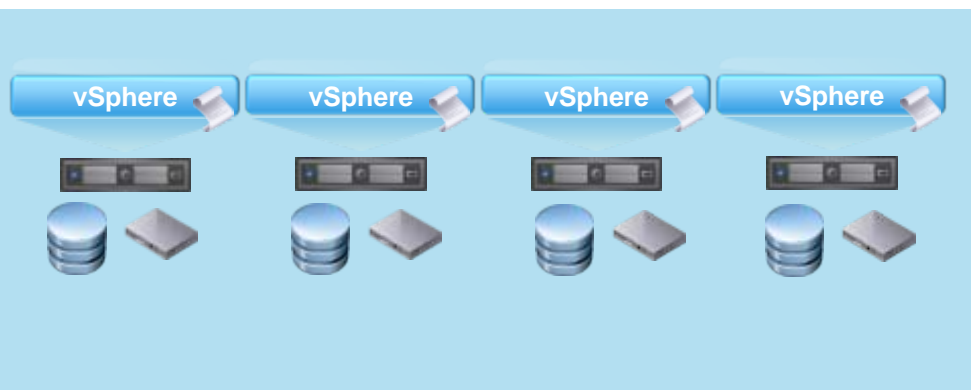


Capabilities

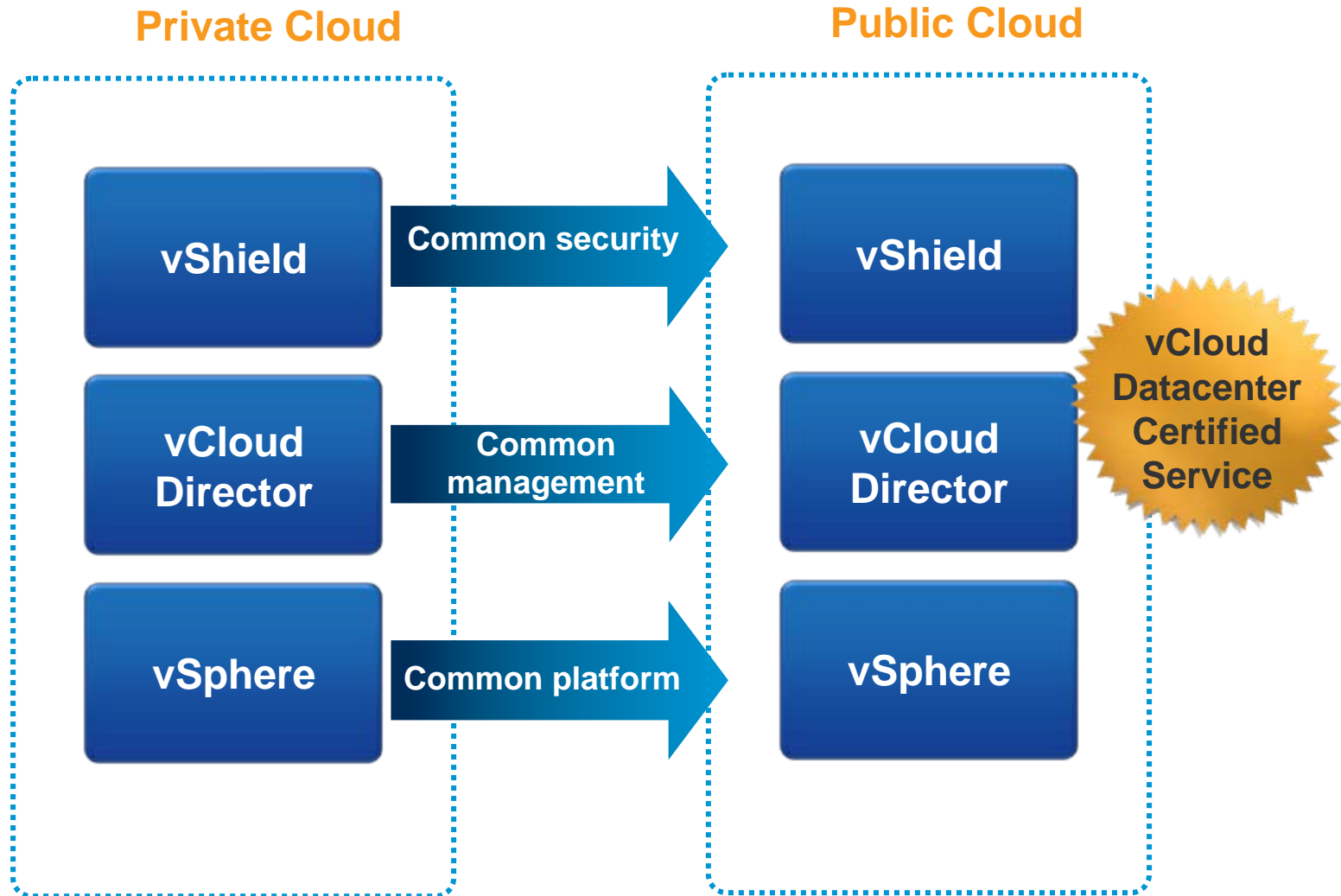
- **Creates virtual data centers** that expose pools of compute, storage, and networking resources to users
- **Offers self-service** portals and standardized infrastructure service catalogs
- **Provides economic transparency** through integrated chargeback module
- **Isolates users into organizations**, each with unique catalogs, LDAP authentication, and policies

Benefits

- **Agility**
- **Security & control in multi-tenant environments**
- **Leverage existing investments and open standards**



vCloud Datacenter Services Enable Hybrid Cloud



Cloud Application Platform:

Enabling developers to build and run modern cloud applications that have the ability to coordinate with underlying infrastructure in order to maximize application performance, quality of service and resource utilization.

Announcing vFabric: VMware's Cloud Application Platform

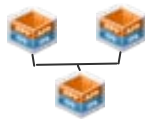
New Applications Require Modern Frameworks and Integrated Platform Services to Take Advantage of Cloud Infrastructure



spring



Rich Web



Integration



Batch



Data Access



Social Media



Cloud APIs

**vFabric
Services**



tc Server



GemFire



RabbitMQ



ERS (Apache)



Hyperic



Foundry *

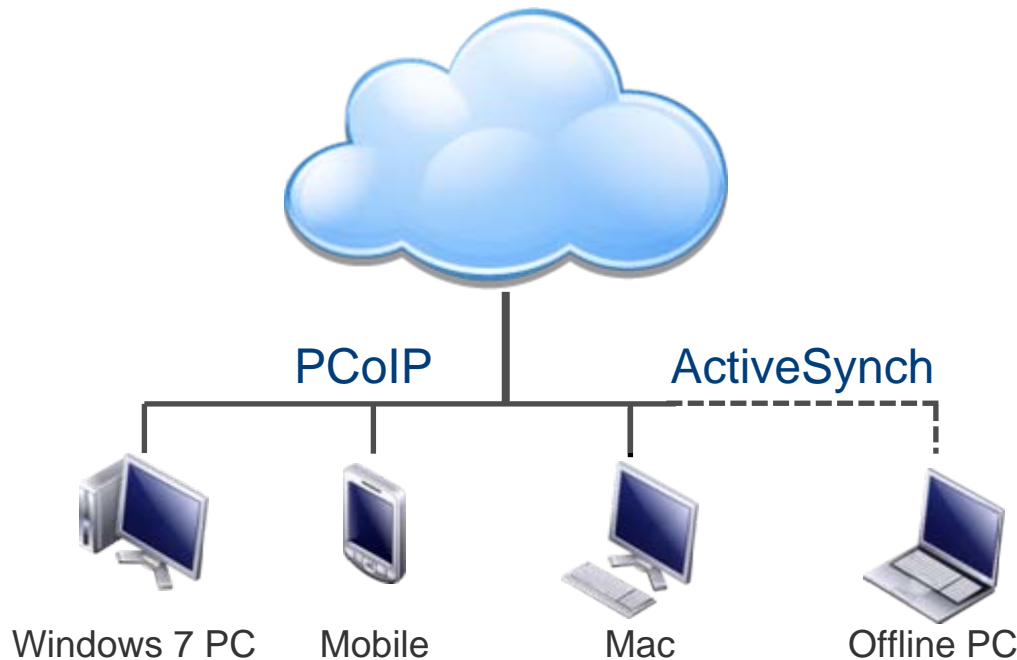
Virtual Datacenter
Cloud Infrastructure and Management

End-User Computing:

A user-centric approach to personal computing that ensures secure access to applications and data from any device, where and when a user needs it.

Datacenter to Desktop – All Part of the Cloud Strategy

Deliver Desktops as a Managed Service



IT Management/Control

- Desktops and data are secure in datacenter
- Simplified central management
- Reduced costs
- Improved levels of service and availability

End-User Freedom

- Desktops tied to end user identity, not devices
- Applications and data available 24/7
- Rich desktop experience
- Access without boundaries

VMware View & ThinApp – *Desktops as a Managed Service*

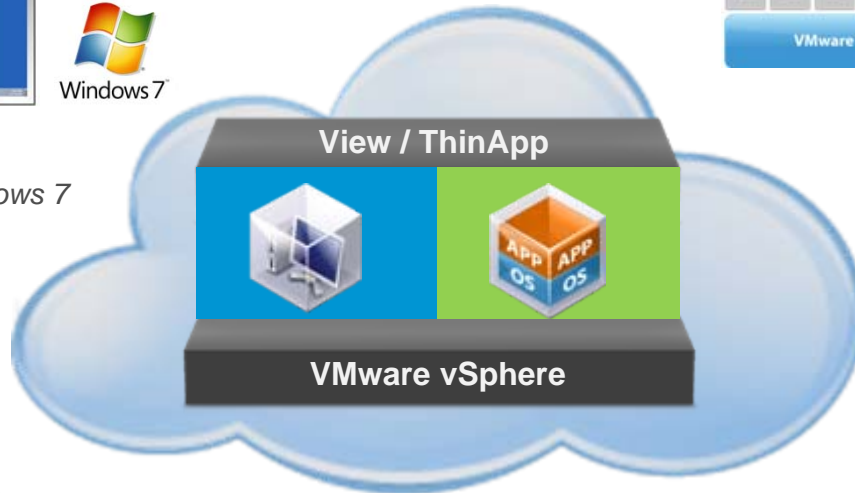
Business Continuity / Disaster Recovery

High availability at low cost, recover quickly, meet SLAs



Migration

Seamless move to Windows 7



Mobility

Follow me desktop

Cloud: Flexible, efficient, scalable



Corporate

Call Center

Remote

End user experience

Best experience with PCoIP display protocol



Application Virtualization

Virtualize, centralize, and stream applications

Thank You