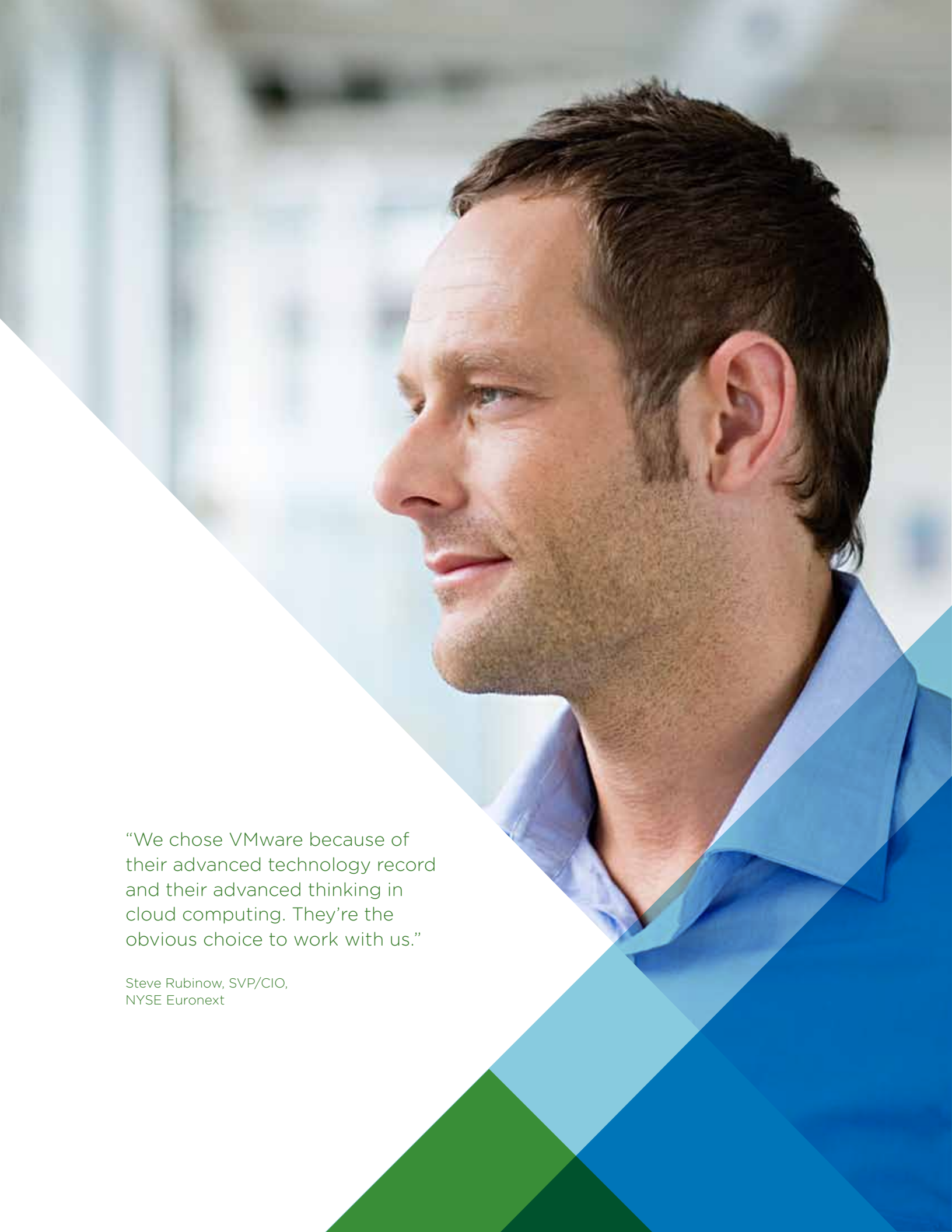




Accelerate IT.  
Innovate with  
Your Cloud.







“We chose VMware because of their advanced technology record and their advanced thinking in cloud computing. They’re the obvious choice to work with us.”

Steve Rubinow, SVP/CIO,  
NYSE Euronext

## Prepare for What's Next

IT innovation transforms organizations. It disrupts markets. It recasts competitors. IT innovation is catalyzed by changes in how IT operates. Consider the success of organizations early to adopt e-commerce and just-in-time manufacturing. These organizations did not simply deploy new technologies to maximize efficiency and minimize inventory; rather they embraced new ways of operating—delivering IT services in a fundamentally different way.

Cloud computing offers today's IT organizations a new opportunity to drive innovation. They can minimize excess process, training and technology overhead and maximize IT and business agility. They can transition from just reacting to a never-ending list of demands to proactively becoming a partner with business leaders in the overall success of the business. With the VMware approach to cloud computing, IT can deliver significant value back to the organization—in the form of new services, increased efficiencies that create revenue opportunities, and competitive differentiation.

### Why Cloud Computing? Why VMware?

Cloud computing represents a strategic generational shift in how IT operates. It can help IT address growing pressures to be more flexible and more responsive to business needs. It can increase IT efficiency and agility, and help reduce risk of operation in organizations of all sizes. Most important, cloud computing can make IT more reliable, without sacrificing security and governance.

With cloud computing and VMware, your organization can achieve something truly unique. IT can innovate more rapidly while maintaining reliability, security and governance for all applications and services under its control. Your internal IT team can more effectively match external suppliers' more-efficient business models and public rate cards, and build a scalable, secure and manageable cloud—your cloud—that addresses your organization's unique business challenges. Your cloud accelerates IT so that you can deliver results for your business.

More than 400,000 customers trust VMware and the extensive VMware partner network to move their businesses forward. VMware is the common denominator among some of the most innovative organizations successfully moving IT from rigid physical infrastructure to flexible virtualized and cloud environments. Large private clouds and a global network of public clouds, all based on VMware, are enabling a new era of IT. Analysts estimate that as much as 80 percent of virtualized workloads run on VMware technology—making VMware the industry leader in virtualization, the foundation for cloud computing.

**Now is the time to rethink IT delivery—to improve IT efficiency, agility and reliability, and drive innovation. Now with VMware cloud solutions for your cloud.**

## Automate to Innovate

Software innovation through cloud computing puts organizations on the path to greater business and IT agility. Recently, corporate decision makers linked cloud computing directly to business agility.<sup>1</sup> McKinsey & Company found that agile organizations outperform their competitors in eight dimensions associated with revenue growth, cost reduction, and risk and reputation responsiveness.<sup>2</sup>

<sup>1</sup>AbsolutData. "Business-Agility Survey." February 2011.

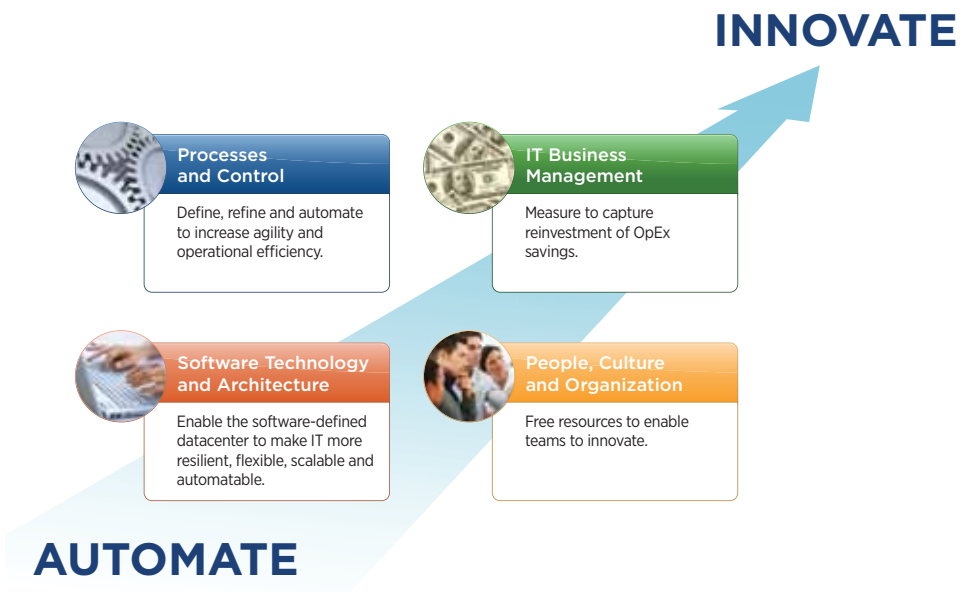
<sup>2</sup>McKinsey & Company's Business Agility Framework. 2011.

Like other IT revolutions, the move to your cloud requires a new strategy. You must consider the cultural, financial, political and process elements of IT transformation together with technology decisions.

Transitioning to cloud computing with VMware gives organizations a new class of flexible and highly automated technologies. This automation enables IT teams to retire many of the slow, error-prone, manual processes and controls prevalent in their organizations. The result is significantly increased agility and operational efficiency, which frees up resources traditionally tied to simply maintaining the status quo.

The addition of measurement capabilities gives organizations insight. IT teams can manage down operating expenses and create models for reinvesting freed resources to fuel innovation. With more-granular financial visibility, IT can effectively match IT projects and applications to the most cost-effective delivery resources. As a result, IT teams can become partners in business success, leveraging their skills and expertise to make their organizations more competitive.

**Moving to the cloud addresses strategic and immediate IT needs, but not all approaches are the same.**



*On the path to innovation, changes in technology, process and financial measurement combine to give organizations the power to automate and to fuel innovation by harvesting efficiency gains.*

# Transform IT with VMware Solutions

VMware and the extensive VMware partner network offer complete solutions that enable organizations to deploy a proven technical platform while evolving organizational structures, operational practices and financial measures.

VMware cloud solutions improve IT efficiency, agility and reliability, and they help drive innovation. By combining the technologies, services and guidance required to build, operate, staff and manage your cloud, VMware cloud solutions help your organization maximize the benefits of cloud computing.

The technical foundation of VMware cloud solutions is VMware vCloud® Suite, the industry's first complete and integrated cloud infrastructure suite and the platform underpinning the software-defined datacenter. vCloud Suite

dramatically simplifies IT operations and delivers the best service-level agreements (SLAs) for all applications. The operational and organizational foundations of VMware cloud solutions are based on proven VMware education, certification and implementation services, and guidance from unparalleled VMware experience with both customers and service providers moving to the cloud.

This combination of software, expertise and educational offerings is available only from VMware and the global VMware partner network. Together, VMware and partners help organizations evolve financial, organizational and operational approaches to gain the maximum benefits of cloud computing.

## What can you do with your cloud?

“VMware is our core; it is the core of our cloud. It allows us to be very fast. And simplicity equals speed, speed equals competitive advantage.”

David Giambruno,  
SVP/CIO, Revlon



VMware offers complete cloud solutions that include technology, services and guidance to build, operate, staff and manage your cloud.

## Advance Strategic Goals

“Our vision is to provide a completely connected and collaborative care environment—where patients have real-time, secure access to their health records, physicians and nurses have clinical applications at their fingertips, and payer interactions are seamless. Today, VMware is helping us to achieve this vision with solutions that significantly decrease the cost of patient care, while raising quality and streamlining delivery.”

William Lewkowski, CHCIO,  
Executive VP/CIO,  
Metro Health Corporation

VMware helps IT organizations build the highest-impact capabilities to successfully operate a cloud organization:

**On-demand services** – Lower costs and increase agility by operating IT via a new, self-service model.

**Automated provisioning and deployment** – Increase efficiency by evolving request fulfillment, application development and deployment processes.

**Incident and problem management** – Improve reliability by taking advantage of the predictive, data-driven properties of cloud computing to move away from traditional break-then-fix management practices.

**Security, compliance and risk management** – Protect and secure the business to deliver on enterprise SLAs in the cloud.

**IT financial management** – Bring greater transparency to IT costs by establishing a new financial model for IT that more directly links services costs to services demand and consumption.

### Align Projects and Vision

With VMware, IT organizations can build on virtualization, private cloud and public cloud investments as part of a long-term strategy for maximizing

the benefits of cloud. This helps IT to rationalize opportunistic cloud investments into a cohesive strategy and prevent short-term investments from becoming computing silos of the future.

VMware cloud solutions enable you to address the immediate needs of your business while ensuring that your cloud has the broadest impact on how IT services are built, delivered and consumed. VMware cloud solutions support

- Introducing self-service environments that give developers and line-of-business teams direct access to the infrastructure services they require.
- Adapting IT's role in the business to that of a service broker, able to manage a portfolio of internal and external IT resources. The service broker has a strategic role in matching the needs of the business to services that balance levels of cost, quality of service and risk.
- Enabling IT to emerge as a strategic partner to the business, capable of more rapidly delivering applications and services that advance the goals of the business.

**But you need the right cloud infrastructure and cloud operations. Only VMware enables your cloud.**

# Drive Innovation with VMware Technologies and Services

Because existing processes and IT environments are foremost in the minds of IT leaders considering cloud, VMware offers technologies and services that are flexible, secure and scalable enough to meet requirements now and into the future. VMware also works closely with a global network of partners to help ensure application interoperability and portability between clouds.

## Next-Level Innovation for the Datacenter

VMware is helping to drive the next level of datacenter innovation—the software-defined datacenter. A key strategy for fully transitioning to the cloud, the software-defined datacenter removes the traditional constraints and complexity of infrastructure operations by recasting compute, storage, networking and security infrastructure services as virtual software services.

Layered on top of industry-standard hardware—and automatically and dynamically configured to meet the needs of all application workloads—the software-defined datacenter will deliver the peak of automation, flexibility and efficiency, optimized for every application.

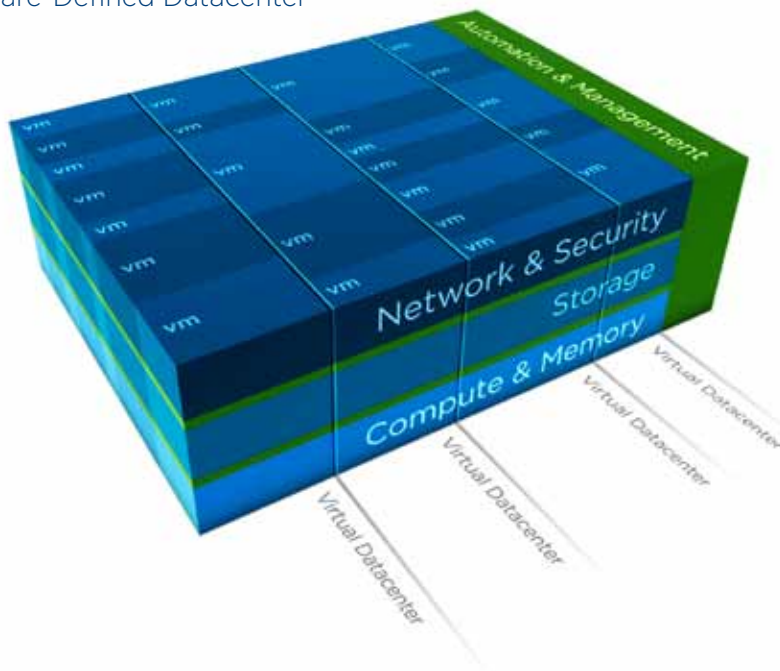
## From Servers to Cloud: Cloud Infrastructure and Management

Transformation is well under way in many IT organizations with virtualization enabling computing resources to be pooled across hundreds—even thousands—of formerly individually managed servers. With VMware, organizations can now federate and manage these pooled resources across multiple physical locations in hybrid cloud deployments, across VMware enabled and other clouds.

“As a leader in cloud computing, VMware is enhancing the ability of companies like TTX to achieve our business goals. We can be more flexible and agile and leverage our technology to swiftly respond to changing business conditions or emerging business needs. VMware is much more than a technology solution—it is a business solution.”

Rob Zelinka, Director of Infrastructure, TTX Company

## Software-Defined Datacenter



VMware and partners are enabling the software-defined datacenter, where infrastructure makes organizations more flexible, agile and responsive to customers.



“Historically, enterprise IT organizations have been the builders and managers of the physical IT infrastructure supporting business processes. What we’ve worked with VMware and the Accelerate team on, is how I can look to shift my team’s view of metrics from things like availability and uptime, and more toward IT’s contribution to business growth; the ability to speed innovation; improving customer satisfaction; and lowering risk and cost.”

Paul Lewis,  
VP of Technology,  
Architecture and Security,  
Davis + Henderson Corporation

VMware cloud infrastructure and management technologies deliver unprecedented efficiency, agility and extensibility. At the same time, they provide a common platform, common management and common security for infrastructure-as-a-service (IaaS) environments.

Central to the VMware cloud infrastructure and management portfolio is the integrated vCloud Suite. Proven in the most demanding IT environments, vCloud Suite powers the software-defined datacenter. It is the ideal infrastructure foundation for IT to build a long-term cloud strategy and become more responsive to business.

vCloud Suite combines the industry-leading virtualization platform, VMware vSphere®, with IT operations management, security and automation technologies to deliver key capabilities including self-service, automated provisioning, efficient workload distribution, resource-pooling portability and mobility. With management technologies that offer unprecedented visibility into, and control of, infrastructure and application health and performance, service costs, and risks, organizations can derive greater value from virtualization and cloud infrastructure investments.

### **From Applications to Services: Cloud Application Platform**

Built to satisfy the unique needs of cloud applications, the VMware vFabric™ Cloud Application Platform enables IT to build, run and scale modern Web-oriented, dynamic, real-time and data-intensive applications. Whether deployed onsite or offsite, the vFabric platform delivers the highest application performance, quality of service and resource utilization by intelligently leveraging the underlying infrastructure. It also enables organizations to easily

incorporate new consumer application paradigms—from social networking to mobile access to collaboration.

Developers using the popular vFabric frameworks and tools are rapidly delivering innovation back to their businesses. With Spring—a core component of the platform used by more than three million developers worldwide—and other industry-leading technologies, IT teams are modernizing the applications they use today and building the ones they will need tomorrow.

As the perfect complement to internal vFabric deployments, VMware offers Cloud Foundry™, an open platform as a service (PaaS). Cloud Foundry significantly enhances developers’ ability to deploy, run and scale applications while embracing the widest choice of public and private clouds; industry-standard, high-productivity developer frameworks; and application infrastructure services.

### **From PCs to Users: End-User Computing**

VMware provides end-user freedom and IT control for organizations adopting cloud computing in the post-PC era. Organizations can simplify IT by transforming end-user assets—such as desktops, applications and data—from computing silos into centralized IT managed services. VMware helps IT teams to better manage their environments, creating a single, central point for IT to set policies, provision desktops and applications, and maintain compliance across the public and private cloud. With VMware, organizations can improve end-users’ connectivity and productivity by providing on-demand access to their files and applications and to other end users—across multiple devices, both business and personal, all under IT control.



## From Current to Future: Professional Services

The extensive VMware services community comprises VMware Professional Services and select service-delivery partners. Drawing on unparalleled product expertise and real-world experience, VMware Professional Services transforms IT possibilities into business outcomes. VMware collaborates with customers to address the technical, people, process and financial aspects of IT transformation to deliver positive, tangible and material results to IT and business.

For organizations—large and small, global and regional—VMware has a comprehensive services portfolio:

- **Accelerate Advisory Services** use benchmarking and financial-modeling analysis and insight to identify opportunities for transformation and create executable IT strategies and roadmaps that support customers' business goals.
- **Cloud Operations Services** provide collaborative assistance in analyzing, designing and implementing focused cloud operations functional areas that address integrated process, people and supporting management tools.
- **Technology Consulting Services** create, grow or enhance cloud environments and optimize VMware technologies to deliver positive, material outcomes while transferring hands-on knowledge that builds the self-sufficiency of customer teams.
- **Technical Account Manager Services** continually enrich customer strategies and tactics for driving change over time while advocating for customer needs inside VMware and helping improve customer support for VMware projects.
- **Education Services and Certification Programs** help build the skills, confidence and experience needed to effectively design, operate and leverage VMware technologies—enabling customer teams to become experts in the art of IT transformation.

**No one is more qualified than VMware and our partners to get you started.**



# Why VMware for IT Transformation?



Deployed by 100 percent of Fortune 500 and 100 percent of Fortune Global 100 companies, VMware vSphere is the most trusted platform for virtualization, underpinning cloud initiatives.

VMware delivers the world's most trusted virtualization and cloud infrastructure solutions to enable IT transformation and drive innovation. With complete cloud solutions that reduce complexity while enabling efficiency, reliability and agility, VMware is uniquely qualified to help organizations usher in the future of IT.

## Expertise with Cloud

VMware is behind some of the largest and most successful cloud environments in the world, including private cloud implementations and a global network of public cloud service providers leveraging VMware technology for a common infrastructure. These organizations have given VMware unique insight into the ways IT teams are evolving both their cloud infrastructures and their cloud operations—leveraging cloud computing to deliver new services, enter into new markets, get closer to customers, and make increasingly mobile employees more productive. VMware is leveraging success with these leading organizations to drive maximum operational metrics and business results for the broader market.

## Your Cloud

The VMware approach is not about public, private or hybrid clouds. It is about your cloud—your organization's journey to the right cloud model to match your business needs. Your cloud accelerates IT, which accelerates meaningful results for your business. VMware has invested in the cloud marketplace, working with more than 8,000 service providers to establish a global footprint of enterprise-grade, compatible public clouds. Through this global network, VMware provides the option to build, buy or rent secure cloud capabilities, and the flexibility to adjust deployment decisions over time.

## Expansive Partner Network

VMware works with a broad ecosystem of partners, from technology to services. By maintaining a commitment to open APIs and open standards, VMware enables technology and solution partners to extend and complement VMware solutions, helping customers maximize ROI.

## Customer-Proven Solutions

VMware vSphere is the industry's most proven and trusted platform for virtualization and cloud computing. More than 400,000 customers, including 100 percent of Fortune 500 and 100 percent of Fortune Global 100 companies, use VMware technologies and services. More than 80 percent of virtualized workloads and a large percentage of business-critical applications are running on VMware technology.

## Connected Vision and Goals

The VMware vision for the software-defined datacenter helps organizations begin transforming rigid physical datacenter services—compute, storage, networking and security—traditionally delivered via specialized hardware into flexible and efficient software services. With VMware, organizations can not only see the future of the cloud but also follow a clear path to it.

Now, with your cloud, your IT organization can rapidly evolve the way it delivers services and interacts with internal customers. Your IT team can transition from reacting to business needs to being a proactive partner in the delivery of IT services, driving business success. Ultimately, your IT organization can become a source of true innovation—creating the new services and opportunities that grow revenue and further strategic differentiation for your organization.

**Accelerate IT. Innovate with your cloud.**  
Visit [www.vmware.com](http://www.vmware.com).





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