

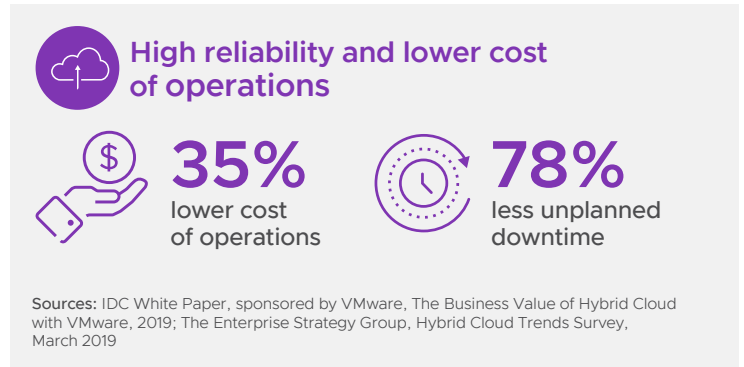
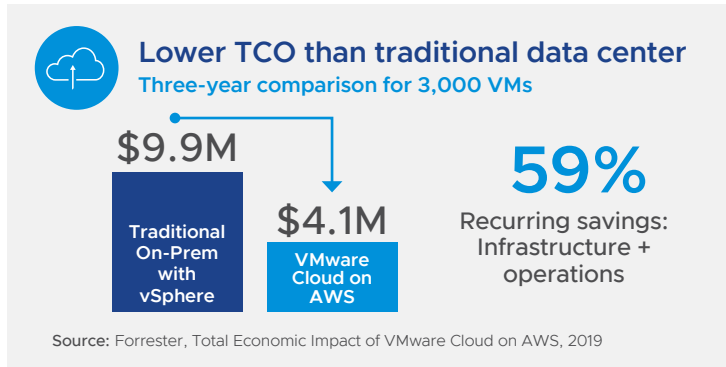
VMWARE CLOUD ON AWS

Commercial Cheat Sheet for Partners

VMware Cloud™ on AWS delivers proven enterprise capabilities on the world's most popular public cloud. AWS is the VMware-preferred cloud provider for all VMware vSphere®-based workloads.

-  **Seamless Migration:** Fast, cost-effective, and low-risk migration to the cloud
-  **As a Service:** Rich VMware Software-Defined Data Center (SDDC) delivered as a cloud service on bare-metal AWS infrastructure
-  **Consistent:** Consistent and familiar VMware technologies
-  **Portable:** Easy workload portability and hybrid capabilities
-  **Modern Apps:** Single platform for running modern composite apps that can be a combination of existing traditional applications, Kubernetes orchestrated containers, and AWS services

COMPELLING ECONOMICS AND MORE RELIABILITY



Zero Refactoring

- Reduce migration time from years to months and realize 69% lower migration costs.¹

Existing Skills

- Achieve up to 71% savings in operations and training.²

1. IDC White Paper, sponsored by VMware, The Business Value of Hybrid Cloud with VMware, 2019

2. IDC White Paper, sponsored by Dell EMC, Benefits of the Consistent Hybrid Cloud: A Total Cost of Ownership Analysis of the Dell Technologies Cloud, 2019; VMware analysis

Maximum Flexibility

- Relocate workloads to the environment that best suits needs.
- Seamlessly change environments and preserve optionality.

Operational Efficiency

- Maximize staff value by making IT teams 47% more efficient.¹

TOP USE CASES

Virtual Desktop Infrastructure (VDI)

Extend virtual desktops and applications to the cloud.

George Sink > [Customer Success Story](#)

Status Pros > [Customer Success Story](#)

Data Center Extension

Scale on-premises infrastructure on demand to increase capacity.

West Windsor-Plainsboro Regional School District > [Forrester TEI Report](#)

Ansaldo Energia > [Customer Case Study](#)

Cloud Migration

Achieve rapid, low-risk, and cost-effective migrations at scale.

IndusInd Bank (Scale LOB application > [Customer Success Story](#))

ZENRIN DataCom > [Customer Case Study](#)

Disaster Recovery (DR)




Add, replace, or complement on-demand DRaaS, and optimize DR costs.

Scottish Government > [Customer Success Story](#)

Pennsylvania Lumbermens Mutual Insurance Company > [Customer Success Story](#)




UNIQUE ADVANTAGES ENABLING RAPID RESPONSE TO COVID-19 CRISIS

Benefits of consistent infrastructure and operations coupled with fast deployment

VMware Horizon® on VMware Cloud on AWS	VMware Cloud on AWS On-Demand Hosts	VMware Site Recovery Manager™ on VMware Cloud on AWS
		
Consistent with on-premises environment	Seamless integration and workload mobility	Streamlined automation and granular protection

TARGET BUYER AND QUALIFYING QUESTIONS

Commercial 1 (medium-sized organizations with 250–2,500 FTEs) and larger Commercial 2 (small organizations with 50–250 FTEs) with at least 50 virtual machines

	Priorities	Qualifying Questions
 C-Level (CIO/CTO/CISO)	<ul style="list-style-type: none"> Driving increased revenue, stockholder value, and customer satisfaction Mitigating risk and ensuring security and compliance with industry regulations Increasing productivity and decreasing costs (CapEx, OpEx) Business agility and time to market 	<ul style="list-style-type: none"> Do you have a cloud mandate? If so, are there deterrents forcing you to slow down your journey? Do you plan to go all in, or leverage cloud opportunistically? What infrastructure constraints prevent you from meeting your business objectives? What are the three characteristics you would look for in a cloud vendor? How do you plan to ensure consistency in security policies across your infrastructure footprint—on premises and in the cloud?
 Infrastructure (Director or VP)	<ul style="list-style-type: none"> Enabling more visibility and control over IT environments Having more self-serve services and automation that enable the business to move faster Data and network security Increasing availability and scalability of resources Accelerating productivity and business 	<ul style="list-style-type: none"> Are you currently leveraging a public cloud platform? If not, do you have a mandate to move to the cloud? How fast can you grow your infrastructure on premises if business needs arise? Do you have unplanned infrastructure capacity requirements or additional capacity requirements to meet seasonal or peak workload needs? What would it be worth if you could eliminate periodic server, networking, and storage refresh cycles while lowering your infrastructure costs? What if you could manage your on-premises and cloud environments from a single console and by using the same tools?
 IT Operations or IT Cloud Architect (Director or VP)	<ul style="list-style-type: none"> Going to the cloud without complex conversions or re-architecting of apps Business requirements or IT projects that demand attention Servers or storage systems up for renewal or refresh Identifying where workload bottlenecks are coming from 	<ul style="list-style-type: none"> Are you currently leveraging a public cloud platform? If not, do you have a mandate to move to the cloud? What if you could go to the cloud without complex conversions or re-architecting of apps? What options do you have to move workloads from the cloud back on premises in case it is required? What cloud services and applications are you looking at to define, deliver, and support strategic plans for implementing IT technologies?

WHAT TO LISTEN FOR

- ✓ We are looking to undergo a hardware or infrastructure refresh.
- ✓ We want to move to a true hybrid cloud architecture/SaaS business model.
- ✓ We don't have the dedicated resources (money, employees, or time) needed for successful migration.
- ✓ We struggle to keep up with and predict the cost and workload requirements of business expansion.
- ✓ Our on-premises systems don't provide us with enough flexibility to effectively respond to changes.
- ✓ We expect a large amount of new data and workloads due to M&A activities and/or new business initiatives.
- ✓ We don't have a satisfactory disaster recovery strategy.
- ✓ We have legacy virtual machines/apps that aren't cloud-ready.



2-NODE PROMOTION

- Enables a 33% lower cost of getting started with persistent i3.metal single-AZ VMware Cloud on AWS environments.
- Good for customers who do not need the full 3-host production cluster due to smaller size workloads or who wish to prove the value of VMware Cloud on AWS for a longer duration than the Single-Host SDDC can offer today.

ON-DEMAND	1-YEAR SUBSCRIPTION		3-YEAR SUBSCRIPTION
2-Host	\$18.45/hour	\$114,637.88	\$241,168.42
3-Host	\$27.68/hour	\$171,956.82	\$361,752.63

FREE PROOF OF CONCEPT

The Customer Proof of Concept (POC) program provides end users with a dedicated 2-node for 14 days (up to a maximum of 30 days) of free access to VMware Cloud on AWS.

[Learn more](#)

VMWARE CLOUD DIRECTOR® SERVICE

- VMware Cloud Director service delivers multi-tenancy to VMware Cloud on AWS for managed service providers (MSPs), enabling them to offer bite-sized pools of VMware Cloud on AWS resources in an asset-light, pay-as-you-grow model that enables better alignment with the needs of small to mid-size enterprises.
- VMware Cloud Director service brings MSPs more flexibility, agility, consistency, and customizability so they can better serve SMB customers.
- VMware Cloud Director service is now available in North America, EMEA (Frankfurt), and APJ (Tokyo).

MARKETING CAMPAIGNS TO TARGET COMMERCIAL

Scale on Demand Campaign	Cloud Migration Campaign
Extend on-premises environments to the public cloud and take advantage of future ready, instantaneous scalability with VMware Cloud on AWS. Guide (PDF) Direct Link on PDC	Migrate apps to the cloud and modernize for the future via VMware Cloud on AWS. Additionally, 2-node promotional materials enable you to help prospects take advantage of on-demand cloud capacity for a 33% lower cost. Guide (PDF) Direct Link on PDC

How to Access:

Log in to Partner Connect, go to the Marketing tab, and click on the Partner Demand Center link.

