Management for the Mobile-Cloud Era

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Cloud Management Business Unit

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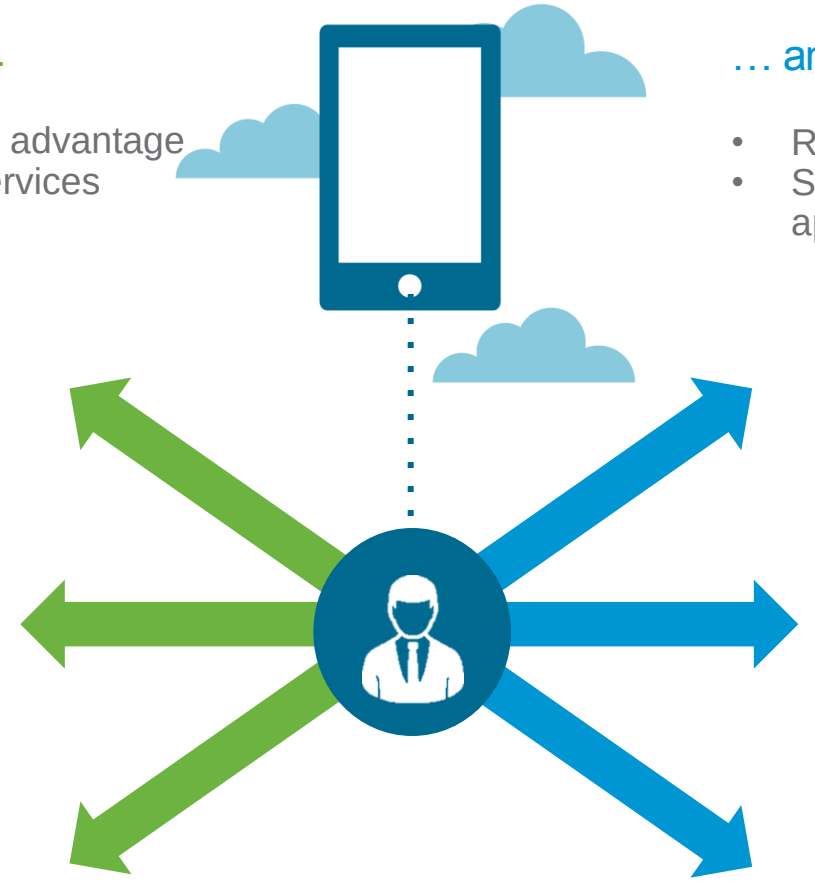
Mobile-cloud Era
- The CIO paradox

New expectations…

- Create competitive advantage
- New products & services

… and the prior responsibilities

- Run global infrastructure
- Support business-critical applications



Be strategic

Quickly adopt technology

Boost innovation

Stay secure

Avoid legacy debt

Drive operational excellence

Reality Bites

Budget issues

- Budgets flat/declining (proportionally)
- Need to spend more on innovation

Skills

- In short supply
- Accelerating pace of new technology

Legacy systems

- Integration on and off-premises
- Complex data models

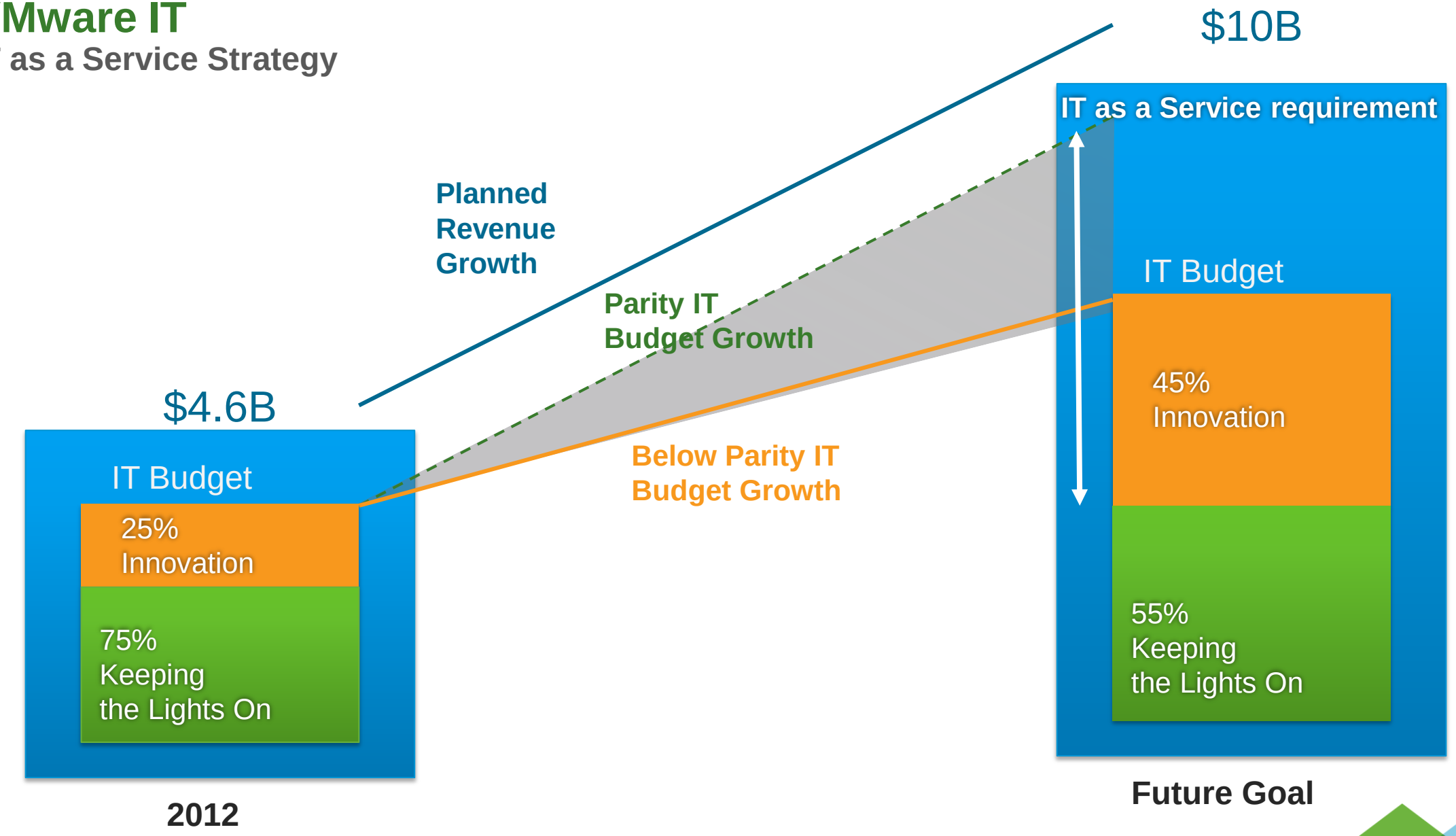
Legacy process

- Ticket-driven across silos
- Not standardized

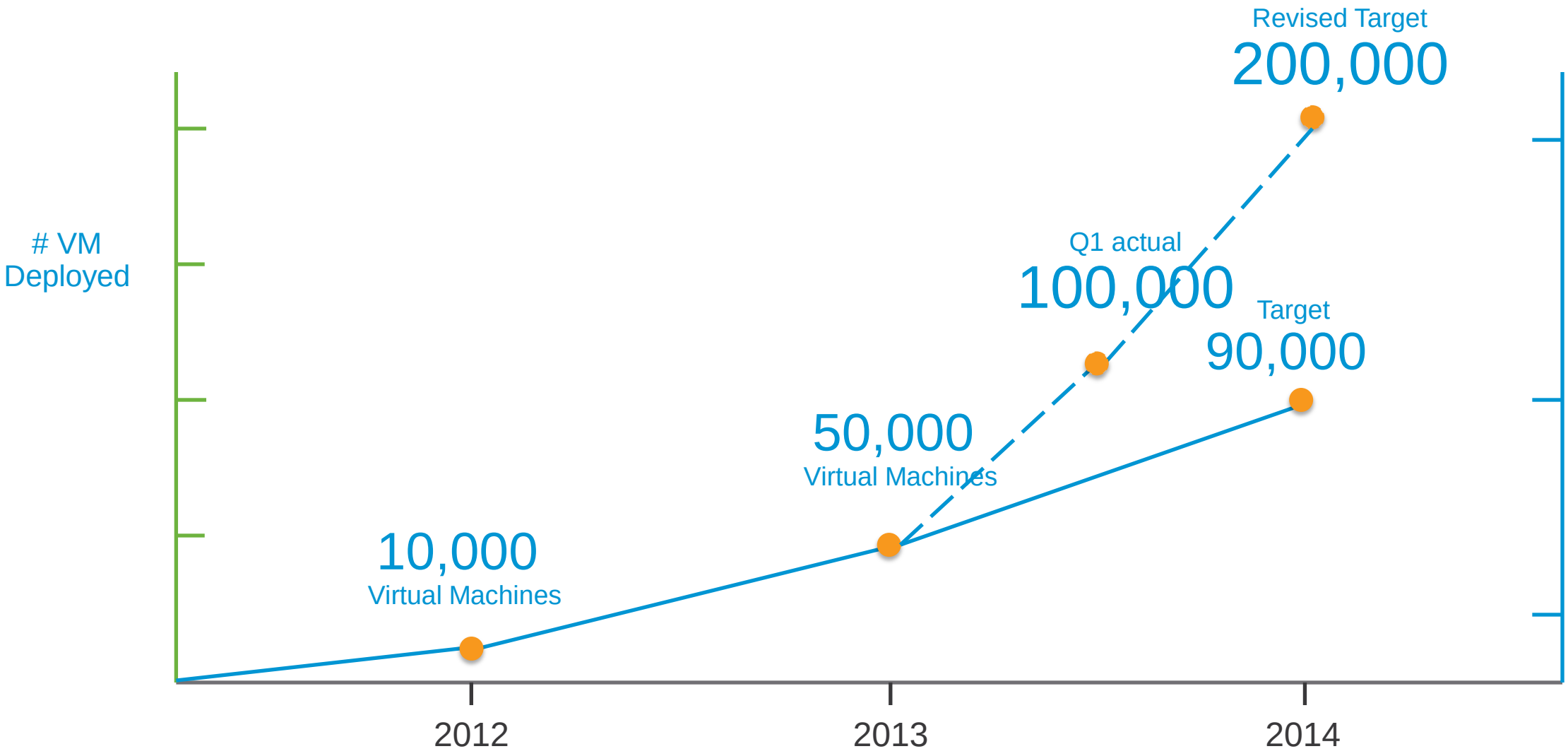
… Your Real Problem?
Your material, successful business today.

VMware IT

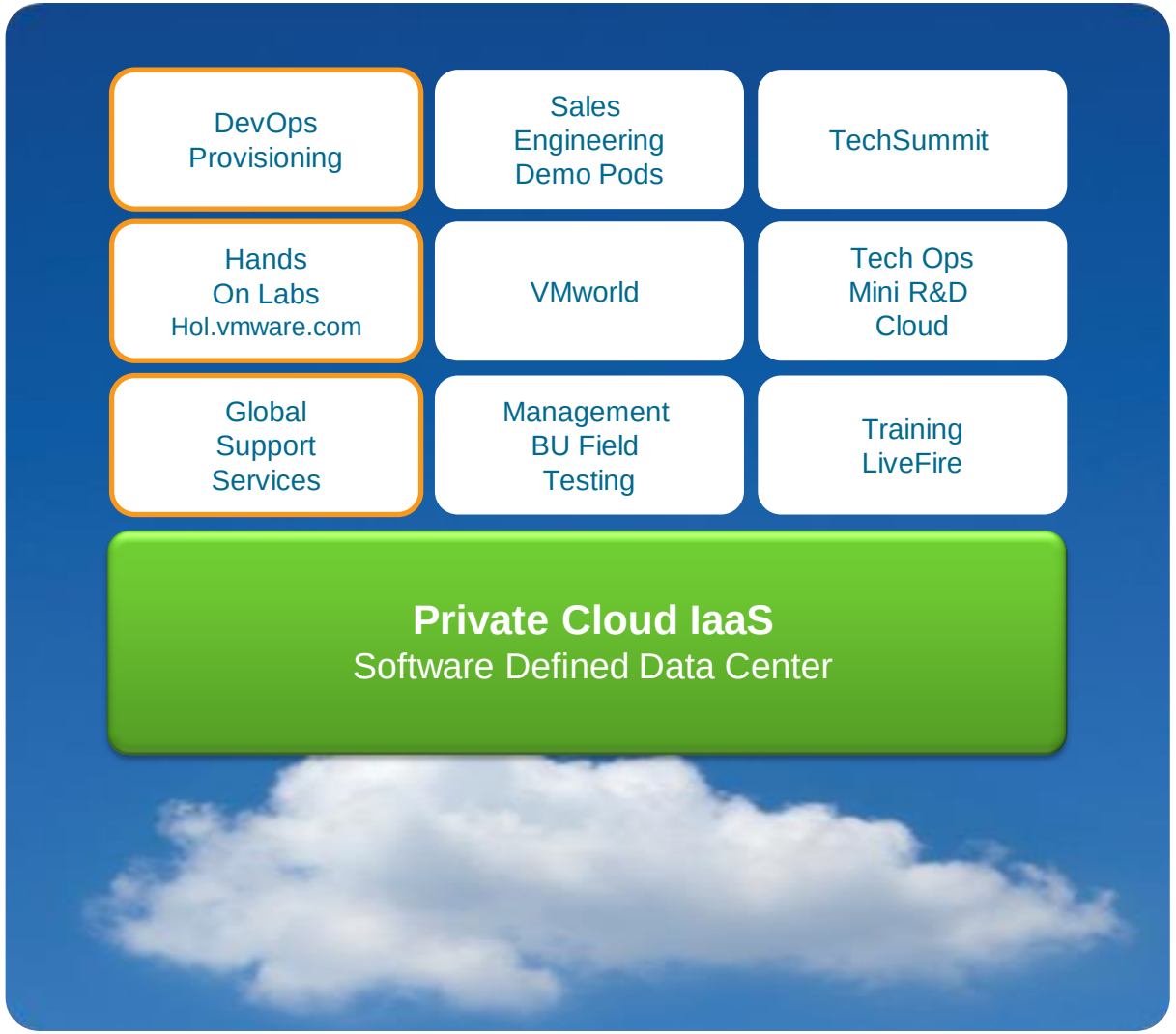
IT as a Service Strategy

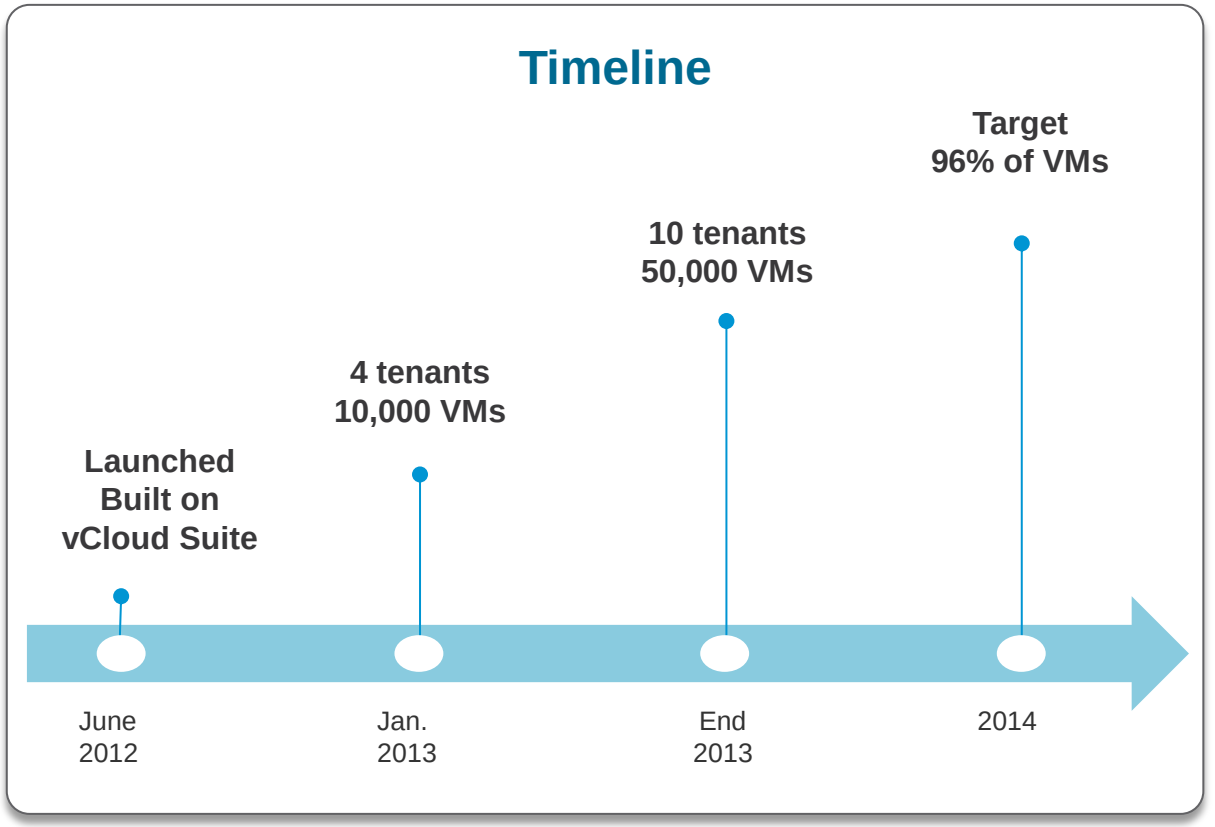


VMware IT Private Cloud – 2014 Reality



VMware IT Project “OneCloud”
Explosive Tenant Growth

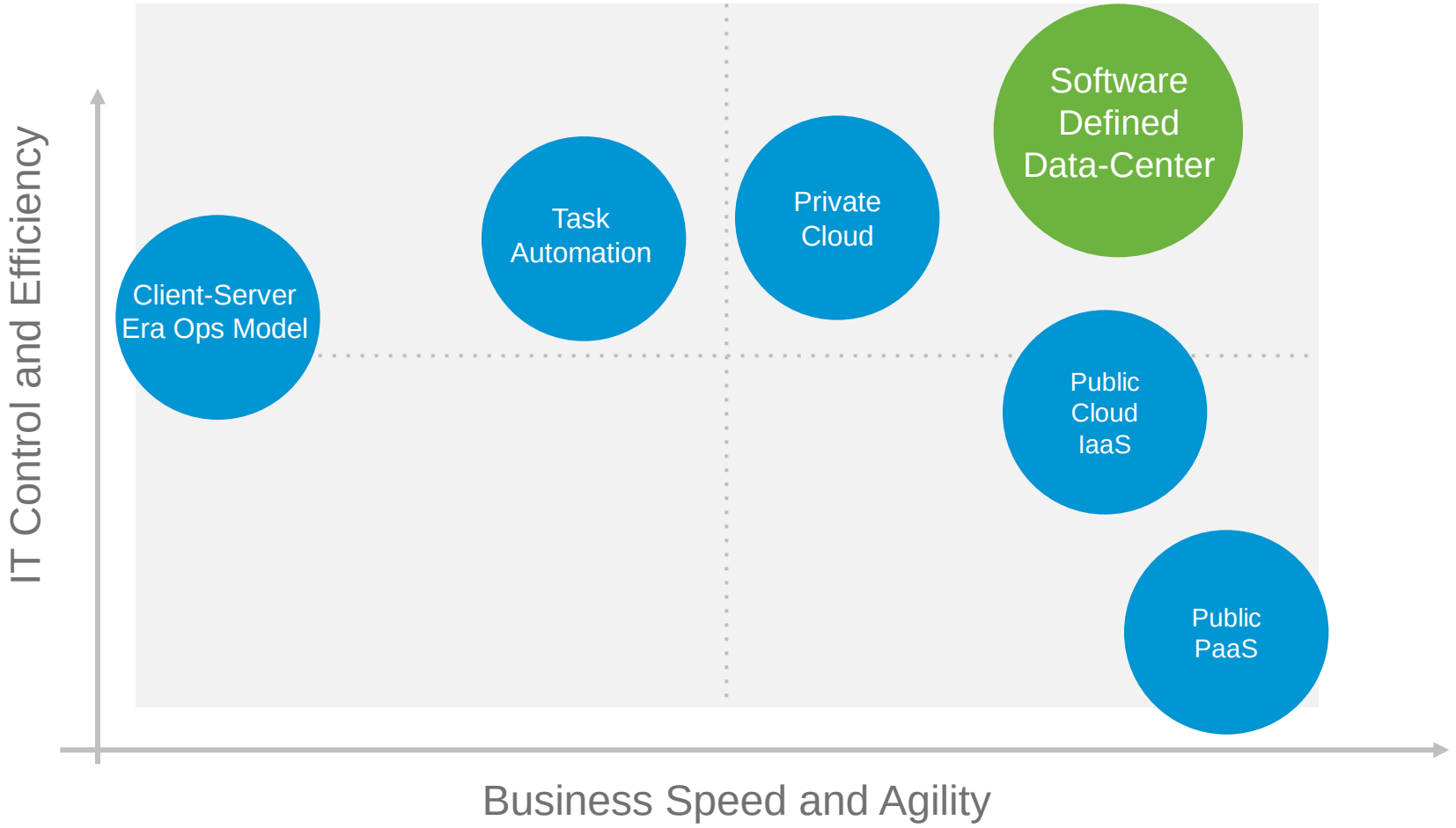




- Very low cost per VM
- “Cloud first” policy in IT

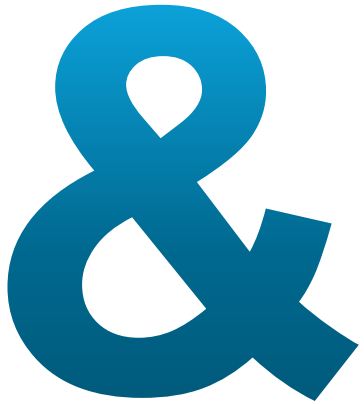
What are your strategic Options

Strategic Alternatives



The Software-Defined Data Center: A New Path Forward

vmware®



Traditional Apps

Cloud-Native Apps

The Architecture for Today AND Tomorrow

- Management by Policy
- All Apps
- Open Cloud Infrastructure
- Hardware Choice

vRealize Suite, Vmware's Cloud Management Platform

Traditional Applications

Cloud-Native Applications

On-Premise

Cloud Automation

Cloud Operations

Cloud Business

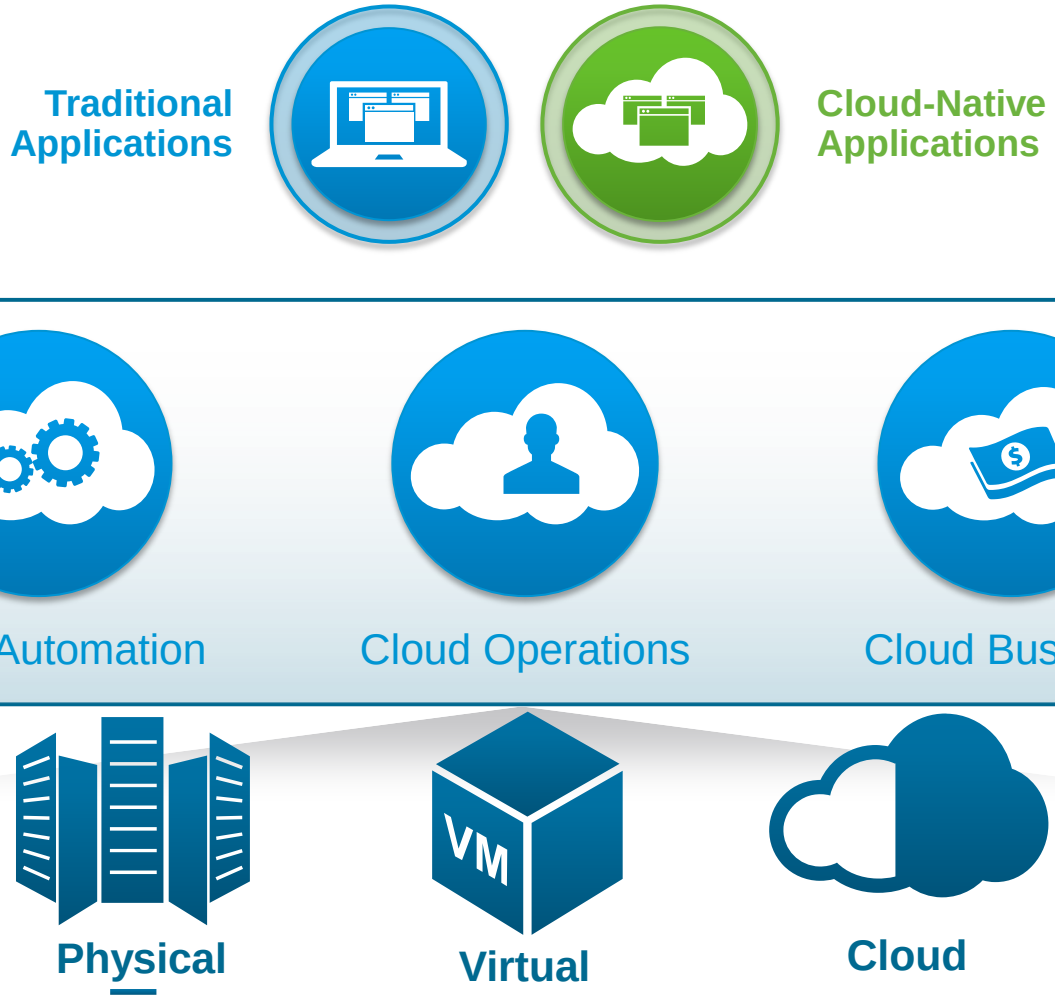
As-a-Service

Physical

Virtual

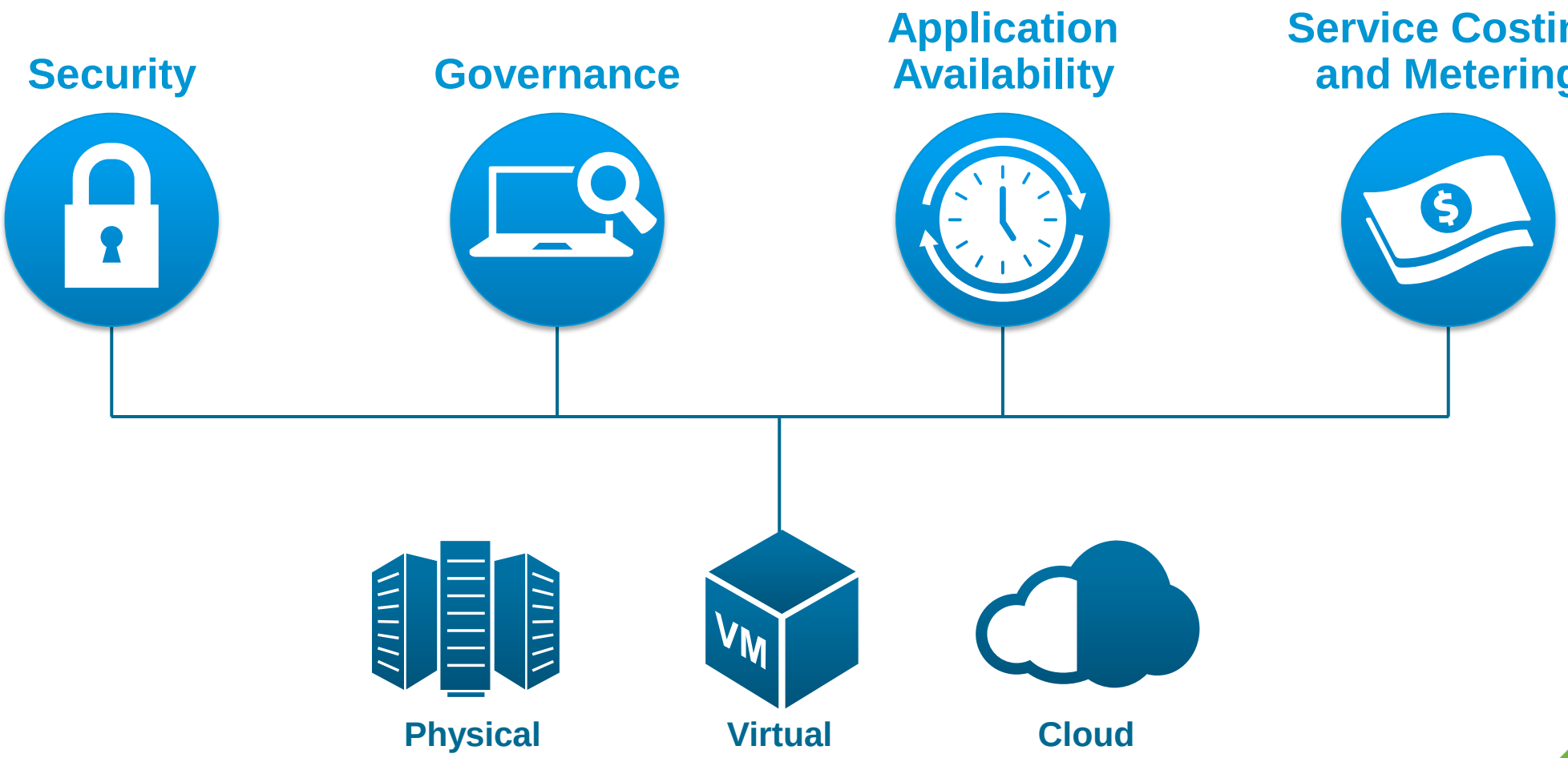
Cloud

vRealize Suite

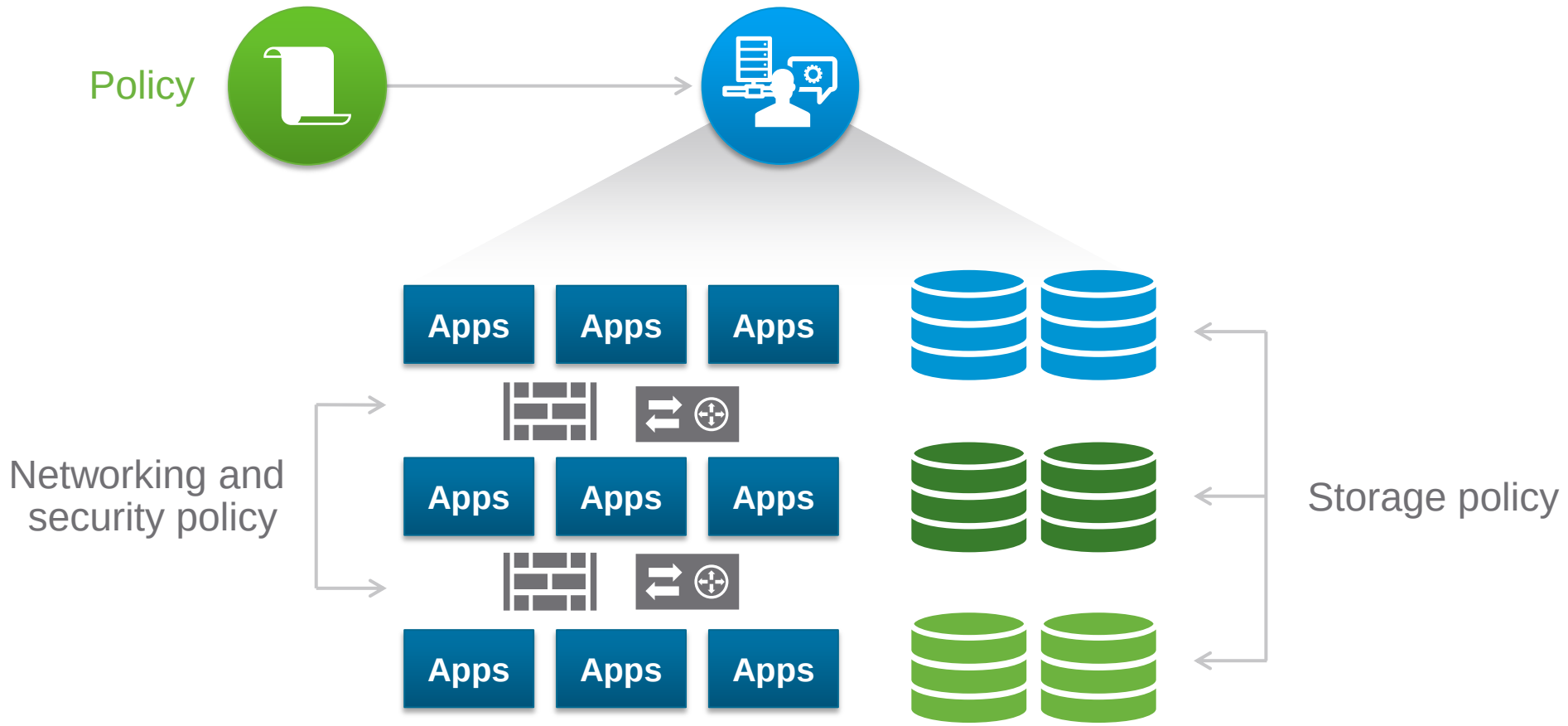


Register for the Beta
vrealizeair.VMware.com

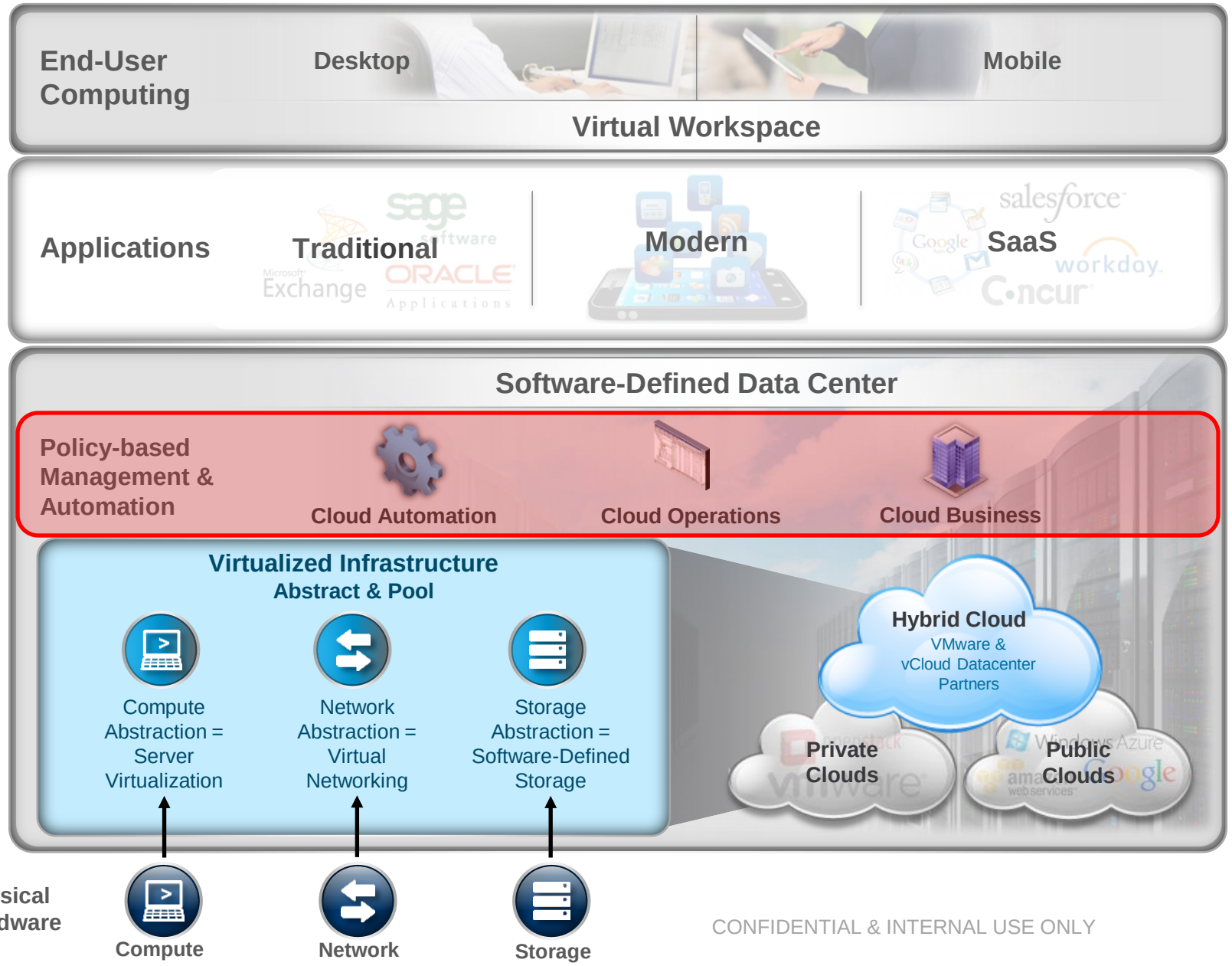
Software-Defined Data Center Policy Based Cloud Management



Software-Defined Data Center Policy



Management and Automation in the Software-defined Enterprise



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VMware Cloud Management

The Control Plane for the Software-Defined Data Center and the Hybrid Cloud

Cloud Automation

Automated, self-service delivery of personalized IT services

Service Catalog
Governance
Release Automation

Cloud Operations

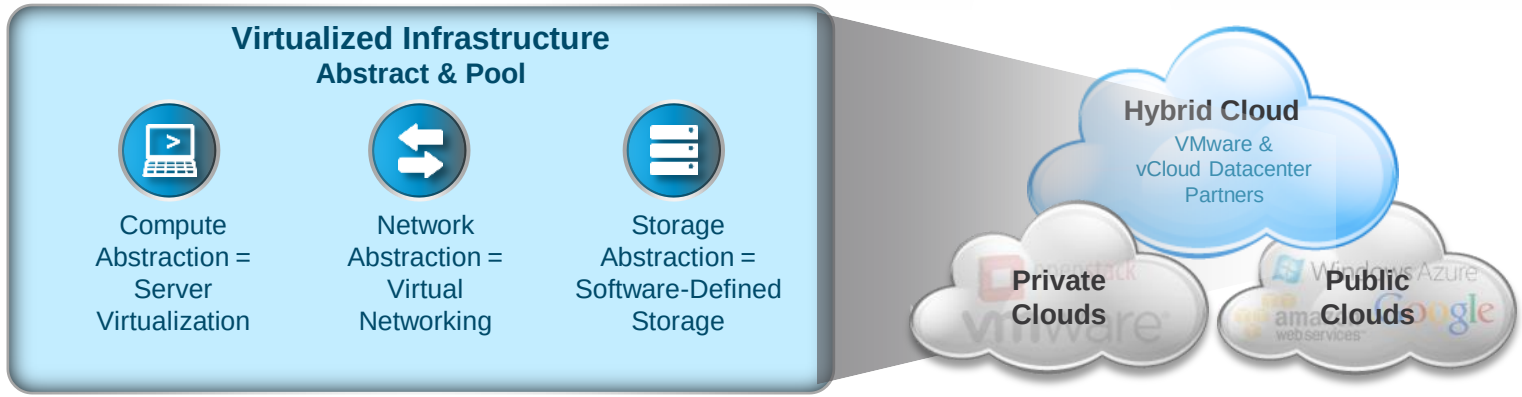
Intelligent, automated operations with comprehensive visibility from apps to storage

Service Health
Capacity Optimization
Configuration Standards

Cloud Business

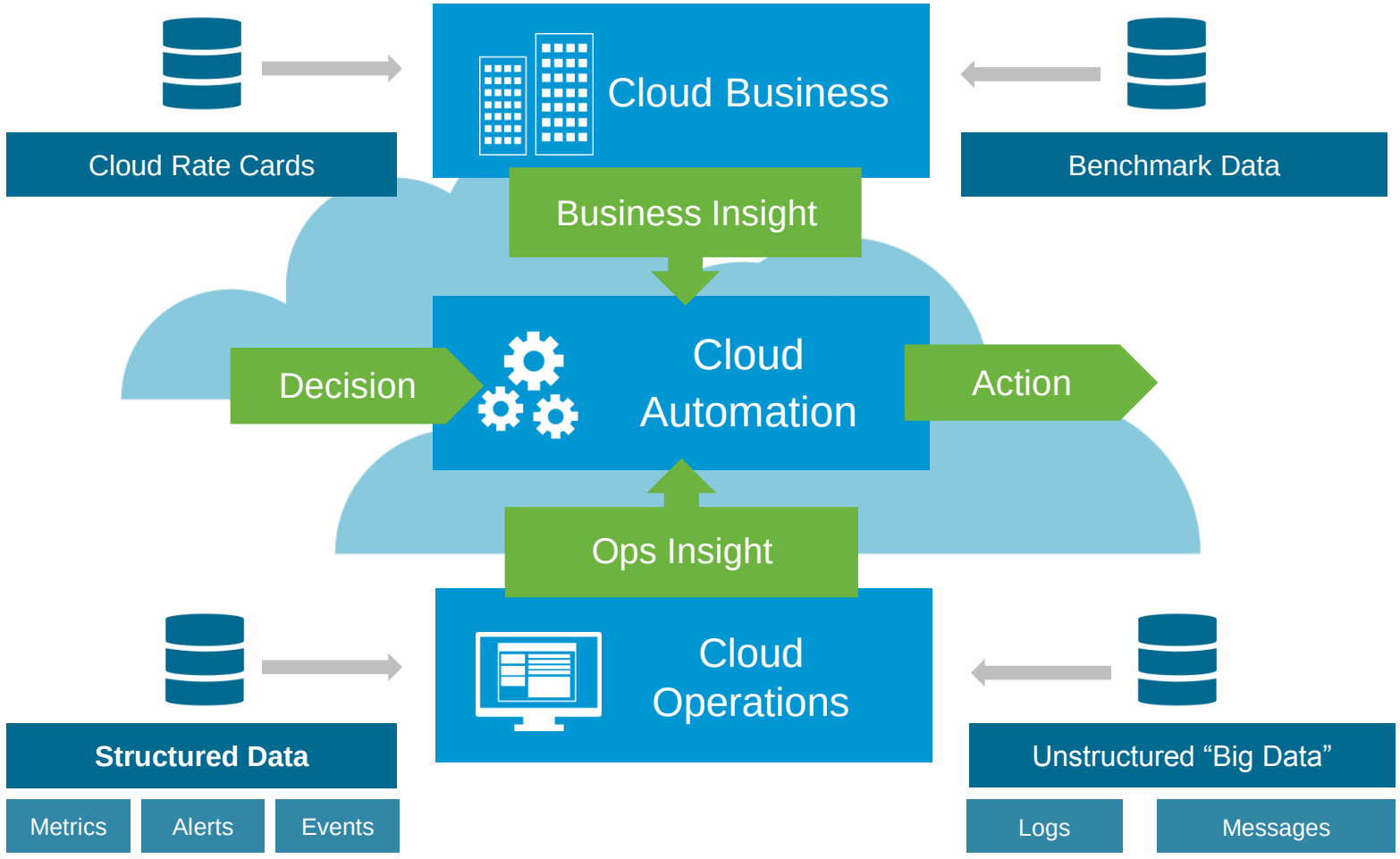
Complete transparency into costs and quality of all IT services

Cost Transparency
Benchmarking
Service Quality Mgmt



Insight → Decision → Action

VMW Total Cloud Management
= Continuous Improvement



Positioning of vRealize and vCloud Suite

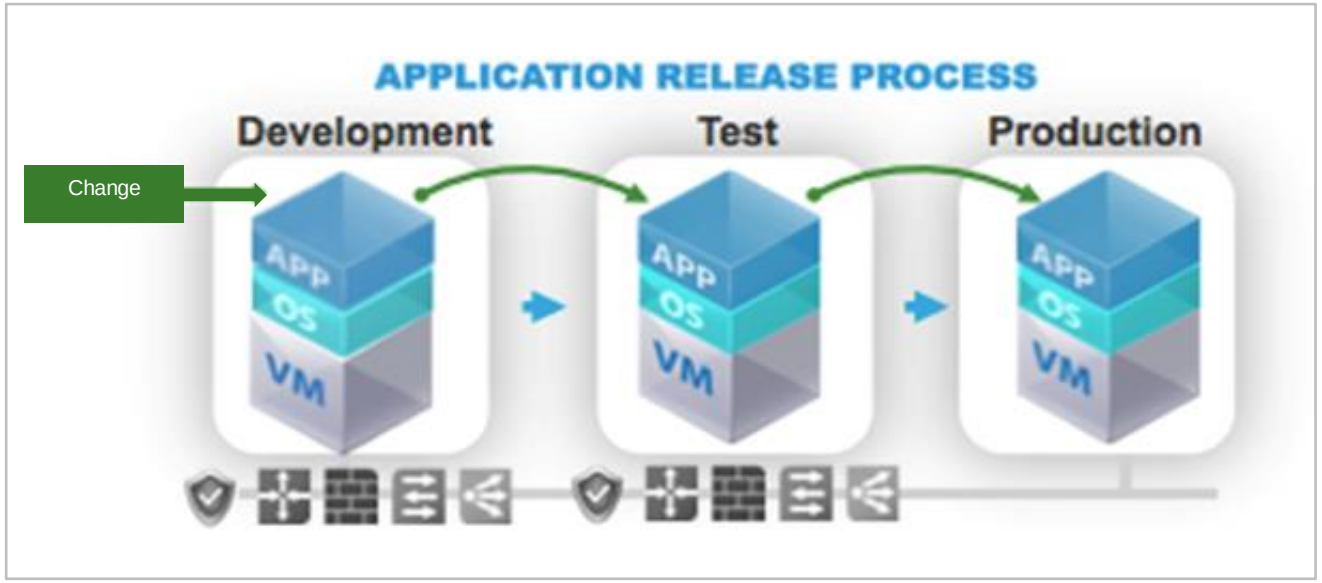
	On Premise		Off Premise	
	VMware	Other	VMware	Other
Cloud Management Platform	**vCloud Suite** vSphere-based private cloud • **Cloud Automation** • **Cloud Operations** **vRealize Suite** Extends VMware cloud management beyond vCloud Suite • **Log Analytics** • **Cloud Business**			
Cloud Infrastructure	• **Disaster recovery automation** • **Compute Virtualization** (vSphere) • **Software-defined storage** **VSAN** • **Network Virtualization** **NSX**	Hyper-V, KVM, OpenStack, Physical, …	**vCloud Air (vCHS)**	Amazon & other services

Cloud Automation

Devops – The Journey

Capabilities

- Service portal, On-demand application and infrastructure
- Automated or guided workflow
- Ecosystem (e.g. Puppet, Chef)



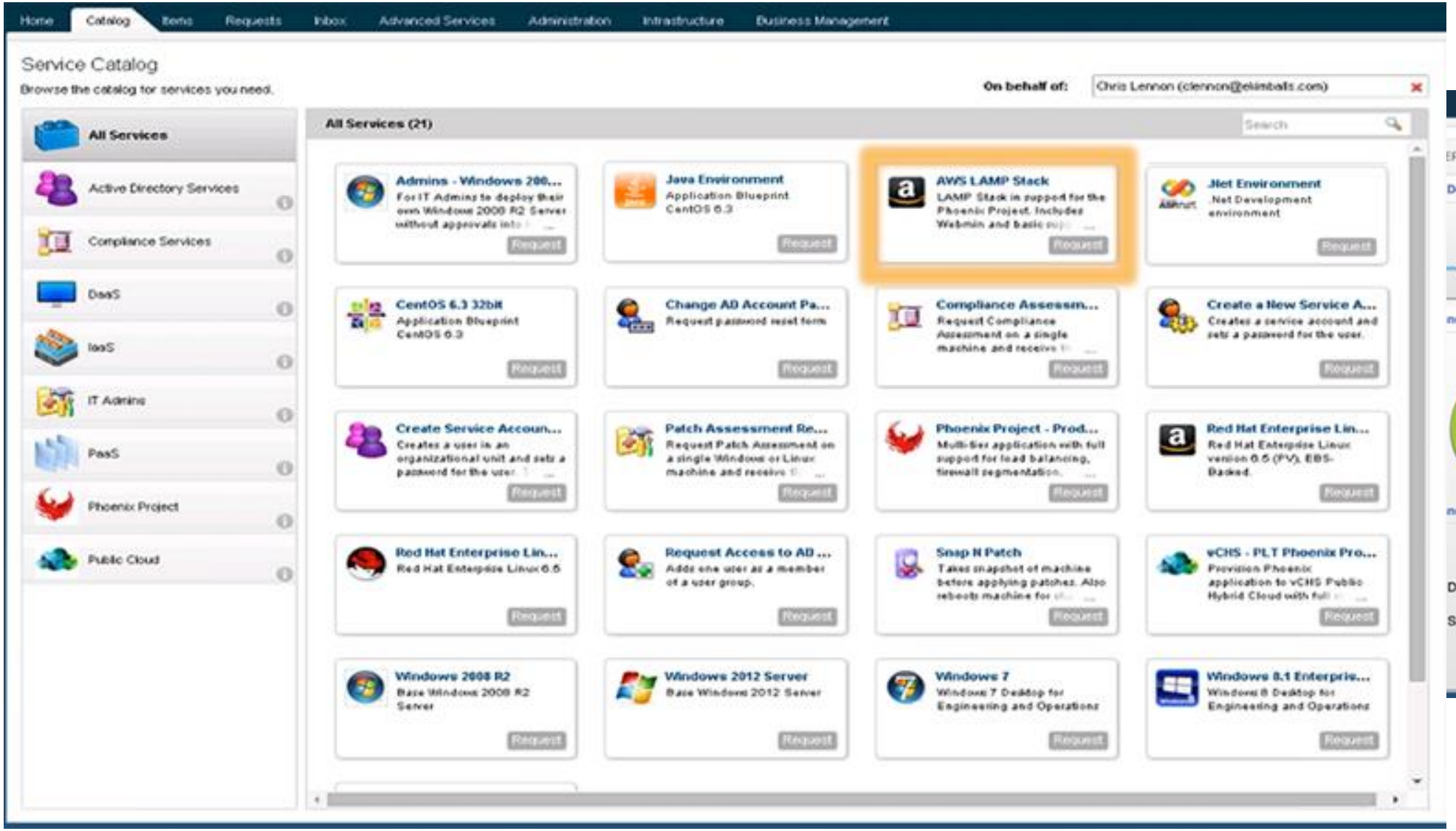
Business Value

- Agility, transparency
- Efficient IT processes

IT Value

- Lower cost, secure control
- **DevOps transformation**

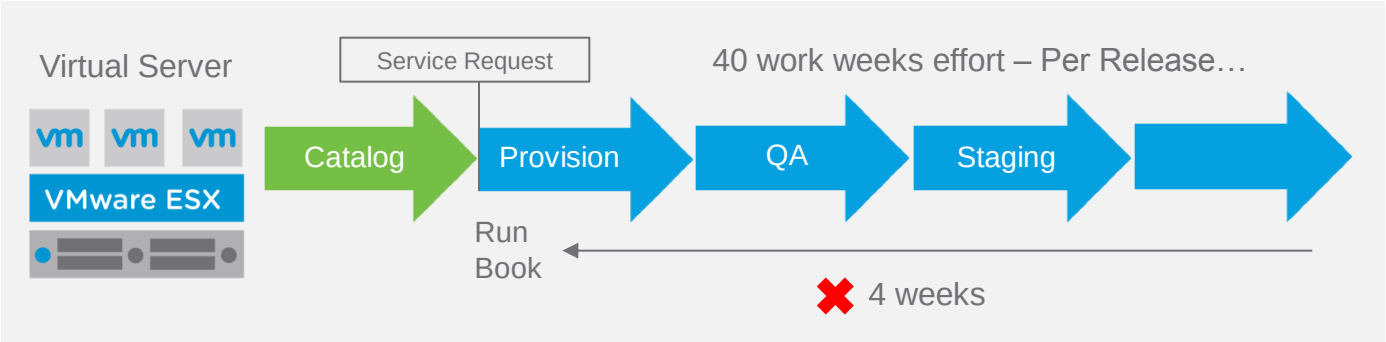
On Demand applications and infrastructure



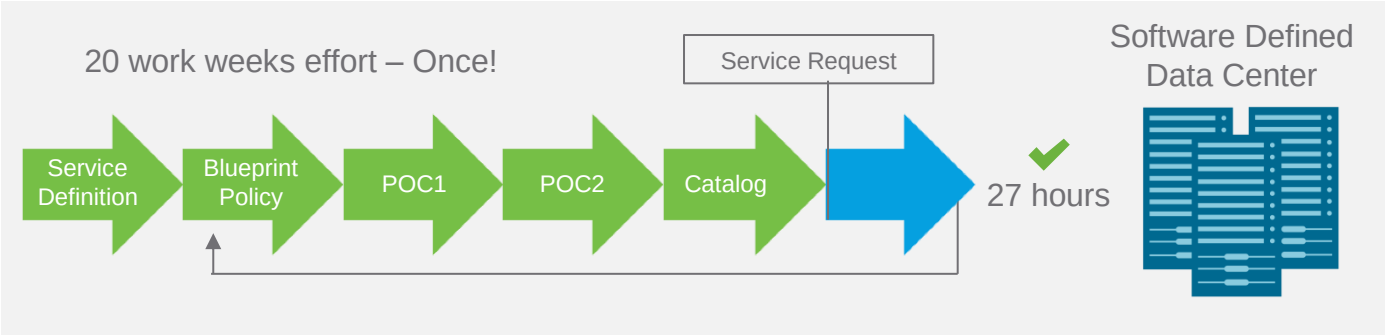
VMware IT Private Cloud – Traditional Application Agility

Example
Oracle ERP With custom web portal and load balancers

Manual Process

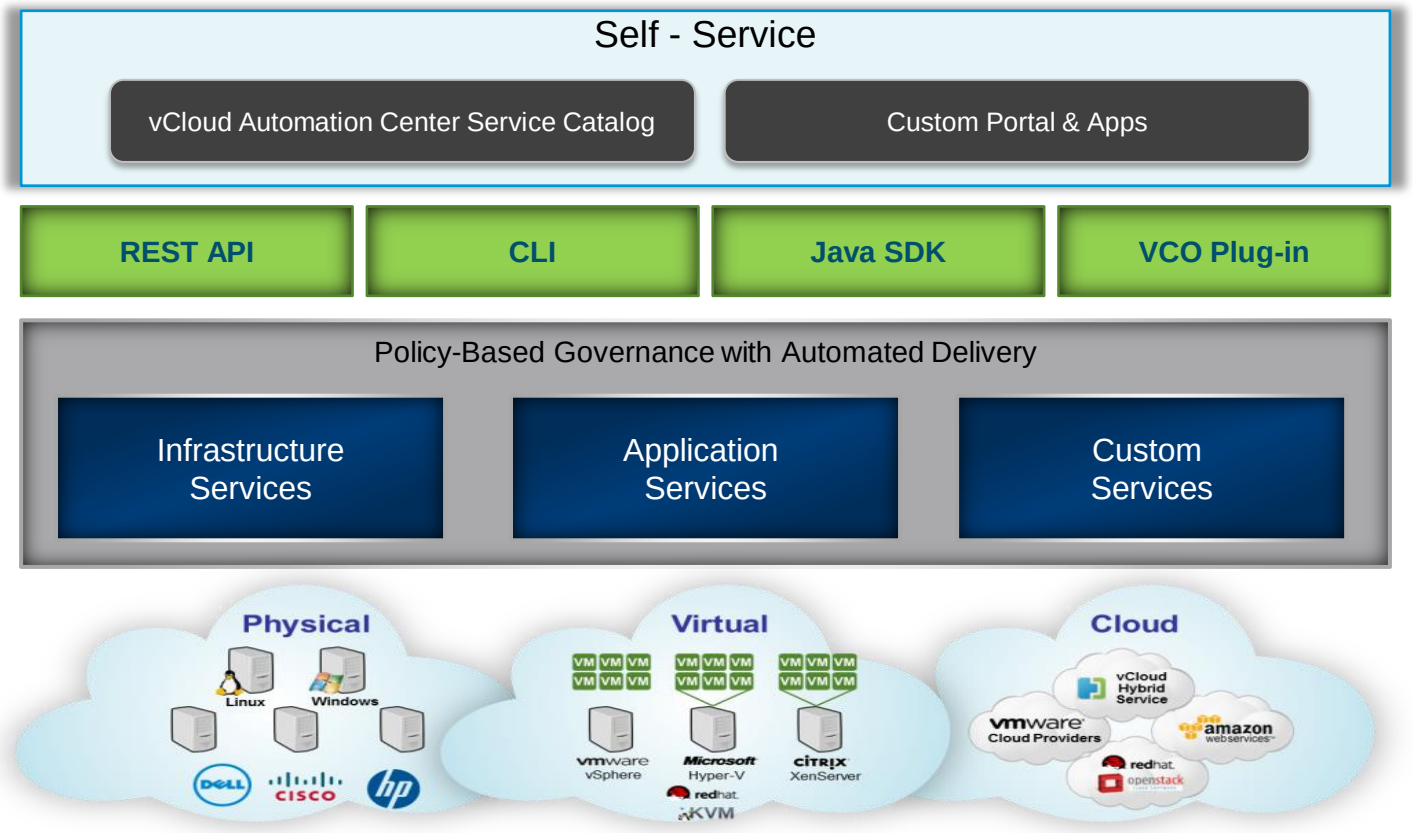


Automated Process



It takes less time/effort to convert the runbook into blueprints…
…than it takes to “run” the runbook...

Access vCAC Services Via APIs, Programmatically



Features

Consumer API

- Requesting new services
- Managing existing services

Available Interfaces

- Rest API
- CLI
- Java SDK
- VCO Plug-in

Benefits

- Access vCAC Services from other applications, programmatically

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Cloud Automation Customer Success

- Implemented a software-defined data center with automated provisioning
- Faster time to market based on IT as a service
- Faster, more efficient provisioning of applications and services

Reduced provisioning time from 2-4 weeks down to 1-2 hours.

"VMware provided the most complete solution that was really built for the cloud era, versus other solutions that may have been retrofitted for cloud."

— Michael Lebiedzinski, Director of Private Cloud Engineering

Cloud Operations

Intelligent analytics, apps to storage

Capabilities

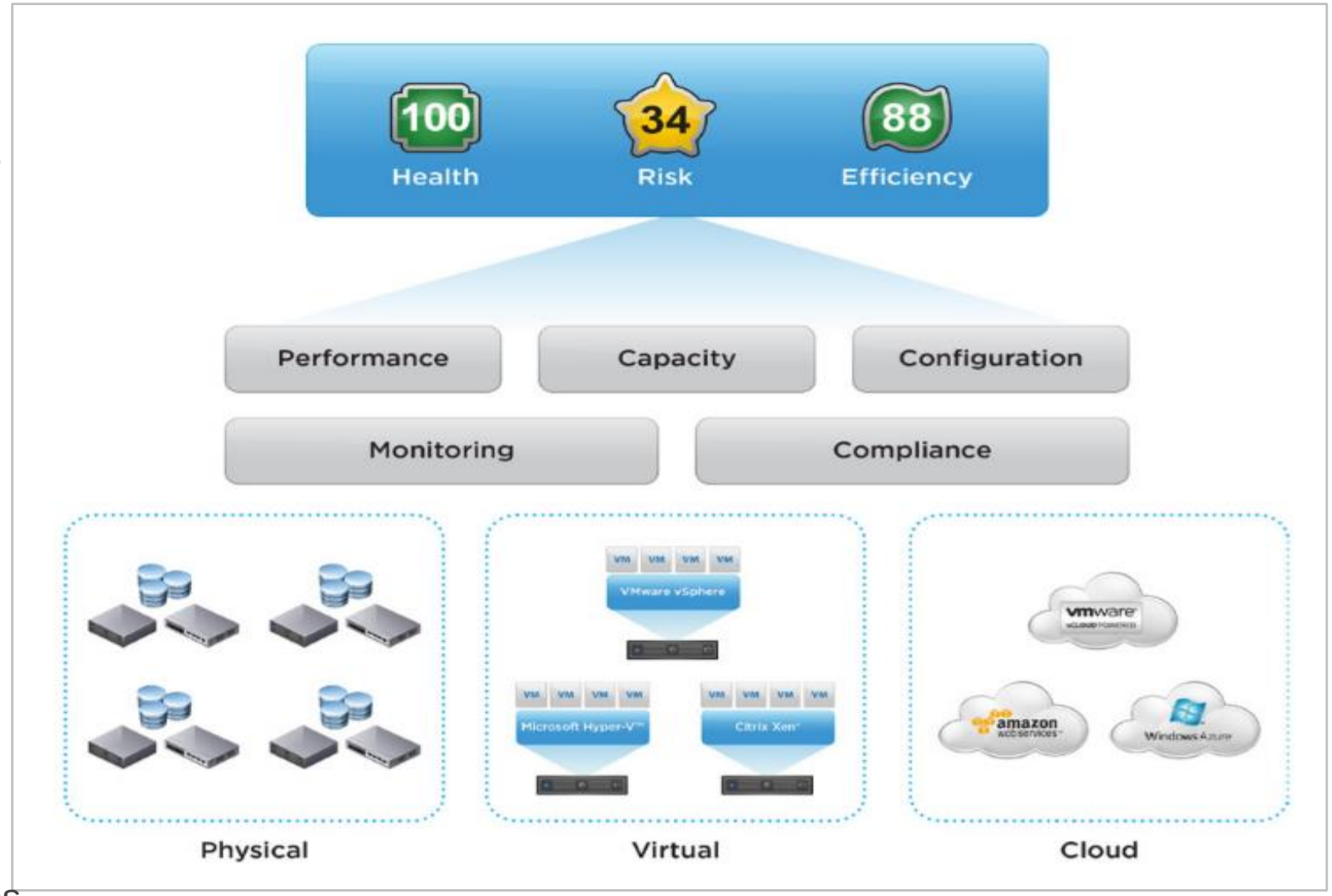
- Intelligent Operations
- Policy-based response
- Unified Management

Business Value

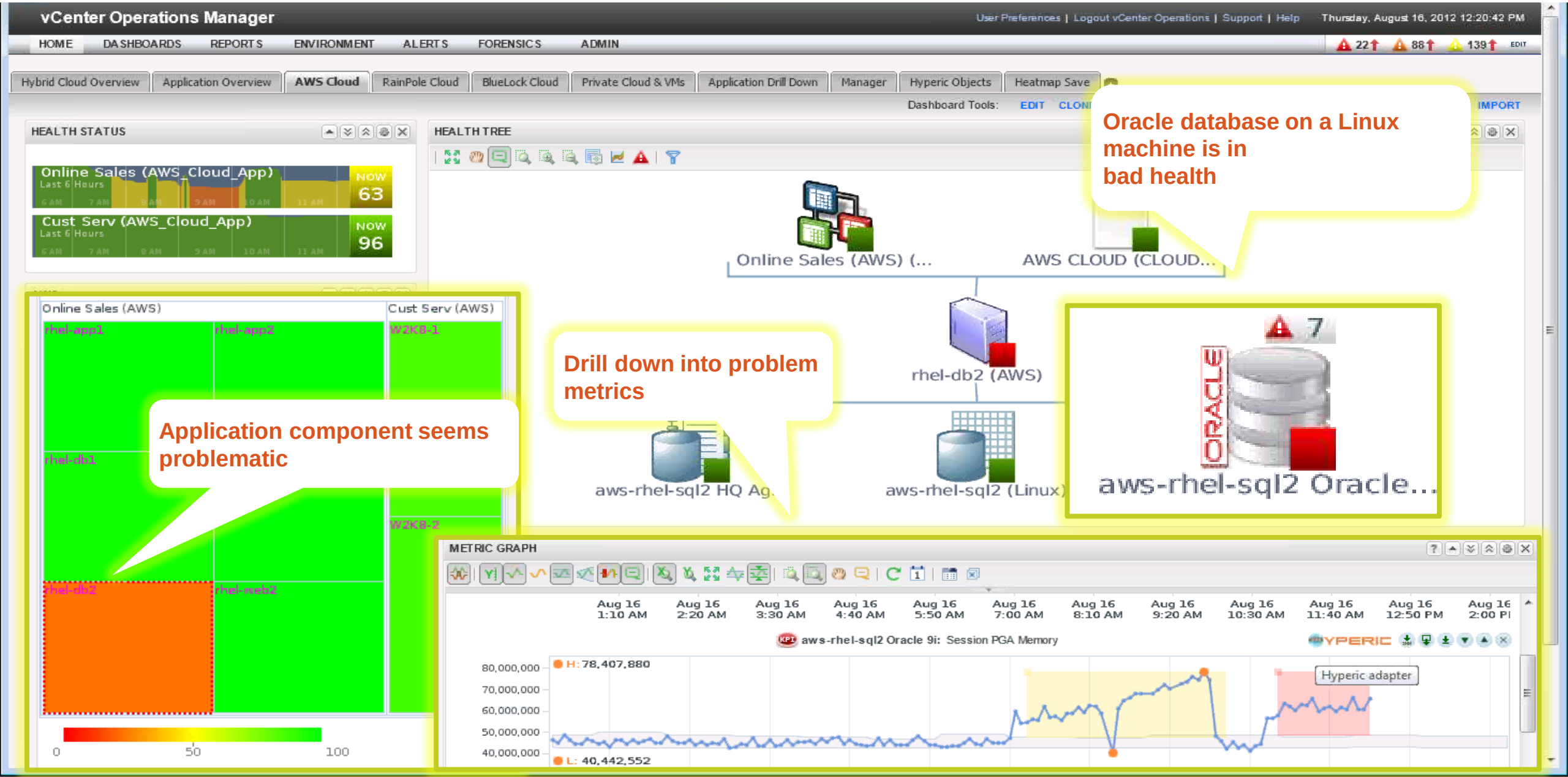
- Ensure service quality everywhere
- Drive down “run the business” costs

IT Value

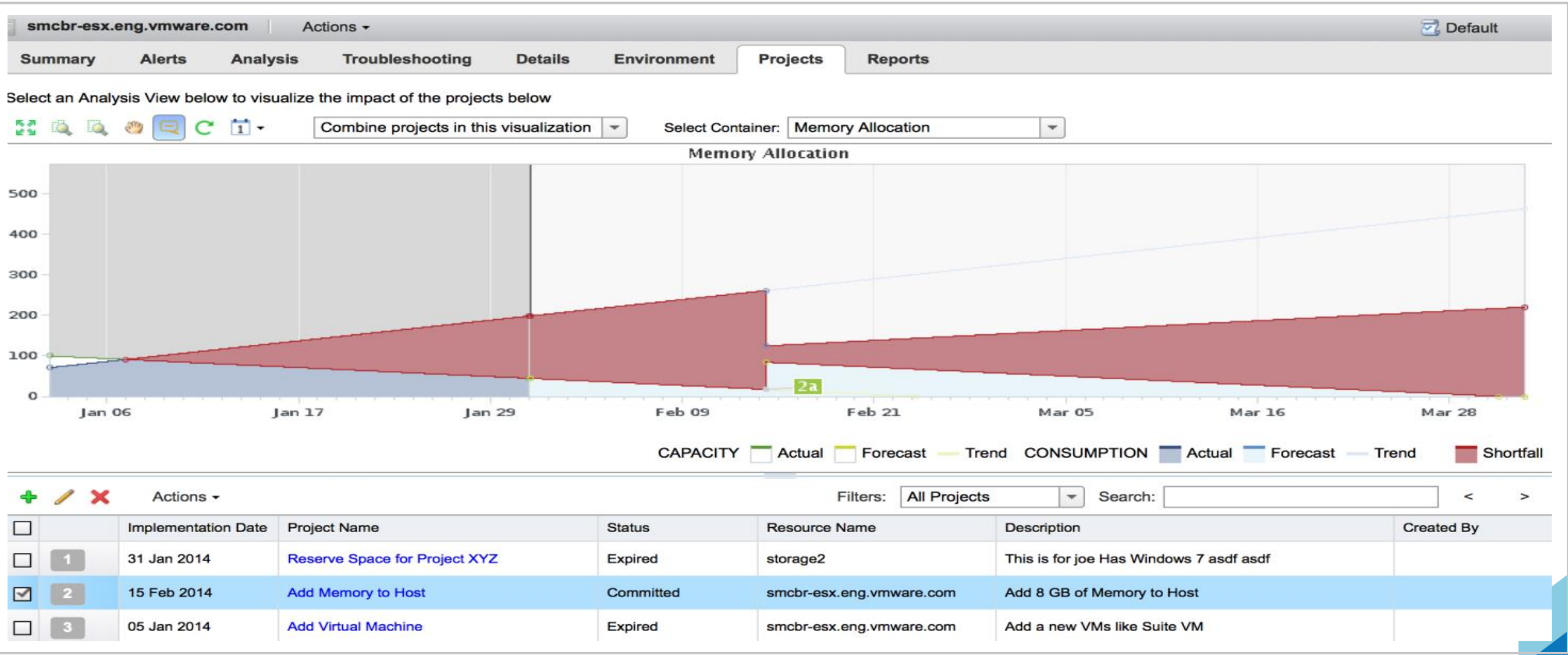
- Common management platform
- Both cloud-native and traditional applications



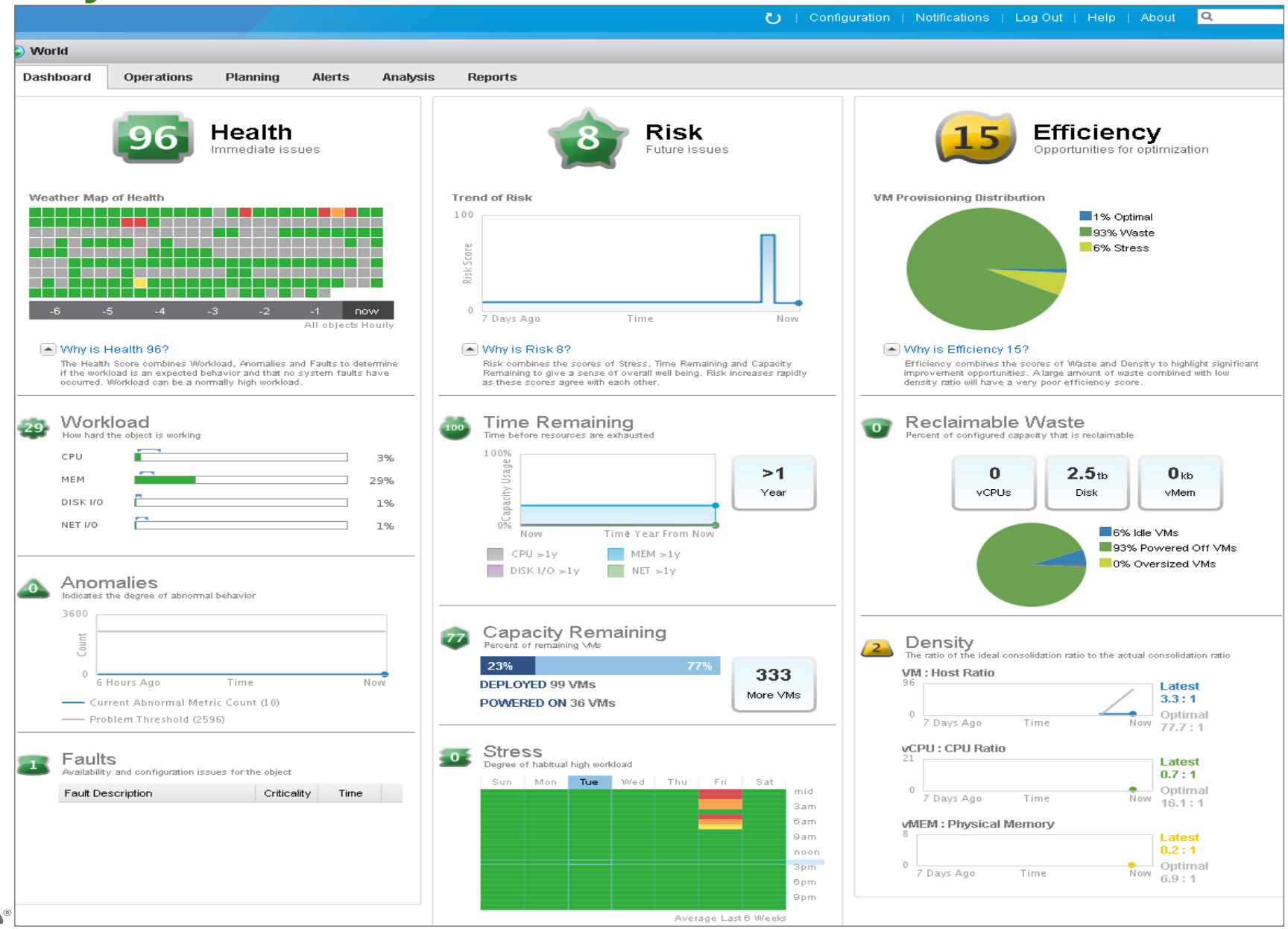
Application Health – in vSphere, AWS, Physical



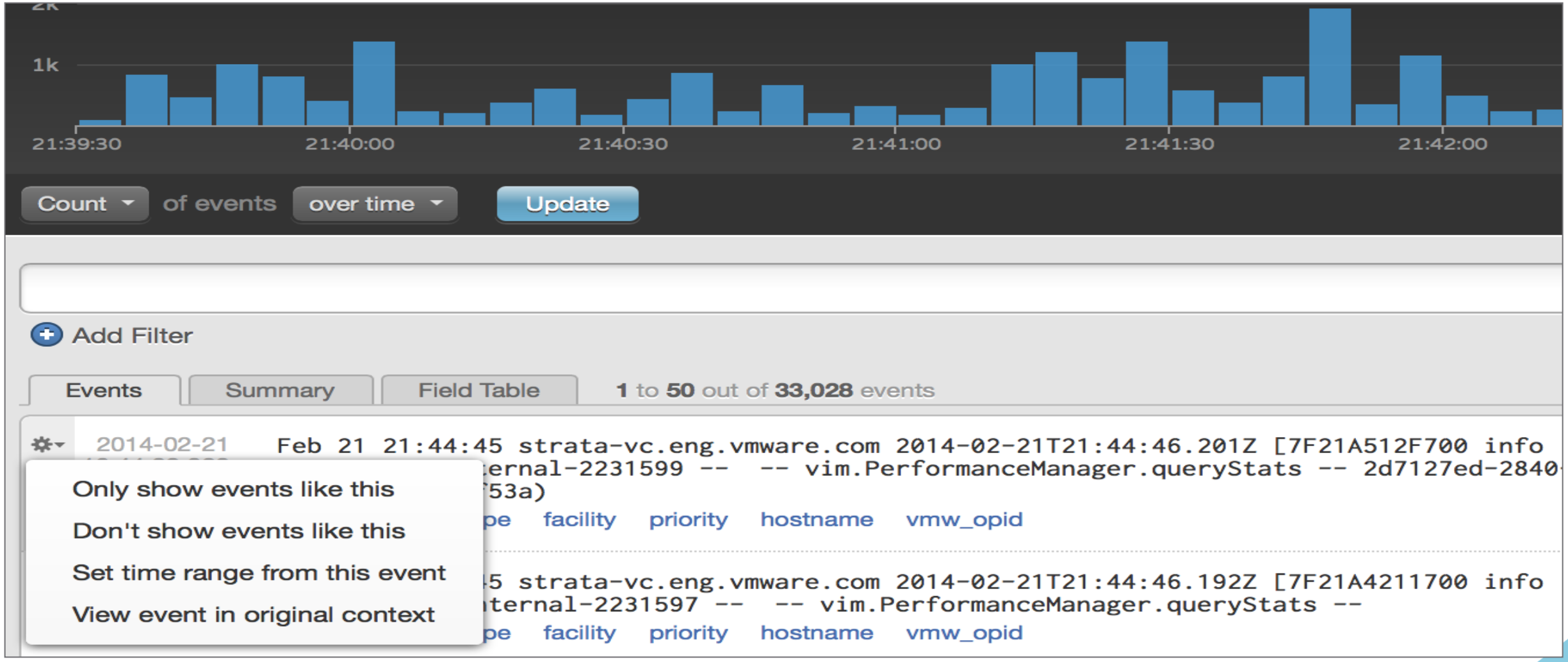
Capacity Management



Intelligent Analytics



Log Management (LogInsight 2.0) – Lower Cost + 6x FASTER



Cloud Operations Customer Success

Global Aerospace Company

Reduced CapEx/OpEx:
- Reclaimed 92% over-provisioning of hardware for VMs
- Saved $1.5-$2M in infrastructure (not including maintenance)
- Reduced alert volume from 500-1000 threshold alerts a day, to 50-100 vCenter Operation alerts

TUI InfoTec

Improved visibility and better planning:
- Reduced troubleshooting time by 50%
- Capacity planning 40% faster and more accurate

The Largest Specialist Hospital in Ireland

vCenter Log Insight

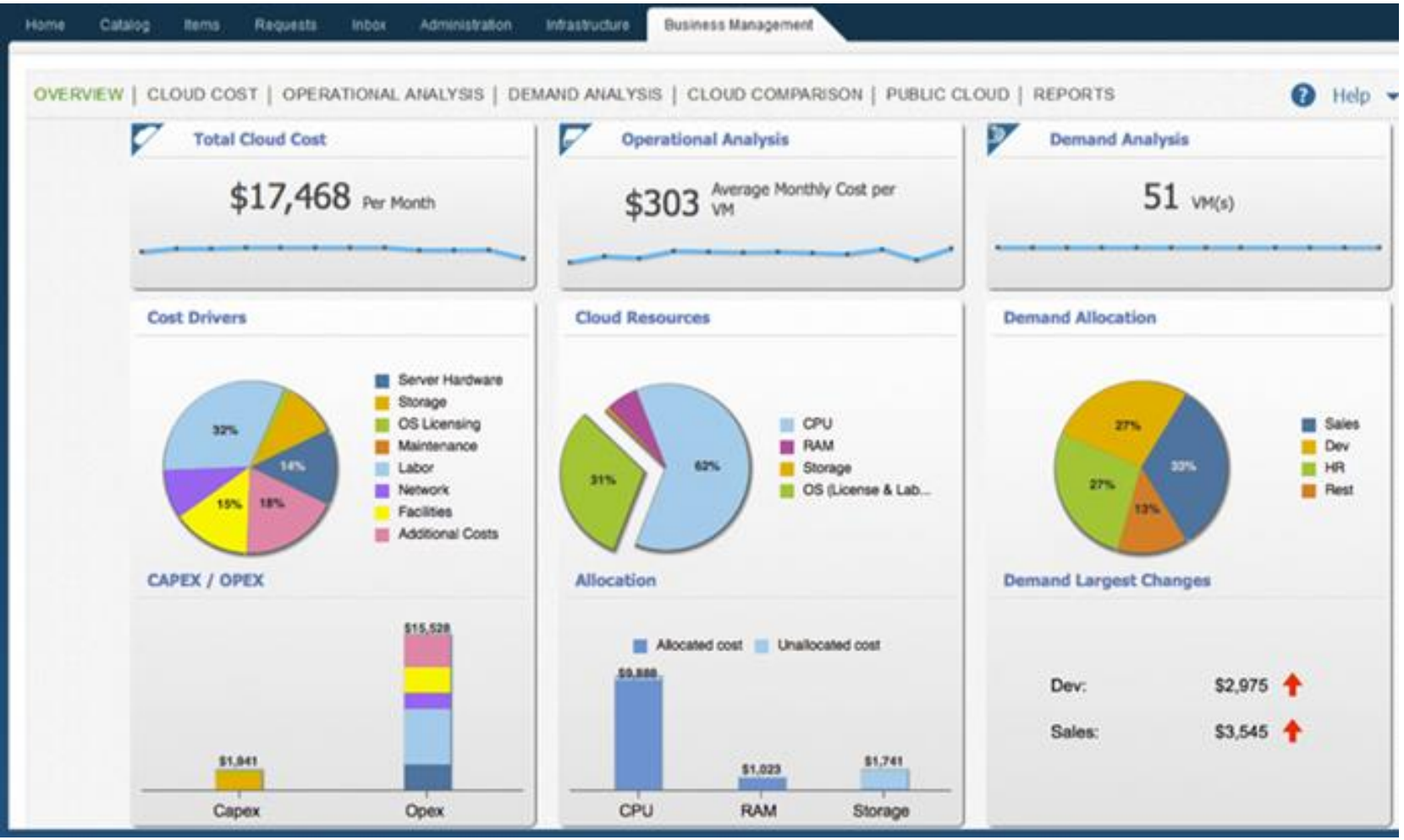
Improved visibility and faster problem solving:
- Reduced troubleshooting time from days to hours
- Allowed solving previously unknown problems

"Right out of the box, having everything in once place and being able to visualize the logs and dashboards was very helpful."

Lead consultant for the hospital

Cloud Business

Complete transparency into costs and quality



Capabilities

- Automated service model update
- Displace rate card in service catalog
- Link cost to user, BU, project

IT Value

- Show cost of services delivered
- Make fact based sourcing decisions

Business Value

- Transparency in service cost and quality
- Application portfolio rationalization
- Data Center modernization

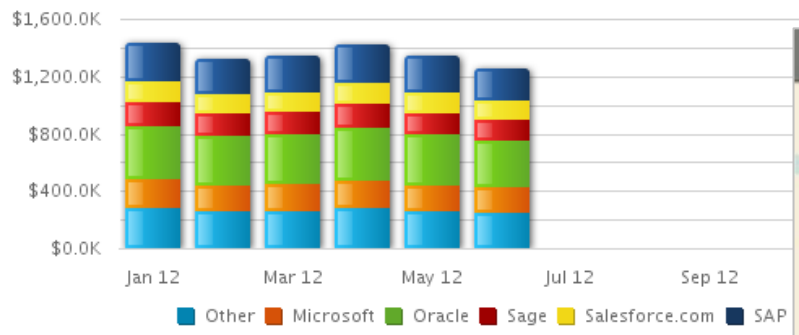
Efficient Cost, Value Analysis

Applications Cost Analysis: June 2012

YTD Cost (% vs. YTD Budget): $8,101.5K (N/A) | Cost (% vs. Last Year Cost): $1,256.2K (-13.59%) | Allocated Cost (% of Cost): $1,113.4K (88.63%)

Cost vs. Budget Trend

Cost of top Cost Objects vs. Budget over time - verifies Cost alignment and top contributers.

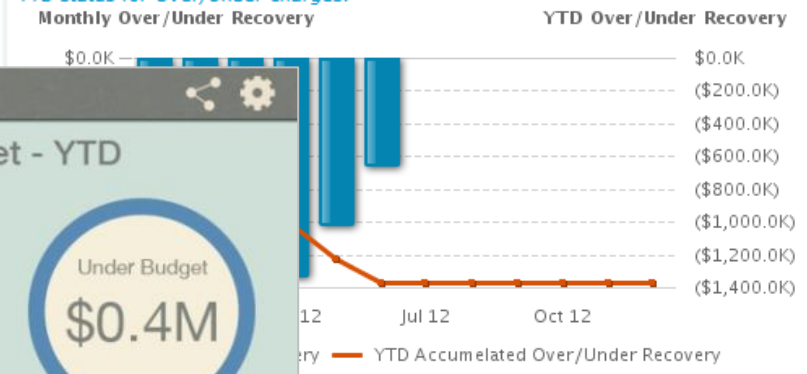


YTD Cost vs. Budget

Verifies Budget status.

Over/Under Recovery

YTD status for Over/Under charges.



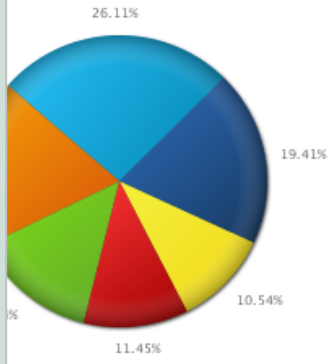
Cost Breakdown by Cost Object

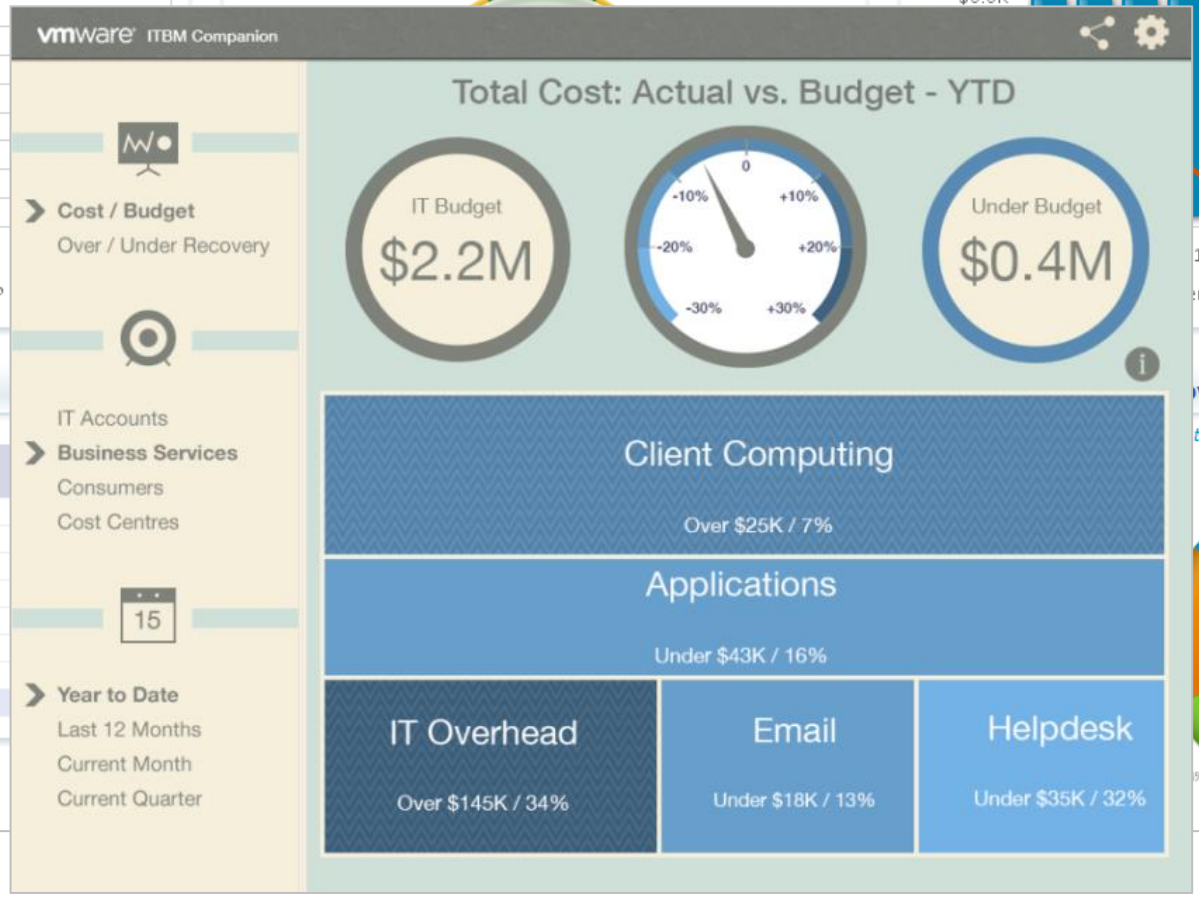
Summary of finance status for Applications Cost Objects.

Cost Object	Cost	Previous Month	YTD Cost
HP Open View	$130.6K	$137.3K	$837.3K
Microsoft	$175.3K	$182.5K	$1,121.0K
Oracle	$325.6K	$349.9K	$2,115.5K
Sage	$144.7K	$153.7K	$927.9K
Salesforce.com	$133.5K	$144.3K	$853.5K
SAP	$232.0K	$252.4K	$1,510.8K
Siebel	$114.5K	$120.7K	$735.5K
Total	**$1,256.2K**	**$1,340.9K**	

y Cost Object

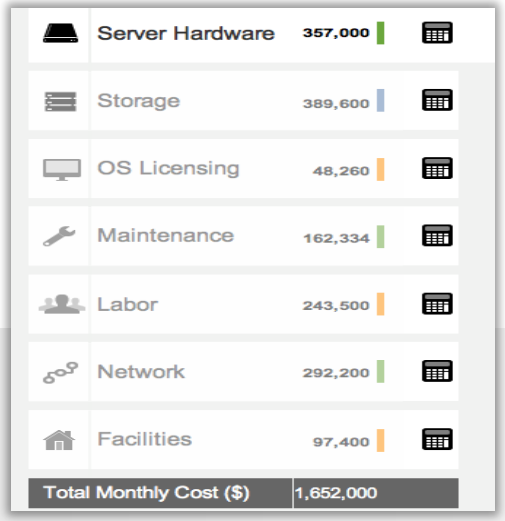
their contribution to the total Cost.





Enhanced Business Management

- Understand Fully Burdened Costs
  - Based on vendor data and industry averages

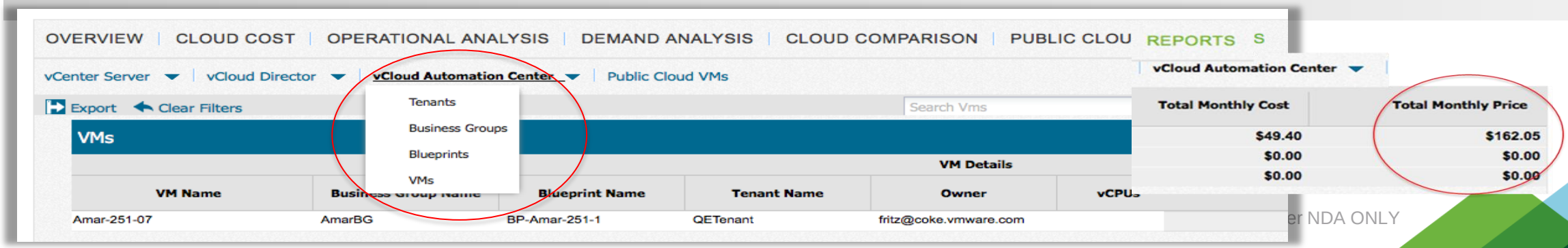


- Simplify Showback Setup
  - Auto Populate vCAC Cost Profiles

- Compare Private to Public Cloud Offerings

amazon web services™ Azure vmware vCloud Air

- Enhanced Organizational Reporting
  - Cost and pricing by vCAC tenants, business groups



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Cloud Business Customer Success

Global Cosmetics Firm
with 25,000+ employees

“Now, when we tell our business units how much IT will cost, the numbers are accurate and in the context of the business. We can answer specific questions about what the business units are paying for and why services cost what they do.

VMware IT Business Management has given the IT team tremendous visibility from a process and operational perspective...making better decisions has been a natural outcome of increased visibility.”

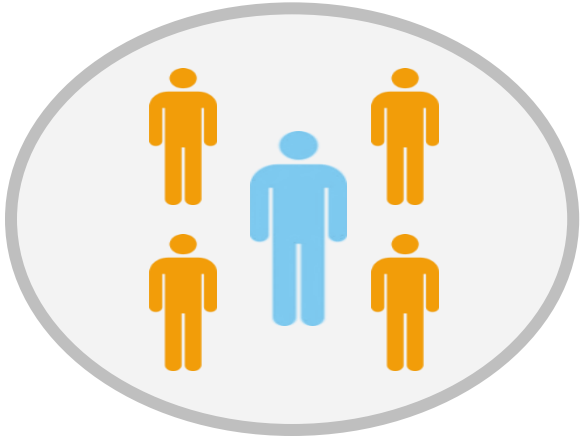
— Executive Director of IT

Healthcare Technology Provider with
18,000 customers

- Saved £1million in IT costs
- Automatically processed more than 500,000 cost items a month
- Provided customers with complete visibility and control on their IT spending
- Shift to proactive cost control rather than a plan and budget approach

Partnering for Your Operations Transformation

Build on your existing IT investments:
Software-Defined Data Center

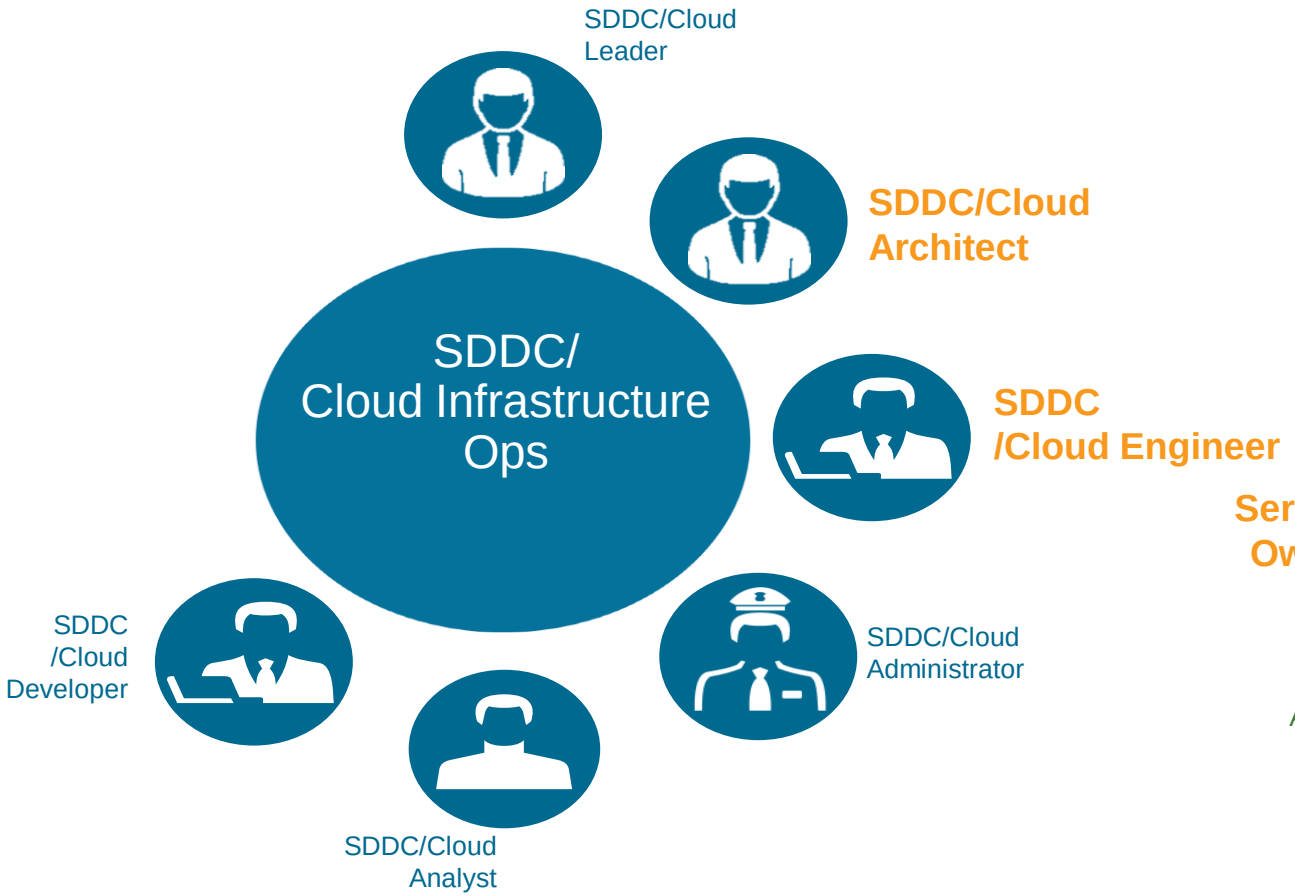


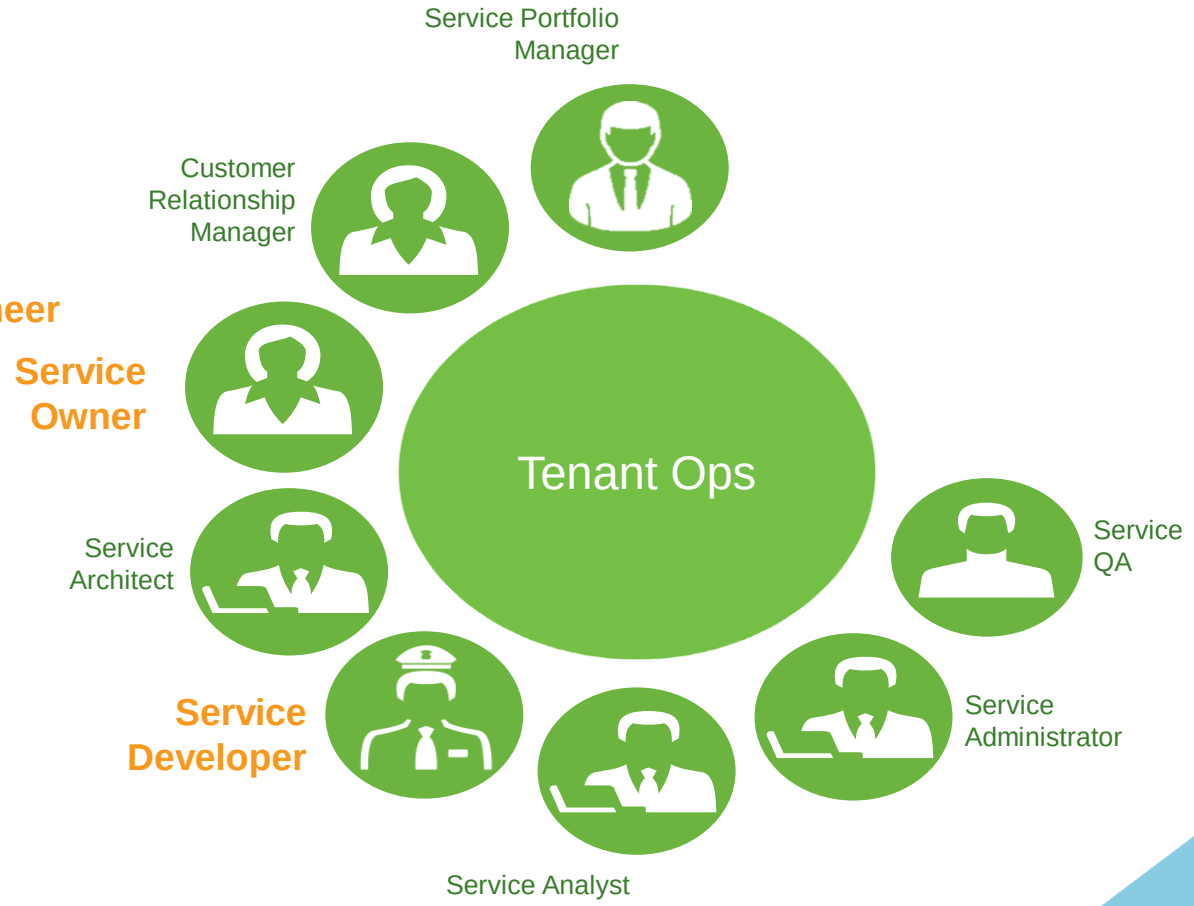
Build on your existing teams:
Skills development, process change, IT transformation

Focus transformation on business outcomes:
Cost savings, innovation, business growth

Roles and Skillsets

…both modified and new to support process and tool change





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What Do I Get Out of IT as a Service Strategy?

Business User

IT Professional

Self-Service Portal	Cost Transparency
Instant Access	Pay for Use

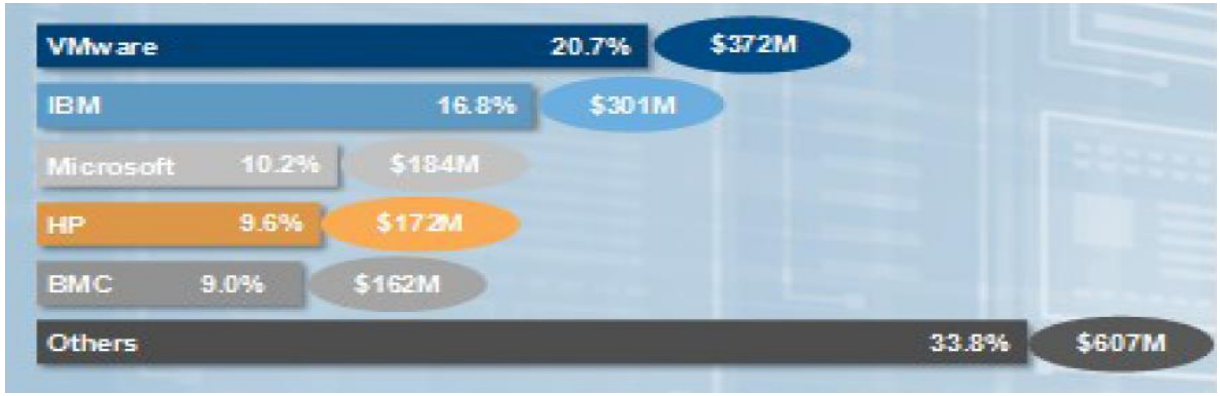
Never hear “No” from IT

Easier to Deploy	More Control
Easier to Manage	Less Complexity

Never say “No” to the Business

VMware Cloud Management Leadership

1st in Cloud Systems Management Software



IDC 2013 Vendor Shares Reports

1st in Data Center Automation Software

451 Research

CLOUD MANAGEMENT AND AUTOMATION

Delivering the Enterprise Cloud Console

Tools for cloud management and automation are poised to become the 'assembly line' for integrated cloud services.

CLOUDSCAPE

1st in four of six Cloud Management and Automation categories:

- Self-service Catalog
- Unified Cloud Management Console
- Cloud Governance
- Metering and Billing

- 451 Research

"... VMware is in a position to garner a significant portion of the CMP market to support enterprise hybrid clouds…"

Market Guide for Cloud Management Platforms From Large Software and Emerging Vendors
- **Gartner**

vmware®

All reports 2014 except 451 Research (Nov 2013)

Proven Value

APOLLO GROUP

CANCER RESEARCH UK

HITACHI

NICE

SUBARU

MicroStrategy

betfair

ABN·AMRO

COVANCE

T··

THE STATE OF TEXAS

Nationwide

INTRACOM TELECOM

ZUCCHETTI
IL SOFTWARE CHE CREA SUCCESSO

EMC²

Columbia

Telefónica

SICOOB

TOYOTA
FINANCIAL SERVICES

Lufthansa

orange™ Business Services

Thank you!

uStrategize IT!

vRealize IT!

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