



VMware vCloud Air Network Service Providers Ensure Smooth Cloud Deployment

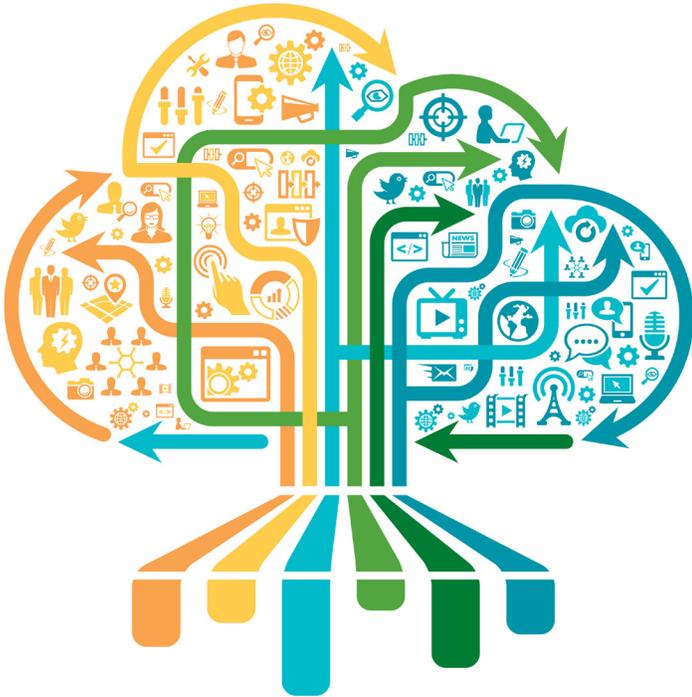
RELIABLE, FAMILIAR INFRASTRUCTURE BACKED BY VMWARE AND DELIVERED THROUGH PARTNERS HELPS OPTIMIZE CLOUD INVESTMENTS



AS ENTERPRISES ACROSS THE GLOBE CONTINUE TO MOVE THEIR DATA AND APPLICATIONS TO THE CLOUD, THEY'RE FACED WITH MORE OPTIONS THAN EVER.

Public cloud, managed private cloud and hybrid cloud solutions—they all have their strengths and use cases. When evaluating their cloud needs, organizations must first carefully consider tangible business benefits. Businesses need security, compliance, performance, availability, flexibility, extensibility, global access and more. They need an infrastructure that helps them optimize their investments and efforts, plus provide a demonstrable ROI.

The VMware vCloud Air Network is a global ecosystem of service providers that are uniquely positioned to supply modern enterprises with the ideal VMware-based solutions they need to grow their businesses. Built on the foundation of existing VMware technology, vCloud Air Network Service Providers deliver a seamless entry into the cloud. This paper discusses options available to technology and business leaders when selecting cloud services from the massive global network of service providers in the VMware vCloud Air Network.



Introduction

Moving data and applications to the cloud is one of the most significant shifts in modern enterprise IT. The early adopters are already there. Increasingly, more organizations are looking for service providers that can fulfill their needs for a capable, expansive and flexible portfolio of cloud-based services.

Migration to the cloud continues at a brisk pace. According to the 2014 “State of the CIO” survey, 32 percent of IT and business executives say the cloud will have a profound effect on their organization and IT infrastructure. Developing a comprehensive strategy and implementation plan for moving to the public cloud and other cloud-based service offerings like IT-as-a-service (ITaaS), platform-as-a-service (PaaS) and desktop-as-a-service (DaaS) over the next 12 months was ranked as the greatest priority for 34 percent of IT executives and 27 percent of business executives. Both of those figures represent an increase from the 2013 “State of the CIO” survey.

When an organization takes that bold step of moving application workloads or its infrastructure to the cloud, a one-size-fits-all solution will never suffice. The modern enterprise needs solutions that precisely fit its particular business and service needs. Global organizations already employing VMware technology in their IT infrastructure have uniquely qualified options for their cloud service needs. VMware vSphere is the world’s leading server virtualization platform used by more than 500,000 customers, and the vSphere-based public and hybrid cloud services offered by vCloud Air Network Service Providers located worldwide are a logical, compatible choice.

“The greatest risks a company faces are security and data sovereignty,” says Geoff Waters, vice president, service provider channel at VMware. VMware vCloud Air Network Service Providers can offer customers an unprecedented level of choice, extensibility, flexibility and security. And globally distributed organizations are covered, as this network of providers has worldwide reach. This helps ensure data sovereignty, as the providers are located in more than 100 countries.

True Business Value

The cloud perception has shifted from a potential game changer to an essential ingredient of the modern IT infrastructure. IDC estimated the public cloud market to have reached \$45.7 billion in 2013, and expects that figure to grow at a 23 percent compound annual growth rate through 2018. On the private cloud side, IDC estimates worldwide spending on hosted private cloud services will surpass \$24 billion by the end of 2016. IDC further breaks down this total by the nature of the cloud services provided:

- ▶ Software-as-a-service (SaaS—\$32.9 billion)
- ▶ Platform-as-a-service (PaaS—\$6.4 billion)
- ▶ Infrastructure-as-a-service (IaaS—\$6.4 billion)

Furthermore, according to research conducted by CompTIA, 41 percent of channel firms cite the cloud as a catalyst for taking new directions that require significant business transformation. From the business user perspective, more than 90 percent of U.S. firms claim to be already using some form of cloud computing. More than 60 percent of those firms state that cloud and cloud service components represent at least a third of their overall IT architecture.

VMware vCloud Air Network Service Providers help organizations seamlessly move workloads into the cloud, migrate existing on-site virtual machines (VMs) to the cloud, or start new application VMs directly within the cloud. With a VMware Hybrid Cloud Powered partner, for example, businesses can also port VMs and other business-critical workloads back and forth between the service provider cloud and local data center, all over the secure and capable foundation of VMware vSphere and VMware vCloud Director, which provides complete multilevel security and a multi-tenant architecture, reduces complexity and ensures adherence to corporate policy.

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Data Sovereignty

One of the more compelling aspects of the VMware vCloud Air Network ecosystem is the widespread availability of providers and choice of validated cloud services. Today there are 4,000 vCloud Air Network Service Providers across the globe—located in more than 100 countries—and that network is constantly expanding. This broad network provides customers with extensive choices of available services and service providers.

Many global enterprises have data sovereignty requirements—they need a service provider physically located in country. Data sovereignty provided through local vCloud Air Network Service Providers delivers the security, reliability and performance those international organizations need. “Many companies—especially companies based in Europe—have strict requirements for data sovereignty,” says Waters.

Working with vCloud Air Network Service Providers offers that level of data sovereignty and security, achieves compliance and certification for regulated industries, and presents an extensive menu of cloud services. Access to these options helps organizations provide their customers with better products and services and, in turn, grow their businesses.

Choice of Services

The nature of the services offered by VMware vCloud Air Network Service Providers fits in with cloud infrastructure recommendations from leading industry researchers. Gartner states that enterprises will need to master the balancing act between obtaining deeper and more integrated vertical solutions from vertically integrated players and will need cross-area integration between these players.

“The vCloud Air Network cuts across many slices, both vertically and horizontally,” says Waters. The many service providers within the vCloud Air Network ecosystem can also furnish multiple compliance certifications, managed and application services, and specialized certifications for various vertical markets. These types of compliance and regulatory offerings are critical for organizations operating in regulated industries. The vCloud Air Network ecosystem currently supports the financial service, healthcare,

CASE STUDY

Working with a VMware vCloud Air Network Service Provider can bring an organization the type of rapid response, flexibility, scalability and cost savings required to help drive any business forward. When a tax calculation provider serving the telecommunications industry needed to expand and manage a fast-growing infrastructure to accommodate rapidly expanding business, it turned to IaaS services from a VMware vCloud Air Network Service Provider.

“By using cloud platform solutions from VMware, we could meet the service-level, security and privacy requirements of [the tax calculation provider’s] clients. And because our infrastructure is built on commodity hardware, we could pass on significant savings to the customer,” says the vice president of product development at the vCloud Air Network Service Provider. Those are the types of benefits organizations can expect when working with the VMware vCloud Air Network.

security and compliance, education, government, telecommunications, retail, insurance, transportation and nonprofit industries.

Service providers in the vCloud Air Network already offer services that comply with the following certifications and regulatory frameworks:

FISMA Low	SAP Hosting Partner
HIPAA	SAS 70 Type I
ISAE 3000	SAS 70 Type II
ISAE 3402	SOC 1 Type II
ISO 9001	SOC 2 Type II
ISO 14001	SOC 3 SysTrust
ISO 18001	SSAE 16
ISO 20000	SSAE 16 Type II
ISO 27001	SSAE 16 SOC 1 Type II
PCI-DSS	SSAE 16 SOC 2 Type II
SAP Cloud Partner	SSAE 16 SOC 3



Having a service provider capable of delivering HIPAA-compliant services is essential to healthcare organizations, for example, in order to maintain patient data privacy, ensure that systems and policies support security protocols, develop realistic and effective disaster recovery plans, and establish a seamless network of compliant partners.

It is similarly critical that retail organizations adhere to PCI compliance standards through its providers. With frequent news reports of credit card breaches at major retailers these days, maintaining PCI compliance is essential to ensure the security of customer credit card data, establish protocols to prevent data breaches, improve the organization's brand and reputation among its customer base, establish reporting procedures, and protect itself from litigation in the event of a breach.

When planning to adopt a SaaS infrastructure, Gartner advises IT and business leaders to establish the means of customization, extension and integration of the new SaaS functionality and data with the rest of the organization's IT infrastructure and solution portfolio. It further advises that organizations look for SaaS providers that present a credible roadmap for adopting well-integrated PaaS capabilities. These services provide secure, policy-driven provisioning with built-in resiliency and effective high availability.

VMware Technology Badges

VMware validates its service providers to ensure they meet certain service and capability requirements, according to Waters. VMware technology badges help potential customer organizations easily identify vCloud Air Network Service Providers that can deliver the proper extent of validated cloud services they need. The VMware technology badges include:

- ▶ **VMware IaaS Powered** (based on the VMware vSphere environment): There are currently 4,000 IaaS Powered partners.
- ▶ **VMware Hybrid Cloud Powered** (based on vSphere and vCloud Director, which enable bidirectional workload movement): There are more than 300 Hybrid Cloud Powered partners.

- ▶ **VMware Horizon DaaS Powered** (delivers Windows desktops and applications as a cloud service): There are currently more than a dozen Horizon DaaS Powered partners.

By seeking out service providers that maintain those technology badges, organizations can ensure they're working with the right service provider to deliver the required VMware-validated services. The VMware Hybrid Cloud Powered Services are verified by VMware to ensure the service architecture is truly built to optimize hybrid cloud experience. Customers can transfer workloads with the confidence that the service provider is running on the same VMware architecture off-premises as in their own virtualized data centers. Each of the services falling under the Hybrid Cloud Powered Service badge has already been tested and validated to ensure seamless operation:

- ▶ Services are built with and operate using VMware vSphere and VMware vCloud Director.
- ▶ All vCloud APIs have been exposed to the cloud tenants.
- ▶ Services support the Open Virtualization Format for smooth workload transfer.

Conclusion

Enterprises that have already integrated VMware technology into their infrastructure can avoid many of the general risks and uncertainties of commodity public clouds and other incompatible hybrid clouds by choosing a cloud provider in the VMware vCloud Air Network. The VMware-validated services offered by vCloud Air Network Service Providers are secure, dependable and flexible, and an ideal option for companies of all sizes with all types of underlying on-site infrastructure. Working with the VMware vCloud Air Network, organizations in virtually any industry operating anywhere across the globe can make their move to the cloud with confidence.

Check out vcloudproviders.vmware.com to find a VMware vCloud Air Network Service Provider and follow the Find a Provider tab to find a specific service provider to suit your needs.