

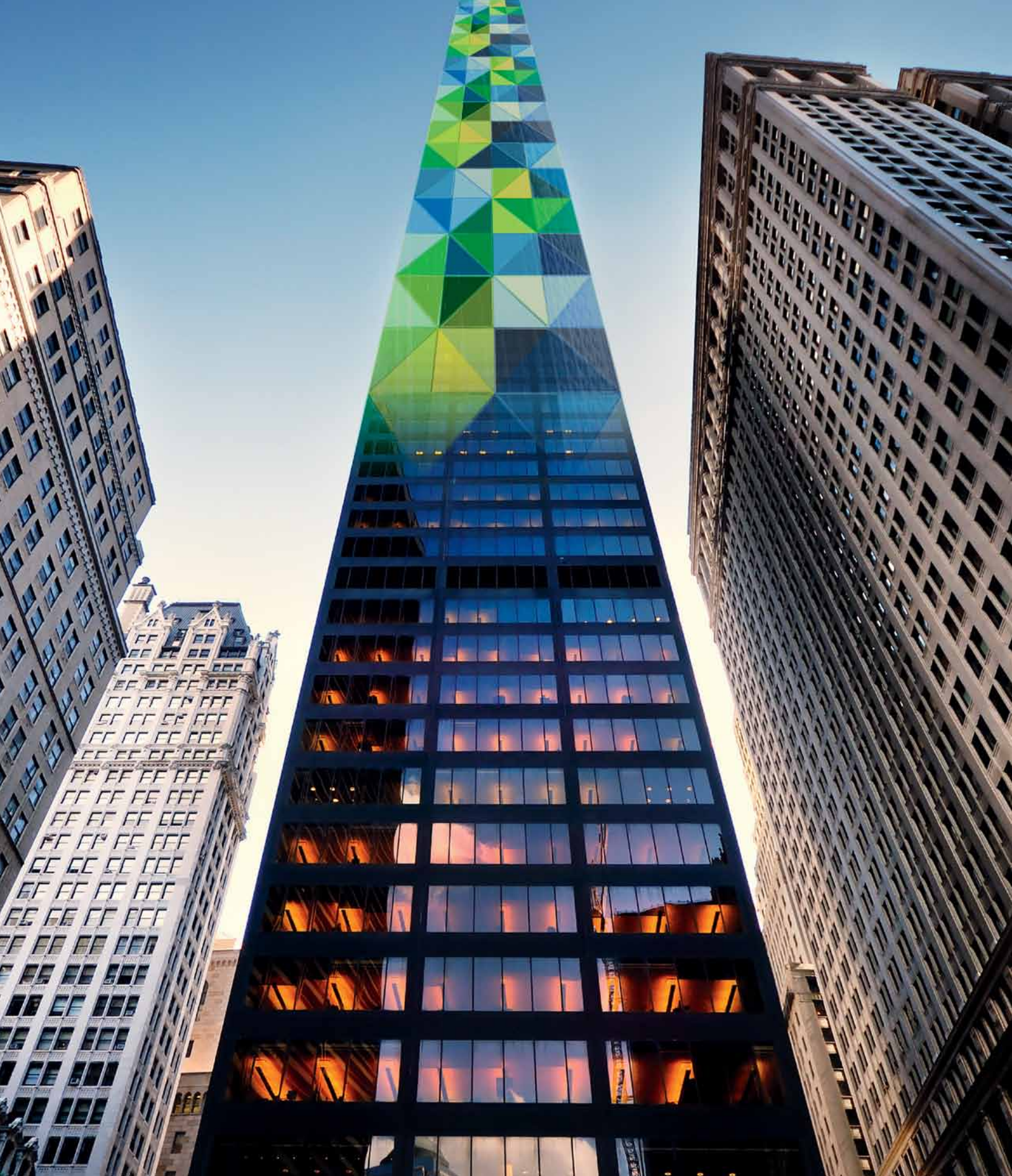


Your Cloud.

Accelerate IT. Accelerate Your Business.

vmware®





# Your Cloud.

The future of business is defined by those who are prepared for what's next. Cloud computing has the potential to change everything about IT. It promises a more agile and efficient IT environment that leverages pools of elastic, self-managed virtual infrastructure, consumed as a service at the lowest possible cost. It enables organizations to eliminate traditional, costly and inefficient silos of IT infrastructure and create an infrastructure that can intelligently and dynamically respond to business needs. As organizations make this transition, they want to achieve the benefits of cloud, with a scalable, secure and manageable solution that addresses their unique business challenges.

VMware solutions uniquely help enterprises meet these requirements—delivering the benefits of cloud with the flexibility, security and control that enterprises need to meet their specific business needs—without throwing away existing investments or creating vendor lock in. Our approach addresses what is most important to your business, so that you can build the only cloud that matters—your cloud.

The global leader in virtualization and cloud infrastructure, VMware delivers customer-proven solutions to more than 250,000 customers, including over 99 percent of Fortune 1000 and 97 percent of Fortune Global 500 companies. We're accelerating IT by reducing complexity and enabling more flexible, agile service delivery. We're helping enterprises adopt a cloud model that addresses their unique business challenges. With VMware, your organization can accelerate its transition to cloud computing while preserving existing investments and improving security and control. Our solutions significantly lower costs, increase business agility and ensure freedom of choice—accelerating IT so that, in turn, you can accelerate your business.

It's not about just any cloud—it's about your cloud.

**Move your business forward with your cloud.**



# Virtualization first. Then Your Cloud.

“As of August 2009,  
approximately

85%

of installed virtual  
machines in enterprises  
are VMware-based.”

Gartner Presentation, “Server  
Virtualization: From Emerging  
to Mainstream at Light Speed,”  
T. Bittman, December 2009.

## Amway

“Anybody, everybody should be looking to use virtualization. Companies can make of it what they need. If it’s just cost-reduction through server consolidation, that’s great. With virtualization, you don’t have to jump in neck-deep to see advantages. But we’ve taken it to the next level—and so can anyone else—by leveraging VMware disaster-recovery solutions like SRM and desktop technology like VMware View™ and cloud frameworks like vSphere. My advice is to start where you need to, get familiar with VMware technology and then grow your virtualized infrastructure to suit your business.”

Tom Van Harn, Principal Systems  
Support Specialist, Amway

Virtualization is rapidly transforming the IT landscape and fundamentally changing the way companies compute. VMware is the industry leader, and our solutions are used by more than 250,000 customers around the world.

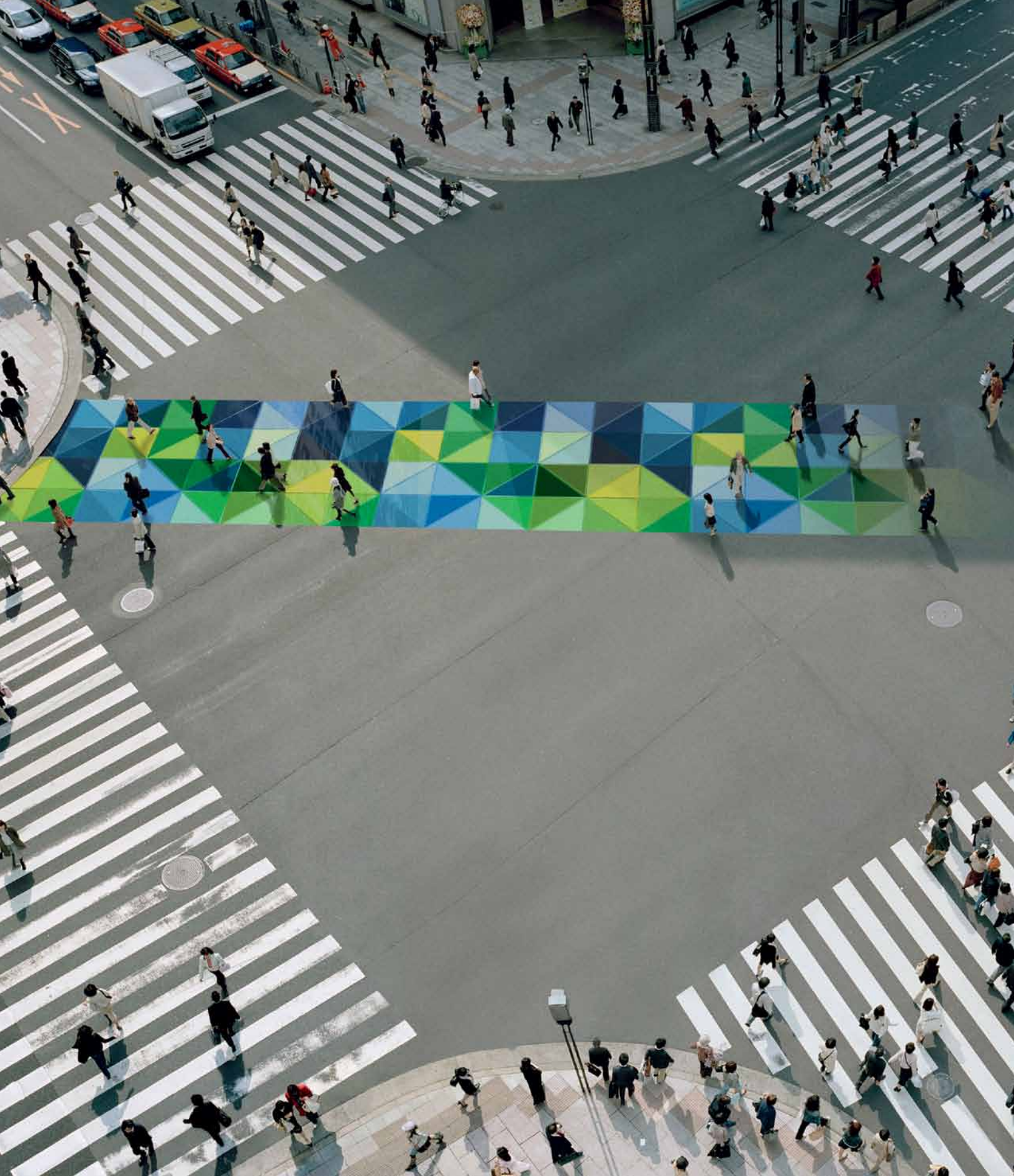
Our virtualization solutions have enabled IT organizations of all sizes to deliver resources and applications when and where they’re needed, enabling businesses to respond to market dynamics more quickly and more efficiently than ever.

Virtualization is the fundamental technology that enables cloud computing. Our customer-proven VMware vSphere® virtualization platform dramatically expands IT effectiveness and efficiency, going beyond basic virtualization to deliver critical management and quality-of-service capabilities that provide a complete cloud infrastructure solution. Working in concert with our partners, we’re helping businesses of all sizes accelerate IT and their business results.

Only VMware provides an evolutionary approach to cloud computing—the fastest and most pragmatic path—that extends existing applications and preserves IT skill sets. VMware offers the most trusted solutions for transforming your current IT environment to deliver optimal agility and flexibility,

while preserving and even enhancing security and control. Chosen by both enterprises and public cloud providers as their preferred cloud infrastructure platform, VMware vSphere lets you optimize your computing infrastructure and your costs. This common platform allows you to run workloads either in your private cloud or VMware-enabled public clouds with same level of security, transparency and control.

Whether you have virtualized all of your workloads or are just starting out, you are laying the foundation for a new model for IT. And we can help you build on it, as you transform your current IT infrastructure into a cloud model that specifically meets your unique business requirements.



# Why now?

## Siemens

“When we started, we thought the greatest benefit of virtualization would be the hardware cost savings. We have definitely saved there. But we’ve also seen tremendous operational savings in the form of increased efficiency and agility. In fact, we expect to save hundreds of thousands of dollars. With VMware virtualization and cloud infrastructure in place, we can now more easily transition to a cloud computing approach, which will enable us to optimize IT service delivery even further.”

Juergen E. Mueller, VP,  
Head of Cloud Computing Program,  
IT Solutions and Services, Siemens

In the technology-driven marketplace, a business can only be as agile as its IT infrastructure. Today’s businesses need IT to be more flexible and responsive, but also to control costs and be more efficient. As business and IT leaders begin to understand both the financial and agility benefits of cloud computing, they seek an approach that will meet their specific business need.

The relentlessly growing costs of supporting complex and brittle legacy technology, coupled with increasing regulatory and compliance burdens, means that IT organizations spend 70 percent or more of their resources on maintenance, leaving little time for innovation or strategic projects. At the same time, intense competitive pressure is increasing the need for rapid application development and deployment. Yet developers are saddled with platforms that lack the flexibility and scalability that modern applications require and the manageability that internal IT teams need to maintain control and compliance. In addition, the proliferation of end-user devices and end-user demand for anytime, anywhere access is putting further strain on IT. Caught between shrinking resources and growing business needs, organizations are looking to cloud computing to provide a more efficient, flexible and cost-effective model for IT, without compromising control.

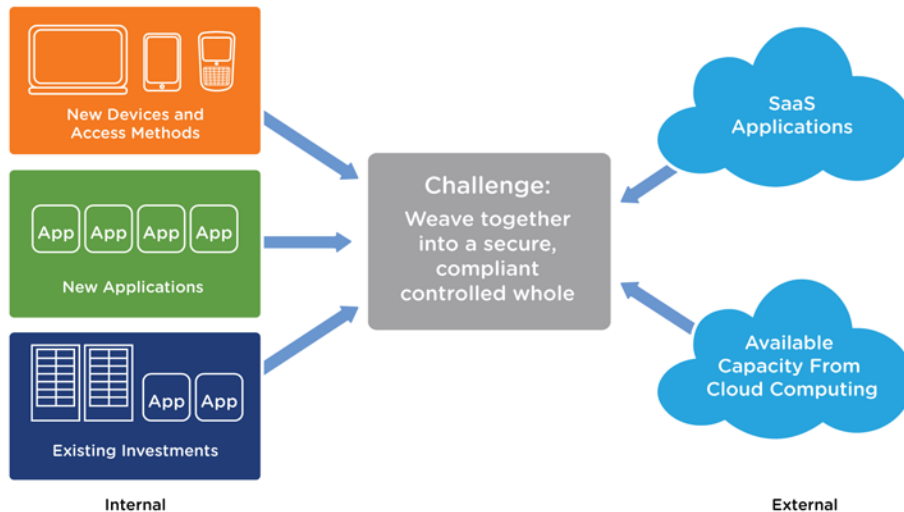
## **Virtualization and cloud computing will make it happen.**

Businesses don’t have the luxury of throwing away working infrastructure to pursue new initiatives. On the contrary, they must harness the value and expertise in existing systems and human resources. As business stakeholders seek out instantly accessible compute capacity for competitive agility, IT organizations understand they must embrace cloud computing, but they still have concerns about maintaining security, control and choice.

Only VMware offers an approach that lets you encapsulate legacy applications and move them to a modern environment with higher levels of manageability and reliability. As the industry’s leading virtualization technology provider, VMware offers the best and most trusted solutions for transforming your current IT infrastructure into a secure private cloud architecture that delivers the agility and flexibility you need to stay competitive and efficient. But we don’t stop there.



## The IT Challenge



VMware and our extensive network of VMware service provider partners can help you seamlessly leverage public clouds to create an interoperable service delivery model. This hybrid cloud approach provides the ultimate scalability and flexibility. The best part, your enterprise hybrid cloud is tailored to meet the specific needs of your organization.

### Cloud computing with VMware—what are the real benefits?

Cost savings is a big benefit, but it's just the beginning. The greatest benefit of your cloud approach is that it allows you to create an agile, virtual infrastructure that can be scaled up or down as needed and provisioned on demand, as a service. VMware solutions enable you to deliver applications and services on demand, with the performance, security and availability you need, all controlled and maintained automatically by policies you determine. You preserve the security, control and compliance your business demands, while benefiting from the increased efficiency and

agility that a cloud approach offers. This agility gives your organization a competitive advantage and the ability to grow your business more effectively to deliver new revenue. The business gets what it needs because it has easy, self-service access to applications and computing. And the IT organization gets what it needs—the flexibility to acquire and release capacity on demand while maintaining complete control of the IT environment.

At VMware, our focus is to provide you with a path to weave together all the computing resources that serve your business into a secure, compliant and controlled whole. We can help you take your existing IT infrastructure and evolve it into a much more efficient, better managed and agile environment. With VMware, you can have the freedom to take advantage of whatever combination of cloud environments—private, public or hybrid—is right to accelerate IT and your business, without compromising control.

## Imagine

your enterprise applications running with the highest levels of availability and responsiveness. Imagine a scalable, streamlined IT infrastructure that increases agility as it lowers costs. Imagine optimizing IT while retaining the security, compliance and interoperability that your business demands.

### Mastek

"VMware vSphere is the perfect platform for Mastek to extend its server consolidation project to deploying a private cloud, which will allow us to provision new resources up to eight times faster and improve the efficiency of our IT spending."

Muzaffar Ansari, Manager,  
Technology Infrastructure  
Services, Mastek

# Accelerate IT with VMware.

## Teradata

“Energy savings from deploying a private cloud paid back our investment in just six months.”

Scott Gnau, Chief Development Officer for R&D, Teradata

As the global leader in virtualization and cloud infrastructure, VMware enables organizations to accelerate IT and, in turn, accelerate business results.

VMware solutions can help your organization accelerate IT by dramatically reducing IT complexity while at the same time significantly lowering costs and enabling more flexible, agile service delivery. Our approach to cloud computing lets you accelerate your business, responding more effectively to markets, competitors and customers.

### Value of a VMware cloud computing approach.

At VMware, our approach is not about public, private or hybrid clouds, or even “the Cloud.” It is about **your** cloud—your unique journey to deploy a cloud model appropriate for your business needs.

We are the ideal partner, uniquely qualified to bring you cloud computing. We are the leaders in virtualization, the foundation for cloud computing. VMware was placed in the leaders quadrant in the Gartner, Inc. x86 Virtualization Server Magic Quadrant. Our cloud infrastructure and management, cloud application platform and end-user computing solutions preserve existing investments and enable you to implement, manage and secure a

cloud computing architecture that is compatible across private, public and hybrid clouds.

### VMware solutions deliver:

***Efficiency through utilization and automation.*** Efficiency means eliminating unnecessary IT investments, achieving lower TCO and minimizing resource requirements for managing and maintaining IT infrastructure. VMware can help you adopt a more cost-effective, self-managed, dynamically optimized environment for the most efficient delivery of IT services. With VMware, you gain additional productivity by developing and deploying applications that can run across cloud infrastructures. You move toward an infrastructure that uses policy-driven management and automation, self-optimizing for load and demand, based on usage.

***Agility with control.*** Agility means having the ability to capitalize on any business change by responding to it rapidly and cost-effectively. Greater agility helps you grow revenue, reduce costs and mitigate risk. VMware solutions accelerate service delivery by providing easy, self-service access. At the same





time, you set the parameters that implement business and governance policies, so that you can enforce the control you need to minimize business and regulatory risk. Not only that, our solutions ensure secure, managed portability between internal datacenters and external VMware service providers. The VMware cloud application platform allows you to create cloud-scale, portable applications that enhance your ability to respond to change. You can also extend this agility to end-user computing by leveraging virtualization to manage and secure end-user devices and applications. You maintain full control over the availability, reliability, scalability, security and SLAs for all workloads—from enterprise to desktop applications, from the most basic to the most business-critical.

**Freedom of choice.** Freedom of choice means having the flexibility to choose how much you virtualize, and how and when you move to a cloud deployment model. With VMware, you retain flexibility of choice: the freedom to choose your preferred hardware, OS, application stack and cloud service providers. Our solutions ensure application mobility and portability between clouds within a common security and management model, and are based on open standards. Our ecosystem extends to more than 25,000 partners, including more than 3,500 service provider partners offering you choice and flexibility in deploying and scaling your infrastructure.

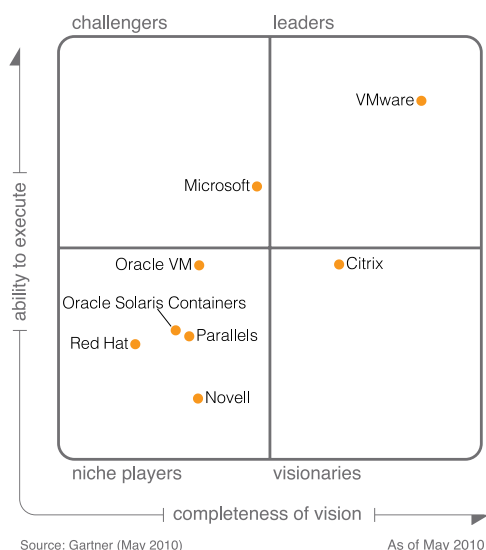
At VMware, we'll help you accelerate IT so you can accelerate your business.

### Beth Israel Deaconess Medical Center

“By delivering secure, electronic health record applications via a private cloud to physicians, we’ve helped deliver on the vision of a healthcare system that puts the needs and values of the patient first, and gives patients and medical professionals the information they need to make clinical and economic decisions. VMware gives us the flexibility, scalability and cost savings needed to make this a reality.”

Bill Gillis, eHealth Technical Director,  
Beth Israel Deaconess Medical Center

### VMware placed in the Leaders Quadrant of Gartner, Inc.’s x86 Virtualization Server Magic Quadrant.



This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available from VMware at <http://www.vmware.com/files/pdf/cloud/Gartner-VMware-Magic-Quadrant.pdf>.

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# The journey. Getting to Your Cloud.

## Customer Success

Software company, Consona, turned to a hybrid cloud infrastructure to optimize its three internal datacenters worldwide and accommodate the explosive growth associated with its Research and Development and after-sales support. With a secure, compliant and managed

## hybrid cloud

infrastructure, Consona's IT department ensures application portability between resources hosted onsite and offsite, provides its internal teams with the flexibility they need to expand or shrink capacity, and delivers fast provisioning of test and development environments for multi-tiered applications with large databases. Consona's hybrid cloud infrastructure has resulted in significant savings because the company has avoided the need to expand its physical data-center footprint.

Based in Indianapolis, Indiana, Consona is a leading global provider of CRM and ERP software.

Realizing the full business value of virtualization is an ongoing journey. Improved operational results such as greater uptime, higher performance and lower maintenance costs give organizations the confidence to move through the most critical phase of this journey: expanding virtualization to business applications, making the organization's business operations more resilient and efficient.

In the first phase of their journey, most organizations start with a desire to increase server efficiency and reduce capital expenses by virtualizing low-risk workloads. These initial steps allow organizations to deliver immediate, significant cost savings that increase confidence in virtualization.

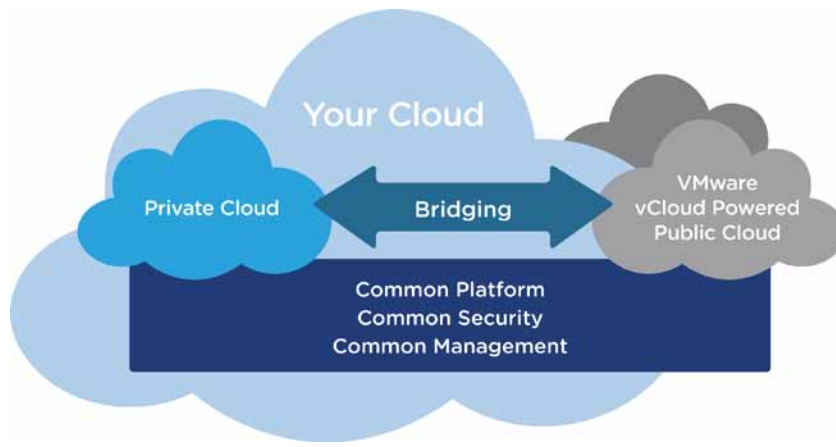
With the newly virtualized infrastructure, IT organizations deliver a higher quality of service, because applications in a virtualized infrastructure perform better, are

more reliable and resilient. In the second phase of the journey organizations realize exponential value by implementing policy-driven management. Simply put—automation reduces operational expenses. Businesses continue to compound the cost savings that automation delivers as the overall quality of service delivery and application availability are improved throughout all critical business systems.

## The VMware Transformation Journey



## Flexible Cloud Deployment Models = Choice



Automation brings with it greater responsiveness to the needs of internal customers, as provisioning and maintaining computing resources become more efficient. Through virtualization in the datacenter—in combination with operational and service-level management—businesses accelerate their journey to a private cloud, gaining better governance, cost transparency and offering self-service to many types of users. This results in an IT infrastructure that can anticipate and quickly respond to changing IT and business needs. The agility, cost savings and quality-of-service improvements allow organizations to shift to the final phase of their journey: an IT as a Service model, providing computing to the business in an on-demand, automated manner.

But the journey to your cloud does not end here. The power of the VMware approach is in bridging a business' private cloud with its choice

of a compatible, secure public cloud infrastructure offered by one of the many VMware vCloud™ partners around the globe. The resulting enterprise hybrid cloud flexes and evolves seamlessly to meet specific business needs. With VMware, you have the flexibility to run workloads in the best environment for your business needs without sacrificing security, reliability or governance. As you move through your journey to cloud computing, you continuously increase the business value of IT by reducing capital and operational expenses and improving reliability and responsiveness to the needs of internal customers.

### Qualcomm

"To support the growing demands on our business, we realized we needed to undergo an IT transformation. Partnering with VMware, Qualcomm explored a value journey that has enabled us to improve IT agility with increased resiliency. We have been able to realign processes and improve self-service to such a degree that we have reduced new service delivery from weeks to days, with 99.9% uptime and a 70% reduction in capital expenditures."

Brian Baker, VP, Information Technology, Qualcomm



# Solutions that deliver Your Cloud.

## Gruppo Mediaset

“VMware has enabled us to realize our own private cloud, delivering excellent returns on investment and the guarantee of rapidity and flexibility of the virtual data center. The SAP ERP was also virtualized successfully. The huge savings in costs, time and resources amply demonstrate the effectiveness of VMware solutions for data center optimization.”

Cristiano Fumagalli, Project Manager and System Architect, Gruppo Mediaset



As organizations adopt cloud computing, they must rethink how they build, run and deliver applications and how end users access and use them. VMware helps you create a cohesive strategy to address your unique infrastructure, application and end-user computing needs.

### Cloud Infrastructure and Management Solutions

Effective IT infrastructure solutions increase business agility while lowering risk. VMware cloud infrastructure and management solutions are the foundation for cloud infrastructure. Built on VMware vSphere, these solutions leverage existing investments to help evolve an enterprise IT infrastructure into one that can anticipate and respond to changing IT and business needs. An infrastructure that is dynamic, scalable, cost-effective and provides control and automation without disrupting current workloads or creating technology lock-in. By leveraging a common management and security model across private clouds and VMware vCloud public cloud services, these solutions make enterprise hybrid cloud computing a reliable, secure reality and create a cost-effective platform for deploying cloud-ready applications and services. Whether delivered publicly, privately or as a hybrid cloud, VMware provides intelligent virtual infrastructure that creates the unique, competitive edge an enterprise needs.

### Cloud Application Platform

Competitive enterprises demand that IT simplify and speed the delivery of business applications. Ideally suited to the needs of modern data-intensive applications, the VMware vFabric Cloud Application Platform is the best place to build, run, and scale custom applications whether deploying on-premise or in the cloud. Optimized for the Spring Framework which is used by more than 50 percent of Java developers worldwide, vFabric is also ideally suited for virtual infrastructure and provides a clear pathway to the cloud. It allows developers to create rich applications that are portable, dynamic, mobile-ready, and optimized for cloud-scale deployment while intelligently leveraging underlying infrastructure for the highest application performance, quality of service and resource utilization. These applications can be deployed in your private cloud or in a public cloud, including popular public clouds such as VMware Cloud Foundry and Google App Engine. With VMware vFabric, enterprises can optimize the applications they use today and build the ones they'll need tomorrow.

### End-user Computing Solutions

Modern end-user computing requires organizations not only to integrate a broader range of user devices, but also to deploy applications that can be run managed and accessed seamlessly across those devices. VMware end-user computing solutions create a modern, user-centric approach to personal computing that delivers secure access to applications and data from any device, where and when a user needs it. These solutions leverage virtualization to modernize the desktop so that it can be managed independently in the cloud. Users get secure access to their applications, data and services from any computing device, including thin clients and mobile devices. IT gets the flexibility, cost-efficiency and control. VMware also delivers virtualized application suites, such as messaging, email, calendaring and collaboration, with modular architectures enabling distributed access to data and storage, that can be deployed and managed across clouds. VMware empowers the

workforce and enables freedom of choice for end users while making it easier for IT to maintain control and securely manage users and data.

### VMware Services

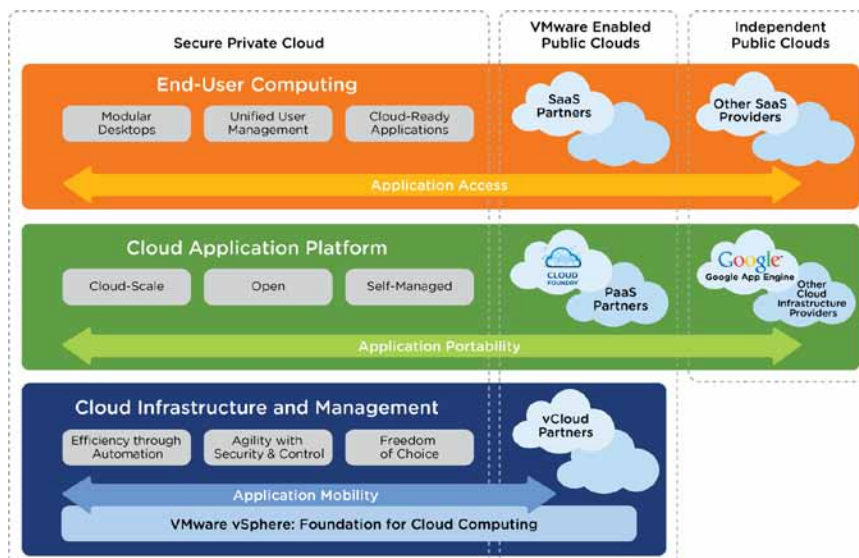
The goal of every IT purchase is rapid return on investment. VMware Services and Support—including consulting, account management, training, certification and technical support—accelerate an organization's return on virtualization and cloud infrastructure investments while mitigating risk. Our consulting services team provides industry-leading expertise to help you architect, design and validate your cloud strategy and assists with accelerating your IT infrastructure by integrating cloud computing capabilities. VMware Global Support Services are available in nearly 40 countries and provide customers access to the world's largest virtualization support organization for supporting critical applications in a cloud computing environment.

### Hay Group

“Cloud computing is something that everybody is talking about, but we're doing more than talking. We are taking steps to achieve a self-provisioning datacenter where users can get access to the infrastructure and provision servers as needed, and then extend our cloud by leveraging VMware vCloud providers, tapping into additional computing resources when we need them.”

Tuan Ngo, Director, Worldwide Network Operations Group, Hay Group

### VMware Solutions for Cloud Computing



# Why VMware?

## Sydney Airport

"VMware virtualization ensures we can deliver a flexible, dynamic infrastructure that meets business demands quickly and reliably while reducing our overall costs. This is contributing to our aim of continuously improving management of Australia's premier domestic and international gateway."

Simon Bligh, Chief Financial Officer,  
Sydney Airport Corporation Ltd

## Aprimo

"VMware makes it incredibly easy to implement a cloud environment and gives us a competitive advantage."

Tim Sublette, Vice President, Aprimo

VMware delivers the world's most trusted virtualization and cloud infrastructure solutions to reduce complexity and accelerate IT.

### Customer-Proven Solutions

More than 250,000 customers worldwide rely on VMware to reduce capital and operating costs and increase control over IT infrastructures while preserving flexibility. They include over 99 percent of Fortune 1000 and 97 percent of Fortune Global 500 companies.

### Evolutionary Approach

We provide an evolutionary and pragmatic path to your cloud based on the industry's most widely used virtualization platform, VMware vSphere. Our solutions do not require you to rip and replace existing infrastructure. Rather, they let you leverage existing IT resources to move your business forward with your cloud.

### Interoperability

Because we provide cloud infrastructure to both businesses and service providers, we enable secure interoperability between private and public clouds—bringing you all of the benefits of a hybrid cloud. Our solutions are based on open standards and extend to a large ecosystem of public cloud providers, giving you flexibility and choice.

### VMware Partners

Our leadership has brought together a broad ecosystem of technology partners—more than 25,000 of them. This ecosystem includes the broadest set of cloud service providers—more than 3,500 of them—to deliver compatible, high-value solutions that meet your needs.

### Results

And finally, our customers experience unmatched results. On average, our customers save between 50 and 60 percent in capital expenditures. They reduce time spent on day-to-day maintenance tasks by one-third. And they save up to 80 percent in data-center energy costs.

We're VMware, the global leader in virtualization and cloud infrastructure. We're delivering the only cloud that matters—your cloud—to accelerate IT so you can accelerate your business. Our solutions dramatically reduce IT complexity and transform the way IT serves your business. If you want to lower costs and enable a more flexible, agile IT service-delivery model that better supports your business needs, VMware is your ideal partner.

Now is the time for your cloud.  
Visit [vmware.com](http://vmware.com).







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