

Multi-Cloud Management

Take control of
cloud transformation

Cloud management is the foundation of your future-ready enterprise

Three requirements for radical improvements in agility

The recent past has underscored two key concepts: the future is increasingly uncertain, and agility is the key to resilience and sustained growth. Today, the question is how to transform “future-ready” from a buzzword into a sustainable business model.

Clearly, the answer is in the clouds. But what’s required to fully harness the agility of the cloud model? Three tightly interconnected elements form the foundation of successful cloud transformation:

1

Cloud operating model

The operational framework that binds your business, application, and cloud strategies together from a people, process, and technology perspective.

2

Multi-cloud adoption

Redefines the foundation of IT to power every application on any cloud and operate consistently across the data center, the edge, and any cloud.

3

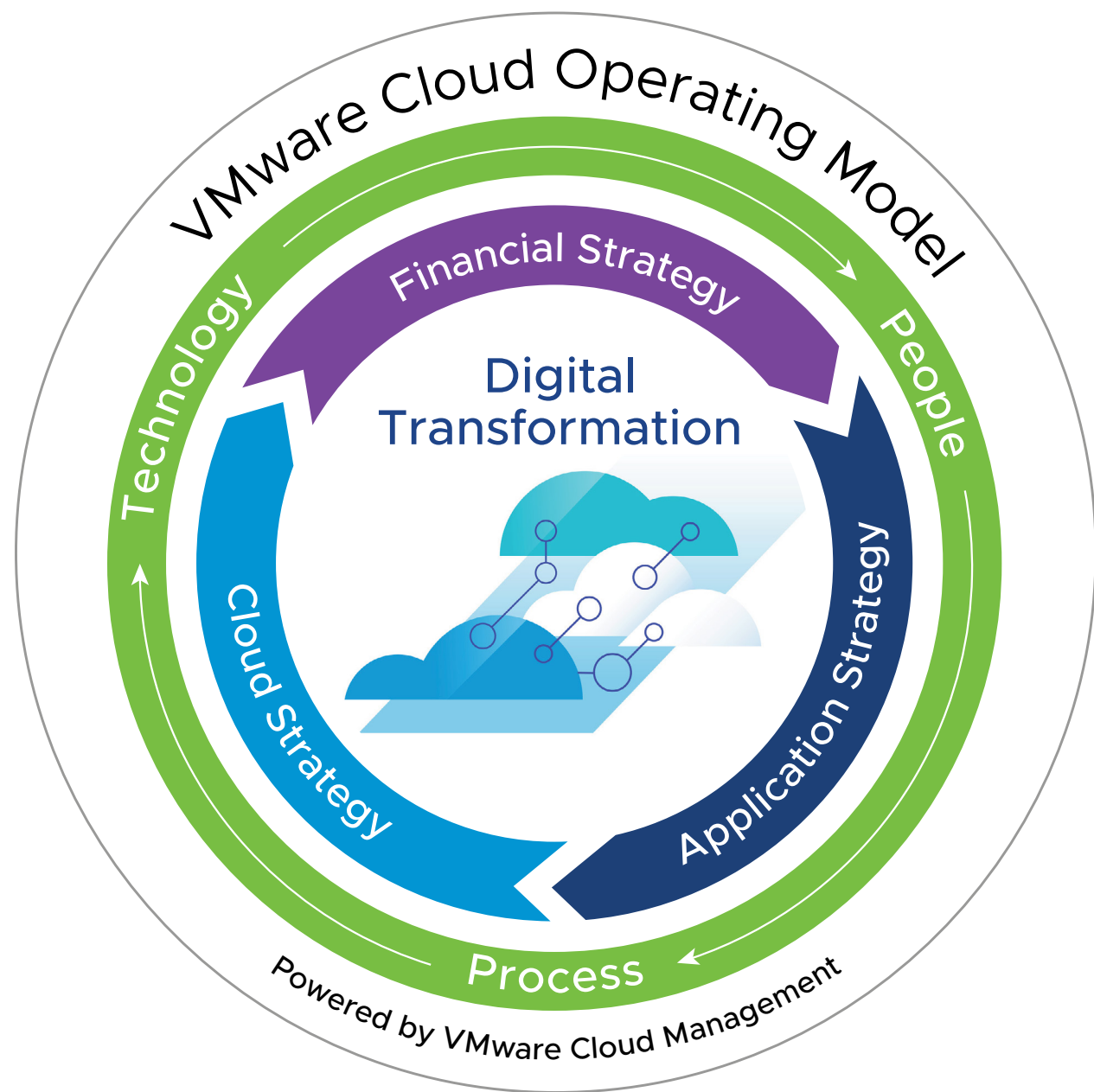
Multi-cloud management

The enabling technology that powers your cloud operating model. Multi-cloud management gives you control of your clouds and can serve as the catalyst for people and process transformation.



No matter where your organization is on your cloud journey, a cloud operating model rolled out with a modern, comprehensive, multi-cloud management solution will bring consistency to managing all types of clouds and allow you to adapt, respond, and innovate on the fly.

Read on and discover why multi-cloud management is the key to making cloud transformation work—and why VMware Cloud Management is uniquely effective in accelerating app innovation, maximizing efficiency, and mitigating risk.



Multi-cloud adoption is a huge opportunity—if you can manage it

The strategic value magnifies the importance of cloud management

Moving to multi-cloud has become a board-level priority—because CXOs recognize that modern business will run on modern apps, and modern apps will need to run on a mix of clouds. Bottom line: multi-cloud means future-ready. However, many business leaders are seeing the importance of cloud management in making multi-cloud models work.

Why you should care about multi-cloud management

1. Poor cloud management can actually reverse the intended benefits of multi-cloud.

The advantages of multi-cloud are well-documented: efficiency, flexibility, speed and agility, etc. Yet without consistent, comprehensive management across on-premises and cloud environments, the intended benefits of multi-cloud adoption may backfire and instead result in:

- **Decreased agility** — It can take 7.4 years to refactor and migrate 100 apps to the cloud⁴
- **Increased risk** — 90% of surveyed organizations have skills shortages in cloud-related disciplines⁵
- **Higher costs** — It can cost \$1M or more to move 1,000 workloads from one cloud to another⁶

2. Inadequate cloud management can derail cloud transformation.

Without the right cloud management capabilities, many cloud transformation plans never gain traction. Other cloud plans may move forward, but slower than anticipated because organizations get stuck on the inefficiencies of fragmented infrastructure, the lack of visibility, and insufficient control of the environment.

92%
of enterprises now have a
multi-cloud strategy¹

55%
of organizations are already
using multiple public clouds²

91%
of executives agree their major
app initiative in 2021 is to migrate
and modernize legacy apps.³

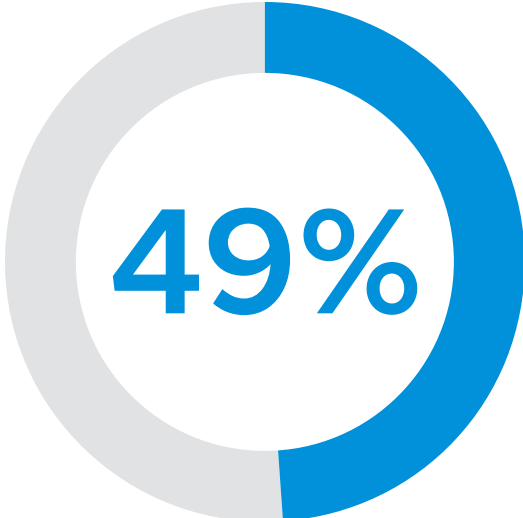
1. Flexera: 2021 State of the Cloud Report
2. ParkMyCloud, Statista 2021 Market Survey.
3. ESG Research's Hybrid Cloud Trends — Strategies for Optimizing and Managing On-premises and Public Cloud Infrastructure report.
4. 451 Research's 2019 Trends in Cloud Transformation report
5. VMware "Six Ways Application Requirements Drive Your Infrastructure Decisions" paper
6. VMware FY22 Q1 Executive Pulse, January 2021.



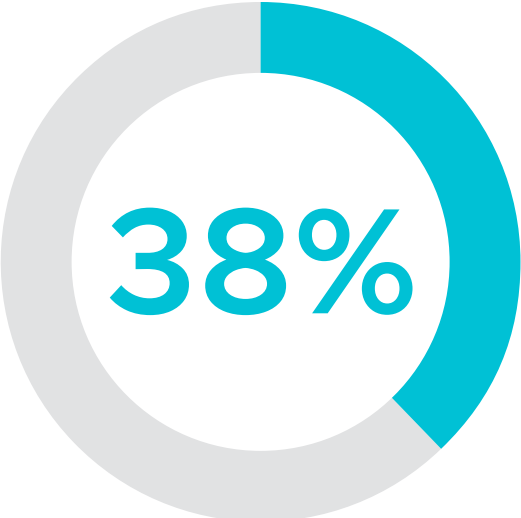
3. CXOs see a consistent management model as the best way to achieve cloud transformation goals.

In a recent survey, companies shared the capabilities that would be most helpful to operationalizing cloud models, and respondents overwhelmingly favored a single cloud management control plane. A key reason: consistency is seen as the cornerstone of an effective cloud operating model.

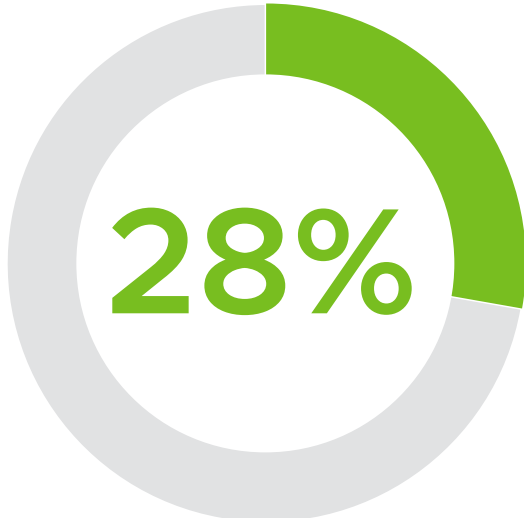
Primary benefits of consistency across multi-cloud environments



Improved responsiveness to customers and lines of business



Reduced IT operating costs



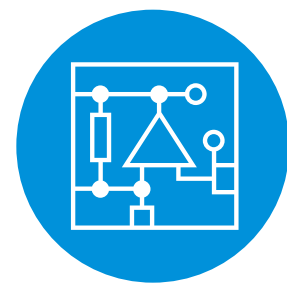
Faster delivery of application features and releases



Obstacles to multi-cloud adoption and management

Multiple challenges can complicate the move to multi-cloud:

Despite the potential business advantages of multi-cloud adoption, many factors can impede the move to multi-cloud models, including:



Complexity due to siloed infrastructure, user entitlements, multiple APIs, billing, and lack of a formal operations plan. New technology silos are forming around cloud providers, and every cloud provider takes a different approach to managing services and resources.



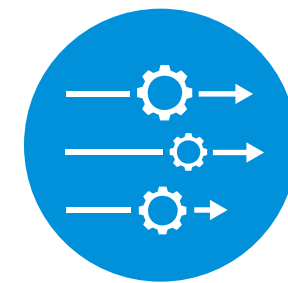
Skill gaps require companies to recruit, hire, and retain highly specialized (expensive) talent, and these skills are increasingly scarce today.



Cost and performance concerns arise when apps are spread across multiple cloud providers. Without comprehensive and consistent cloud management, there is limited visibility into usage and consumption data, making it difficult to optimize performance and costs.



Security is a shared responsibility, creating new risks and challenges in governance and compliance. These new risks are compounded by multi-cloud models, and without adequate management capabilities there is no way to measure and track vulnerabilities.



Lack of consistency: Management, operations, and security policies may be implemented differently by providers, and new innovations in cloud services can further complicate the management of proliferating cloud deployments. Standardization of toolsets is important to ensure service quality and enable demand management.

The splintering of operational priorities for cloud services across disjointed teams makes it difficult to get a holistic view into an organization's use of cloud services, share best practices, and ensure sufficient governance. Thus, the most pressing concerns for those navigating multiple cloud environments is lack of visibility and increased risk exposure.



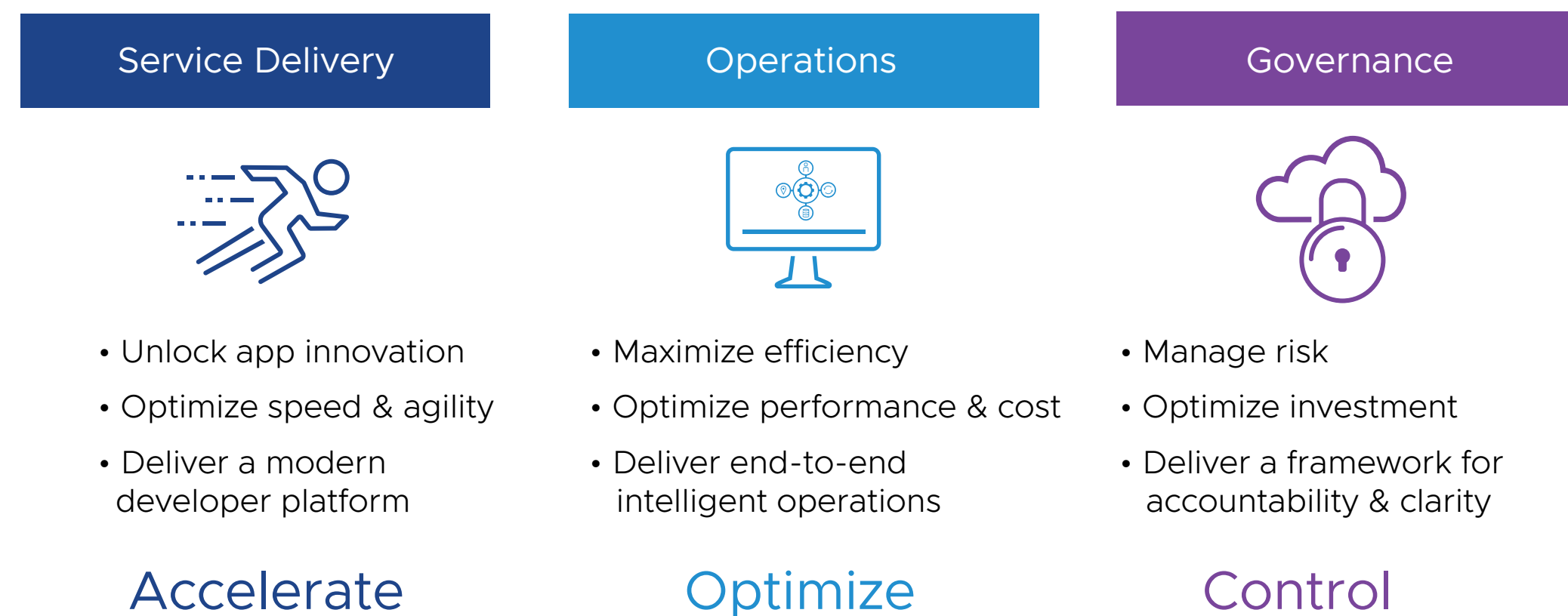
Cloud management in the cloud operating model: key to future-readiness

Management brings consistency to the cloud operating model

To boost agility without increasing complexity and risk, you need a consistent operational model across clouds. The cloud operating model is the foundation for cloud service delivery, cloud operations, and cloud governance for all workloads, wherever they reside.

The cloud operating model is specifically designed to increase responsiveness to the needs of the business. It cuts cost and risk by unifying operations, streamlining app migrations, and accelerating modernization.

Cloud management powers your cloud operating model by simplifying the adoption, management, security, and control of cloud technologies.



Limitations of traditional cloud management solutions

Why cloud provider tools may not be your best bet

Many organizations are running a mix of public, private, and local resources consisting of a patchwork of existing and modern application architectures. That makes it impossible for them to use just one set of cloud provider tools to manage heterogeneous environments.

Even if hyperscalers say you can optimize your hybrid cloud with their management tools, doing so is unlikely to reduce your cloud costs, boost innovation and agility, or protect your business. Instead, your teams will be caught struggling to broker services among clouds and Software-Defined Data Centers (SDDCs) with lack of consistency, control, and visibility.

It is important to select a multi-cloud management solution vendor that works with all the major hyperscalers, ensuring that you can easily migrate workloads between multiple clouds without performance issues, licensing complications, or concerns about data security, privacy, confidentiality, and compliance.

The simple fact is that cloud providers with their own tools focus primarily on their clouds, not multi-cloud models, and that is in direct conflict with what most organizations need for successful cloud management and cloud transformation.

“CloudHealth’s cost optimization dashboards have empowered Segment to easily analyze cost and gain visibility into our infrastructure to ultimately increase our gross margin by about 20 percentage points. That blew our board of directors away.”

TIDO CARRIERO
CHIEF PRODUCT DEVELOPMENT OFFICER,
SEGMENT



VMware: Comprehensive multi-cloud management

VMware multi-cloud management: Areas of excellence

VMware Cloud Management can integrate all of the capabilities required for effective cloud operations, cloud service delivery, and cloud governance, including:

- **Automate Cloud Delivery**

Accelerate service delivery with a modern developer platform providing a self-service consumption experience across a multi-cloud environment. Provide DevOps for infrastructure that supports Infrastructure as Code (IaC) and pipelining capabilities. Enable Kubernetes automation and management through a central management plane.

- **Unify Operations**

Gain unified visibility and consistent operations of your applications, infrastructure, and platform services, enabling AI-powered continuous performance optimization, unified monitoring, capacity and cost management, migration planning, and network optimization across multiple clouds, as well as both traditional and modern container-based applications from a single source of truth.

- **Simplify Financial Management**

Continuously analyze and report cloud usage and spend by team, project, application, or cost center. Drive accountability against budgets and quickly find opportunities to lower cloud spend with custom rightsizing recommendations, dynamic governance policies, and streamlined management of public cloud reservations and discount programs.

- **Strengthen Security and Compliance**

Improve your cloud security and compliance posture with real-time visibility into resource relationships, misconfigurations, risk scores, and activity logs across a multi-cloud environment, with the ability to quickly resolve security findings via alerts or automated remediation. Ensure continuous compliance with custom policies or out-of-the box security rules based on industry standards, such as DISA, FISMA, ISO, CIS, PCI, and HIPAA .



“ It used to take me around a year and a half just to place an application in production. With VMware Cloud Management, I now do it within months. It’s a game changer.”

NESTOR RODRIGUEZ
DIRECTOR OF TECHNOLOGY AND CHANGE ,
PROVIDENT MÉXICO

Benefits of VMware Cloud Management

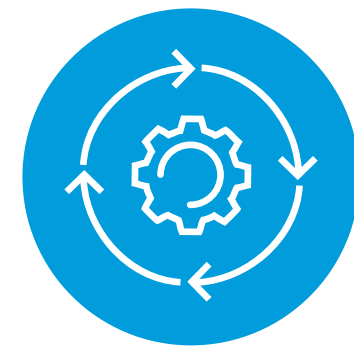
The business value takes many forms

VMware has built the market's leading cloud management solution to make cloud complexity invisible in support of our customers' journey to the cloud. It improves virtual and cloud IT operations across all cloud environments to help you:



Accelerate agility

by automating everywhere across infrastructure and application service delivery to unlock innovation



Optimize performance

and manage resource utilization to maximize efficiency



Control your clouds

by simplifying financial management, managing security, and automating compliance to mitigate risk

With vRealize Cloud Universal, the solution uniquely offers the flexibility to choose consumption options of on-premises or SaaS, along with a hybrid subscription of both in a single license. This enables organizations to adopt a cloud-first model at their own pace while protecting existing investments.

“ Our VMware Cloud Management platform currently supports roughly 1,000 developers. Frankly, we can't live without it at this point.”

CHRIS HAYES
TECHNICAL MANAGER FOR VIRTUALIZATION AND CLOUD MANAGEMENT,
CERNER



VMware: Maximize your success in managing multi-cloud models

Compelling competitive advantages

VMware Cloud Management is uniquely effective because it is comprehensive, integrated, and highly differentiated from competitive offerings. For example, ONLY VMware provides the combination of multi-cloud management capabilities that enable you to:

- **Manage private, public, and multi-cloud** environments with a single-vendor solution.
- **Achieve excellence** in all areas with integrated capabilities for consistent operations.
- **Maintain freedom of choice** between full SaaS or on-premises deployment.
- **Broadest ecosystem** with more than 220 hardware and service integrations.
- **Leading customer success** to inform, guide, and train organizations through their lifecycle.
- **Leverage VMware's experience** as a proven solution with an expanding number of clients in every industry sector.

VMware Cloud Management solutions are also consistently recognized by leading analysts worldwide. Recent ratings and rankings include:

- #1 IDC IT Automation and Configuration Management Market Share
- # 1 IDC WW Cloud Systems Service Management Market Share
- A Leader in Forrester Hybrid Cloud Management Wave™
- A Leader in Forrester Infrastructure Automation Wave™
- A Leader in Forrester Cloud Cost Management and Optimization Wave™
- Leader in Capabilities and Customer Service in OMDIA Universe



How did you manage without us?

Get the details about VMware Cloud Management.

Take the next step in transforming the “promise” and “potential” of the multi-cloud model into real results. Learn more about VMware Cloud Management.

Request a meeting with our VMware Cloud Management experts to discuss your situation, needs, and expectations. Our team will listen, collaborate, provide more information and case studies specific to your industry, and we'll help you assemble all needed resources to successfully plan and execute your journey to multi-cloud and modern business.

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