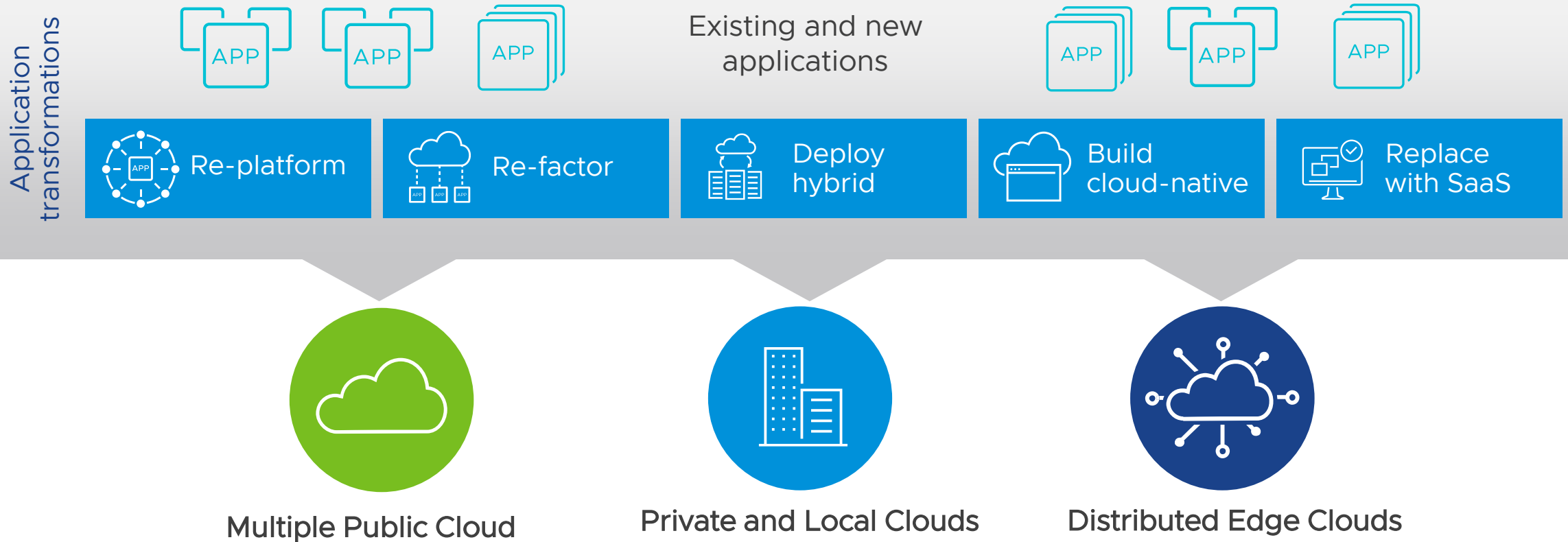


# Cloud flexibility AND on-premises control

VMware Cloud on Dell EMC

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Director, CIBG Marketing  
April 2022

# Today Enterprise's Multi-Cloud Reality



Build and run diverse applications in optimal cloud

# Explosive Customer Momentum Behind Local Cloud Market

## Proven customer outcomes...



Protect sensitive customer information



Deliver better service to front-line workers at the edge



Address latency demands of life critical workloads



Avoid costly and complex refactoring of applications

## ...for enterprise and edge workloads...

Advanced VDI | Data Center & App Modernization | Data Latency & Sovereignty

## ...across all industries

Government

Insurance

Healthcare

Finance

Local Cloud Market Grows at a Five-year CAGR 151.8%\*

## Local Cloud: the next BIG thing

Customers need cloud  
model on-premises



\$7.6+ billion  
in revenue\*

by 2025

IDC refers to the Local Cloud market segment as “Dedicated Cloud Infrastructure as a Service”

\* Source: IDC, Dedicated Cloud Infrastructure as a Service, 2019–2025: Market Trends and Outlook, Doc # US48005321, June 2021

# What is Local Cloud? Cloud Flexibility and On-premises Control



## PRIVATE CLOUD

Customer on-premises  
or co-location

Increased performance

Controlled cost

Mitigated risk



## PUBLIC CLOUD



Increased agility

Simplified operations

Accelerated innovation

**Local Cloud**  
*the best of both worlds\**

# VMware's Local Cloud Strategy

Consumption choice



**Cloud service options**

VMware Cloud™



**Multi-cloud advantage**

Infrastructure choice



**Ecosystem flexibility**

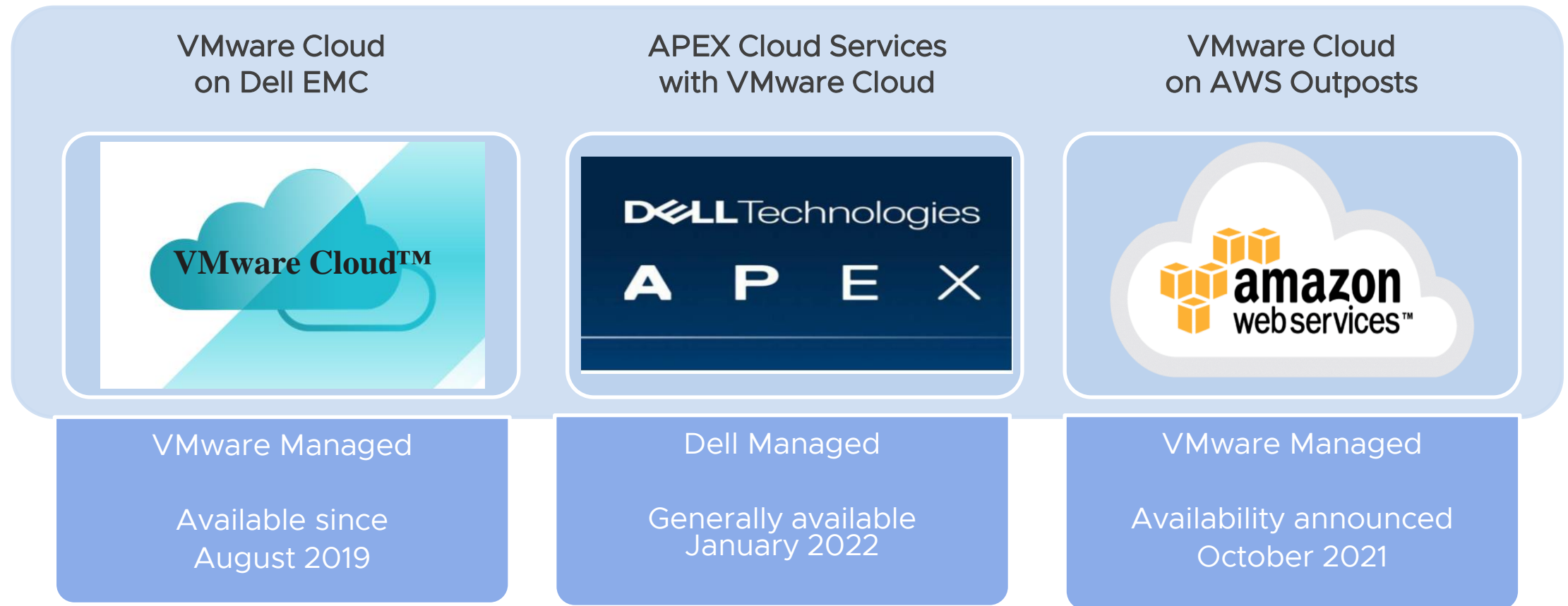
Customer  
outcomes

Freed from the burden  
of managing infrastructure

Accelerate application  
delivery

Control cost, risk and  
performance

# VMware Current Offerings within the Local Cloud Market



# Introducing VMware Cloud on Dell EMC

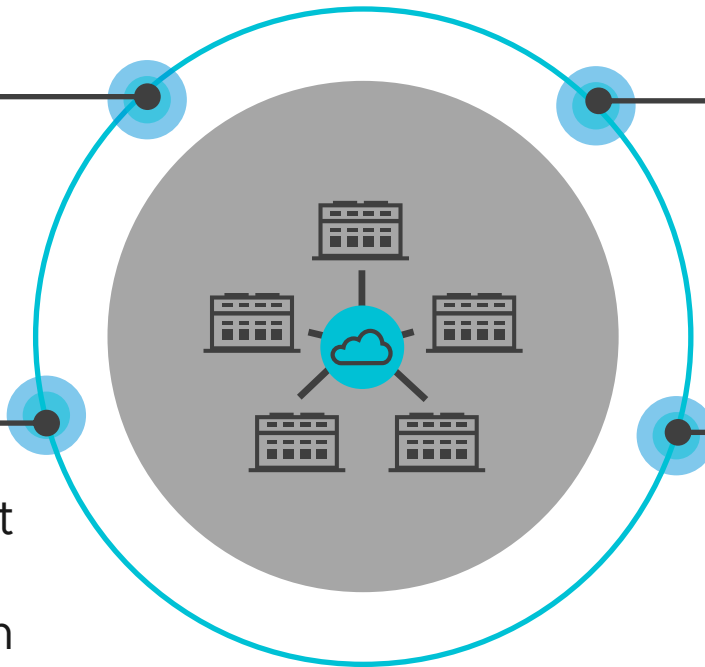
## A proven and robust Local Cloud solution

**Fully managed:** infrastructure solution for compute, storage, and networking.

**Self-service:** operated and controlled through VMware Cloud Console

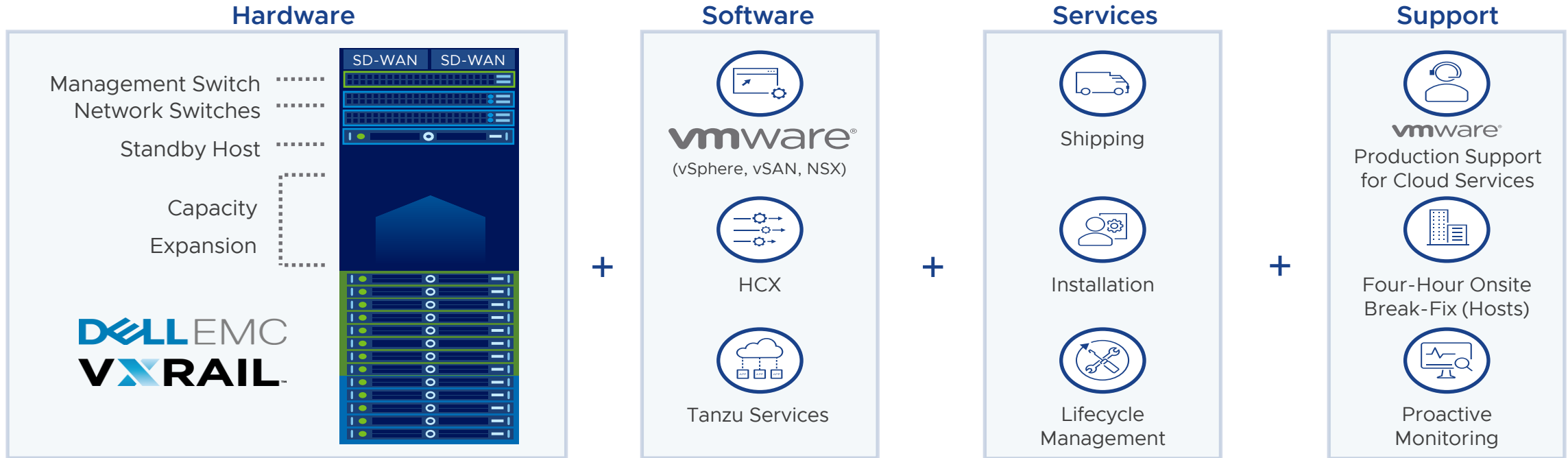
**Backed SLAs:** managed for tight security requirements, through automated patching and system maintenance

**Subscription-based:** operated in a cloud model, delivering subscription financials and on-demand services.





# Overview of the VMware Cloud on Dell EMC Service



Freedom from Asset Ownership

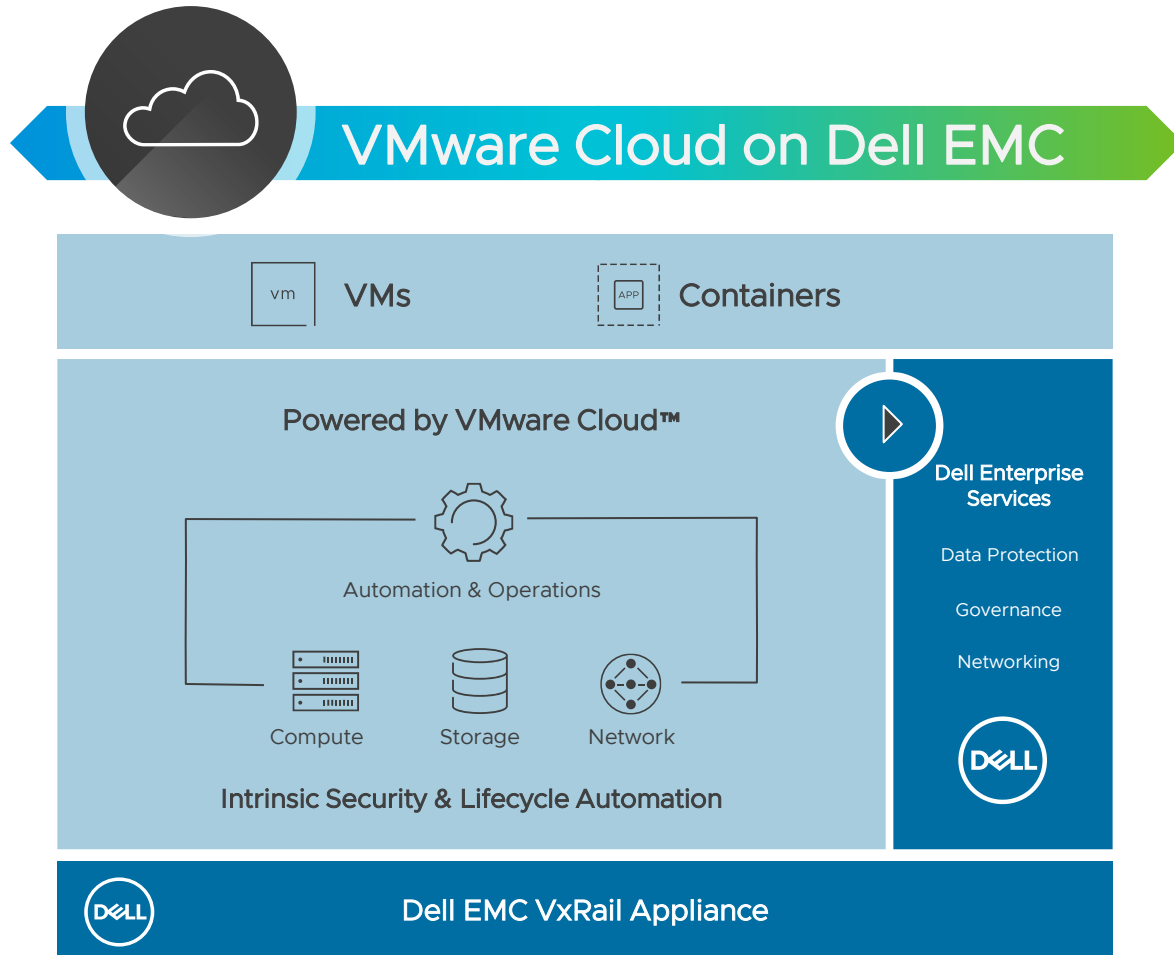
Subscription Based Pricing

Choice of Payment Terms

vmware® Branded Service

Jointly Operated  
vmware® Dell

# Built on VMware's Multi-Cloud Software Platform



On-premises or colocation facility

VMware managed SDDC:

Unifies containers, Kubernetes, and virtual machines

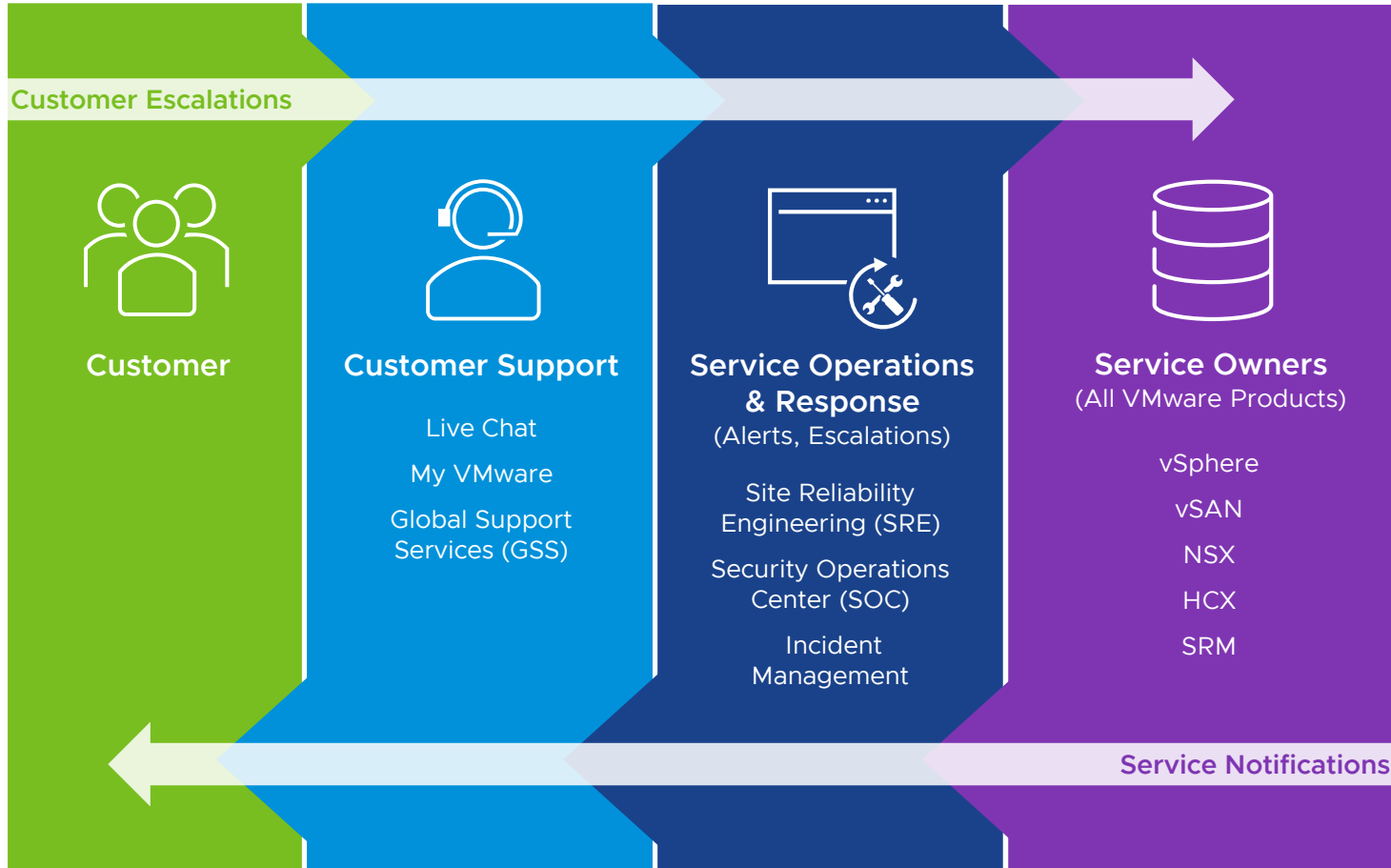
Automates the orchestration of advanced compute, storage, and networking resources

Provides life cycle management and consistent infrastructure and operations for multi-cloud

# Delivered as a Cloud Service



VMware Cloud™  
on Dell EMC



Service delivered and supported by VMware and Dell



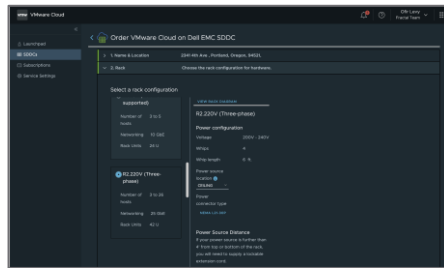
Updates, upgrades and patches of the SDDC managed by VMware



Mature service operations and response teams in place to provide world-class experience

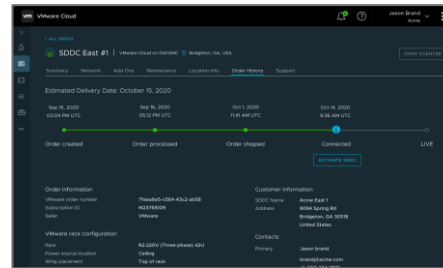
# Free from the Burden of Managing Infrastructure

## Order



Access via the VMware Cloud Console and step-by-step guidance on configuration options

## Activate



Technician installs pre-loaded infrastructure at location. Customer activates the SDDC to go live

## Consume



As-a-service to set-up VMs and containers; migrate workloads and expand capacity as required

Cloud simplicity with VMware Cloud on Dell EMC

# Shift Infrastructure Cost from CapEx to OpEx

## 1 Year Commitment

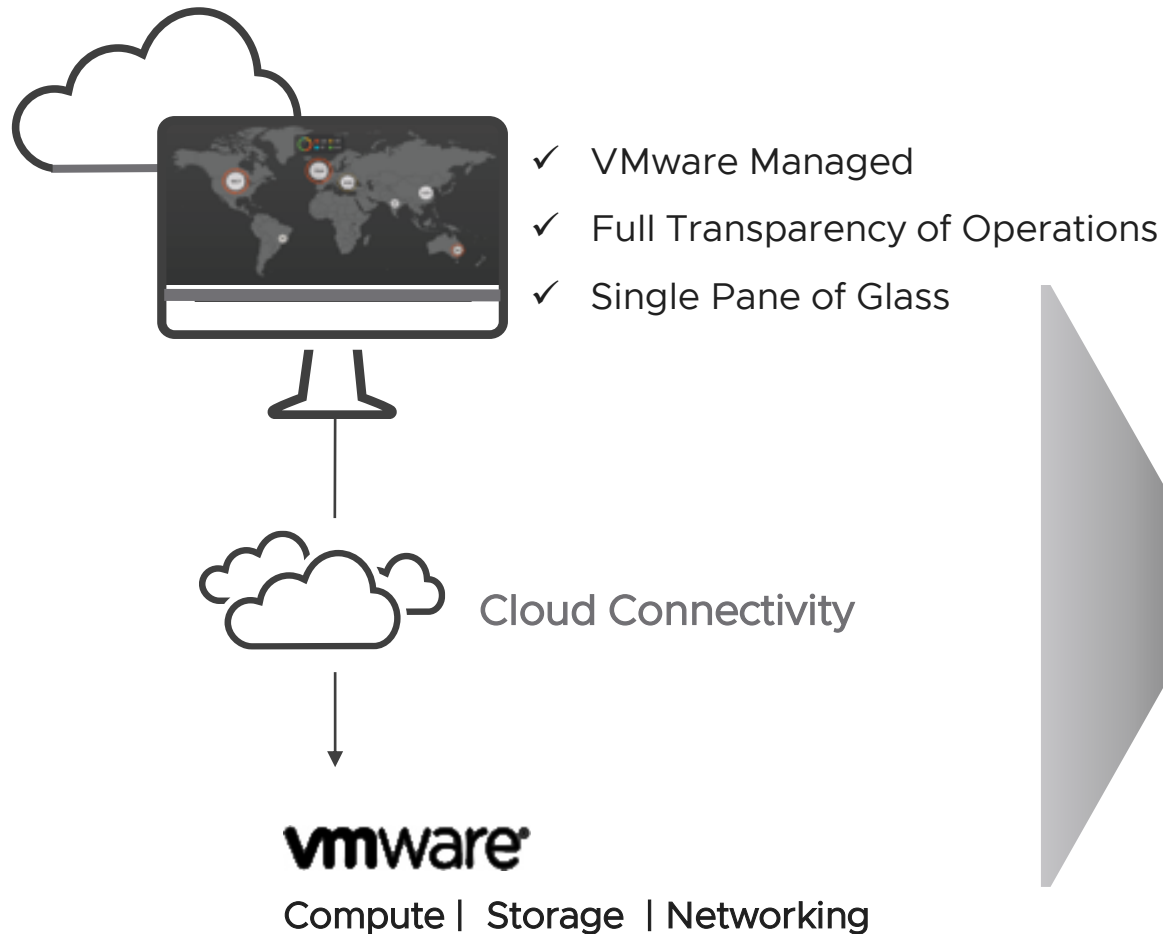
- 1 Year term subscription commitment by customer
- Includes VMware Cloud managed SDDC and fully managed Dell EMC VxRail Infrastructure
- Pricing reflects a lower price than pilot, however, is more expensive than 3 Year Term

## 3 Year Commitment

- 3 Year term subscription commitment by customer
- Includes VMware Cloud managed SDDC and fully managed Dell EMC VxRail Infrastructure
- Pricing reflects a ~33% discount over the shorter 1 Year term

Subscription choice for VMware Cloud on Dell EMC

# VMware Cloud Console – Integrated Cloud Control Plane



Easy access to and simplified ordering of the VMware Cloud on Dell EMC service

Unified access to tools and workload services including Tanzu Kubernetes, HCX, and vRealize Suite

Automated Life Cycle Management, Availability and Security

Dashboard access to health, performance, and status information

Request additional capacity as needed

# Flexible for Any Workload

Host Type	G1s.small	M1s.medium	M1d.xSmall	M1d.medium	M1d.xLarge	X1d.xLarge
VxRail Chassis	VxRail E560F 1U1N	VxRail E560F 1U1N	VxRail E560F 1U1N	VxRail E560N 1U1N	VxRail E560F 1U1N	VxRail E560F 1U1N
CPU Sockets and Cores	1 x 28	1 x 28	2 x 28	2 x 28	2 x 28	2 x 28
vCPU	56 (28 cores)	56 (28 cores)	112 (56 cores)	112 (56 cores)	112 (56 cores)	112 (56 cores)
CPU Frequency	2.2 GHz All Core Turbo	2.2 GHz All Core Turbo	2.2 GHz All Core Turbo	2.2 GHz All Core Turbo	2.2 GHz All Core Turbo	2.2 GHz All Core Turbo
RAM	256 GB	384 GB	768 GB	768 GB	768 GB	1536 GB
Cache Storage	1.6 TB SSD SAS	1.6 TB SSD SAS	1.6 TB SSD SAS	3.2 TB NVMe	3.2 TB NVMe	3.2 TB NVMe
Primary Storage Capacity	11.5 TB SSD	23 TB SSD	3.8 TB SSD	23 TB NVMe	61 TB SSD	61 TB SSD
Networking	2 x 10 Gb	2 x 10 Gb	2 x 25 Gb	2 x 25 Gb	2 x 25 Gb	2 x 25 Gb
	<b>Single Socket</b>		<b>Dual Socket</b>			



Exact configurations are subject to ongoing refinements

Rack Specifications	Rack R2 (42U) – Up to 3-racks
Number of VxRail E560F Nodes	3 → 12 or 26
Power Requirements	4 x 30amp single-phase 2 x 60amp three-phase
Power Source Location	Floor or ceiling
Top of Rack Switches	2 x 25GbE
Secure Management	SD-WAN by VeloCloud - Edge (HA pair)



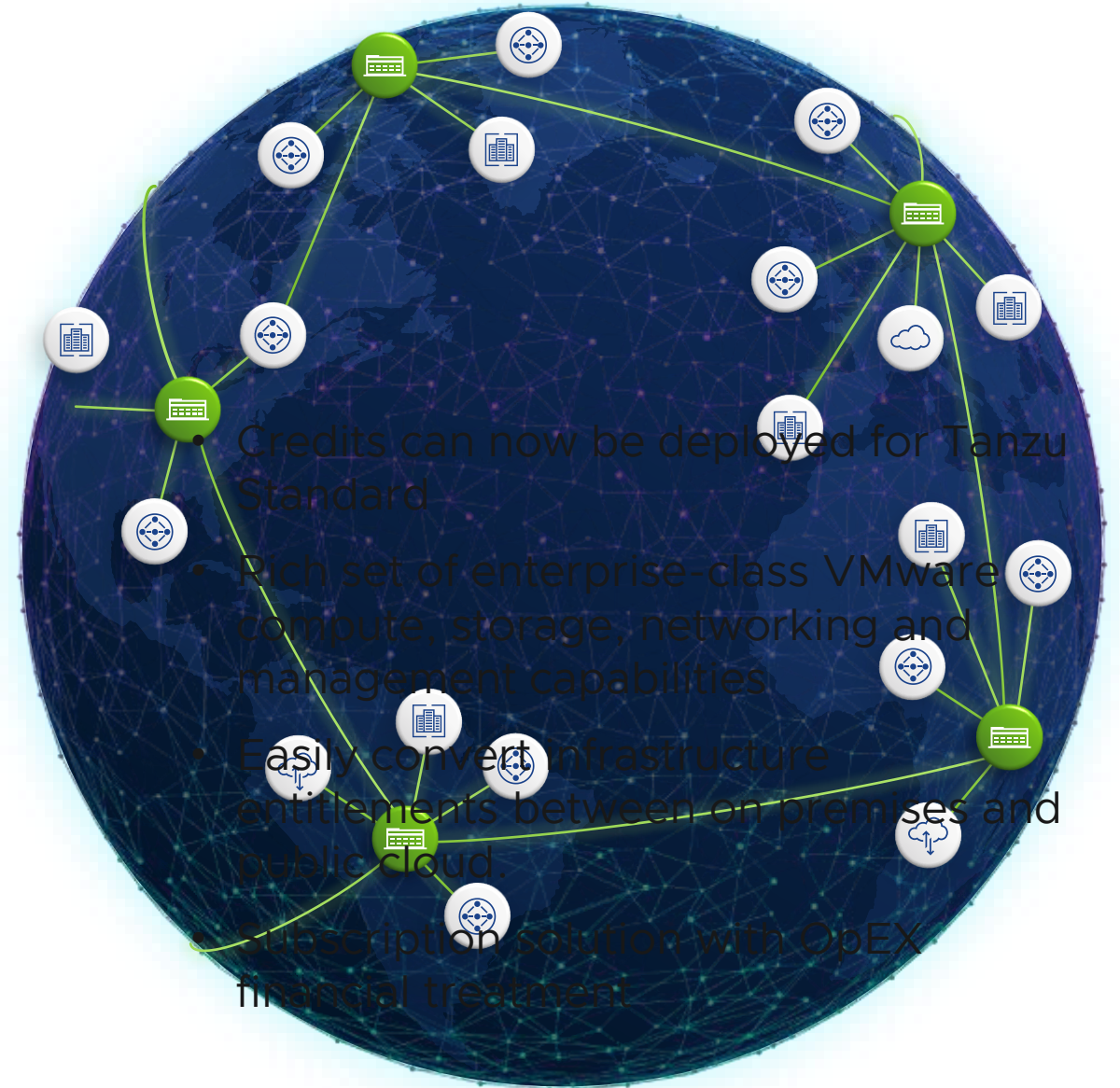
# VMC on Dell is part of VMware Cloud Universal

## VMware Cloud Universal

- Easily convert infrastructure entitlements between on premises and public cloud.
- Subscription solution with OpEX financial treatment
- Credits can be deployed for Tanzu Standard



VMware Cloud™  
on Dell EMC



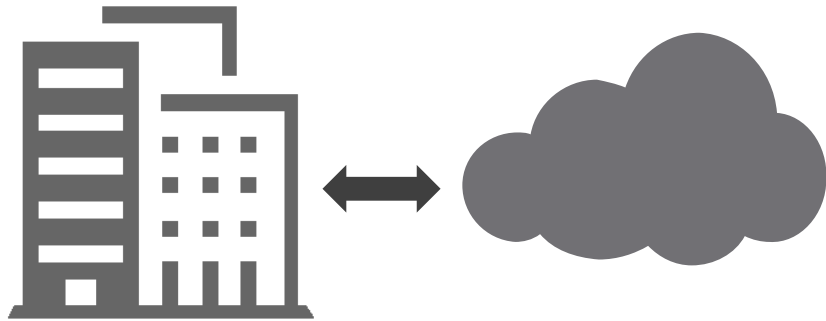
Credits can now be deployed for Tanzu Standard

- Rich set of enterprise-class VMware compute, storage, networking and management capabilities
- Easily convert infrastructure entitlements between on premises and public cloud.
- Subscription solution with OpEX financial treatment



# Why Do Customers Need DRaaS?

## Disaster Recover as a Service



## Challenges with traditional DR Solutions

High Business Risk: No or minimal DR strategy often limited to Tier 1 apps

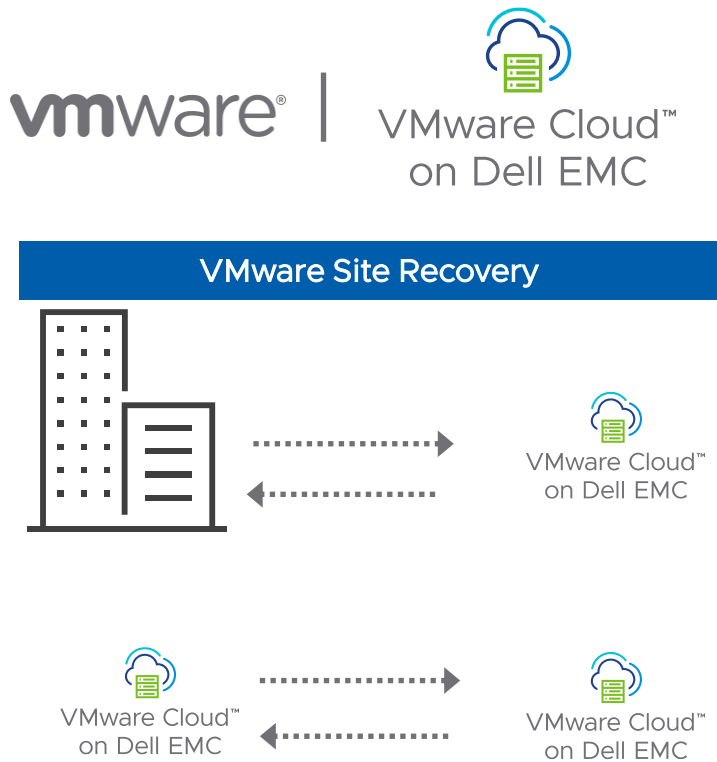
Complex Deployment: DR sites slow to deploy and DR planning process difficult

Costly Operations: Complex management strains IT budgets with dedicated resources

NEW

# Disaster Recovery as a Service (DRaaS)

## VMware Site Recovery (VSR) with VMware Cloud on Dell EMC



Conduct DR operations using VMC on Dell EMC as a failover target or source site



### Increased Reliability

Get a high confidence, reliable DR solution and achieve the highest SLAs (RTO and RPO) for on-premise workloads



### Simplified Operations

Subscribe to a fully managed DRaaS solution with built-in automation and non-disruptive testing

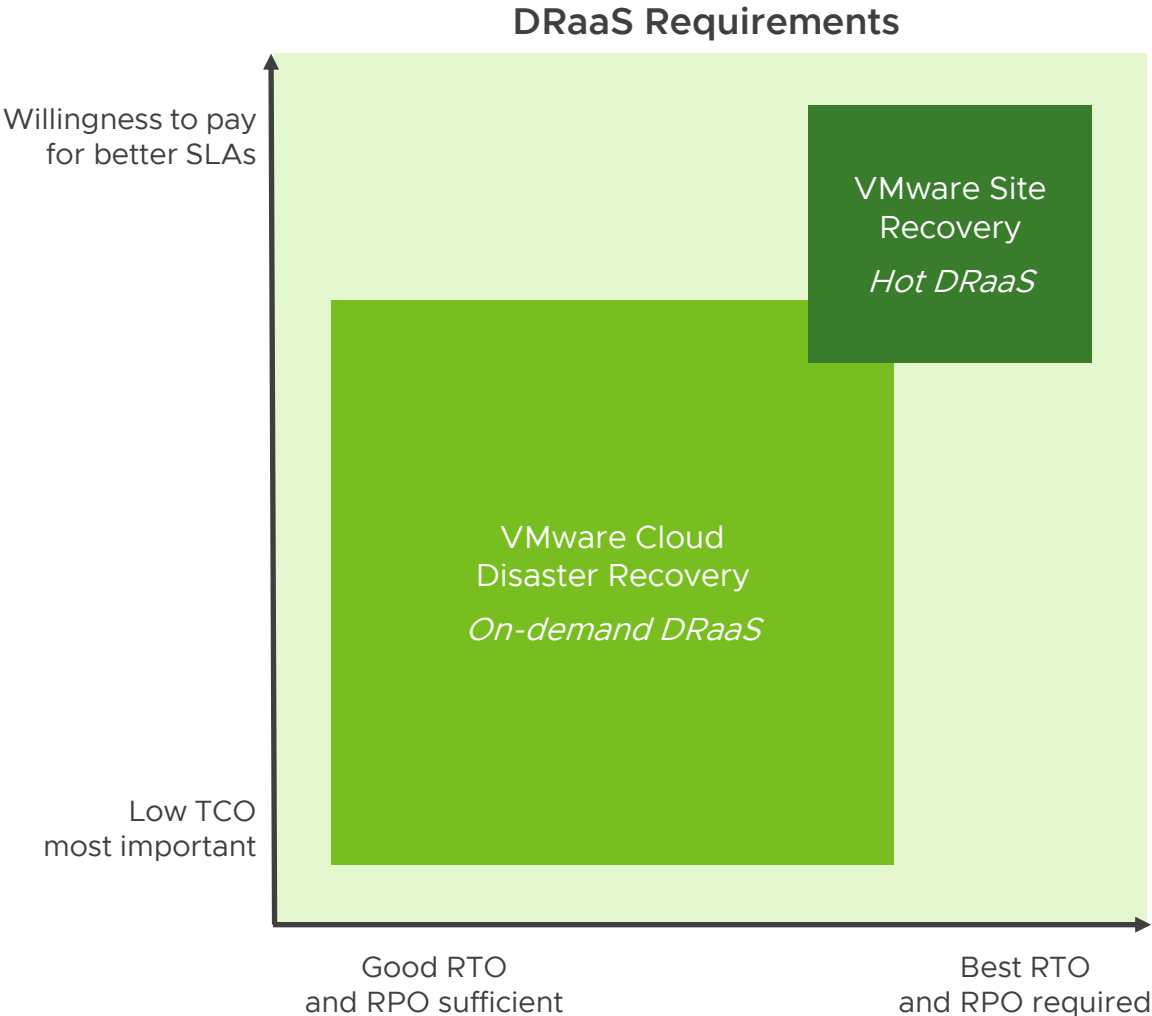


### Cloud Economics

Reduce strain on IT budget and resources and benefit from an enterprise-ready, cloud-delivered disaster recovery service

# Understanding VMware DRaaS Solutions

Utilize the Cloud for Unpredictable Disaster Events



VMware Cloud Disaster Recovery <i>On-demand DRaaS</i>	VMware Site Recovery <i>Hot DRaaS</i>
Consistent, familiar VMware environment	
DR orchestration: failover + failback	
<i>Replicate to cloud storage</i>	Replicate directly to VMC failover capacity
<i>Instant power-on with Live Mount to VMC SDDC</i>	Fast RTOs w/ pre-provisioned failover capacity
<i>Low RPOs (30 min)</i>	Lowest RPOs (<30 minutes)

# Why Do Customers Need Multi-rack Support?

## Multi-Rack



Customer needs to deploy large-scale workload that requires capacity beyond a single-rack

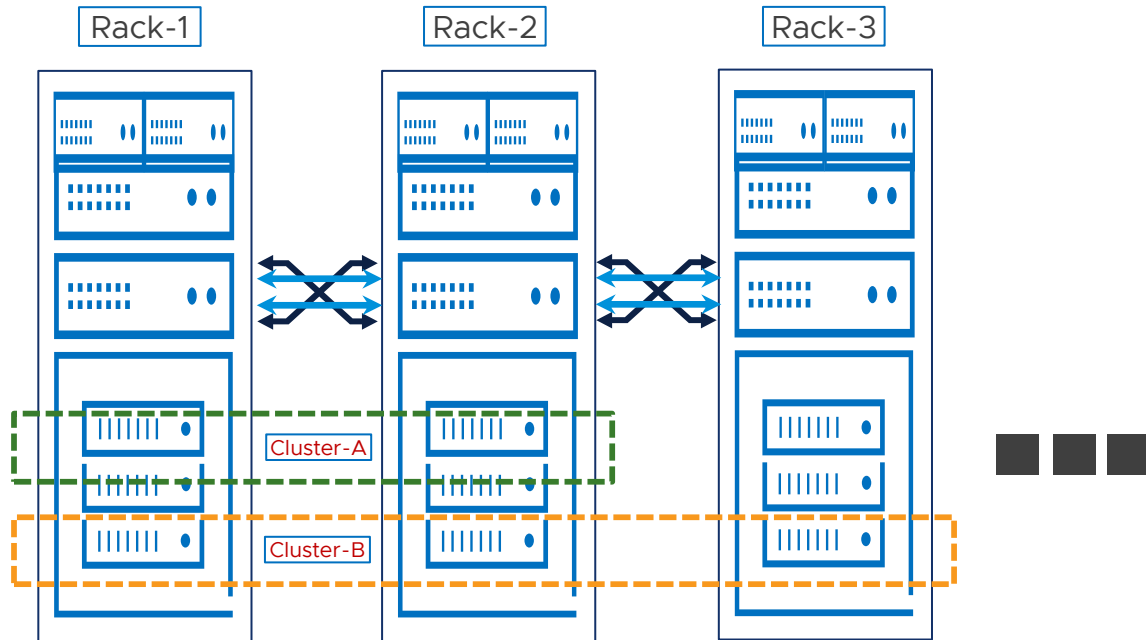
Customer needs to accommodate additional workloads being migrated to the Local Cloud model

Customer needs capacity expansion after initial order to address business and application growth



VMware Cloud™ on Dell EMC

# Multi-Rack: Enterprise Scale with Cloud Simplicity



**3X Scale for Enterprise Workloads**  
*VDI, Database, Application Modernization*



VI Admin

Add capacity at initial order or to a MR-aware single-rack in the future

Simply order via VMware Cloud Console, VMware will ship, deploy and activate

Specify instances and clusters within and across racks based on workload needs

Fully managed as a single SDDC

# Why Do Customers Need Tanzu services?

VMware Cloud™  
with Tanzu® services



VMware Cloud™ on Dell EMC

**Modernize your development environment  
and accelerate application delivery**

Ease the burden of administering and managing  
containerize workloads

Deliver Kubernetes as-a-service quickly and easily to  
developer teams

Centrally manage all Kubernetes clusters across any  
cloud securely and efficiently

# VMware Cloud™ with Tanzu® services on Dell EMC

Tanzu services for VMware Cloud on Dell EMC (included in subscription)

Easy path to enterprise-grade Kubernetes on a fully managed, multi-cloud ready IaaS and CaaS platform

VMware Tanzu Kubernetes Grid  
Managed Kubernetes service

VMware Tanzu Mission Control Essentials  
Multi-cloud Kubernetes Management plane



VMware Tanzu Standard (upgrade purchase)

Provides an enterprise-grade Kubernetes runtime for multi-cloud deployment with a global control plane for consistent and secure management at scale.

Deploy and run  
Kubernetes multi-cloud



Operate all clusters  
consistently at scale



Enhance security and  
governance



# Global and Vertical Regulatory Certification and Compliance

Certification for VMware Cloud on Dell EMC ensures compliance for:

the implementation, management, and maintenance for information security within an organization

The information security needs specific to various regions and industries





# Local Cloud Use Cases



## Data/App Locality

Data volume and low latency data processing driving cloud proximity



## Data Sovereignty/Regulations

Workloads with compliance and residency requirements



## Data Center/App Modernization

Applying company's cloud-first strategy to on-premises workloads



## Hybrid Cloud

Consistent cloud experience on-prem with common control plane



## Cloud Service Extension

Access to native AWS Cloud services through VMC on AWS Outposts

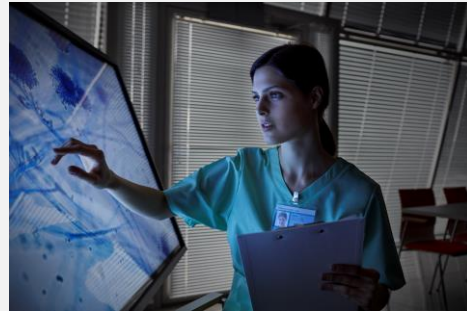
# VMware Cloud on Dell EMC Customers

## Financial Services



- Cloud operating model
- Sensitive customer information
- Avoid licensing penalties

## Healthcare



- Deliver IT Services at the edge
- Centralized support model
- Fully managed IaaS solution

## Public Sector



- Infrastructure refresh
- Leverage existing skills & tools
- “Cloud First” policy

## Retail



- Upskilling IT staff
- Latency sensitive applications
- “Pay as you go” consumption

# Customer 1 - State Government \*



Motivated to get out of the business of managing infrastructure



- A fully managed cloud solution on premises and a steppingstone to future cloud expansion
- Migrated their Microsoft SQL server workloads off their existing UCS infrastructure and onto VMware Cloud on Dell EMC
- Alleviated the need to manage infrastructure on-premises
- Avoided the cost and complexity of moving their Microsoft license to the Public Cloud

## Customer 2 - Financial Company\*



Executive mandate to move to a public cloud operating model with minimal cost and risk



- Enabled moving their Microsoft VDI environments to a fully managed solution with a cloud procurement model
- Obtained the benefits of the public cloud operating model
- Maintained sensitive customer information on-premises
- Avoided Microsoft licensing cost in the public cloud



# Customer 3 - Healthcare Company\*



Needed a fully managed infrastructure capable of handling their Emergency Response Systems (EMR)



VMware Cloud™  
on Dell EMC

- VMware Cloud on Dell EMC enabled the shift to an Opex model and move their EMR to the cloud
- Moved away from the day-to-day management of physical infrastructure
- Addressed the need for latency-sensitive EMR workloads kept on-premises
- Alleviated the challenge of talent, budget, and time constraints

## Customer 4 - Retail Company\*



Desire to upskill internal IT talent to focus on business value generating tasks



- VMware Cloud on Dell EMC enabled the shift to a modern software defined cloud fully managed by VMware
- Preserved the locality of latency sensitive workloads to reside in close proximity to the mainframe
- Fast path to cloud migration with no disruption to the application
- TCO advantage over term, including egress and consolidation savings

# Local Cloud Customer Outcomes

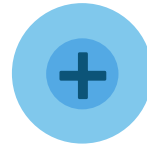
Freed from  
the burden  
of managing  
infrastructure

Accelerate  
application  
delivery

Maintain  
control over  
data and  
compliance

# Advantages of VMC on Dell EMC

## Cloud Advantages



## On Premises Advantages



### Increased Agility

Self service provisioning and elasticity of resources



### Simplified Operations

Offload management and automated version management



### Accelerated Innovation

Increased developer velocity and access cloud services



### Mitigate Risks

Comply with data residency and regulatory requirements



### Controlled Costs

Predictable cost model and resource transparency



### Increased Performance

Low data latency and high-performance networking



# The Local Cloud economics speak for themselves



**25%**

Average TCO savings

**50%**

Average licensing cost avoidance

UP TO **44%**

Lower workload migration costs



Thank You