

# VMware Cloud Universal

A flexible subscription program to simplify cloud operations and accelerate adoption

## VMware Cloud Universal empowers companies to:

- Create and deploy new services across public clouds and edge.
- Build enterprise sovereignty and control the transformation journey.
- Establish seamless operations across on-premises and clouds.

Adaptability and agility are key to success and warrant an IT infrastructure and operations that adapt to evolving business needs. VMCU alleviates the challenges associated with digital transformation by providing businesses with a flexible and scalable cloud infrastructure, advanced analytics, and machine learning capabilities, which are primed for an improved security and operations posture.

Digital transformation has impacted companies of all sizes, fundamentally changing how businesses operate and deliver value to their customers. Digital transformation, however, can be challenging, particularly when managing complex IT infrastructure and ensuring seamless integration across different systems and platforms. By using the cloud, businesses can reduce the time and cost of implementing new services and applications significantly, while improving scalability, security and reliability.

[VMware Cloud Universal](#) (VMCU) is a flexible purchasing and consumption program to help businesses with their cloud-powered digital transformation while providing a path to multi-cloud, if such a need arises. Companies can choose purchase and consumption plans based on desired digital transformational initiatives. The program brings solution choice and consumption flexibility across multiple public cloud environments, including VMware Cloud on AWS, Google Cloud VMware Engine and Azure VMware Solution. VMCU empowers customers to build an entire transformation pathway by leveraging VMware's public cloud environments and complimentary add-ons.

VMCU offers a comprehensive portfolio of software-as-a-service (SaaS) capabilities in a subscription-based model. The program brings solution choice and consumption flexibility to public cloud and edge environments. VMCU provides a portfolio of public and edge cloud infrastructures, security, cloud management, disaster recovery and premier customer success initiatives. In addition, eligible solutions continue to expand the VMCU program.

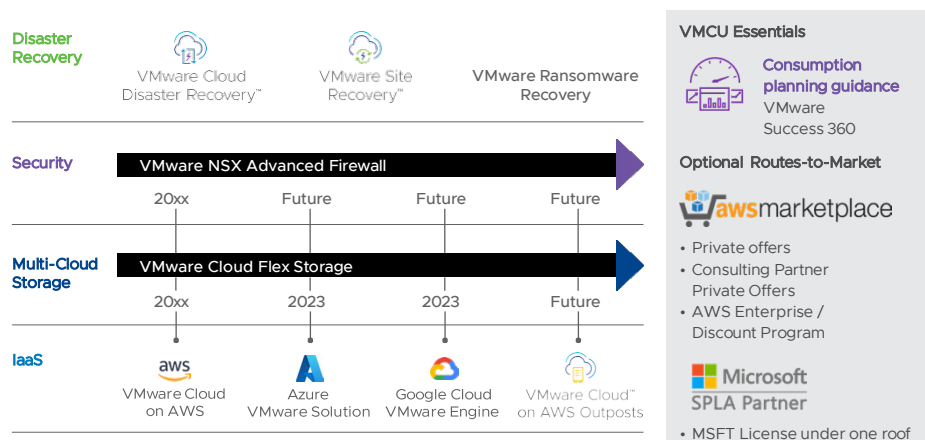


Figure 1: VMware Cloud Universal Capabilities

## What's included: VMware Cloud Universal Options (March 2023)

### Public Cloud Infrastructure

- VMware Cloud™ on AWS
- Google Cloud VMware Engine™
- Azure VMware Solution™

### Multi-Cloud Services

- Disaster recovery with VMware Cloud Disaster Recovery™, VMware Site Recovery™ and VMware Ransomware Recovery™
- Storage and compute scalability with VMware Cloud Flex Storage™
- Network security with VMware NSX™ Advanced Firewall

### Multi-Cloud Lifecycle Planning

- Customer success programs with VMware Cloud Universal Essentials and VMware Success 360

## Why VMware Cloud Universal?



### Scalability

The VMCU program is designed to be scalable, enabling businesses to easily add or remove services, as needed, to accommodate changing business requirements. This allows companies to scale their infrastructure up or down depending on service demand.



### Cost-effectiveness

The VMCU program offers cost-effective solutions for businesses looking to execute their digital transformation initiatives. The subscription-based model allows companies to pay only for needed services without investing in expensive infrastructure or hardware.



### Interoperability

The VMCU program is designed to work seamlessly with various cloud providers, including public, private and hybrid clouds. This enables businesses to take advantage of the benefits of different cloud environments while maintaining the flexibility to choose the cloud provider that works best for them.



### Integration with existing systems

VMCU offers seamless integration with existing IT systems, enabling businesses to leverage their investments in infrastructure, applications and tools. This helps to reduce the time and cost of implementing new services and applications.



### Enhanced security


VMCU offers comprehensive security capabilities to help businesses protect their data and infrastructure, including firewall, encryption and threat detection.

## Let's Get Started

VMware Cloud Universal is a flexible purchasing and consumption program that offers comprehensive solutions for executing your strategic digital or multi-cloud transformation objectives.

New solutions and services are regularly added to the VMCU program. To learn more:

 Visit us at [VMware Cloud Universal](https://www.vmware.com/cloud-universal)

 Contact us at [VMCUsales@vmware.com](mailto:VMCUsales@vmware.com)

## VMware Cloud Universal Use Cases

As VMCU is designed for purchase and consumption flexibility, businesses can leverage it across several scenarios. The table below offers an illustrative overview of common use cases and targeted offerings (as of March 2023) from the VMCU program.

Use Case	Business Objectives	Targeted Solutions
Cloud migration and adoption	<p><b>Expand and grow:</b></p> <p>Build on-demand capacity, disaster recovery and operational consistency across public cloud and edge workloads.</p>	<ul style="list-style-type: none"> <li>• <a href="#">VMware Cloud™ on AWS</a></li> <li>• <a href="#">Google Cloud VMware Engine™</a></li> <li>• <a href="#">Azure VMware Solution™</a></li> <li>• <a href="#">VMware Cloud Disaster Recovery™**</a></li> <li>• <a href="#">VMware Site Recovery™</a></li> <li>• <a href="#">VMware Ransomware Recovery*</a></li> <li>• <a href="#">VMware NSX Advanced Firewall*</a></li> <li>• <a href="#">VMware Success 360™</a></li> <li>• VMCU Essentials</li> <li>• <a href="#">VMware Cloud Flex Storage™*</a></li> </ul>
Multi-cloud expansion	<p><b>Pursue a 'Cloud-Smart' strategy:</b></p> <p>Unify differing public and edge cloud environments to remove silos while leveraging multiple hyperscalers and their applications.</p>	<ul style="list-style-type: none"> <li>• <a href="#">VMware Cloud™ on AWS</a></li> <li>• <a href="#">Google Cloud VMware Engine™</a></li> <li>• <a href="#">Azure VMware Solution™</a></li> <li>• <a href="#">VMware Success 360™</a></li> <li>• VMCU Essentials</li> <li>• <a href="#">VMware Cloud Flex Storage™*</a></li> </ul>
Data Center Extension	<p><b>Go beyond your data center:</b></p> <p>Leverage the public cloud as a natural extension of the on-premises environment.</p>	<ul style="list-style-type: none"> <li>• <a href="#">VMware Cloud™ on AWS</a></li> <li>• <a href="#">Google Cloud VMware Engine™</a></li> <li>• <a href="#">Azure VMware Solution™</a></li> <li>• <a href="#">VMware Success 360™</a></li> <li>• VMCU Essentials</li> <li>• <a href="#">VMware Cloud Flex Storage™*</a></li> </ul>

**Table 1:** VMCU Program Use Cases and Solutions

\* - Only for VMware Cloud on AWS

\*\* - Google Cloud VMware Engine as Source, not Target