White paper

Are you getting the most value from your VMware Cloud?

For a best-in-class hybrid cloud service, start by asking the right questions.
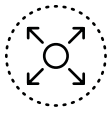
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vmware® | aws

The growth success of hybrid clouds

Enterprises across industries and geographies are scaling up their public cloud usage, as 82% of CEOs have a digital transformation or initiative in place.[1]

IT leaders focused on finding ways to become more agile, accelerate innovation and better optimize costs are finding success with hybrid clouds.
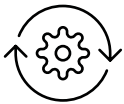
They can leverage the enterprise-grade capabilities that hybrid clouds offer to:

Protect, extend or consolidate on-premises data center investments

Scale capacity up or down without change or friction — for any workload

Take advantage of existing applications without re-architecture

Choosing the right hybrid solution is critical if you want to simplify, accelerate and optimize your cloud journey. You want the best for your business.

1 Gartner "2019 CEO Survey: The Year of Challenged Growth", analyst Mark Raksino, April 2019
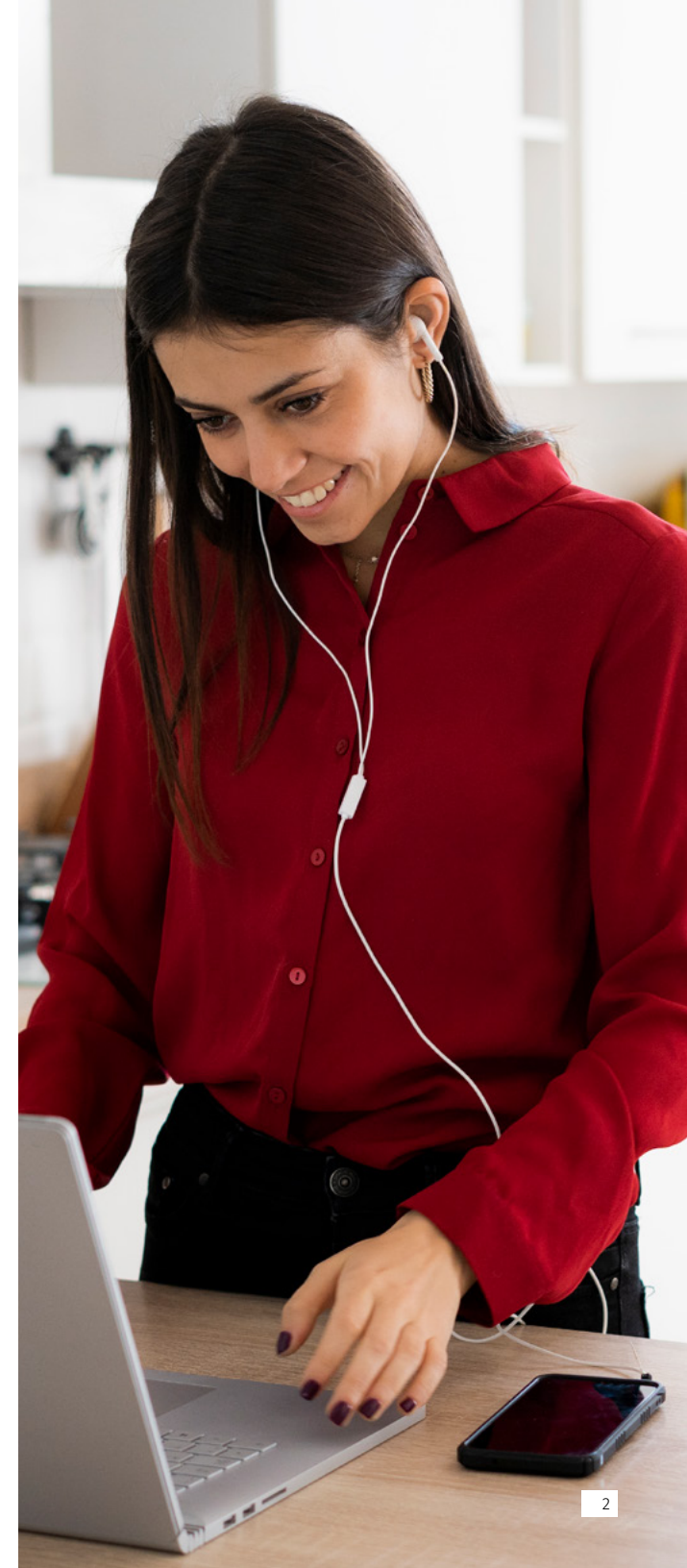
Get to know Rackspace Managed VMware Cloud on AWS: the best-in-class hybrid cloud service

Managed VMware Cloud™ on AWS seamlessly supports workloads on-premises and in the public cloud, and provides the flexibility to choose where the workloads run.

It's a best-in-class hybrid cloud service that brings VMware enterprise-class SDDC software to the AWS cloud, delivered as an on-demand service with access to AWS services including storage, databases, analytics and more.

Managed VMware Cloud on AWS will accelerate and optimize your transformation to a multicloud experience, helping you to achieve your hybrid cloud goals faster and more efficiently.

Find out more about how enterprises leverage hybrid clouds, what makes for a best-in-class enterprise cloud, and how choosing Managed VMware Cloud on AWS can transform your business.

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Asking the right questions

No matter where you are on your cloud journey, the experts at Rackspace are available to answer your questions. You can trust us to help ensure you have the best-fit solution that will help you leverage the full VMware and AWS ecosystem of resources.

Read on for answers to some of the most common questions.

1. Why should an enterprise consider hybrid cloud?
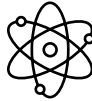
With hybrid clouds, IT leaders can:

Be agile
Quickly respond to changing business needs

Optimize cost
Shift from capex to opex

Accelerate innovation
Enable IT, Ops and DevOps

Public cloud adoption is mainstream, driven by the need for greater agility and faster innovation. That's why today, 60% of large enterprises are running workloads in the public cloud[2], and 48% are using multiple public clouds.[3] You need to ensure your cloud operations are as flexible and high performance as possible.

Hybrid clouds integrate the public cloud with on-premises infrastructure and can give IT the ability to strategically choose where they want to run their workloads.

2. What is a 'best-in-class' hybrid cloud?

Many optimizations want to run IT workloads onpremises and in public clouds, while taking advantage of existing skill sets, applications and investments. This requires seamless integration and a common operating platform across on-premises infrastructure and the public cloud.

Best-in-class hybrid cloud solutions, such as Managed VMware Cloud on AWS, enable you to:

Accelerate innovation

- New application development.
- Application modernization.
- Dynamic capacity needs.

Optimize costs

- Cloud mandate.
- Shift from capex to opex
- Application portability.

Respond faster to change

- M&A activities.
- Data sovereignty, closeness to end user, new capacity.
- Continuity of operations.
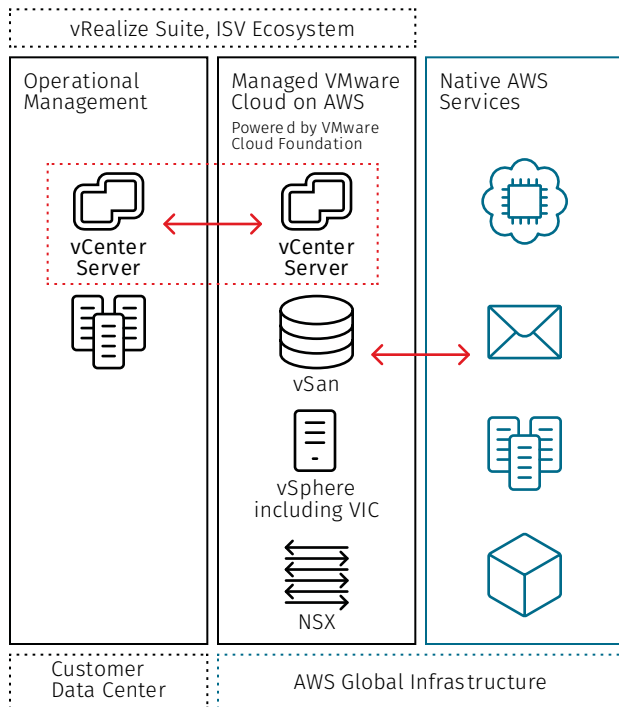
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3. What should enterprises keep in mind when considering a hybrid cloud strategy?

Enterprises are adopting or accelerating their use of cloud in order to gain the agility to respond to changing business needs, support innovation, and better align spend to business requirements.

But many IT professionals spend too much time trying to manage a public cloud infrastructure that requires different skill sets and tools than their on-premises environment.

4. What is Managed VMware Cloud on AWS?

Managed VMware Cloud on AWS is a VMware SDDC-based cloud service that brings enterprise-class Software-Defined Data Center (SDDC) software to the AWS cloud, with seamless access to AWS services.

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vRealize Suite, ISV Ecosystem

Operational          Managed VMware      Native AWS
Management           Cloud on AWS        Services
                     Powered by VMware
                     Cloud Foundation

vCenter              vCenter
Server               Server

                     vSan

                     vSphere
                     including VIC

                     NSX

Customer             AWS Global Infrastructure
Data Center
```

Managed VMware Cloud on AWS is powered by VMware Cloud Foundation™, a unified SDDC platform that integrates VMware vSphere, vSAN™ and NSX® virtualization technologies, and is optimized to run on next-generation, elastic, bare-metal AWS infrastructure.

The service provides access to the broad range of AWS services, together with the functionality, elasticity and security customers have come to expect from the AWS cloud. The service is managed from an existing VMware vCenter Server® interface with the ability to easily scale AWS resources.

5. How does Managed VMware Cloud on AWS benefit enterprises?

Managed VMware Cloud on AWS combines the best of VMware and AWS to enable customers to realize significant benefits including:

- **Best-in-class hybrid cloud capabilities:** Leverage market-leading VMware technologies across compute (vSphere), storage (vSAN) and networking (NSX) optimized to run on next-generation, elastic, bare metal AWS infrastructure.

- **Simple and consistent operations:** Rapidly provision and scale AWS resources that are operationally consistent with vSphere-based clouds on demand.

- **Cloud-scale flexibility:** Built on the same VMware technology foundation that powers an enterprise's on-premises data center Managed VMware Cloud on AWS delivers workload portability across clouds with no complex and time-consuming application re-platforming required.

Seven things to consider

1. How can I avoid creating a new cloud silo?

2. How can I ensure operational consistency and simplicity?

3. How do I get the maximum leverage out of my existing investments in skill sets and tooling?

4. How can I better control, manage, and secure these environments and my workloads?

5. How do I provide enterprise-class application SLAs consistently across private and public clouds?

6. How do I ensure compatibility with applications between on — and off — premises?

7. Who will be responsible for the management and development of the solution?

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6. What value does Rackspace add to a Managed VMware Cloud on AWS transformation?

With Managed VMware Cloud on AWS, you gain access to deep cross-platform expertise and services that will simplify, speed up and optimize your implementation.

- **Deep expertise:** Rackspace has thousands of certifications across hundreds of professionals. World-class operations and account management will give you a unified and seamless experience across VMware and AWS from a single provider.
- **Accelerated path:** Excellent cross-platform expertise helps avoid integration challenges to speed up implementation of hybrid cloud — without investing in new staff or retraining existing teams.
- **Cross-platform guidance and services:** Access to a choice of comprehensive services to support your cloud transformation, with unbiased guidance for architecture, migration and cloud transformation strategies.

7. How does Rackspace ensure that cloud operations are flexible and high performance?

VMware technology collaboration means you can leverage your existing application ecosystem, including familiar VMware management tools and infrastructure, so you can migrate and expand without retooling your environment or refactoring code.

On-demand capacity and flexible consumption means you get rapid provisioning, on-demand capacity and a range of billing options, including hourly, monthly and yearly.

Access and integration with native AWS services extend the value of your existing enterprise apps with high-bandwidth, low-latency access to AWS services.

Easy workload portability and hybrid capabilities let you seamlessly move workloads bi-directionally between vSphere-based private and public clouds.

8. What service and support does Rackspace provide?

When you partner with Rackspace for VMware Cloud on AWS, you'll discover all the ways we provide service, including:

1. 24x7x365 support with proactive monitoring and troubleshooting.
2. Industry-leading response time Service-Level Agreements (SLAs).
3. Unified cross-platform account management, billing and support.
4. Procurement and management of AWS on your behalf (optional).
5. Flexible cloud services designed to help optimize your investment in VMware and AWS resources.
6. Account provisioning and configuration based on use case and best practices.
7. Migration services using VMware HCX.

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9. What types of enterprises can benefit the most from Managed VMware Cloud on AWS?

Any enterprise that wants to leverage or extend VMware-based infrastructure to the AWS cloud for reasons such as meeting a cloud mandate, supporting M&A, consolidating infrastructure or modernizing applications can greatly benefit from Managed VMware Cloud on AWS.

Managed VMware Cloud on AWS enables enterprises to modernize their infrastructure without the need to do complex conversions, refactoring or re-architecture.

10. What do I do next?

 Learn more about Rackspace Managed VMware Cloud at **rackspace.com/vmware/vmc-on-aws** or give us a call at **1-800-961-2888**.

Endnotes

1. Gartner "2019 CEO Survey: The Year of Challenged Growth", analyst Mark Raksino, April 2019
2. Balancing Freedom and Control: Evolution of the Cloud – 2006 – 2030, VMware white paper
3. IDC Infographic Video, Public Cloud for Data Extension and Replacement, July 2016

Managed VMware Cloud on AWS will give you the added confidence to move quickly and directly to a best-in-class hybrid cloud service you can rely on.

About Rackspace Technology

At Rackspace Technology, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at www.rackspace.com or call 1-800-961-2888.

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