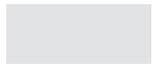# vmware® | aws

Make Hybrid Cloud a Reality:
3 Organizations Share Their Insights

What is your **hybrid cloud strategy**?

Organizations will continue to benefit from their data center investments, yet many of these organizations are also looking to benefit from the unique advantages offered by public cloud that cannot be cost-effectively delivered with today's static data center environments.

93%
OF ORGANIZATIONS
are committed to or showing interest in hybrid cloud as a long-term strategy.[1]

89%
OF ORGANIZATIONS
still expect to have a meaningful on-premises footprint in three years.[1]

1. Hybrid Cloud Trends Survey, Enterprise Strategy Group, March 2019 (N=358)

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Make Hybrid Cloud a Reality: 3 Organizations Share Their Insights

4 Reasons to Extend Your Data Center to the Cloud

1 **Footprint expansion**

Obtain capacity for new projects and expand into new geographies without building a new data center or investing in over-provisioning

2 **On-demand capacity**

Handle unplanned temporary capacity needs and anticipated seasonal spikes in demand without the capital expense of maintaining idle capacity

3 **Hybrid applications**

Develop new applications that need to integrate with on-premises applications or access native cloud services

4 **Test, development, and IT lab environments**

Perform test/dev and lab/training activities in a flexible pay-by-the-hour environment, with the ability to move between cloud, on-premises, and other regions as needed

78%
OF RESPONDENTS

expect to move virtual servers, applications, and/or data **back and forth** between their on-premises resources and the public cloud.[1]

54%
OF IT MANAGERS AND EXECUTIVES

view public cloud management of infrastructure services as more difficult than on-premises.[1]

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1. Hybrid Cloud Trends Survey, Enterprise Strategy Group, March 2019 (N=358)

Make Hybrid Cloud a Reality: 3 Organizations Share Their Insights

Gain **business agility** and **accelerate time-to-market** by extending your data center with VMware Cloud™ on AWS

Cost-Effective
Reduce costs to integrate between on-premises and the public cloud with no application re-factoring or re-architecting needed

Scalable
Rapidly increase or decrease capacity on-demand to adapt to changing business needs across global regions with automatic scaling and load balancing

Fast
Spin up an entire VMware SDDC in under two hours and scale host capacity in a few minutes, and leverage bi-directional, live application mobility between on-premises and the public cloud

Simple & Consistent
Reduce operational complexity with familiar and proven VMware environment and a single console to manage both on-premises and in public cloud

Secure
Leverage established on-premises enterprise security, governance and operational policies, and extend that with AWS cloud scale and security

96%
OF RESPONDING IT MANAGERS AND EXECUTIVES consider it important that public cloud vendors offer solutions that integrate with on-premises environments[1]

89%
OF RESPONDENTS

consider it important to have the same architecture on-premises and in the public cloud[2]

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1. Hybrid Cloud Trends Survey, Enterprise Strategy Group, March 2019 (N=358)
2. VMware Core Metrics Survey, 2018 (n=1,633)

Make Hybrid Cloud a Reality: 3 Organizations Share Their Insights

Case Studies: How VMware Cloud on AWS Helps Make Hybrid Cloud a Reality

CASE STUDY 1
Trend Micro

CASE STUDY 2
Playtika

CASE STUDY 3
Dell

CASE STUDY 1:
Trend Micro

CHALLENGES

- Need to scale environment to process exponentially growing number of security threats

- Complex management of infrastructure across existing public cloud and on-premises datacenter

WHO IS TREND MICRO?

Rapid access to on-demand capacity

- **On demand expansion** with no impact to application uptime

- **Faster** and more **flexible** business innovation cycles

"**With VMware Cloud on AWS**, Trend Micro's IT expanded services to AWS cloud providing agile, reliable service that when combined with Trend Micro's Deep Security offers consistent management, visibility, and protection across our datacenter and cloud environments saving precious IT resources."

Alex Kuo
SENIOR DIRECTOR OF IT, TREND MICRO INC.

WATCH VIDEO:

Extending the data center to cloud to better serve customers

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CASE STUDY 2:

Playtika

CHALLENGES

- Data centers reached maximum capacity

- Need to use existing tools and skillsets

- Required live migration from on-premise to cloud

WHO IS PLAYTIKA?

Extended data center footprint to public cloud for new projects

- **Uninterrupted** testing and development with live migration of 650+ workloads

- Extended data center to expand footprint and provide **on-demand capacity**

- Able to quickly bring new games to market and drive revenue with **agility to burst to cloud** with consistent test/dev environment

650+ Workloads
move seamlessly to and from cloud without downtime for scale and global reach

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CASE STUDY 3:
Dell Technologies

CHALLENGES

- Infrastructure had to scale to support 28,000 VMs for 3,900 training lab environments during 4-day event

- Needed to mitigate single point-of-failure risk

- Required highly performant and cost-effective solution

WHO IS DELL TECHNOLOGIES?

Elastic cloud capacity at premier event

- Seamlessly transferred content between a temporary VMware Cloud on AWS environment and three private clouds

- Supported **massive burst in capacity** with 40% more VMs than prior year's event

- Achieved **100% uptime** versus 90% in prior year, driving positive customer experiences for higher sales and a Net Promoter Score (NPS) of 72

- Realized **cost savings** with efficient, high-performance temporary public cloud environment

- **Faster** and more flexible business innovation cycles

" The VMware Cloud on AWS solution delivers tremendous efficiencies. Ultimately, it's not as much about the cost savings, but more about stability, high availability, and the ability to burst and then scale down easily, while delivering the best possible experiences to our customers."

Maurice Harty
DIRECTOR OF DEMO STRATEGY AND ENABLEMENT
FOR THE CUSTOMER SOLUTION CENTERS AT
DELL TECHNOLOGIES

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Further Resources

Learn more about our VMware Cloud on AWS service at the

VMware Cloud on AWS website or by viewing **VMware Cloud on AWS: Overview**

Try the **VMware Cloud on AWS Hands-on Lab** for a first-hand

immersive experience