VMware Cloud on AWS Webinar
Craig Stanley – Lead Cloud Economist, VMware
Tom Spalding – Chief Growth Officer, Effectual
June 24, 2021
Agenda

- What is Cloud Economics?
- VMware Cloud on AWS
- Real World Examples
- Effectual Overview
- Managed VMware Cloud on AWS
- Why you need a TCO Analysis
Economics is the study of human behavior

Classical Economics

- Homo Economicus: Rational Decisions based on Data
- Individual Choices Seek to Maximize Value
- Human Update Opinions Correct with New Information

Behavioral Economics

- Humans make mistakes
- Sub-optimal decisions are made due to biases or blind spots
- Context Matters
VMware Cloud
Industry Leading Multi-Cloud Platform for All Apps

Manage and secure all apps
Modernize existing apps
Build new apps faster
Migrate apps to the Cloud
Run all apps anywhere

VMware Cloud
VMware Cloud Universal with Success360 – Single Consumption Based Model

<table>
<thead>
<tr>
<th>WS One</th>
<th>Carbon Black</th>
<th>DRaaS</th>
<th>NSX</th>
<th>vRealize</th>
<th>Tanzu</th>
<th>Marketplace</th>
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<tr>
<td>Desktops</td>
<td>Traditional Apps</td>
<td>Modern Apps</td>
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<td>Tanzu</td>
<td>Spring Cloud</td>
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Cloud Managed VMware Cloud Foundation

- VMware Universal
- AWS
- VMware on Dell
- Microsoft Azure
- Google Cloud
- IBM Cloud
- VMware Cloud on AWS
- VMware Cloud on AWS
- VMware Cloud on Dell
- VMware Cloud on IBM

Cloud Confidently
VMware Cloud on AWS

WHO We Have Helped: Economic Advantages

**Rework and Refactor**

57% Lower Cost of Migration – IDC*

**Online Gaming Firm:** “2000+ VMs moved in a weekend.” **

“From a cost avoidance standpoint, it’s about a 4-to-1 savings migrating to VMware on AWS instead of doing it native.” **

– Senior Engineer, Scientific Equipment

**Cost of Lock-in**

59% Less Staff Time to Migrate – IDC*

**School District:** “Flexibility opens up options.” **

“There really is no challenge with this solution. As easy as you can move workloads up, you can move them back down. They are 100% intact from point A to point B and from point B to point A.” **

– Technology Infrastructure Manager
West Windsor-Plainsboro Regional School District

**Cost of Operations**

83% Less Unplanned Downtime – IDC*

**Law Firm:** “I still have full control.” **

“Why do I need to look at my data centers on the ground as primary and my disaster recovery solution in the cloud? Why not reverse that thought process? Put my production resources in the cloud on a global data center-quality service, backed by VMware on AWS, where I still have full control over the deployment of my internal resources from a vCenter standpoint.” **

– CIO, Law Firm

**Retrain and Reskill**

No Retraining Needed

**Major Film Studio:** “No training required.” **

“From an operations perspective, [VMware on AWS] is somewhat seamless. No training required, and it works alongside the data center you are running if you are a VMware shop. It’s very straightforward, in terms of both maintenance and moving the workload from on-premises to the cloud.” **

– Manager of Global Technical Services, Entertainment
# Unique Economic Value of VMware Cloud on AWS

## What Does the Data Say?

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<th>Area</th>
<th>Benefit</th>
<th>Economic Savings</th>
<th>Examples</th>
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<tr>
<td><strong>Rework</strong></td>
<td>Time, Cost, and Risk. Organizations maximize existing investment with minimal migration costs, and can exit data centers quickly and easily.</td>
<td>This cost of migrating is almost eliminated</td>
<td>700+ Workloads moved in 9 days</td>
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<tr>
<td><strong>Reskill</strong></td>
<td>Agility. Capability, Cost Organizations maximize existing skills-acquisition investment with minimal productivity loss, as well as eliminating the hiring time-lag</td>
<td>The cost and complexity of reskilling, hiring reduced</td>
<td>$265k saved on training and lost productivity over 25 employees</td>
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<td><strong>Optionality and/or Lock-In</strong></td>
<td>Maximum Option-Value, Multi-Cloud flexibility Organizations eliminate risk by preserving option to remand workloads back on-premise</td>
<td>Vendor lock-in and associated rework costs are largely eliminated</td>
<td>$7.8M saved in not refactoring while preserving option to bring back on-premise</td>
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<td><strong>Operational Costs</strong></td>
<td>Easier Administration VMware handles updates and upgrades so you don’t have to.</td>
<td>Admin staff can be shifted to hire value projects</td>
<td>$2M in admin costs savings over 3 years</td>
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June 24, 2021
Cloud first, Security first approach to enabling Modernization

Headquartered in Jersey City, NJ – over 200 employees

Led by the founders of Datapipe
  
  One of the first 5 AWS Premier Consulting Partners

Focused on AWS and VMware Cloud on AWS

Extensive experience migrating traditional VMware environments

PCI Level 1 Certified Service Provider

AWS Premier Consulting Partner + ATO on AWS program + VMware Master Services Competency in VMware Cloud on AWS
Effectual

End-to-End Modernization Services

Strategy & Ideation
- Assessments
- Cloud Readiness
- Compliance
- Security
- DevOps Process Transformation
- DR Modernization
- Greenfield Software Ideation
- TCO Analysis
- Well-Architected Reviews

Migration
- Applications & Databases
- Cloud to Cloud
- Datacenter Evacuations
- Datacenter Extensions
- VMware On-premise to VMware Cloud
- Workloads

Application Development
- Modernization & Optimization
  - Application
  - Database
- Cloud Native
- Mobile, IOT & SaaS Applications
- AI/ML
- Containers & Serverless
- Managed DevOps Platform
- Solution Architecture
- UX Research

Modern Cloud Management
- Full Management of AWS & VMware Cloud Platforms
- Comprehensive Security Services
- Data Protection
- Database Service Management
- Direct Access to Senior Cloud Experts
- Modern Cloud Management Platform
  - Comprehensive Cloud Analytics
  - Cost Optimization
  - Monitoring, Logging, Issue Resolution
  - Security Operation Center (SOC) 24/7/365

Cloud Confidently
**Data Center Extension**
- Footprint expansion
- Virtual desktops & published apps
- Short timelines

**Disaster Recovery**
- New DR
- Replace existing DR
- Complement existing DR

**Cloud Migrations**
- Application specific
- Data center wide
- Infrastructure refresh

**Next Generation Apps**
- Application modernization
- New app build-out
- Hybrid application
Modern Cloud Management (Included)

"Shared Responsibility"

Security & Compliance Management
- Vulnerability Management
- Patch Management
- Asset Discovery
- Anti-malware/Ransomware Protection
- Log Collection and Storage
- 24x7 Security Operations Center

Operations Management
- Cloud Procurement
- Services & Infrastructure Monitoring
- Cost Monitoring
- Data Protection
- Alert Configuration

AWS Native Services
- Compute
- Storage
- Database
- Networking
- Regions
- Availability Zones
- Edge Locations

Effectual Modern Cloud Management
"Shared Responsibility"
VMware Cloud on AWS removes barriers to entry
Let Us Prove It.

How to Get Your Own TCO
For a custom TCO Analysis, contact:

Ryan Danforth
ryan.danforth@xigentsolutions.com
Questions?
Thank You

The Xigent and Effectual Team
Ryan Danforth, VP of Sales
ryan.danforth@xigentsolutions.com