The Software-Defined Enterprise
Thriving in the Mobile-Cloud Era

Brian Gammage
Chief Market Technologist, End User Computing
The best way to predict your future is to create it.

Abraham Lincoln
IT Challenges in the Mobile-Cloud Era

What leading enterprise customers tell us they need:
“A self-service infrastructure that conforms to Enterprise IT requirements”

Virtualization – Bridging Past and Future

Liberate Resources from the Client-Server World

> $10B Saved Annually*

Build the Mobile-Cloud World

2/3 of IT as a Service Customers Re-invest Savings in Innovation

Source: VMware Journey Benchmark Survey, 4th Wave 2013
VMware Can Help Bridge the Gap

“IT at the Speed of Business”

IT Technology Eras

- Mainframe
- Client-Server
- Mobile-Cloud

Business Expectations

Ability of IT to Deliver

Steady IT Budgets*

“The Business is Innovating because IT makes it Possible”

Software-Defined Enterprises Are…

- 37% more responsive to IT requests
- While saving 30% of both operations and development staff time
- Increasing revenues 26% due to new applications and IT services
- Investing 50% of their budgets in innovation
- Able to secure nearly 66% more budget than their less-mature counterparts

Source: VMware Journey Benchmark Survey, 4th Wave 2013
VMware Delivers: The Foundation for the Software-Defined Enterprise

End-User Computing

Virtual Workspace

Applications

Traditional | Modern | SaaS

Policy-based Management & Automation

Software-Defined Data Center

Virtualized Infrastructure

Abstract & Pool

Compute Abstraction = Server Virtualization
Network Abstraction = Virtual Networking
Storage Abstraction = Software-Defined Storage

Cloud Automation | Cloud Operations | Cloud Business

Private Clouds
Public Clouds

Hybrid Cloud
VMware & vCloud Data Center Partners

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End-User Computing

Desktop | Mobile

Virtual Workspace

Applications

Traditional | Modern | SaaS

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Innovations in End-User Computing
IT Challenges in the Evolving User Landscape

Enable

User

Freedom

Colleagues

Known locations

Managed assets

Anyone

Anywhere

Anything

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IT Challenges in the Evolving User Landscape

Keep
Security

IT
Management

Control
Compliance/Costs

Colleagues
Known locations
Managed assets

Anyone
Anywhere
Anything

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VMware’s Vision for End-User Computing

Mission: Secure Virtual Workspace for Work at the Speed of Life

Desktop
Laptop
Tablet
Phone
Machine

Horizon 6

enterprise Mobility Management and Security by VMware

PCs, Laptops
Thin Clients
Tablets, Smartphones
Horizon 6 – Key Areas of Innovation

- Application Delivery
- Virtual SAN for Low and Predictable Cost
- Management from the Data Center to Devices
- Cloud
AirWatch - Enterprise Mobility Simplified

**EVERY Mobile Device**
- Phones & Tablets
- Laptops
- Wearables & Peripherals
- Rugged

**EVERY Mobile Platform**
- Windows
- Android
- BlackBerry

**EVERY Mobile Deployment**
- Corporate Multiuser
- BYOD
- Line of Business

Apps
Content
Email
Browsing
B. Braun Partners with AirWatch by VMware to Implement a Companywide BYOD Program

“AirWatch enables us to seamlessly implement the technological aspects of BYOD and to address the organizational and legal architecture, which can otherwise provide challenges.”

Martin Runkel
Head of Architecture and Development
A Secure Virtual Workspace For Work at the Speed of Life
Innovations in the Software-Defined Data Center
IT Can Not Keep Up with Business Demands

- Rigid physical infrastructure
- IT Siloes
- Positive experience with the Public Cloud
- Slow Provisioning of Applications
- Preventing Full Automation
- Growing shadow IT
VMware’s Vision for the Data Center

Software-Defined Data Center

All infrastructure is virtualized and delivered as a service, and the control of this data center is entirely automated by software.
Since 2010, Servers have gone Virtual!

Majority of Workloads are Virtual since 2010

The Virtual Machine Crossover made IT Rethink Management

Source: VMware, Industry Analyst Data, & Crehan Research
VMware Cloud Management – Key Solution Areas

Cloud Automation
Automate Delivery

Cloud Operations
Manage Health, Risk, Efficiency & Compliance

Cloud Business
Improve Business/IT alignment

Automated management for heterogeneous and hybrid clouds
VMware Leads the Cloud Management Market

1st in four of six Cloud Management and Automation categories:

- Self-service Catalog
- Unified Cloud Management Console
- Cloud Governance
- Metering and Billing

451 Research
Since 2012, Networks have been going Virtual!

Majority of Network Ports are Virtual since 2012

Network Transformation is Already Underway

Network Virtualization is The Network Operating Model of the Future

Source: VMware, Industry Analyst Data, & Crehan Research
Existing Physical Network
Existing Physical Network with Server Racks
On the Server Racks, Run Hypervisors & vSwitches
VMware NSX creates a “Network Hypervisor”
NSX: The Platform for Network Virtualization
“Network Virtualization and Security provides us with better performance and increased reliability. With VMware NSX we are able to stay ahead of the competition, with a Software-Defined Network.”

Richard Sillito
IT Security, Technologist
VT
WestJet
Driving IT Transformation with Hybrid Cloud Services

“Orange Business Services relies on agility and efficiency to meet customer demand and seize business opportunities locally and globally. The software-defined data centre architecture promises to deliver true IT-as-a-Service which supports our global cloud value proposition.”

Philippe Laplane  
Senior VP Orange Cloud for Business
Bringing Cloud Efficiency into Your Data Center
Extending into the Public Cloud
Public Cloud – The Cost of an Agile New IT-Silo?

Leads to increased OpEx due to the additional staff and training required to manage all these disparate tools.
VMware’s Vision for the True Hybrid Cloud

Seamlessly Extend Your Data Center — Any Application. No Changes.
Our Strategy for vCloud Hybrid Service in EMEA

- Data Locality
- Security
- Sovereignty
- Compliance
- Assurance
- Government
Disaster Recovery as a Service (DRaaS)

VMware vCloud Hybrid Service
Disaster Recovery

Providing a cloud-based failover environment for dependable recovery in the event of a disaster

Security

Reliability

Support

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VT
Biomni
Improved Business Agility with VMware vCloud Hybrid Cloud Service

“More than anything, what we’ve gained from our experience with vCHS is a new way of looking at the challenges that come up. It’s no longer a frustration about how quickly we can meet customers’ demands but a focus on how we can create innovative new ways to attract and impress them.”

Angus Gregory
CEO
Enabling the True Hybrid Cloud
“It is not the strongest of the species (IT) that survives, nor the most intelligent that survives. It is the one that is the most adaptable (Software-Defined) to change.”

Charles Darwin
By the end of 2016, every relevant IT organisation will have standardised on a software-defined approach to IT – the key to creating an agile enterprise. VMware’s mission is to help our customers transform to this new model as fast as possible…

“Pat Gelsinger
CEO, VMware
vForum 2014
Thank You! Enjoy the Conference!