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

Brian Gammage
Chief Market Technologist,
EMEA
“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
The Journey to the Software-Defined Enterprise

Phase I
Cost Center
CapEx Savings
Through Consolidation
IT Production

Phase II
Business Partner
QoS and Reliability
Through Automation
Business Production

Phase III
Service Broker
OpEx and Agility
Through IT as a Service
ITaaS

Virtualization & Abstraction
Management, Automation & Predictive Analytics
End-User Virtual Workspace
Self-Service
Financial Tradeoffs, ROI

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VMware Delivers: The Foundation for the Software-Defined Enterprise

Virtualized Infrastructure
Abstract & Pool

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

Policy-based Management & Automation

Cloud Automation
Cloud Operations
Cloud Business

End-User Computing
Desktop
Mobile
Virtual Workspace

Applications
Traditional
Modern
SaaS

Virtual Workspace

Physical Hardware
Compute
Network
Storage

Private Clouds
Public Clouds
Hybrid Cloud
VMware & vCloud Data Center Partners

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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
IT Challenges in the Evolving User Landscape

- Security
- Management
- Compliance/Costs

Colleagues - Known locations - Managed assets

Keep

Anyone - Anywhere - Anything

IT

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VMware’s Vision for End-User Computing

Mission: Secure Virtual Workspace for Work at the Speed of Life
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
- Rugged
- Wearables & Peripherals

EVERY Mobile Platform
- Windows
- Android
- BlackBerry

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

Apps
Content
Email
Browsing
“With Horizon View we’ve cut costs, dramatically simplified our IT and transformed how we support over 1000 desktops in our service centre in Dublin, as well as over 4000 desktops across Europe. We’re able to deliver more innovative technology services to our users, while enhancing the experience we provide to our customers.”

Paul Bermingham
Vice President
Global Infrastructure Technologies
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
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!

Virtual Machine Crossover made IT Rethink Management.

Majority of Workloads are Virtual since 2010

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

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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**

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**Virtual Port Crossover**

Source: VMware, Industry Analyst Data, & Crehan Research

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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
“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
VT
Orange
Bringing Cloud Efficiency into Your Data Center
Extending into the Public Cloud
Public Cloud – The Cost of an Agile New IT-Silo?

Your Data Center / Private Cloud

- Proprietary Platform
- Optimized for New Apps Only
- Limited Network Integration
- Separate Management Tools
- Separate Processes, Skillsets

Incompatible Public Clouds

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

Private Cloud
- VMware vCloud Suite Based
- Software-Defined Data Center

Seamless Security
Seamless Networking
Common Management
One Support Call

Public Cloud
- VMware vCloud
- Hybrid Service
- vCloud Data Center Partners
- Software-Defined Data Center

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

- Data Locality
- Sovereignty
- Assurance
- Security
- Compliance
- Government
“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

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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
Thank You! Enjoy the Conference!