

VMware Hybrid Cloud Announcement

On May 21, VMware launched its Hybrid Cloud Service; what is this, and what does it mean to organizations? This FAQ addresses some of the common questions about this announcement.

1. What are the main features of VMware's announcement?

- Seamless integration of existing workloads with the Public Cloud
- One set of support tools, and the same support organization
- Pay as you go, with simple offerings and simplified billing.

2. So how is VMware's announcement relevant and important to us?

VMware is the current leader with Private Clouds, based upon the vSphere platform. Other players include Microsoft and Citrix. The Hybrid Cloud service extends this platform to resources in the Public Cloud. This permits utilization of additional resources based upon need; either due to excessive demand, or due to failure within the Private Cloud infrastructure.

3. What are these different types of Clouds?

Clouds come in three flavors:

- **Private Cloud**, where information and applications reside within the organizational network. Workloads can move between sites and datacenters within their network.
- **Public Cloud**, where information and applications live within a service provider's network. There are many providers offering similar services that customers can choose from, based upon their needs.
- **Hybrid Cloud**, which combines elements from both these options. The information and applications stay within the organization's network under normal operations. They can move to a Public Cloud upon high demand, seasonal factors, or upon a major failure. In many cases, it is possible to retain critical information onsite within the company.

4. Who are the major players in Cloud Computing?

VMware, Citrix, and Microsoft are major players with Private Cloud offerings. AWS, Rackspace, and OpenStack are the major Public Cloud platforms. There are several other providers offering specialized Public Cloud services including Google, Microsoft, Oracle, SAP, and more

5. What is the target market for these services?

This service is targeted primarily at Enterprises, and most of these are already VMware's customers that have deployed Virtualization and Private Cloud platforms from VMware.

6. Who are the major VMware competitors targeted by this service?

All of the Public Cloud players, with Amazon in particular. In fact, the emphasis on simplified offerings and billing targeted AWS, positioning VMware as the anti-Amazon.

7. My company has not yet deployed a Cloud platform. Does this provide me with options to deploy Cloud-based applications?

Yes. The Dedicated Cloud option provides resources for predictable workloads. This option is quite similar to offerings from AWS and other providers.

8. Are VMware's partners on board with announcement?

Many of VMware's partners were part of the launch, with the expectation of more partners to be added. Featured partners included Tibco, Microsoft, SAP, Puppet Labs, and Pivotal. One of the highlights of the announcement was the availability of SAP's HANA software on a subscription basis, both on-premises, and in the Cloud.

9. Who is providing the infrastructure needed to host these services for a large number of customers?

VMware has a number of partners to provide services for its vCloud platform. Some of these partners have been selected as providers for the infrastructure underlying the Hybrid Cloud service.

10. Is this a game changer in Cloud Computing?

Not really, this announcement does not change the pace of workload migration to the Public Cloud anytime soon.

11. In that case, why announce this service at all?

The Hybrid Cloud Service is crucial to VMware's ability to keep Enterprise customers within their fold. It is targeted at existing customers and partners, intended to prevent defections to rival providers and platforms.

12. What could the future hold?

Workloads are slowly but surely moving to the Public Cloud. Over the next 10-15 years, most standard workloads will migrate to Public Clouds for economic reasons. Enterprises choose either to build capacity for peak workloads (wasted resources) or average workloads (poor response to peak workloads), neither of which is optimal. The Public Cloud permits them to optimize for both fixed and variable costs at the same time.