

Conquer Cloud Complexity and Drive Digital Business

How VMware Cross-Cloud™ Services power multi-cloud and business success

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Innovating in a Multi-Cloud World

Visionary companies are transforming business

Change is all around us. It's being steered by enterprises that reimagine everyday consumer activities and workplace tasks, and harness digital technologies in exciting new ways.

These innovators are staking their claim in the digital business era by capitalizing on IT that inspires. They meet and exceed customer expectations, both out of necessity and for competitive advantage. And the stakes of success couldn't be higher.

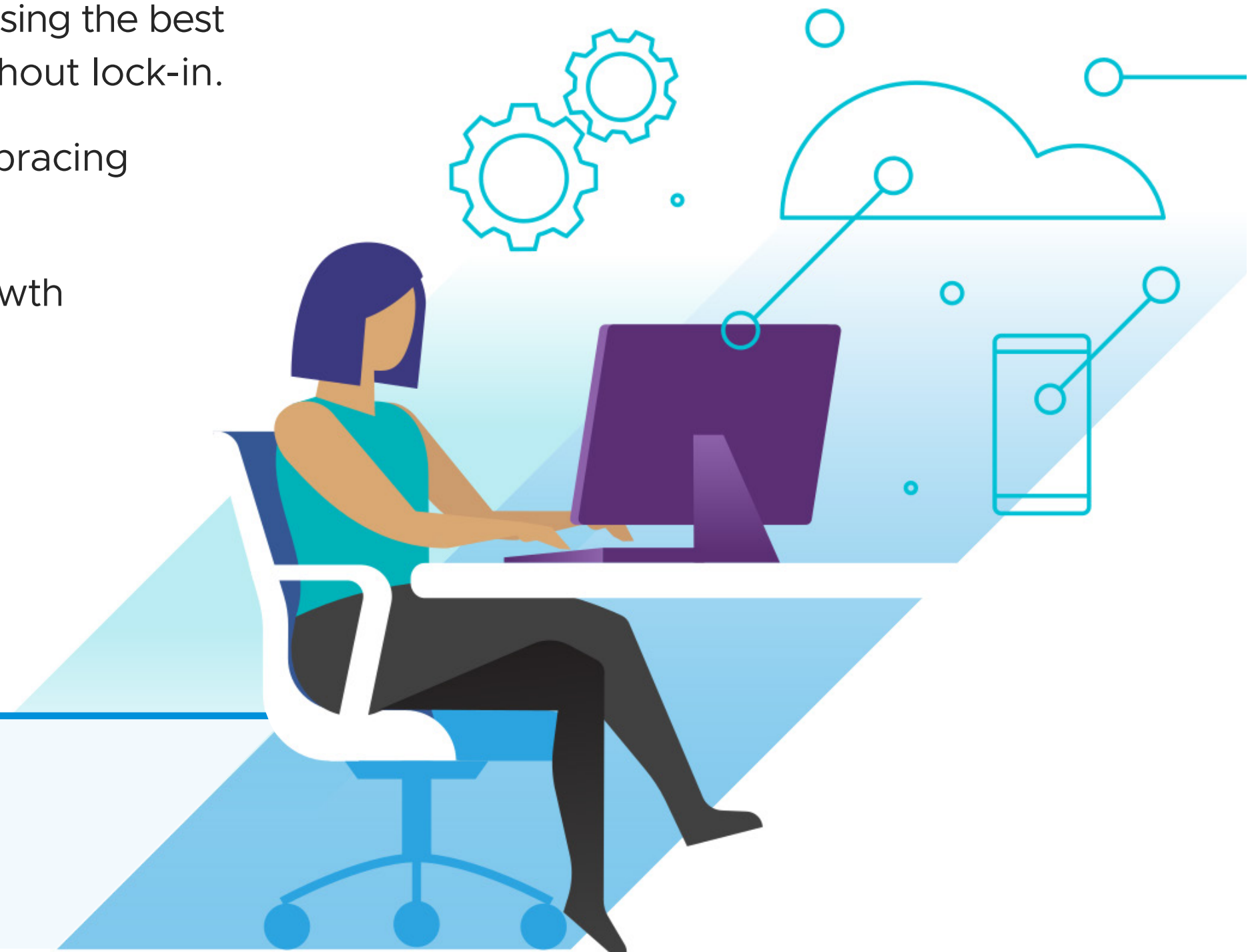
Yet most organizations are still struggling to transform, and continue to face obstacles. Even so, with the right technology foundation, businesses can thrive in a multi-cloud world.

Multi-cloud is gaining momentum

Multi-cloud architectures accelerate service delivery while reducing costs and business risk. Plus, they give lines of business and IT the freedom to innovate using the best services from different cloud providers, without lock-in.

Across all industries, organizations are embracing multi-cloud to:

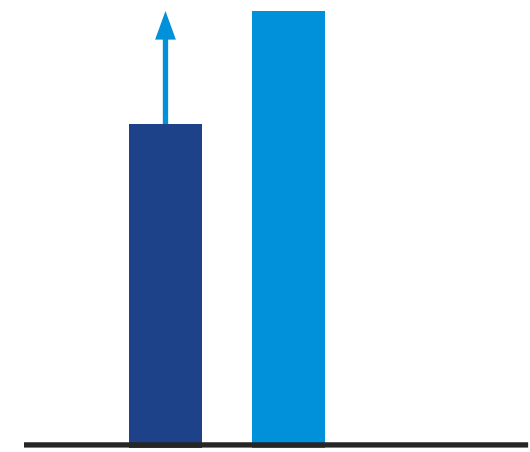
- Transform customer experience and growth
- Scale the business while enabling product and service innovation
- Ensure employees can do their best work wherever they are



73% of enterprise technology decision-makers are standardizing on multi-cloud¹

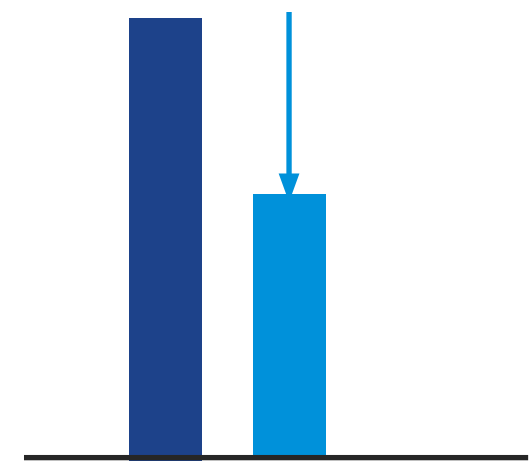
Multi-cloud is worth getting right

Companies that have embraced multi-cloud report significant benefits.¹



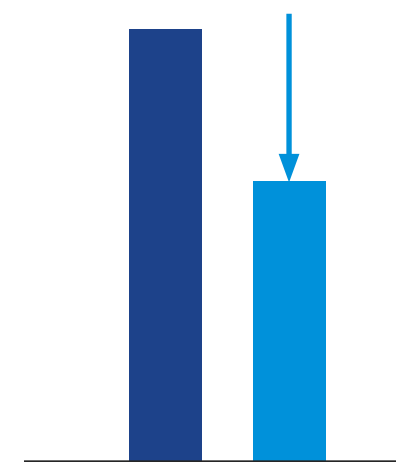
35%

revenue increase from faster modern app delivery—demonstrating how much they're transforming their customer experience



41%

less cost and fewer hours spent on IT infrastructure—proof of successful product and service delivery scaling at a lower cost



35%

productivity savings across a distributed workforce—further illustrating the success reported between employee digital experience and employee satisfaction



Why Multi-Cloud Success Isn't Guaranteed

Obstacles stand in the way of long-term success

Many companies have successfully employed a multi-cloud strategy to become more agile and improve operational efficiency. But with opportunities come challenges.

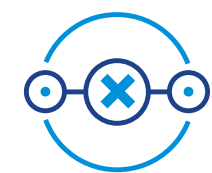
Nearly one in four executives¹ have concerns about the use of multiple clouds, including:



Risk related to security, data or privacy issues **(25%)**



The ability to manage/optimize spend **(23%)**



Inconsistent infrastructure in APIs, databases, networks and security **(25%)**



Increased complexity from policies that manage individual environments **(23%)**



Need to hire or maintain new, specialized skills to support public clouds **(24%)**

The diverse and siloed environment will grow more complex over time

While multi-cloud architectures are complex today, they will only become more so in the future. More public cloud providers. New cloud offerings from telco providers for 5G and edge applications. More apps and more workloads of diverse types. More distributed workers. More global customers. And, at the same time, higher expectations from customers and employees, and an increased focus on security and spend.



Today's enterprises want consistency, not complexity

91% of enterprise executives² are looking to improve "consistency across their public cloud environments."

Complexities create compromise: the problem with “OR”

When addressing this growing complexity, many organizations have to make decisions that result in trade-offs among developer autonomy, spend, security, employee access to apps, and other factors.

Conventional wisdom states that compromise is unavoidable when making business and technical decisions. Yet “either/or” propositions mean you never get full value from your multi-cloud investments.

Developer autonomy

OR

DevSecOps efficiency

Enterprise apps
on any cloud

OR

Full control with cost savings

Anywhere access
for employees

OR

World-class security



VMware Delivers the Power of “AND”

At VMware, we believe every business should have freedom AND control in their multi-cloud business. You need the ability to abolish the “either/or” propositions that are holding you back, and replace them with “and”. This is the power of AND—and we are uniquely positioned to deliver it.

Developer autonomy

AND

DevSecOps efficiency

Enterprise apps
on any cloud

AND

Full control with cost savings

Anywhere access
for employees

AND

World-class security



“As we extend VMware’s history of innovation, we are all about helping our customers move into the multi-cloud future. We are committed to delivering the freedom and control needed by businesses to accelerate their innovation —confidently, securely and cost efficiently. That’s the power of VMware.”



Raghu Raghuram,
VMware CEO



Introducing VMware Cross-Cloud Services

As a 23-year innovator in software-defined IT, VMware is excited to launch Cross-Cloud services—an integrated portfolio of services to build, deploy, run, manage, connect and secure applications in a multi-cloud environment.

Cross-Cloud services empower your organization to:



Go faster in your cloud journey,
and accelerate business innovation



Spend less with big gains
in cost efficiency



Be free with maximum flexibility
and choice across any cloud

VMware Cross-Cloud Services

Innovate across clouds with five core capabilities:



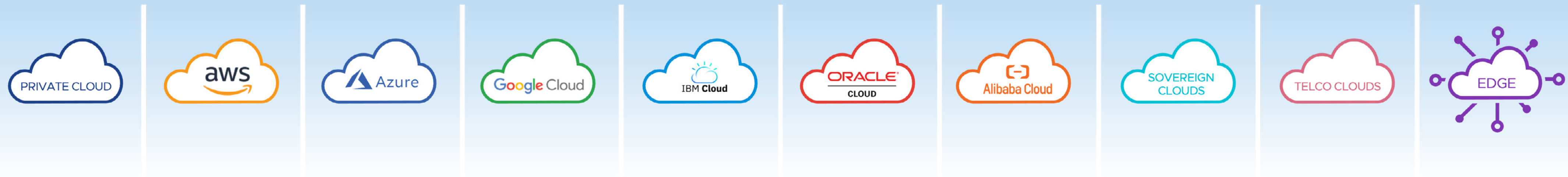
A state-of-the-art platform for building and deploying **cloud native apps**

Cloud infrastructure for delivering and running apps

Cloud management for monitoring and managing app performance and cost across clouds

Security and networking that span your entire multi-cloud operation, to connect and secure all apps

A **digital workspace** to empower distributed workforces, plus **edge** solutions to deploy and manage edge-native apps



Gain benefits across your business

Cross-Cloud services reduce complexity and put your organization on a faster path to innovation and growth.

Cross-Cloud services deliver:

- Maximum freedom and control for your multi-cloud operations
- Multi-cloud autonomy for developers, tightly integrated with consistent, automated operations for your DevSecOps teams
- The smartest path to cloud, to the edge, and to modernizing your entire app portfolio
- The tools to give your distributed workforce the secure, frictionless experience they need to remain productive and engaged from any location

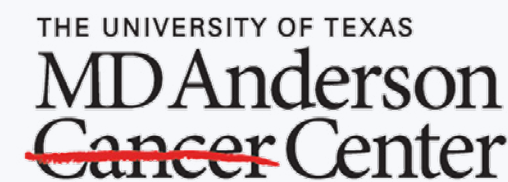
VMware customers innovating while navigating change



Rapidly **built and automated new loan products and services** to effectively serve 18,000 small businesses applying for \$4 billion in COVID-19 relief.



Reinvented customer engagement to **drive successful iPhone X launch at massive scale.**



Empowered thousands of remote clinicians to access mission-critical imaging files to enable continued critical care for cancer patients during the pandemic.

Global Leaders Rely on VMware

VMware is a leading provider of multi-cloud services for all apps, enabling digital innovation with enterprise control.

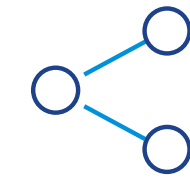
With VMware Cross-Cloud services and our global ecosystem of partners, we deliver the smartest path to cloud, edge and app modernization. Our technology delivers multi-cloud autonomy for developers and consistent operations for DevSecOps—while creating a more secure, frictionless experience for the distributed workforce.

VMware preserves customer choice and protects against vendor lock-in. Instead of trade-offs and compromise, Cross-Cloud services offer you the freedom and flexibility you need to build the future.



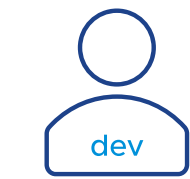
300K

Global organizations using VMware



85M

Enterprise workloads on VMware



5M

Developers building on VMware today

Supported by a global ecosystem of 30K partners

Get Started Today

Ready to accelerate your
digital business?

Join us online:



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