How to Effectively Position VMware Cloud Foundation to Your Customers

Tuesday, April 23, 2024

2:00pm ET; 11:00am PT

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A few housekeeping items…

- Participants are muted during the presentation to reduce background noise and interruptions

- Please use the Q&A pod and chat box feature at the bottom of your screen to ask any questions during the presentation

- This box will be monitored, and your questions will be answered

- This session will be recorded and emailed to all registrants following the event

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VMware Cloud Foundation Blueprint

Deliver Seamless Hybrid Cloud Across Data Center, Edge, and Cloud

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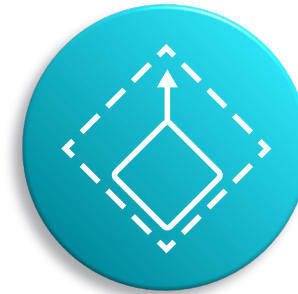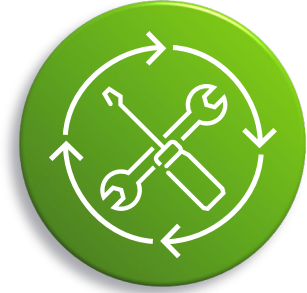- Additional Resources

CIO Priorities & Customer Challenges

CIO Priorities

- Strengthen IT Infrastructure
- Modernize Enterprise Services and Capabilities
- Advance Cybersecurity & Cyber Hygiene
- Embrace Innovation, like AI and Cloud
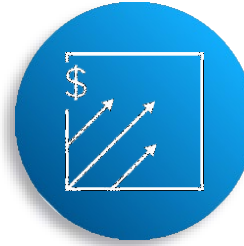
Challenges Faced by IT Infrastructure Teams Today

Time	Complexity	Cost	Compliance
"Everything takes too long"	"It's hard to maintain and make changes"	"Managing infrastructure is expensive"	"Compliance limits flexibility"

Why?

Tickets and team hand offs	Lack of standardization	Limited automation	Bespoke security
Manual configuration	Upgrades and patching	Poor utilization	Auditing
Repetition of tasks	Change windows	Cloud silos add more cost	Balancing flexibility

Portfolio Simplification
VMware Cloud Foundat

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New Simplified Licensing

Accelerate your transformation to cloud with streamlined product offerings.

168 Products, Bundles, and Editions

(vSphere, VCF, vSAN, Aria, vCS, Tanzu, HCI Kits, Cloud Editions, VRNI, HCX, NSX, vCenter)

VMware Cloud Foundation™
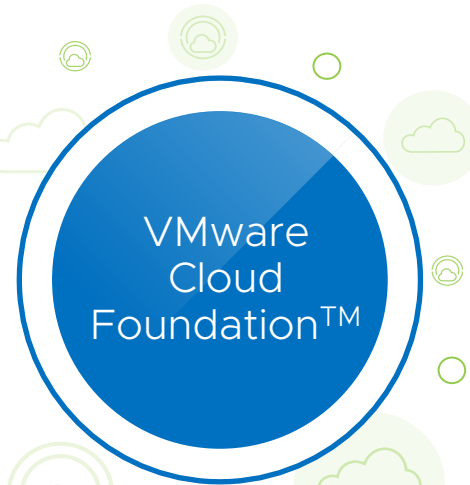
Enterprise-class hybrid cloud solution for large and midsize customers

VMware vSphere® Foundation
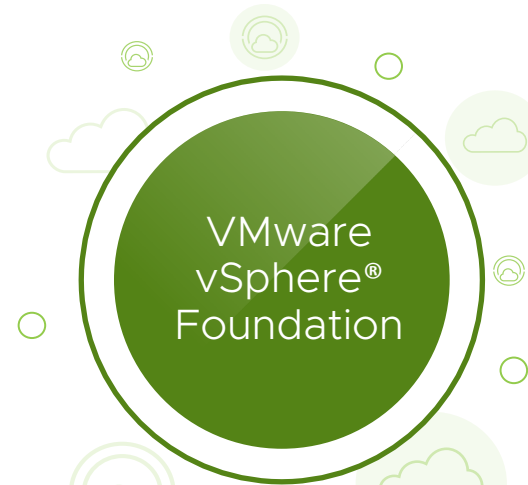
Secure and resilient workload platform for midsize and small data centers

Advanced. Hybrid Cloud Services
Storage, DR/RWR, Advanced Security, Private AI

Value-added services for foundational offers

Consistent Infrastructure Delivers Cloud Operating Model

Management · **Compute**

VMware Cloud Foundation™

Storage · **Networking**

Customer Managed	VMware Managed	Partner Managed
Customer Infrastructure	VMware Cloud	VMware Cloud Provider Program

Private Cloud · Edge Solutions

Public Cloud · vmware · aws · Microsoft Azure · Google Cloud · IBM Cloud · vmware CLOUD VERIFIED

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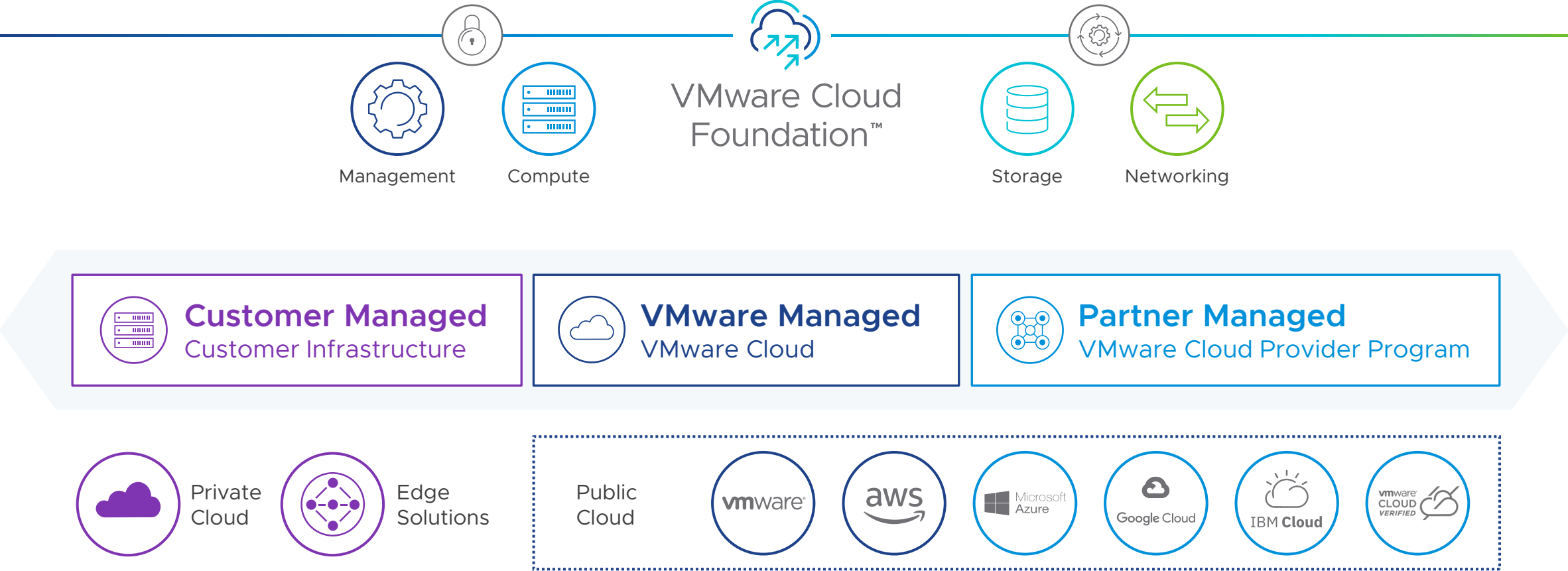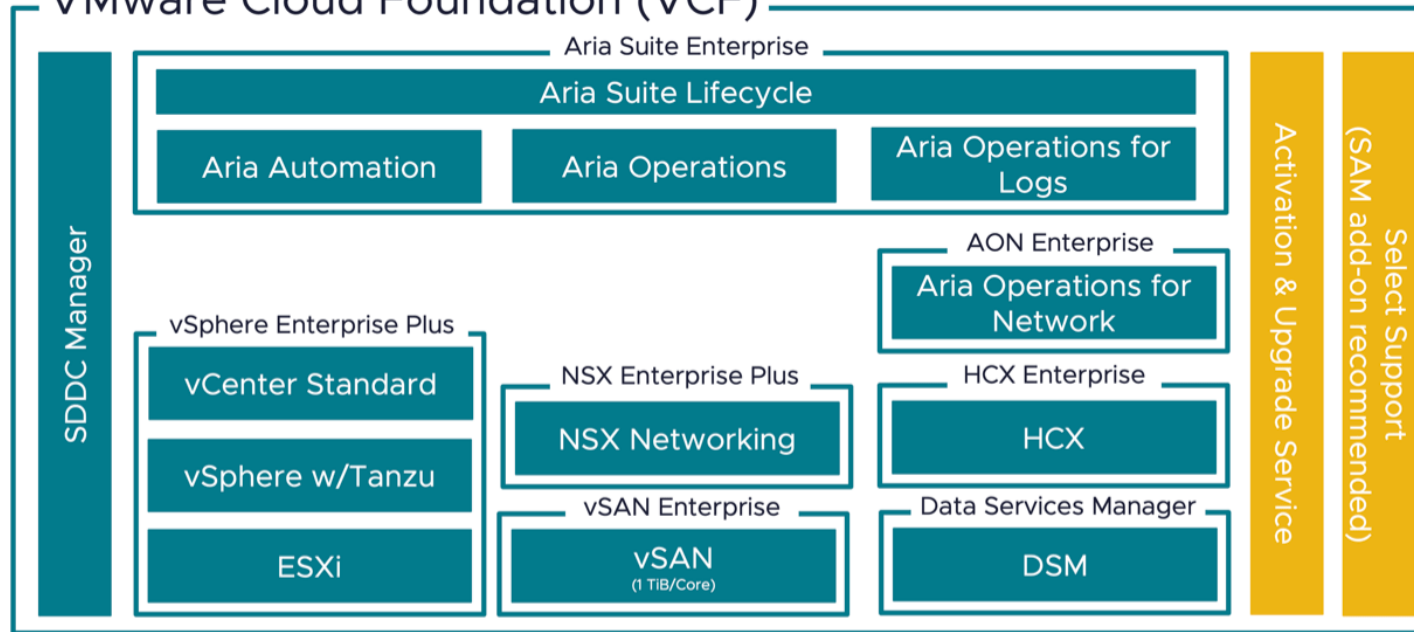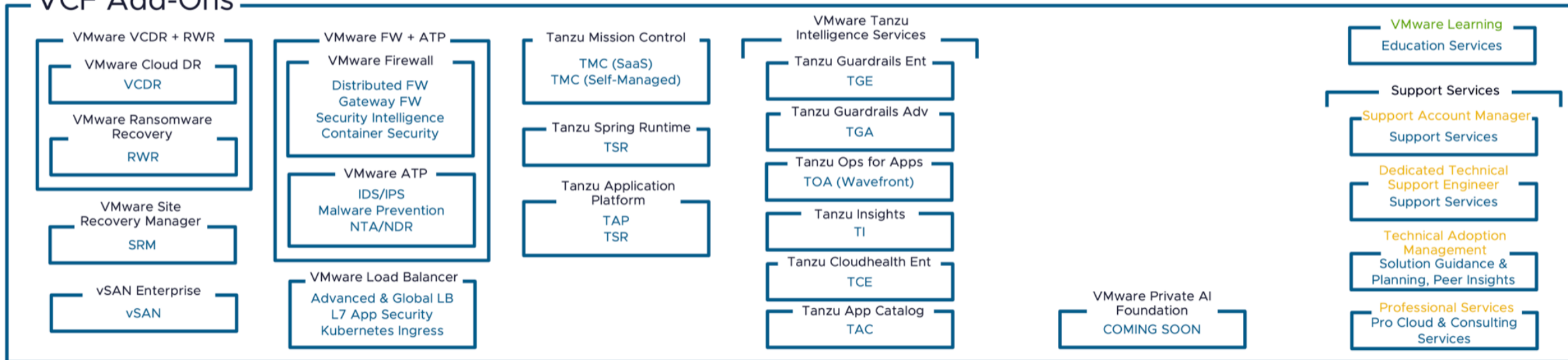
VMware Cloud Foundation for Federal

What's included?

VMware Cloud Foundation

| vSphere Enterprise Plus (Includes TKGs, vCenter) |
| vSAN Enterprise per TiB |
| Aria Suite Enterprise |
| NSX Networking for VCF |
| HCX Enterprise |
| Aria Operations for Networks Enterprise |
| SDDC Manager |
| Select Support |

Deployment

Greenfield

Subscription
|
XLS parameter
|
Builder App
|
Full VCF Day 0
|
SDDC Mgr

Brownfield

Subscription Components
|
Standard Build
|
Soft VCF Dayx
|
No SDDC Mgr

Key Highlights
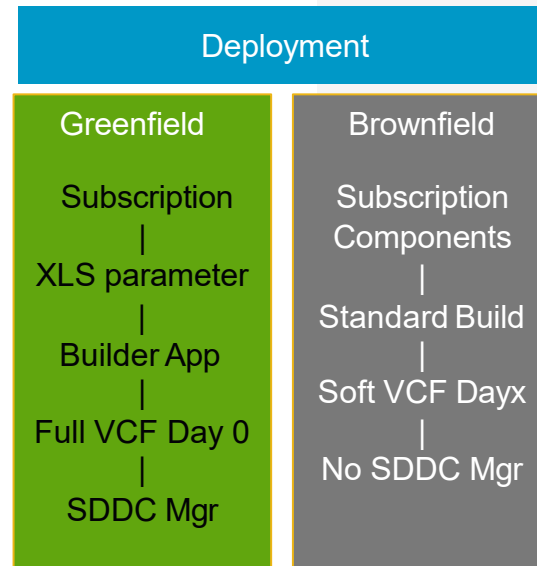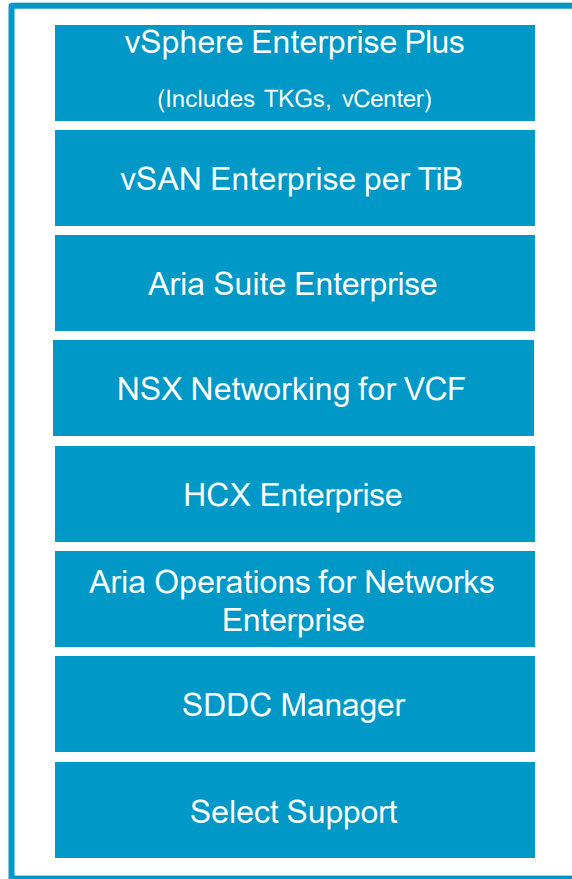
- Highest vSphere capability unlocked
- vCenter included per core (add-on Live Recovery)
- Tanzu Kubernetes Grid unlocked (add-on TAP, MC)

- vSAN Enterprise unlocked –Encryption, Stretch, D&C
- 1TiB per core VCF (add-on 1TiB) raw count

- Logs, Operations and Automation (add-on Guardrail)
- IaaS via Service Broker, IaC via Assembler

- SDN for net auto (add-on DFW, DFW w/ATP, AVI)

- Bulk migrate private to private and public cloud

- Monitoring Applications and Networks

- Software Defined Data Center Manager
- Enhanced UI for VCF Baseline Management

- Federal GSS Support located in USA
- Now includes RCA

VCF Products & Support Services includes

SDDC Manager
- vSphere Enterprise Plus
  - vCenter Server Standard
  - vSphere with Tanzu (includes TKG Runtime)
  - vSphere ESXi
- vSAN Enterprise (includes 1TiB per CPU Core)
- NSX Enterprise Plus – *Firewall is now an addon (for Micro-segmentation)*
- Aria Suite Enterprise
  - Aria Automation
  - Aria Operations
  - Aria Operations for Logs
- Aria Operations for Networks Enterprise (AON)
- HCX Enterprise
- **Activation & Upgrade Support Service**
- **Select Support Service**
  - **Support Account Manager (SAM) Support Services** (highly recommended)

Available Add-ons for Purchase for VCF

Available Add-Ons for purchase for VCF:

- VMware Cloud Disaster Recovery (VCDR)
  - *Sold as protected TiB and Per Protected VM*
- VMware Ransomware Recovery (RWR)
  - *Sold as Per Protected VM*
- VMware Site Recovery (SRM)
  - *Sold as pack of 25 VMs*
- vSAN Enterprise
  - *Sold as Per TiB (No minimum purchase)*
- VMware Load Balancer (NSX Advanced Load Balancer)
  - *Sold as per service unit*
- **VMware Firewall**
  - ***Sold as per CPU Core***
  - Distributed Firewall
  - Gateway Firewall
  - Security Intelligence
  - Container Security with Antrea
- VMware Firewall + Advanced Threat Protection (ATP)
  - *Sold as per CPU Core*

- Distributed Firewall
- Gateway Firewall
- Security Intelligence
- Container Security with Antrea
- Distributed and Gateway Intrusion Detection and Prevention Service (IDS/IPS)
- Malware Prevention
- Network Traffic Analysis (NTA) and Network Detection and Response (NDR)
- Tanzu Mission Control (TMC)
  - *Sold as per CPU Core*
  - TMC SaaS
  - TMC (Self-Managed)
- Tanzu Application Platform (TAP)
  - TAP
    - *Sold as per vCPU*
  - Tanzu Spring Runtime
    - *Sold as per CPU Core*
- Tanzu Spring Runtime (TSR)
  - *Sold as per CPU Core*

Available Add-ons for Purchase for VCF Cont.

- Tanzu Guardrails Enterprise (TGE)
  - *Sold as per resource*
  - Tanzu Hub
  - Tanzu Guardrails
  - Aria Automation Config (formally Saltstack)
  - Automation for Secure Clouds
  - Automation for Secure Host
- Tanzu Guardrails Advanced (TGA)
  - *Sold as per resource*
  - Tanzu Hub
  - Tanzu Guardrails
  - Automation for Secure Clouds
- Tanzu CloudHealth Enterprise (TCE)
  - *Sold as percentage of monthly cloud spend*
- Tanzu Application Catalog (TAC)
  - *Sold as active artifact*
- Tanzu Ops for Apps (formally Wavefront)
  - *Sold as point per second (PPS)*

- Tanzu Insights (TI)
  - *Sold as event per month*
- CSP Entitlement
  - Partner must be signed up to **Broadcom Expert Advantage program**
  - Cloud Director
  - Cloud Director Availability
  - Cloud Director Plugins and Extension
  - Chargeback
  - Usage Meter
- VMware Private AI Foundation (COMING SOON)
- **Support Account Manager (SAM) Support Services**
- **Dedicated Technical Support Engineer (DTSE) Support Services**
- **Technical Adoption Management (TAM) Support Services**
- **VMware Professional Services**
- **VMware Learning Education Services**

Lifecycle Management — Ease of Upgrades and Patching

A new way to manage data center infrastructure, not individual components
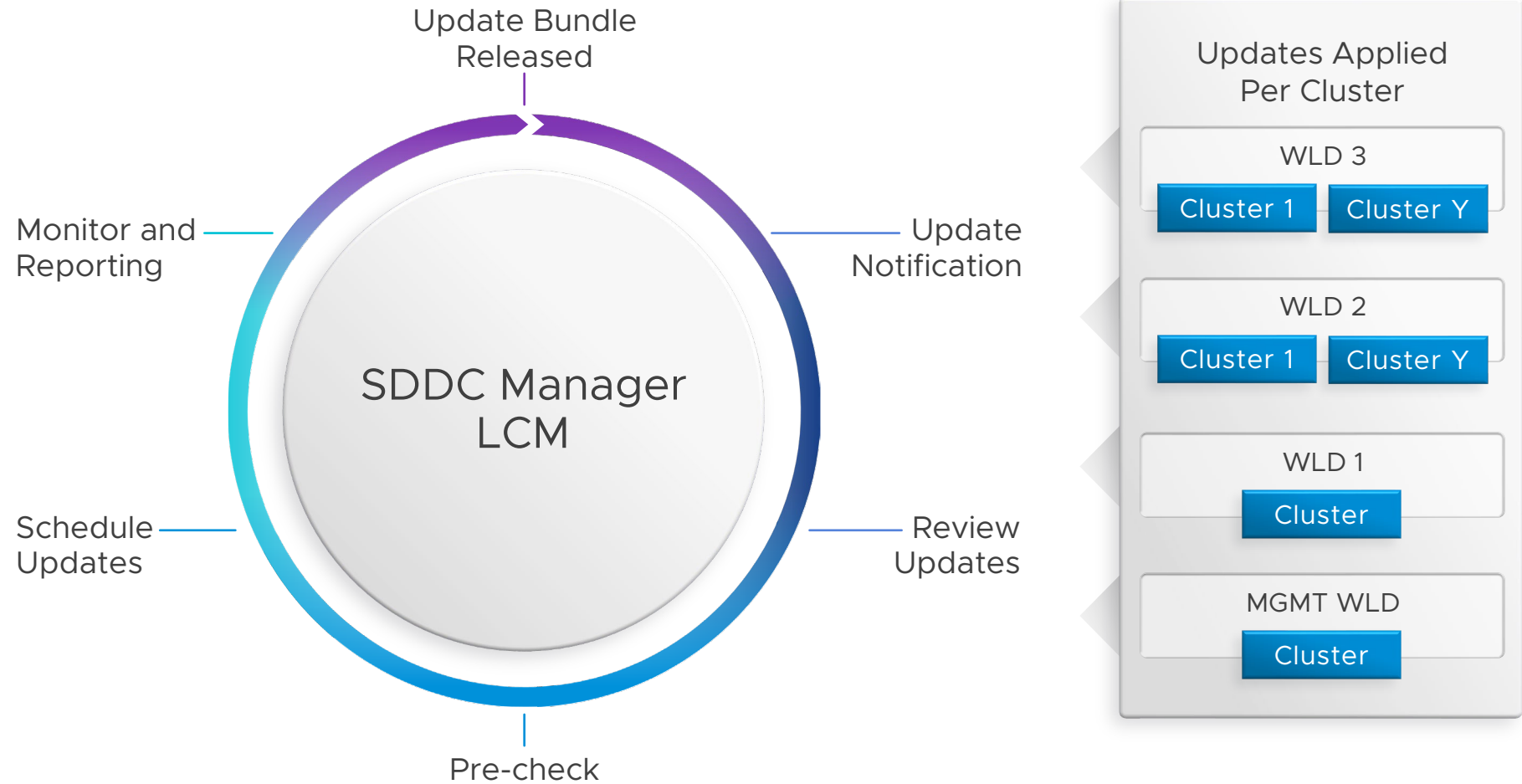
SDDC Components

Compute
vSphere

Storage
vSAN

Network
NSX

Management
vRealize

Update Bundle Released

Monitor and Reporting

Update Notification

SDDC Manager LCM

Schedule Updates

Review Updates

Pre-check

Updates Applied Per Cluster

WLD 3
| Cluster 1 | Cluster Y |

WLD 2
| Cluster 1 | Cluster Y |

WLD 1
| Cluster |

MGMT WLD
| Cluster |

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Password Management
Quickly secure your environment

Update passwords using a user provided password

Allow **randomly generated passwords** to be created including integration

Or **utilize API's** to integrate your password manager of choice

The **Remediate Passwords** feature enables updating the stored password in the SDDC Manager

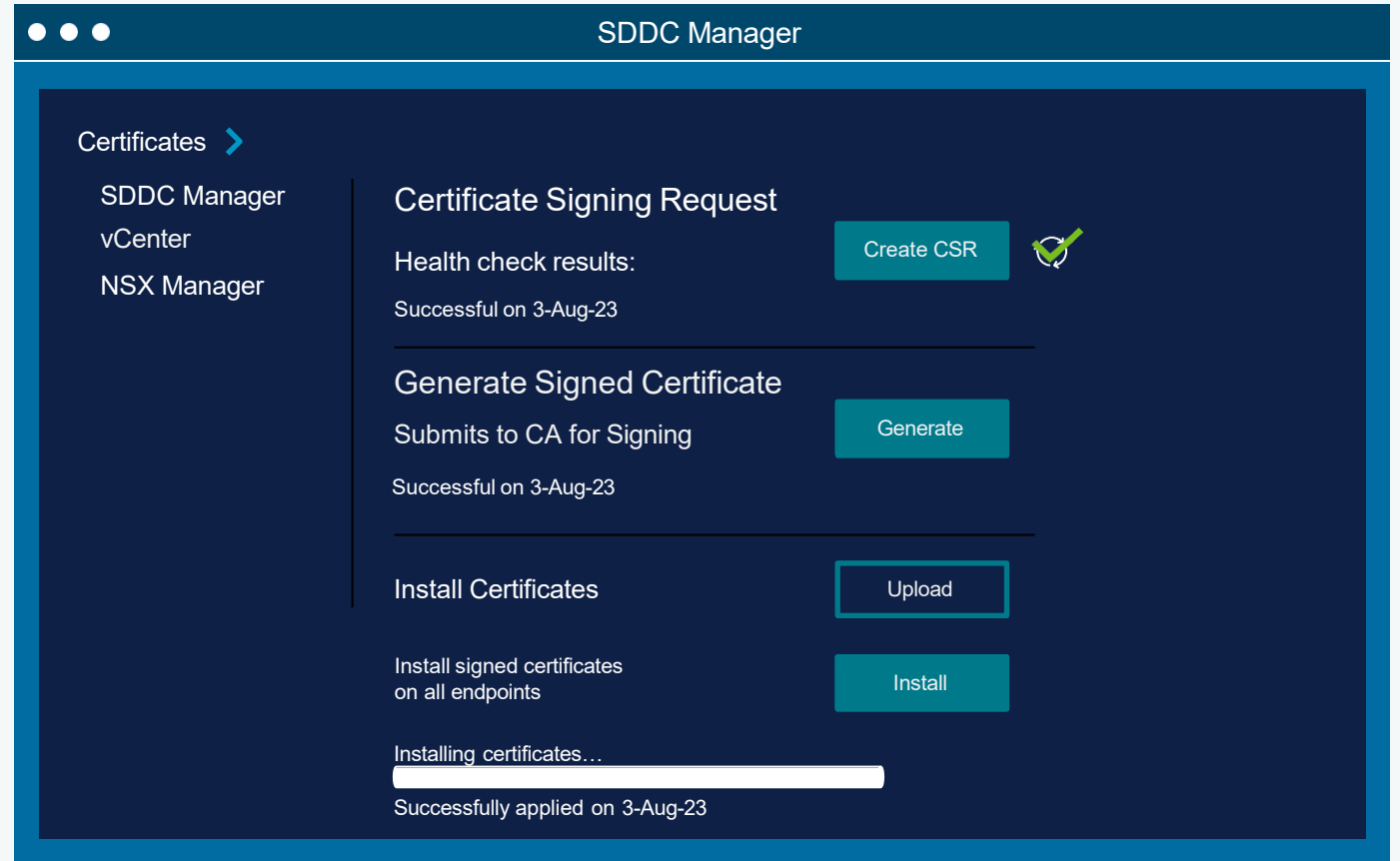**Schedule** auto rotate for one of more selected accounts.

SDDC Manager

Assets ❯   <u>Passwords</u>

- vCenter
- ESXi
- NSX Manager
- NSX Edge

Update Passwords

Health check results:

Successful on 3-Aug-23

[Update] ✔

Enter Password: VMware123!

Rotate Passwords

Generate passwords
on all managed credentials

[Rotate]   [Schedule]

Rotating passwords…

Passwords rotated successfully on 3-Aug-23

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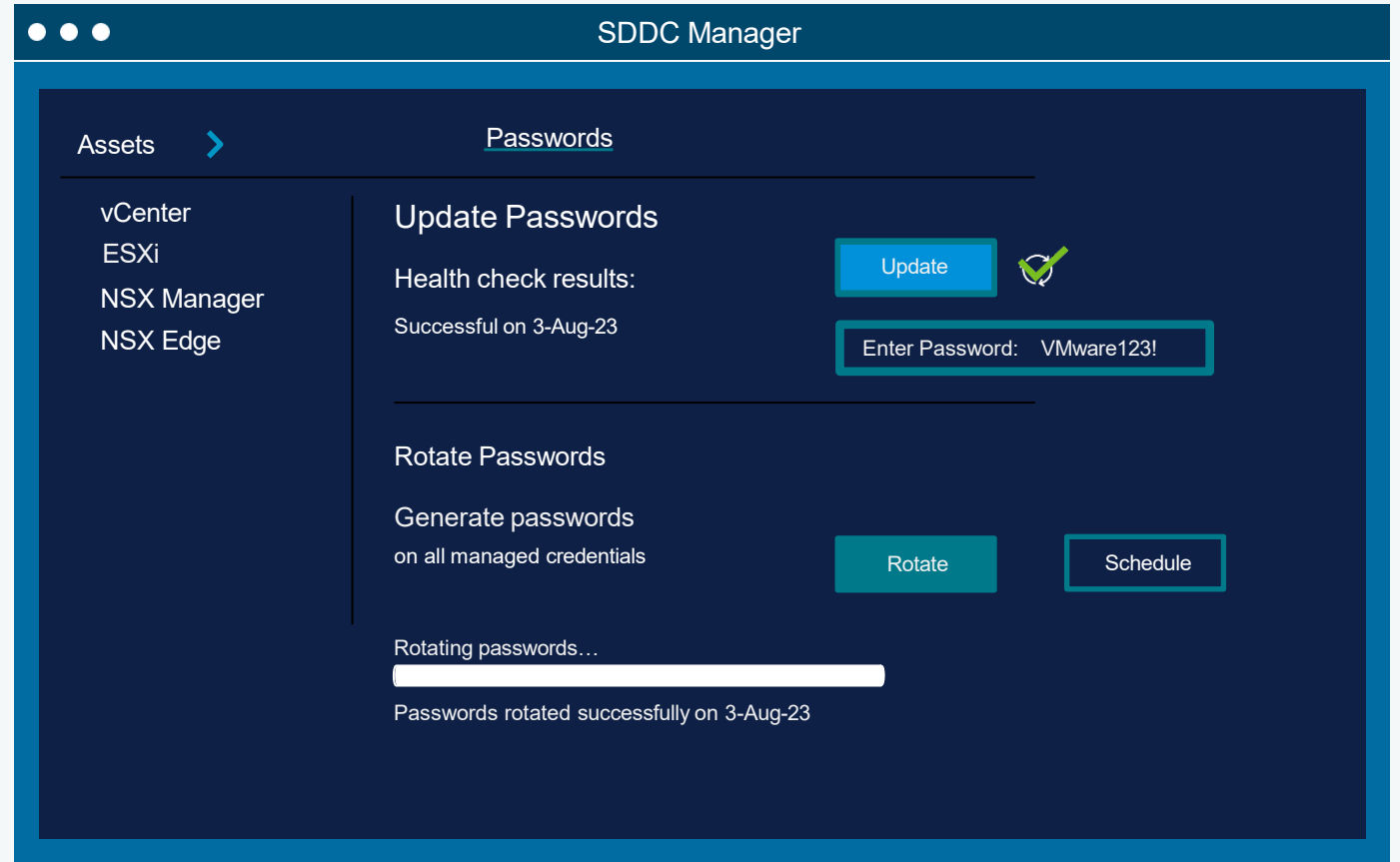
Certificate Management
Streamline certificate replacement

Generate certificate signing requests across many products from a unified wizard

Ability to **integrate certificate authority** for seamless deployment

Install or upload third party certificates for **streamlined installation**

SDDC Manager

Certificates >

- SDDC Manager
- vCenter
- NSX Manager

Certificate Signing Request

Health check results:

Successful on 3-Aug-23

[Create CSR] ✓

Generate Signed Certificate

Submits to CA for Signing

Successful on 3-Aug-23

[Generate]

Install Certificates

[Upload]

Install signed certificates on all endpoints

[Install]

Installing certificates…

Successfully applied on 3-Aug-23

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Perpetual to Subscription
CPUs to Cores
vSAN Sizing (TiB)

VMware Cloud Foundation for Federal

VCF is per CORE not CPU

VMware Cloud Foundation

vSphere Enterprise Plus (Includes TKGs, vCenter)
vSAN Enterprise per TiB
Aria Suite Enterprise
NSX Networking for VCF
HCX Enterprise
Aria Operations for Networks Enterprise
SDDC Manager
Select Support

Key Highlights
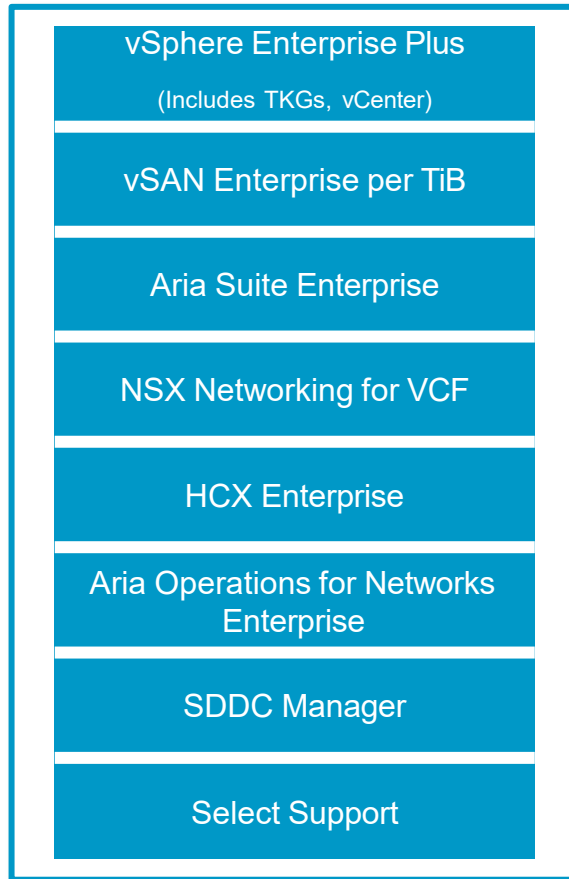
- Annual Subscription

- Disconnected, optional connectivity

- Priced per core, 16 cores per CPU minimum

- CPU and socket are interchangeable terms

- Do not count Hyper-T

- Do not count logical cores

- No maximum core per socket to license

- Example of 2 socket each w/10 cores = 32 cores

Number of CPUs in a Host

Single Socket

Dual Socket

Quad Socket

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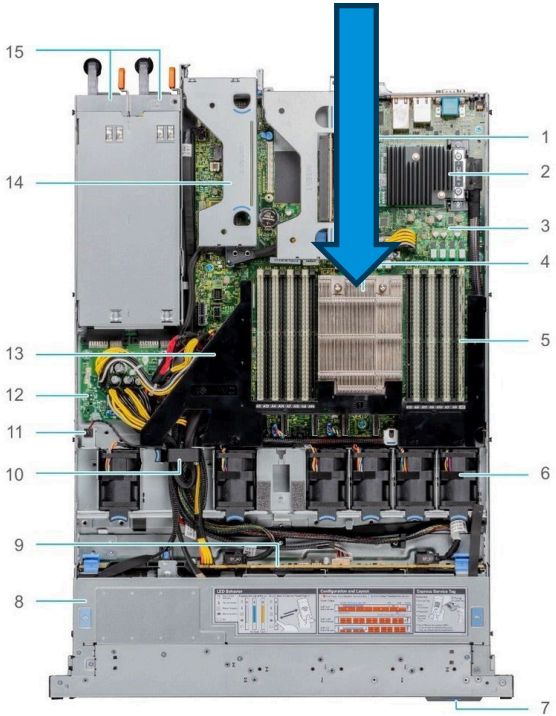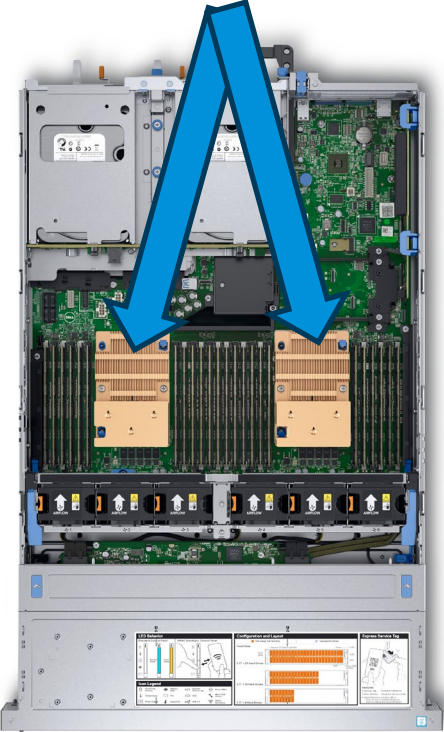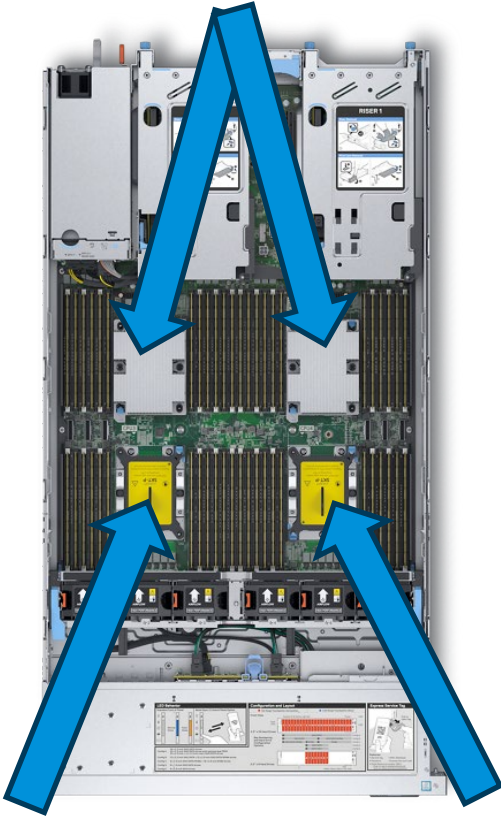
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Core Sizing (CPUs, Cores, Minimums) - vCenter

RVTools

VMware PowerCLI

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vSAN TiB Add-Ons

- 1 VCF Core License includes 1TiB of vSAN

- 1 VVF Core License includes 100 GiB of vSAN

- Add-On vSAN SKUs come in 1 TiB/core increments

- Always verify the necessary amount of vSAN and use a TiB/TB conversion calculator

> **Tebibyte(TiB) vs. Terabyte(TB)**
> 1 TiB = ~1.1 TB
> 1 TB = ~0.91 TiB

Each of the six hosts in our cluster are comprised of the following:

Hardware	
Manufacturer	.
Model	VxRail P570F
∨ CPU	
CPU Cores	▮ 36 CPUs x 2.99 GHz
Processor Type	Intel(R) Xeon(R) Gold 6154 CPU @ 3.00GHz
Sockets	2
Cores per Socket	18
Logical Processors	72
Hyperthreading	Active

So, basing off the current model, it seems the quote you sent would suffice for one of our hosts. Although, the pricing tables you link suggest that the vSAN storage is playing a factor as well. Our total vSAN storage across the cluster is 102TB. Does this change the required licensing?

Customer Example Email
- An existing vSAN customer is converting 6 Hosts, 12 CPUs of vSphere and vSAN to VCF. The Customer asked if they needed additional vSAN Addon Licenses.
- 6 hosts x 2 CPU x 18C = 216 cores of VCF
- 216 Cores of VCF includes 216 TiB of vSAN capacity
- 216 TiB = ~237.5 TB
- Customer has 102TB (across the cluster per the email)
- No Add-On licenses are necessary

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Additional Resources

Meet the Team

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- **Accelerate IT Modernization from the Infrastructure Up (VCF with a focus on vSAN & VxRail)**
  - Thirty-minute, complementary, technical training and demonstration: *every Monday* at 2PM EST
  - Teach partners and customers about the benefits of leveraging VMware Cloud Foundation, to deliver highly performing, scalable infrastructure, with a lower total cost of ownership.

- **Free your apps. Simplify your Ops. (VMware Tanzu)**
  - Thirty-minute, complementary, technical training and demonstration: *every Tuesday* at 2PM EST
  - Teach partners and customers infrastructure up operations for running modern applications on vSphere.

- **Accelerate Cloud Adoption with VMware Cloud on AWS**
  - Thirty-minute, complementary, technical training and demonstration: *every Wednesday* at 1PM EST
  - Teach partners and customers how VMC on AWS is the fastest path to cloud adoption.

- **Engineering Productivity through Digital Transformation (Workspace ONE)**
  - Thirty-minute, complementary, technical training and demonstration: *every Wednesday* at 2PM EST
  - Teach partners and customers how Workspace ONE can be used to deliver flexible, granular access to any kind of application on any device – all while embedding security at every level!

- **Operationalize Zero-Trust with Micro-Segmentation (VMware NSX)**
  - Thirty-minute, complementary, technical training and demonstration: *every Thursday* at 2PM EST
  - Teach partners and customers how vRNI and NSX can be used to build, optimize, and secure network infrastructure across on premise and multi-cloud environments!

- **Shift the Advantage from Attackers to Defenders (VMware Carbon Black)**
  - Thirty-minute, complementary, technical training and demonstration: *every Friday* at 2PM EST
  - Partners and customers will gain an understanding regarding how Carbon Black can not only protect your endpoints, but also deliver uniquely powerful workload protection for your workloads running in virtualized, private, and hybrid cloud environments!

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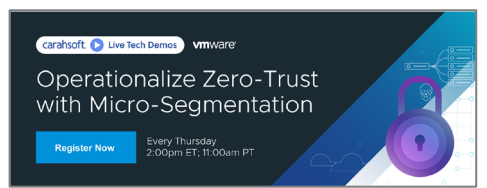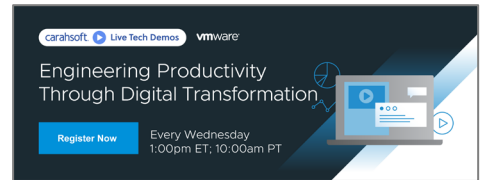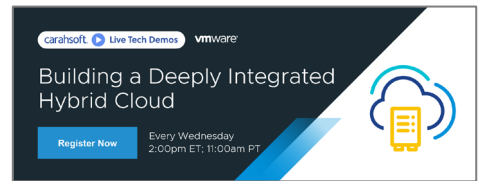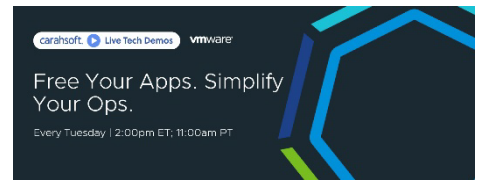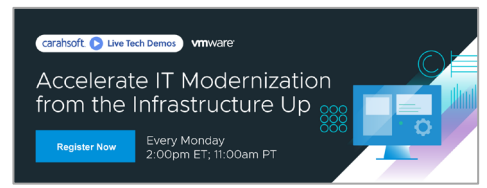
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Thank You!

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Thank you for attending our Partner Webinar:

How to Effectively Position VMware Cloud Foundation to Your Customers

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