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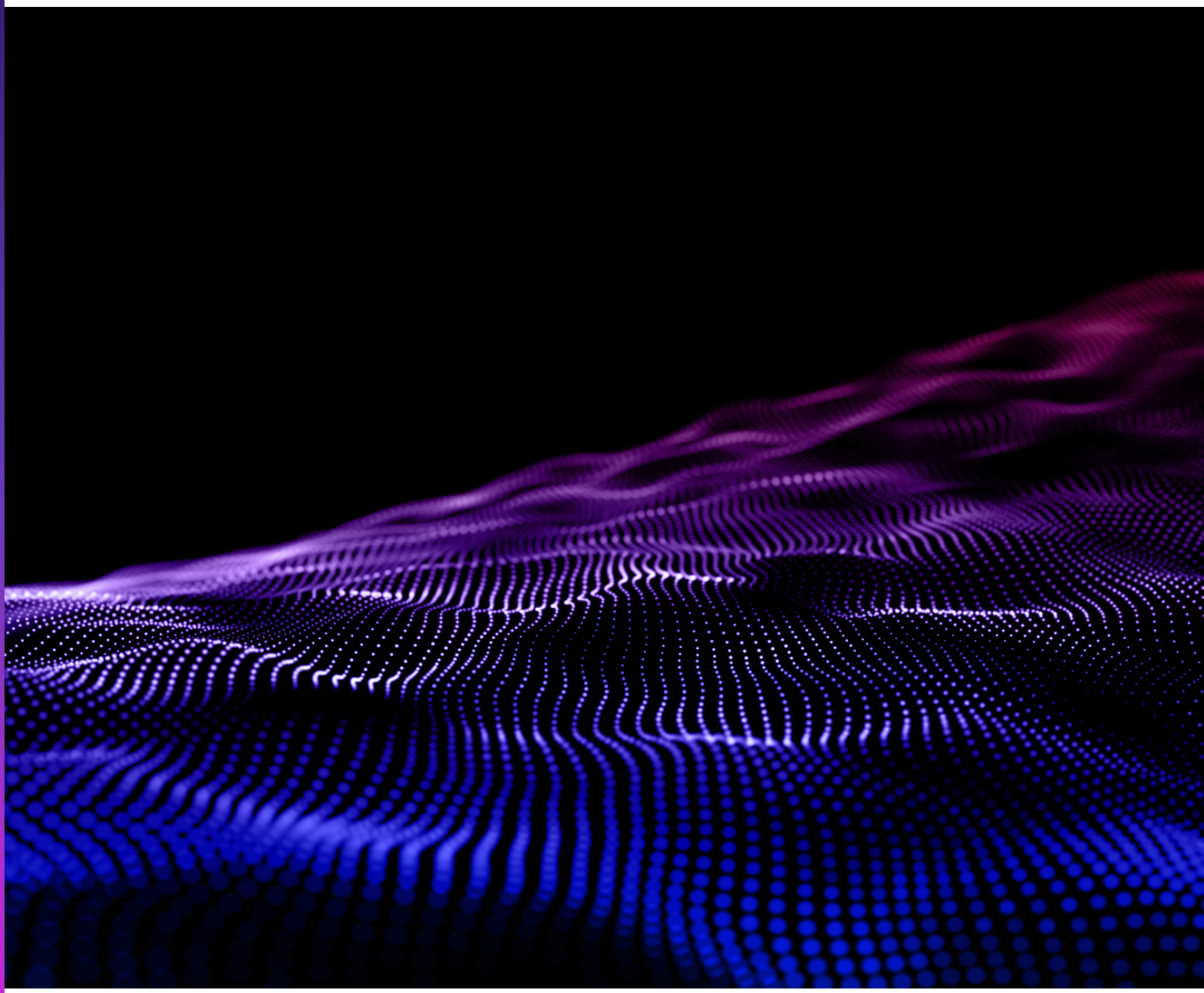
VMware Cloud on AWS:
A Catalyst for IT Modernization



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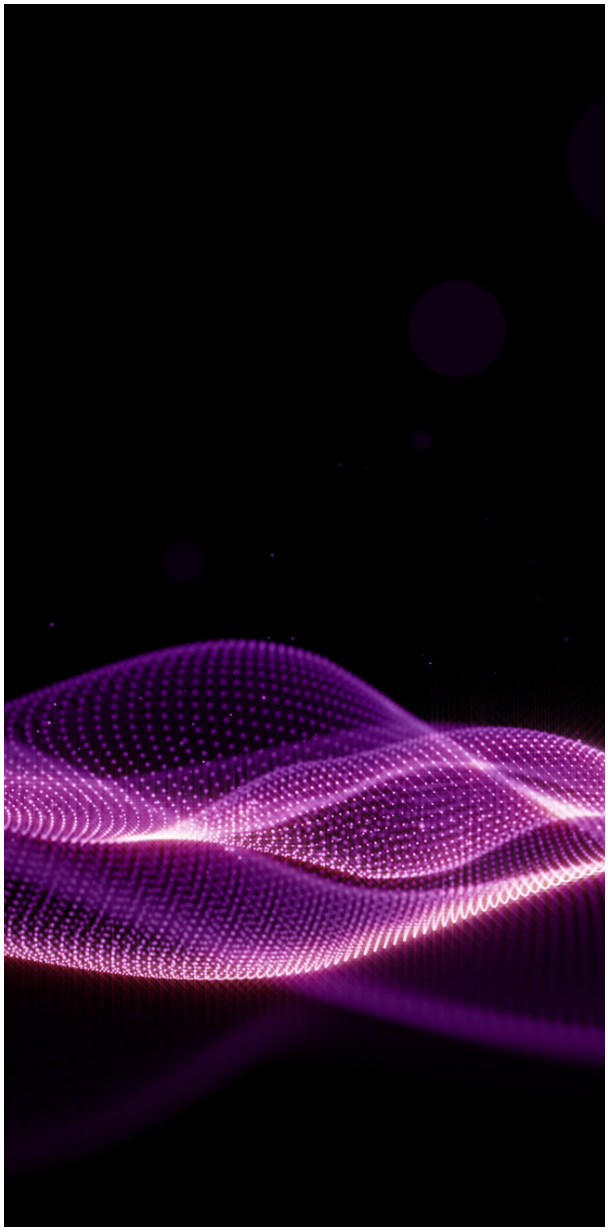
VMware Cloud on AWS: A Catalyst for IT Modernization

As IT decision makers realize that they no longer need to be solely reliant on physical data centers, enterprises are accelerating their adoption of cloud-based solutions such as VMware Cloud on AWS and native cloud services. In fact, all segments of the cloud market are expected to grow in 2024, with Gartner forecasting platform-as-a-service (PaaS) growth of nearly 23%.[1]



While some companies might have a valid reason for not becoming cloud-native, many feel stuck in a data center environment simply because they don't know where to begin. Yet while the cloud can help unlock significant business value, the process of getting there can be more complicated than expected.

For example, moving applications and operations from a traditional setting to the cloud often requires taking systems offline to complete the transition. For some businesses, any downtime is unacceptable, which means internal teams can't do the needed work for a cloud migration. Companies with disaster recovery requirements have a particularly hard time taking apps down for migration, so their teams are under tremendous pressure to make changes quickly and without error. Tricky, time-limited situations can create roadblocks.

1 https://www.gartner.com/en/newsroom/press-releases/2023-04-19-gartner-forecasts-worldwide-public-cloud-end-user-spending-to-reach-nearly-600-billion-in-2023

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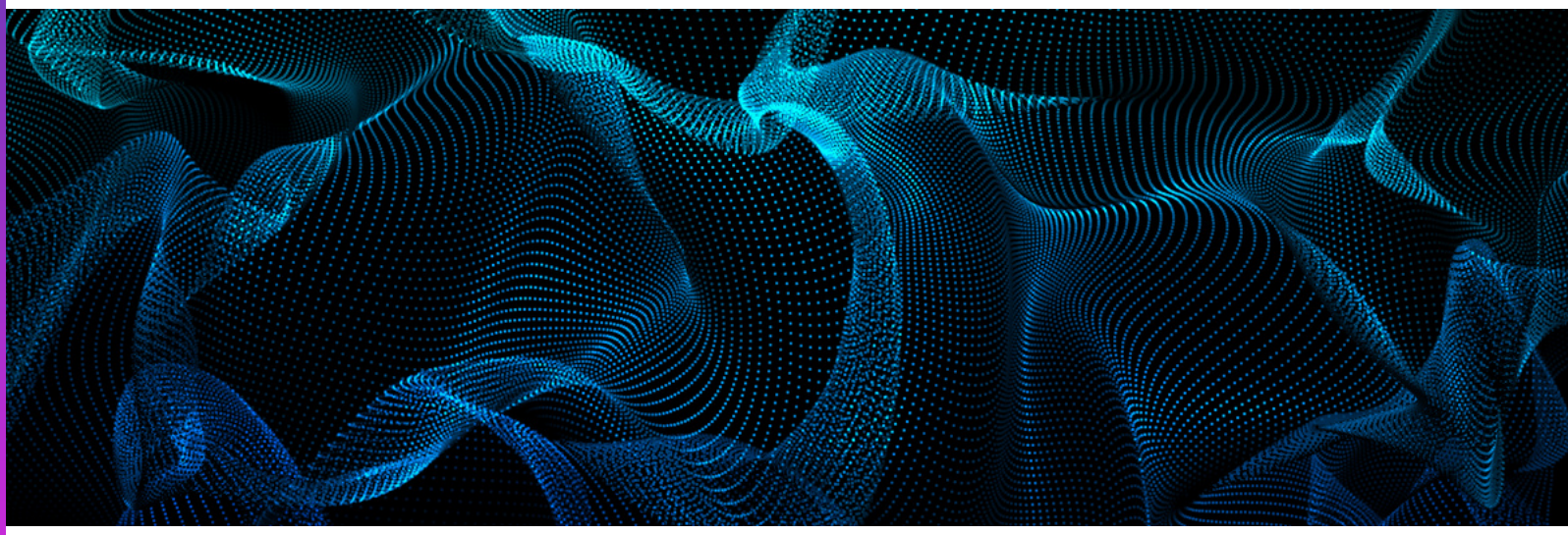
This is why the first step in IT modernization is often the most difficult. Change can be hard, and the status quo of the data center operating model is comfortable. But in today's fast-paced and rapidly evolving environment, the status quo isn't acceptable. Odds are your competitors are already well down the road of their cloud journeys.

While there might be advantages to keeping your VMware environment in a data center—such as predictable costs and the comfort of a known entity—doing so is highly Capex-intensive, consuming budget that could be used for more innovative initiatives. Leaving the data center and moving your VMware workloads to the cloud can help provide agility and flexibility in your IT roadmap planning. The benefits of cloud are becoming increasingly well-known: enhanced operational agility; the ability to respond quickly to fluctuating business needs; lower IT expenditures by reducing hardware and aligning the costs more closely to tangible business outcomes; and the ability to leverage new technologies—such as advanced analytics, machine learning and generative AI, among others—to innovate faster.

VMware Cloud on AWS: The Starting Point for IT Modernization

For companies using VMware on-premises, the best way to leave the data center behind while minimizing potential business impact is VMware Cloud on AWS (VMC on AWS)—a solution that allows you to start migrating non-cloud applications without moving everything at once or taking systems offline. VMC on AWS is an essential strategic solution for any organization using VMware and embracing modernization. It enables you to migrate applications quickly with very low risk, empowering you to take a vital first step and gain momentum on your cloud journey without over-committing too quickly to a long-term transformation. It's an opportunity to take a methodical

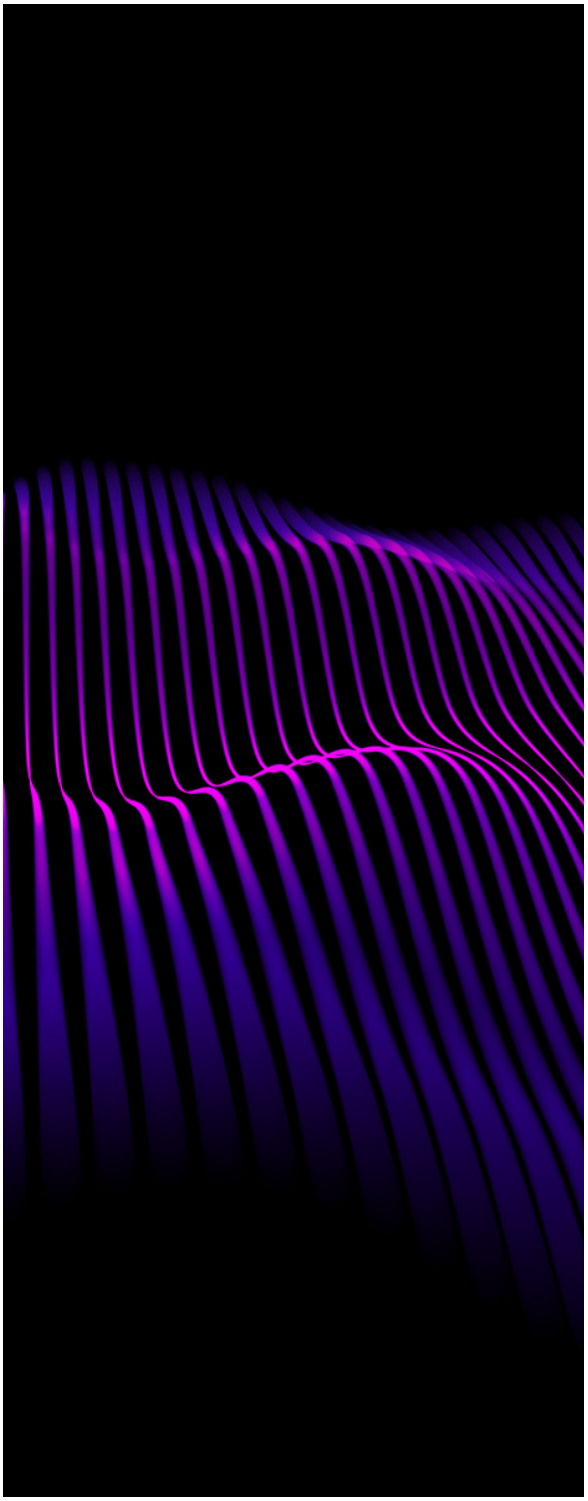


approach to identifying which VMware workloads can become native AWS and which would be better, at least for the time being, staying on VMware technologies.

VMC on AWS makes it easier for organizations to begin or expand their public cloud adoption by enabling an easy migration for applications running in the data center or on-premises VMware environments. It also has a minimal learning curve for in-house operations staff because, despite being hosted on AWS, it's still VMware. This enables IT teams to still use VMware's suite of server virtualization and management tools, thereby eliminating or significantly reducing the need for retraining and/or up-skilling.

VMC on AWS can help minimize the risk of cloud migration because if an application or workload runs on VMware in your data center, it's going to work on VMC on AWS. By migrating to VMC on AWS, your applications can take advantage of the latest and greatest hardware without you having to buy it. You'll see a bump in performance, with lower latency, than if you stayed with VMware in your data center. In fact, organizations using VMC on AWS see 83% less unplanned downtime and 27% improved app performance than those using VMware on-premises.[2]

VMC on AWS also eliminates the worries related to patching and vulnerability management. Companies with software on-premises or in their own data center need to remain vigilant about patching and other security issues. With VMC on AWS, VMware does that for you inside of AWS.



2. https://www.vmware.com/content/dam/learn/en/amer/fy21/pdf/691726_2020_Business_Value_Running_Applications_VMware_Cloud_AWS_VMware_Hybrid_Cloud_Environments.pdf

Why not just go directly to native AWS?

A migration to VMC on AWS can take as little as eight weeks, enabling you to jump-start your IT modernization journey. Even when done correctly, full cloud migrations frequently take 12 months or longer, with months and months of planning. Sometimes one doesn't have the luxury of time; perhaps you've chosen to leave the data center before the next annual renewal. In other situations, it can be difficult to know where to begin.

For instance, companies that have merged or acquired others often have complex IT environments, with disparate applications and platforms, and the thought of a cloud migration can seem overwhelming. There is also the challenge of simply understanding the infrastructure of acquired entities, and once that challenge is met, one must take a thoughtful and deliberate approach to application rationalization—prioritizing which workloads to consolidate, which to sunset, and which to modernize. In addition, a full cloud migration requires significant application development work, and attempting to quickly transition one system to another puts additional strain on your engineers and developers.

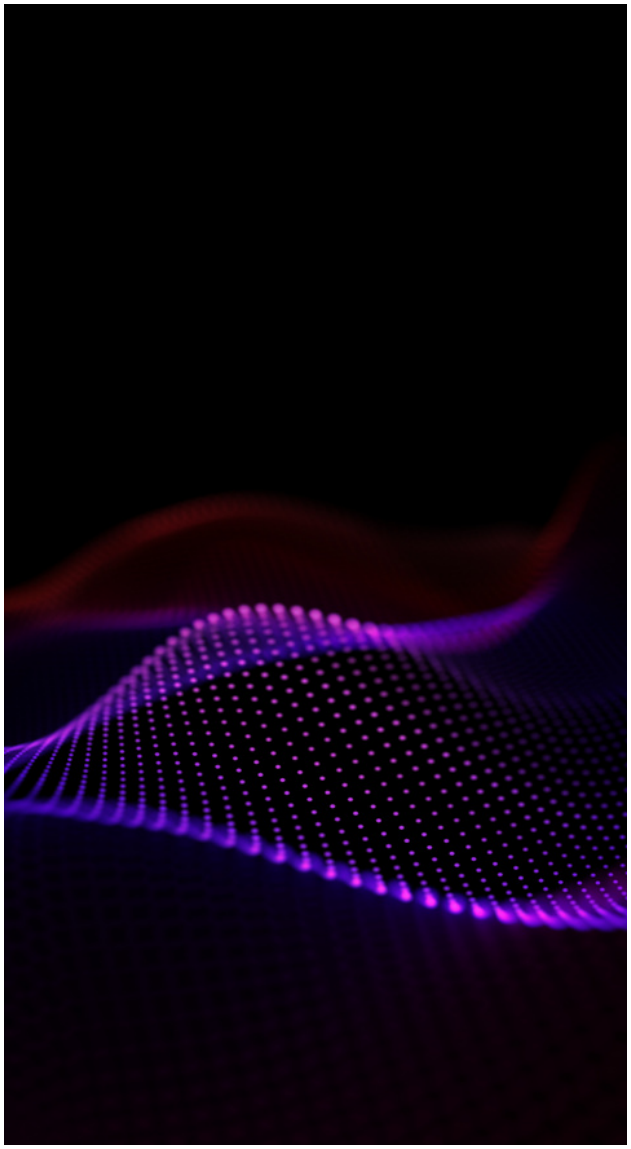
Of course, organizations might be able to move some workloads to a service in the cloud, such as Amazon EC2—an AWS compute platform that provides secure, resizable compute capacity. But many organizations still depend on certain legacy systems—including a variety of end-of-life operating systems no longer supported by the provider—that simply can't be modernized or done so cost-effectively. Moving workloads that require significant refactoring or re-architecting is often time-consuming and costly.

In addition, some workloads are stable, and an organization might only plan on running them for the next two or three years. Rather than investing in the software engineering work to refactor those workloads to move them into native AWS, it might make more sense to simply re-platform them into

VMC and retire them when they're no longer needed.

VMC on AWS: The first step to modernization, but not necessarily the final destination

If cloud is the way forward, VMC on AWS is a stable path toward the cloud that ultimately gets the ball rolling for decisions down the road while limiting real-time risks. Companies that have succeeded in their IT modernization journeys recognize that a successful migration to VMC is the first important leg of the race. After leaving the data center and moving to VMC on AWS, they take a big breath—a short pause—and then get straight back into the next project. They use the momentum from the migration and keep moving forward, taking full stock of their IT portfolio and starting to identify which applications might be best suited for cloud nativity and which might be best left on VMC.



The momentum that VMC on AWS provides helps combat the inertia to getting a large-scale project off the ground—enabling you to accelerate your modernization journey.

CASE STUDY

Heifer International Data center evacuation leads to VMC on AWS migration

Faced with the sale of its data center facility, Heifer International—a global nonprofit dedicated to eliminating poverty and hunger through sustainable, values-based community development—needed to migrate more than 110 virtual machines and approximately 70 terabytes of production data in an extremely aggressive timeline of less than two months. The sale of the data center facility created a strict and non-negotiable deadline for the migration of Heifer's VMware workloads, and any delay could jeopardize the organization's operations globally.

Heifer chose Effectual as a trusted partner to advise on and execute the migration. Effectual's cloud engineers recommended VMware Cloud (VMC) on AWS, as it met Heifer's workload requirements, aligned with the company's existing skill sets and, most crucially, adhered to the tight migration timeline. Together the team migrated, tested and operationalized all of the in-scope workloads within the evacuation deadline, without any disruption to operations—ensuring business continuity by enabling Heifer to maintain essential functions and services during the migration.

How VMC on AWS Accelerates the Modernization Journey

VMC on AWS enables organizations to retain the familiar VMware ecosystem while taking advantage of the cloud. Among the many benefits of VMC on AWS:

- A jump-start to IT modernization. Because migrating from on-premises VMware to VMC on AWS can take as little as eight weeks, it enables organizations to jump-start their IT modernization programs and see immediate benefits without having to commit to long-term migrations.

- Consistency and familiarity. VMC on AWS simplifies migration and minimizes the learning curve by letting organizations use the same virtualization technology and management tools they're familiar with on their on-premises VMware infrastructure—eliminating much of the need for additional training.

- Support for legacy applications. VMC on AWS can provide a home for legacy applications that might not be suitable for modern cloud-native architectures and/or that require a virtualized infrastructure.

- Cost-efficiency. Migrating certain workloads from on-premises to VMC on AWS can actually take up to 40% less time—and cost less—than moving them to native cloud services.

- Seamless disaster recovery / business continuity. VMC on AWS provides robust disaster recovery options, ensuring that your applications, workloads and data are resilient and protected against outages and failures with minimal effort. In addition, AWS infrastructure is designed for high availability, which can help ensure business continuity.