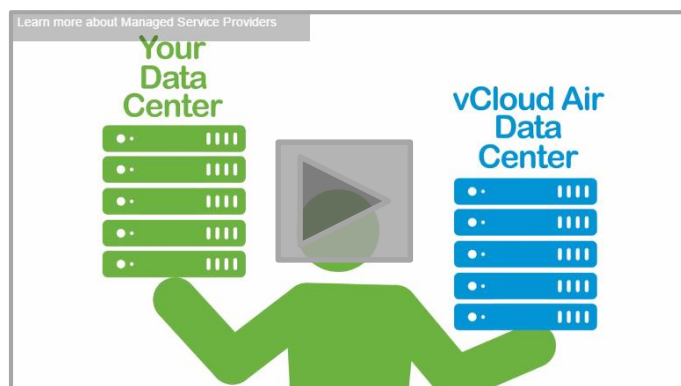


vCloud Air Network Managed Services Provider

Solution Overview



What is a VMware Managed Services Provider?

The VMware vCloud Air Network Program has expanded to include a Managed Services Provider (MSP) model enabling service providers to leverage vCloud Air as their core infrastructure while differentiating with their managed services. Offering both license subscription and vCloud Air resell models gives partners more choice and flexibility in how to build and offer cloud solutions and accelerates service provider growth.

What is the business proposition for Service Provider partners?

- **Gain** additional managed services revenue
- **Expand** your geographic footprint
- **Extend** vertical market expertise with vCloud Air compliance certifications
- **Offer** the complete portfolio of vCloud Air services and Horizon Air Desktop and Apps as a service
- **Support** VMware Ready certified ISV applications
- **Maintain** your customer relationship by owning the terms of service
- **Enjoy** consolidated operations and billings in a single VMware partner program

What is the value proposition for end customers?

- **Compatibility:** vCloud Air is 100% compatible with your customer's on-premises vSphere environment which means they can leverage their existing investments, processes, and expertise
- **Agility:** Customers can go live faster and be setting up, testing, and deploying applications or moving workloads in no time
- **Expertise:** Managed Services Providers specialize in managing and monitoring customer desktops, servers, networks, and more
- **Reliability:** a Managed Services Provider's data centers and managed infrastructure is robust, run under 24x7x365 management, and meet security and compliance standards
- **Reduced Cost:** managed services are billed on a flat-rate, subscription model, making your customer's IT expenditures easy to budget while reducing hidden costs and promoting IT expense planning

Why become a VMware Managed Services Provider?

Leveraging vCloud Air as your core infrastructure has many competitive advantages when you target the right buyer, uncover the right use cases, focus the discussion on hybrid cloud, and emphasize choice.

	VMware vCloud Air	Amazon AWS	Microsoft Azure
Target the right buyer	Infrastructure and operations	Application developers and web-only startups	Best for Application developers and web-only startups
Uncover the right use cases	DR, Test/Dev, extending existing apps running on vSphere today	100% web apps	.NET apps, new apps
Focus the discussion around hybrid cloud	Same networking, security, management tools, and IT teams; complements existing IT investment strategy and application portability	New tools, processes, new IT team, new app architecture and does not work with existing IT investment	New tools, processes, new IT team, new app architecture and does not work with existing IT investment
Emphasize choice	Works with many technology stacks	Customers complain about vendor lock-in	Customers complain about vendor lock-in



Partner Quote

"Colt has been working in partnership with VMware since the first vCloud solutions in 2009. Since that time, Colt customers have had freedom to choose when and how to take advantage of cloud services to drive greater levels of business efficiency, security and performance. We see utilizing a VMware vCloud Air infrastructure as a key extension for our managed cloud services, building on a proven platform and proven relationship."

- Hugo Harber, Vice President, Portfolio & Strategy, Colt Technology Services.

Learn More

See the [VMware vCloud Air Network Program Guide](#) for more information about signing a 12-month [VMware Managed Services Provider](#) contract with a monthly MSRP commitment. Contact your VMware Aggregator for questions and next steps.

Not a VMware Service Provider? [Enroll](#) today.



vCloud Air™ Network

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