



vmworld 2011 Snapshot

**Your City**

Your  
Cloud.

**VMworld General Session**

**Core Content Summary**

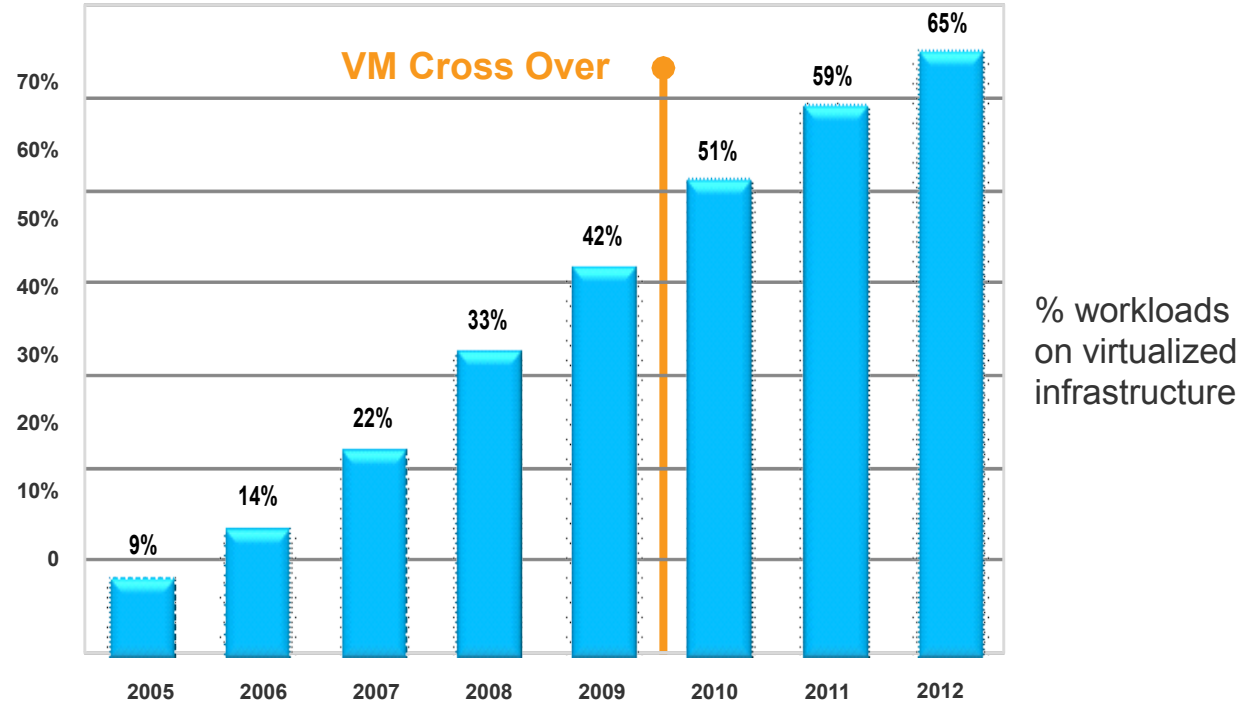
**Matt Piercy, Vice President NEMEA, VMware**

# The Cloud Era is Transforming Business

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# The New World: More Than 50% of Total Workloads Virtualized



Source: IDC, "Game Changing Virtual Technology," 2011

# New IT: Changing the Way Businesses Build, Deliver and Use IT Services

Empo

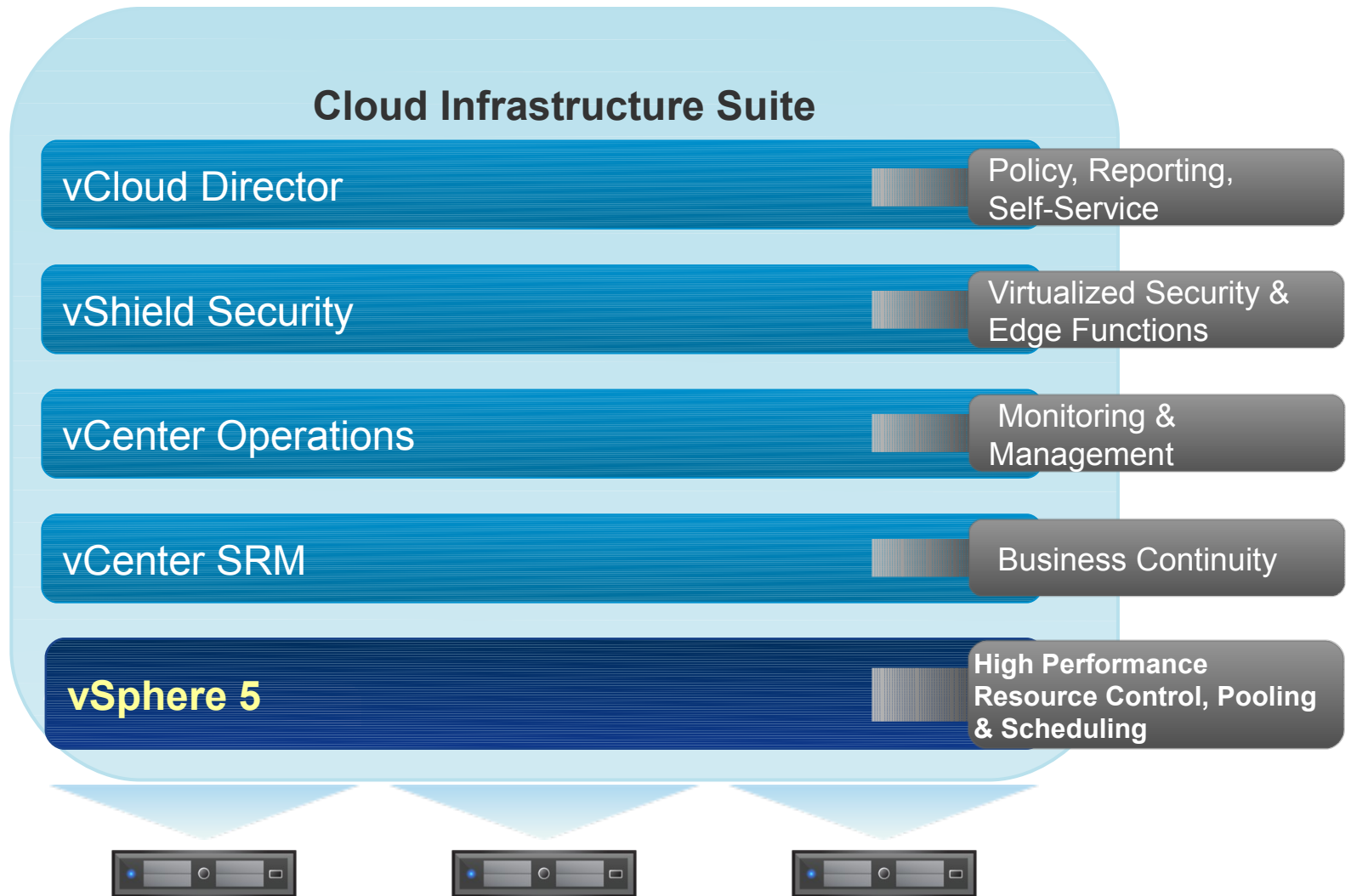
Products, Solutions  
and Services that  
accelerate the  
transition to cloud  
computing, while  
preserving existing  
investments...

VMware

ops

A More

# The First Comprehensive Cloud Infrastructure Suite



# vSphere 5

Innovation	VMware Product	Year	VMware Exclusive in 2011?*
First bare-metal hypervisor	ESX Server	2001	
First direct I/O hypervisor	ESX Server	2001	Yes
First transparent page sharing	ESX Server	2001	Yes
First centralized hypervisor management	VirtualCenter	2003	
First live migration	vMotion	2003	
First multiple concurrent live migration	vMotion	2003	Yes
First virtual SMP	vSMP	2004	
First automated HA and load balancing	HA and DRS	2006	
First logical resource pools	VMware Infrastructure	2006	Yes
First thin, OS-free, bare-metal x86 hypervisor	ESXi	2007	Yes
First live storage migration	Storage vMotion	2007	Yes
First VM fault tolerance	vSphere FT	2009	Yes
First automated power management	DPM	2009	
First distributed virtual switch	VMware Distributed Switch	2009	
First "noisy neighbor" resource protection	I/O Controls	2010	Yes
First hot add VM memory and CPU	vSphere Hot Add	2010	Yes
<b>First storage load balancing</b>	<b>Storage DRS</b>	<b>2011</b>	<b>Yes</b>
<b>First automatic storage tiering</b>	<b>Profile-Driven Storage</b>	<b>2011</b>	<b>Yes</b>

The most cost effective infrastructure...

...To Run Any Business Critical App...

...With Guaranteed SLAs....

....And cloud-like agility

# Delivering Choice: Hybrid Cloud Model

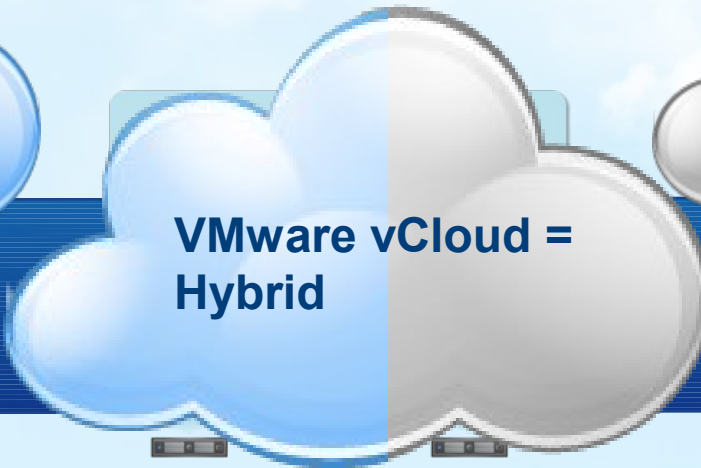
Apps

VM Name	Power State	IP Address	OS	RAM	Storage
VM1	Powered Off	192.168.1.10	Windows	2GB	10GB
VM2	Powered Off	192.168.1.11	Linux	1GB	5GB
VM3	Powered Off	192.168.1.12	Windows	4GB	20GB
VM4	Powered Off	192.168.1.13	Linux	2GB	10GB
VM5	Powered Off	192.168.1.14	Windows	1GB	5GB
VM6	Powered Off	192.168.1.15	Linux	2GB	10GB
VM7	Powered Off	192.168.1.16	Windows	4GB	20GB
VM8	Powered Off	192.168.1.17	Linux	1GB	5GB
VM9	Powered Off	192.168.1.18	Windows	2GB	10GB
VM10	Powered Off	192.168.1.19	Linux	4GB	20GB

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VM8	Powered Off	192.168.1.17	Linux	1GB	5GB
VM9	Powered Off	192.168.1.18	Windows	2GB	10GB
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vCloud Partners: e.g.



# Building The EUC Platform for the Post-PC Era

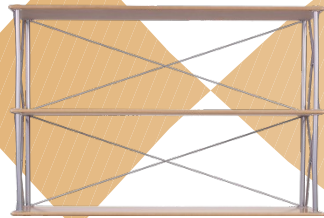
Simplify

Manage

Connect



Desktop Service



App Catalog Service



Data Service

Universal Services Broker



Users, Application, Data Policies



Secure Universal Access



# VMware View: Turn the Desktop into a Managed Service

Simplify

Manage

Connect



View  
ThinApp



Desktop Service



App Catalog  
Service



Data Service



View  
Broker



Users, Application,  
Data Policies



Secure  
Universal Access



# Leading Businesses Innovate with VMware



***Built on VMware, NYSE delivered the industry's first financial services cloud; resetting expectations for speed, security and accuracy of information.***



***VMware helped Ducati simplify their IT, within 2 years, infrastructure went from 0% to 98% virtualized, all with no down time and supporting a 3x increase in production.***



***A VMware private Cloud solution enables SAP to house all of its critical servers and run its entire training business. More training courses can now be delivered worldwide 24x7.***

# VMworld 2011: New Products & Services Driving IT as a Service

<b>VMware View 5</b>	<b>Extending the foundation of secure, managed enterprise desktops</b>
<b>VMware Horizon</b>	<b>Deliver and manage SaaS and virtual Windows applications on any device</b>
<b>VMware vFabric Data Director</b>	<b>Enable enterprise Database as a Service model, accelerating application development</b>
<b>VMware vCloud Datacenter Global Connect</b>	<b>Unify a network of service providers into one global cloud</b>
<b>VMware vCloud Connector 1.5</b>	<b>Transfer and manage virtual resources across your hybrid cloud</b>
<b>vCloud.vmware.com</b>	<b>Discover, test and deploy public cloud services from around the globe</b>
<b>Disaster Recovery to the Cloud</b>	<b>Enterprise-class disaster recovery via the cloud for companies of all sizes</b>