

VMware Partner Enablement Day – VMware Cloud on AWS

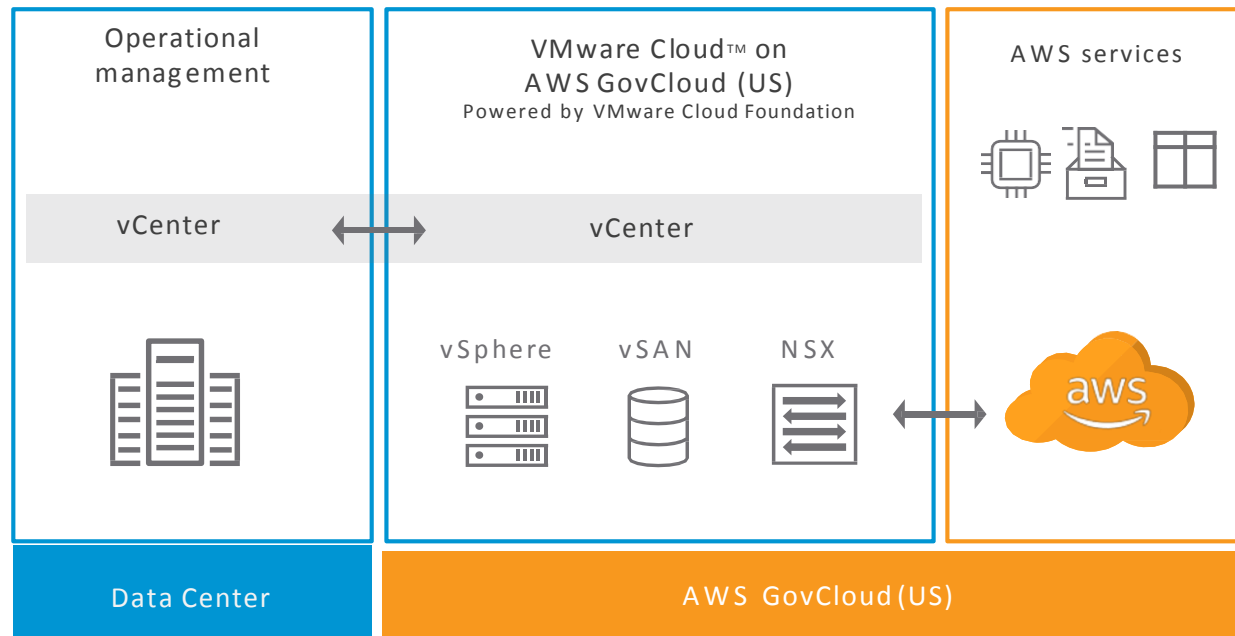
Ethan Palmer
Pre-Sales Systems Engineer | VCP
Ethan.Palmer@Carahsoft.com
Direct: 703-230-1724

vmware®

carahsoft®

VMware Cloud on AWS GovCloud (US) Initially Available

Enables U.S. Public Sector agencies to leverage a common cloud infrastructure on-premises and in the public cloud to further increase agility and security



Secure infrastructure to meet stringent security and privacy controls



Industry leading capabilities for production applications



Simple and consistent operations to eliminate retraining and rework



Flexible cloud consumption with rapid time to value

Initial Availability: VMware Cloud on AWS in US GovCloud West Region



Initial Availability of the
service in AWS
GovCloud West (US)



Targeting FedRAMP High ATO
• “In Process” in 2H2018

Compliance Certifications to Date



ISO 27001, 27017, 20718



SOC 1, SOC 2, SOC 3



GDPR compliance



HIPAA BAA

More Coming
Soon!



CSA STAR Self-Assessment



Work in Process

FedRAMP+ (High baseline)

*DoD, Cloud Computing Security
Requirements Guide (IL4/5)*

What does Initial Availability deliver

VMware Cloud on AWS GovCloud (US) Initial Availability

Secure Infrastructure

Delivered on AWS GovCloud leveraging AWS VPC tenant isolation

VMware vSphere Security

Dedicated Single-Tenant Infrastructure on Bare Metal EC2 instances

FIPS 140-2 Compliant Encryption

Industry-leading capabilities

Latest VMware Virtual Infrastructure

NSX-T based virtual networking with dynamic policy-driven micro-segmentation and distributed firewalls.

vSAN de-duplication and compression

High-bandwidth, low-latency access to AWS services.

Simple and consistent operations

Familiar vCenter Server and HTML5-based vSphere Client

Zero Infrastructure Lifecycle Management

Automated Host Remediation

vSphere Distributed Resource Scheduler

Leverage existing AWS Direct Connect

Flexible cloud consumption

Hourly, 1-year and 3-year subscriptions

Provision entire SDDCs in just over an hour

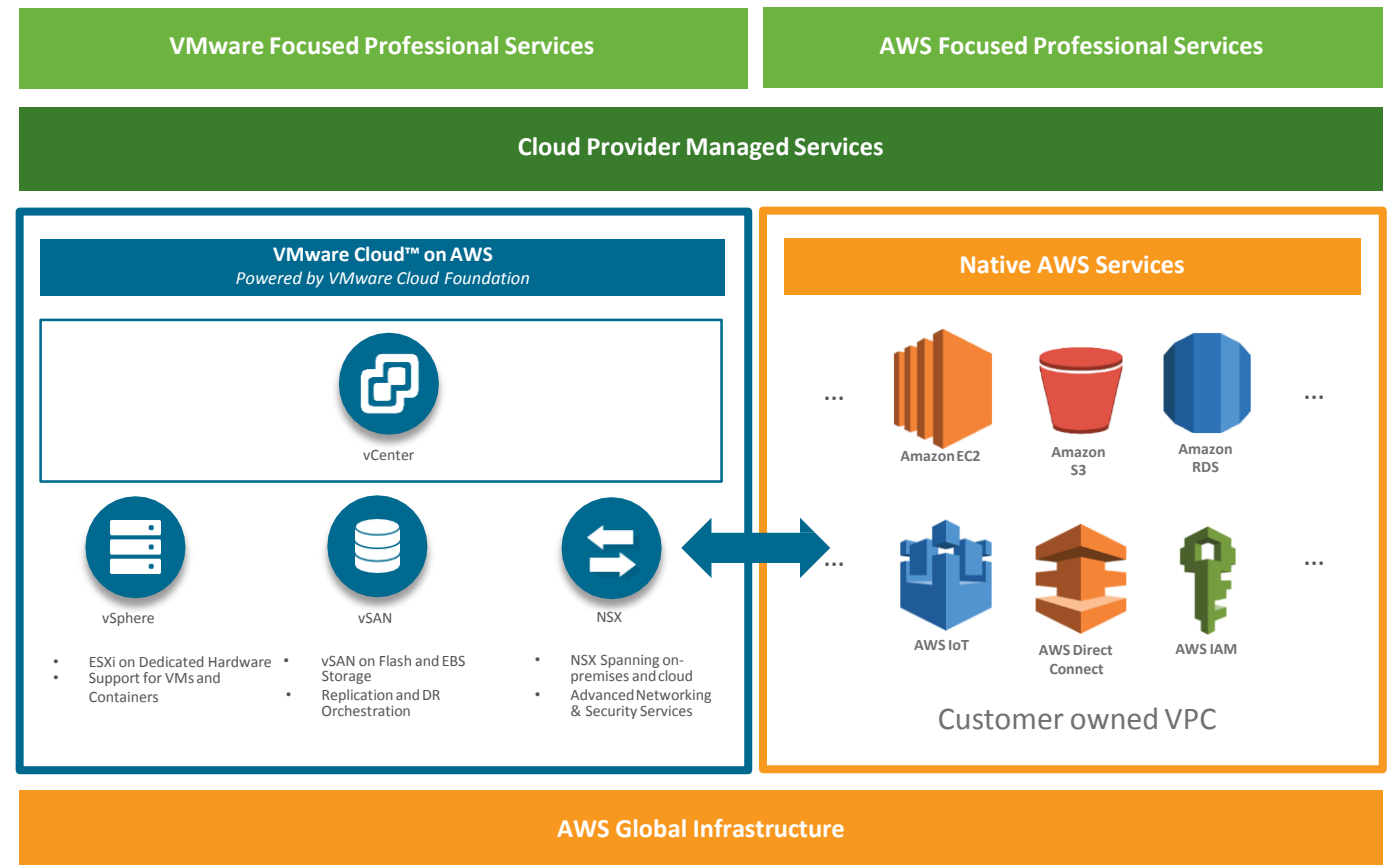
Add and remove hosts in minutes or let Elastic DRS do it automatically

Logical networks can be created on demand

Value Proposition for Partners

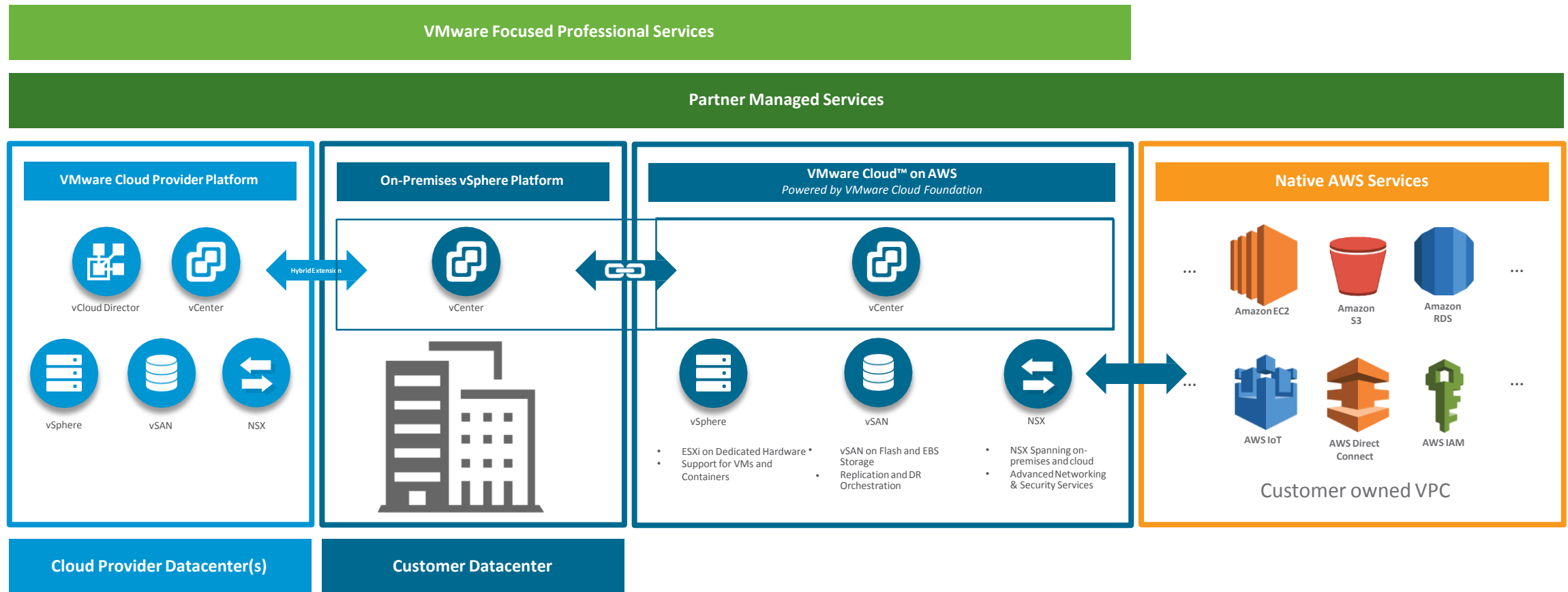
Scale private cloud on hyperscale infrastructure - with a public cloud experience

- Simplify private cloud using a proven, asset light hyperscale platform
- Improve private cloud commercials with flexible pricing and terms
 - On-demand private cloud (OpEx)
 - Shorter term contracts (1 year)
 - Avoid long-term commitments
- Scale up or down quickly and easily
- Flexibility to repatriate mission critical workloads and avoid cloud lock-in
- Focus on delivering value-add services vs infrastructure



Value Proposition for Partners

Deliver on the promise of hybrid-cloud

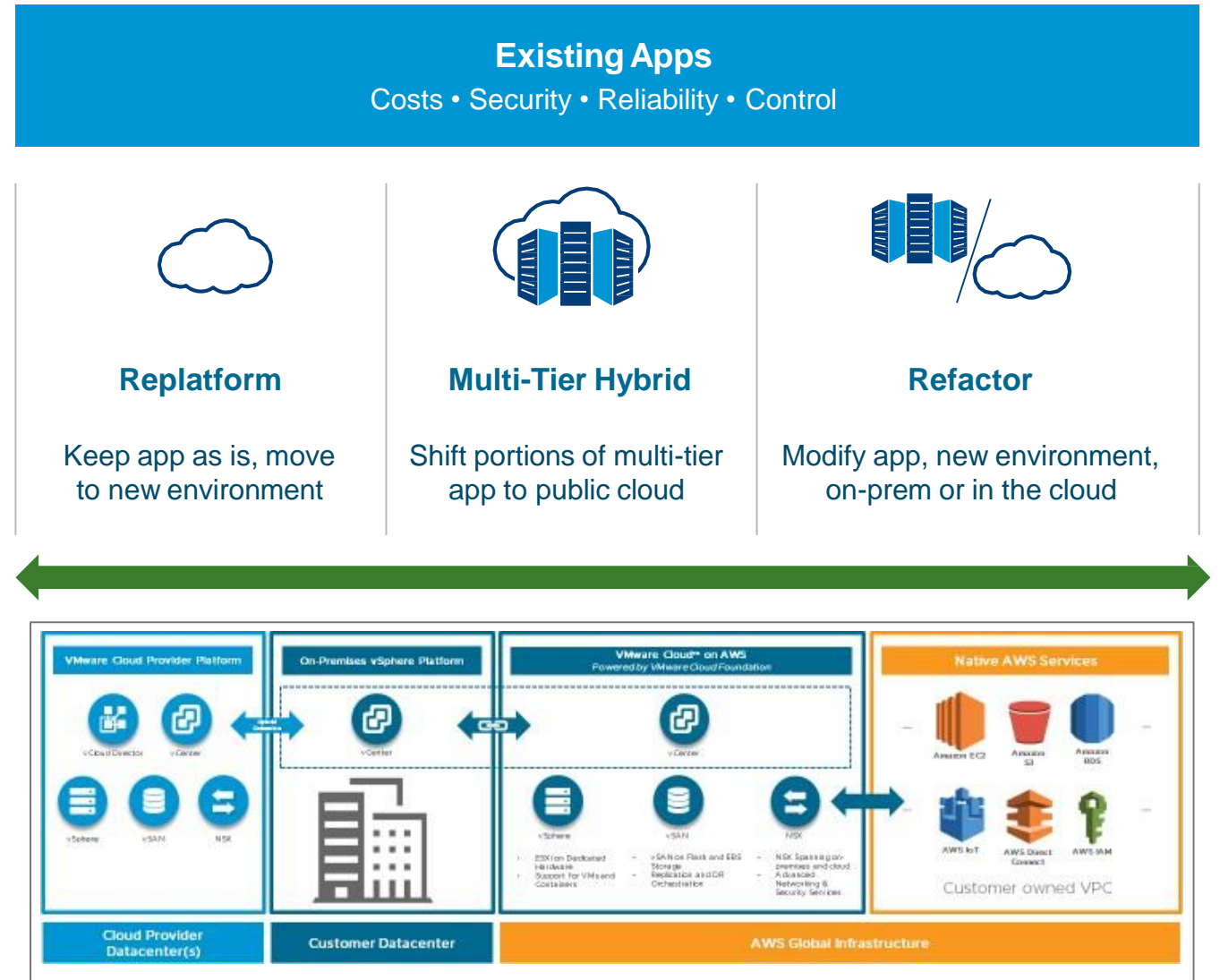


Deliver consistent infrastructure, operations and customer experience across clouds

Value Proposition for Partners

Accelerate consolidation and migrations with near zero transformation

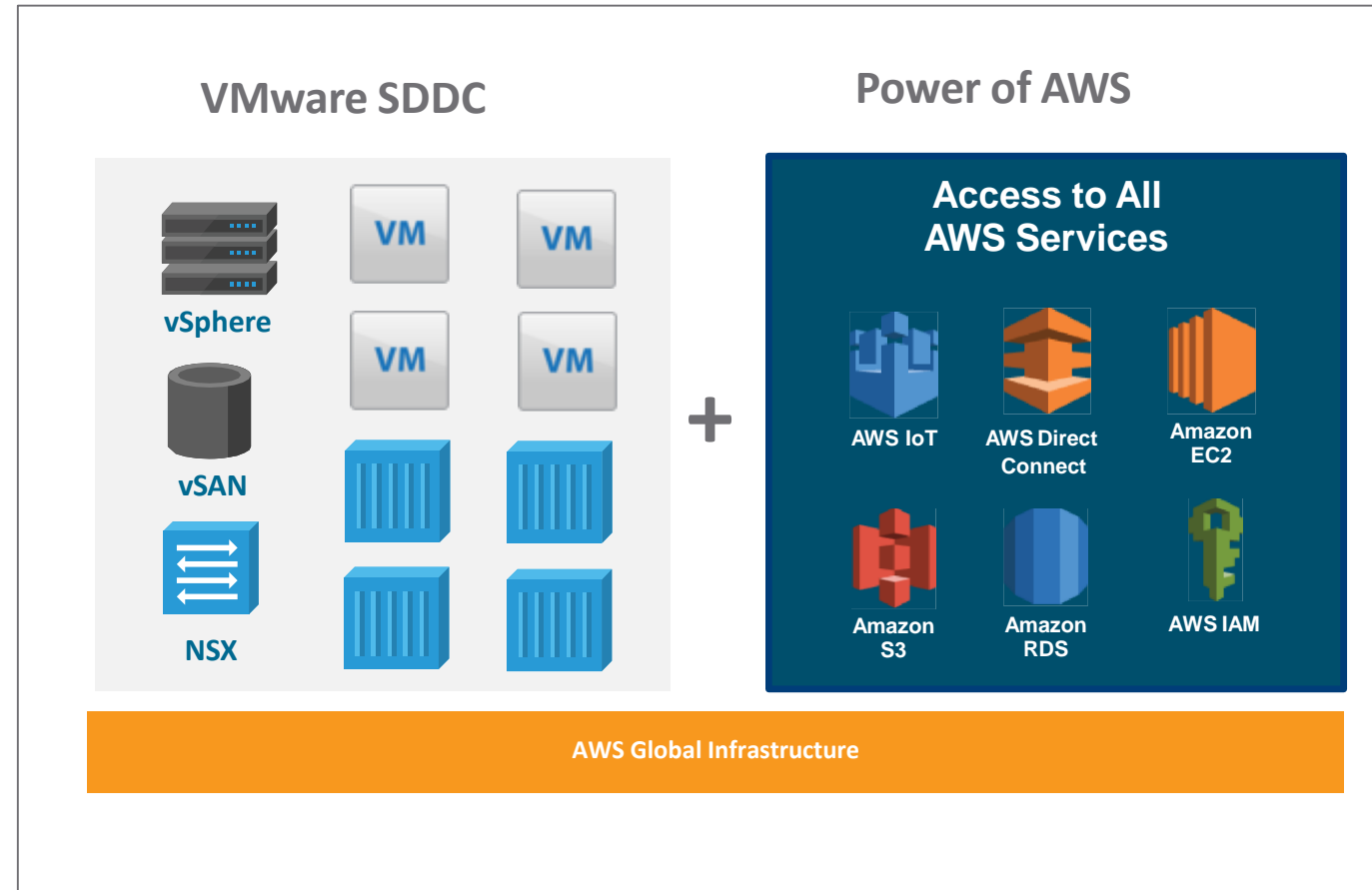
- Target existing application estates
 - Stateful, I/O and memory intensive
 - N-tier and scale up applications
 - Require HA infrastructure resilience
 - Out of the box software
 - Complex, stranded applications
- Simplify application migration
 - Extend data center networks
 - Move VMs with minimal changes
 - Bulk or live migration
 - Mitigate need to re-architect
- Accelerate time to value



Value Proposition for Partners






Enable transformation with adjacency to native AWS

- VMware Cloud on AWS is embedded within AWS
 - Elastic Network Interface (ENI) provides high-bandwidth, low latency connection
 - No egress charges within same Availability Zone
- Leverage AWS adjacency to transform applications over time
 - VMware front-end and AWS backend
 - VMware back-end and AWS front-end



VMware Cloud Services

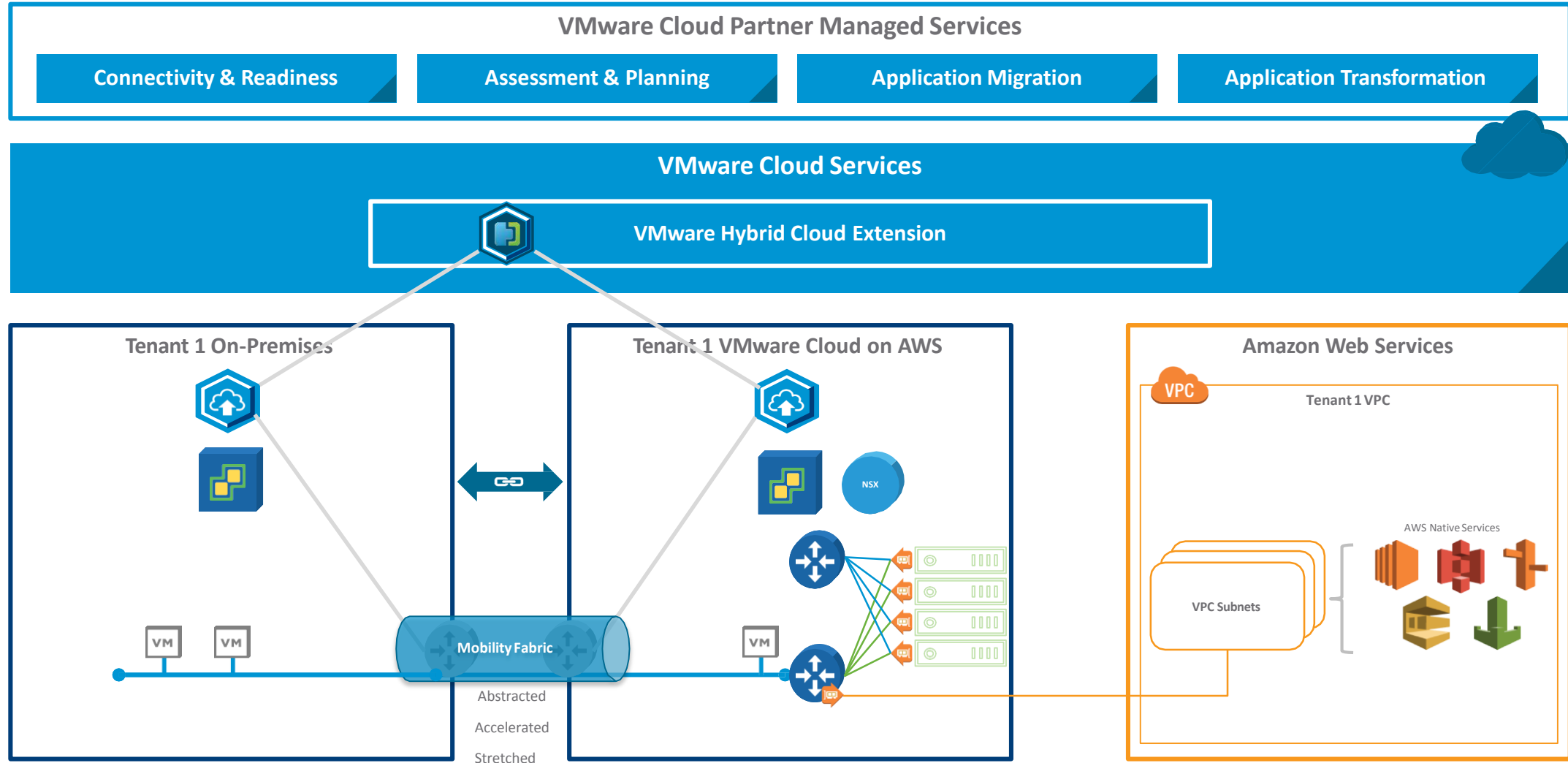
Augment VMware Cloud on AWS with asset-light, hybrid cloud utilities

 Migrate to the Cloud	 Scale on Demand	 Unify Multi-Cloud Operations	 Build Next-Gen Apps
VMware Cloud on AWS CloudHealth  Network Insight	VMware HCX VMware Cloud on AWS VMware Site Recovery	Cloud Assembly Wavefront by VMware Log Intelligence	VMware PKS VMware Cloud PKS Wavefront by VMware

- **Choice** - Choose the cloud that best meets your app and business needs.
- **Visibility** - Gain insight across public and private clouds to know where workloads are and how resources are being used.
- **Simplicity** - Single operational and security model across clouds to minimize risk, reduce complexity and improve ROI.
- **Flexibility** - Deploy any app to any cloud without changes, re-architectures or conversions and simplify app modernization.
- **Security** - Reduce risk and vulnerabilities across core infrastructure and apps with consistent security models and policies.

Managed Application Migrations (w/ HCX)

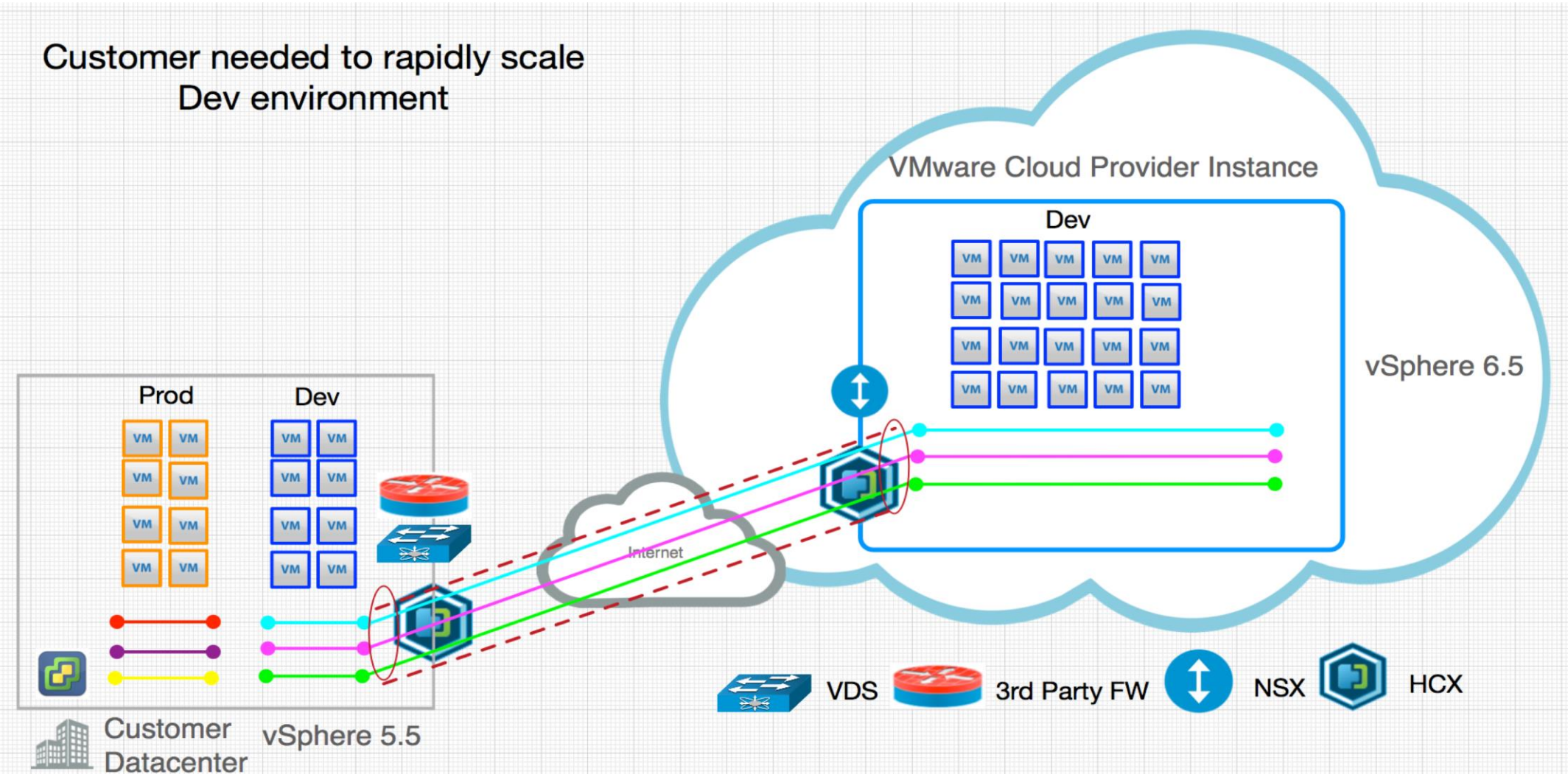
Conceptual example of workload mobility



Data Center Extension

Enabling on-demand bursting and capacity expansion across hybrid cloud

Customer needed to rapidly scale
Dev environment

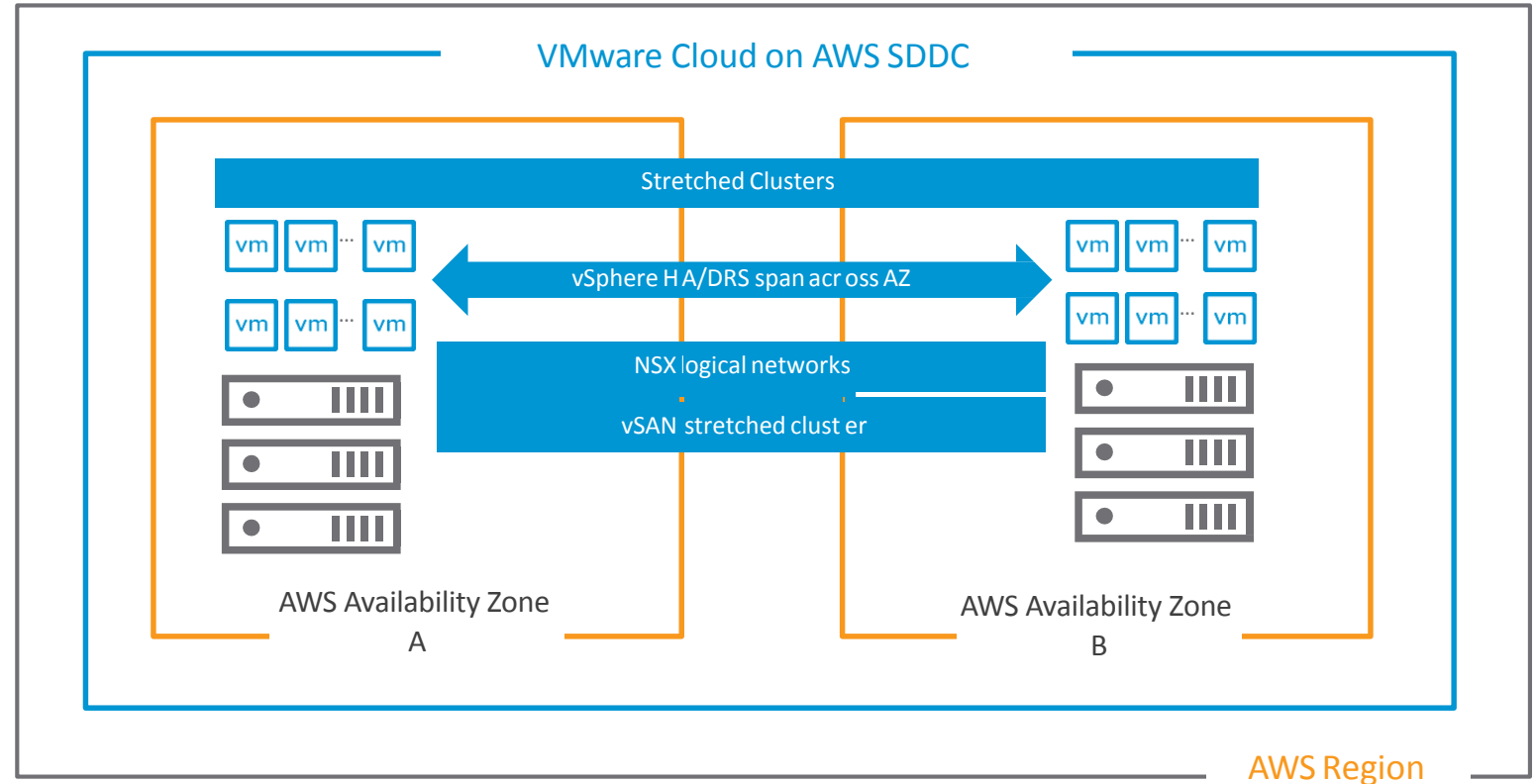


Disaster Recovery and High Availability

Significantly improve availability without needing to architect it into the application

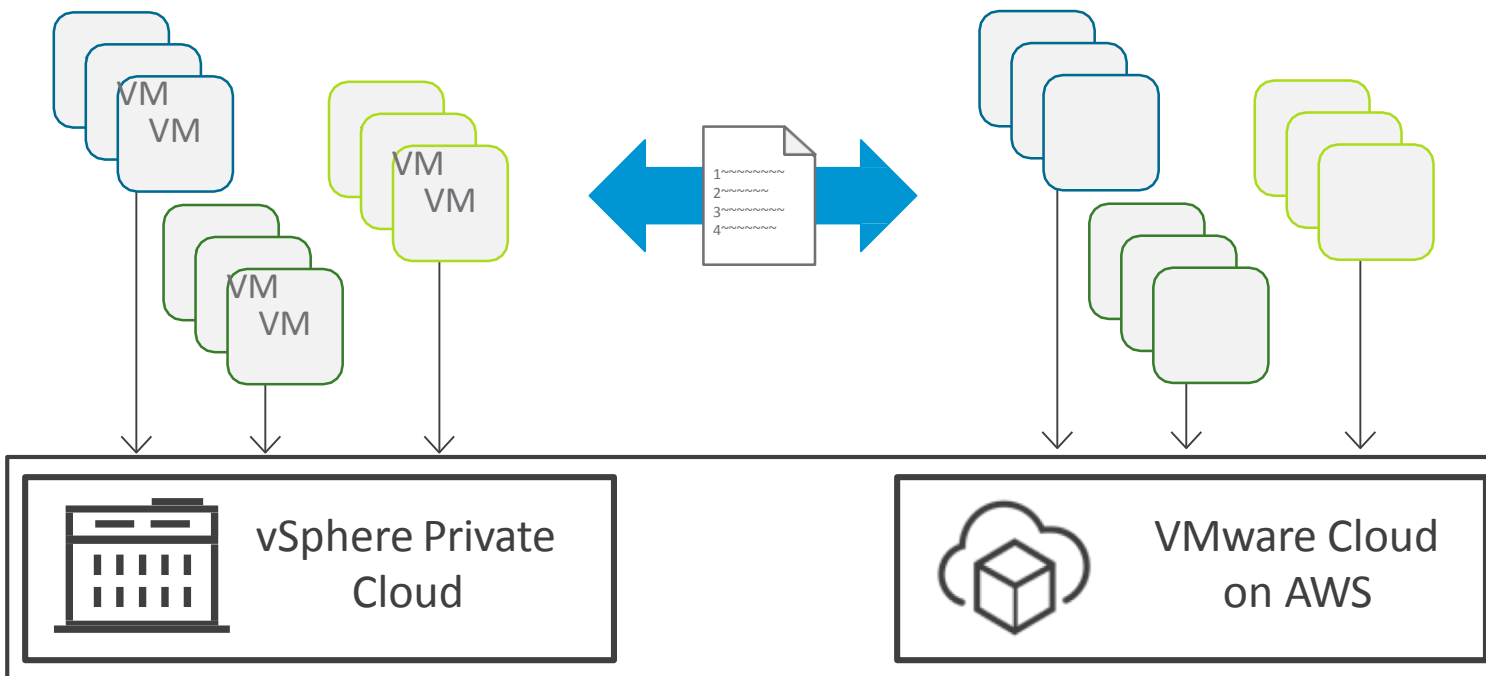
- Building on intrinsic vSphere HA and automated host failure remediation
- Zero RPO high availability across AZs
- Built-in infrastructure layer – no necessity to architect in the app
- Stretched cluster with common logical networks with vSphere HA/DRS enabled
- Synchronous replication between AZs for mission-critical applications
- If one AZ goes down, it is simply treated as a vSphere HA event and VM is restarted in the other AZ

Stretched Clusters for VMware Cloud on AWS



VMware Site Recovery

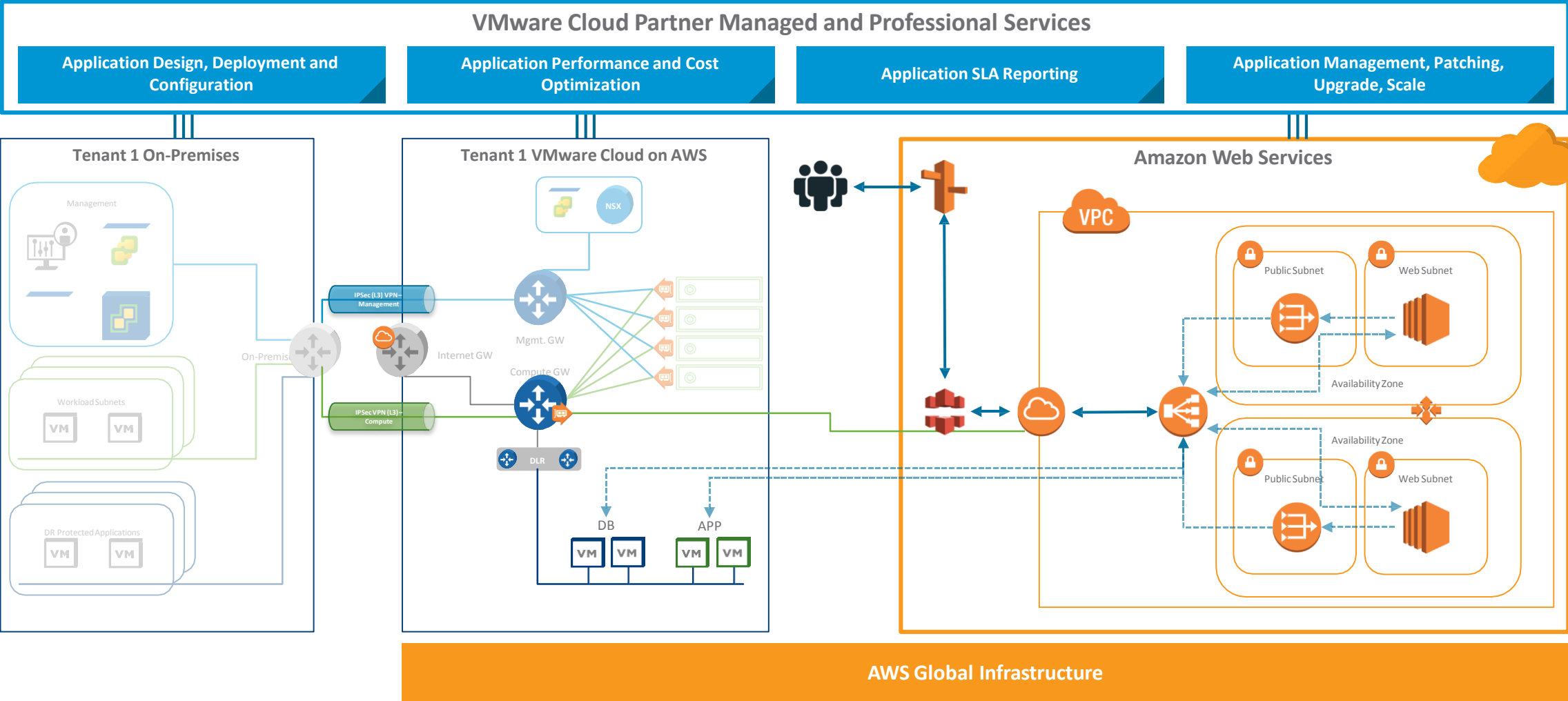
Disaster Recovery to VMware Cloud on AWS



- Delivered as an add-on service with granular, on-demand pricing
- Built on VMware's proven disaster recovery solutions
- Automated DR runbook with application-centric runbooks
- Bidirectional protection between cloud and on-premises as well as between AWS availability zones
- Integrated deeply with the VMware Cloud on AWS services

Next Generation App Modernization

Leverage native AWS services to improve applications



Partner GTM Model Determines Transaction Path

“Do you want to offer VMware Cloud on AWS as a resold service or as a managed service?”

Resale and Professional Services

- Partner owns quote/order
- **VMware owns the customer billing**
- **VMware owns customer ToS**
- **VMware owns customer support**
- Invoice per customer
- Program fee w/annual target
- VMware sets discount to distributor



VMware Solution Provider Program

- How will I operationalize the quote to cash process?
- What value added professional services will I offer?
- How will I incent my employees?

Managed Services

- Partner owns quote/order
- **Partner provides billing to customers**
- **Partner owns customer ToS**
- **Partner owns customer support**
- Aggregated invoicing w/chargeback detail
- Financial commitments w/scaled discounts
- VMware sets discount to MSP partner



VMware Cloud Provider Program

- What managed services will I offer?
- How will I deliver support?
- What will be my customer terms of service?
- What SLAs will I offer?
- How will I operationalize the quote to cash process?
- How will I train and incent my employees?

VMC on AWS: Deeper Dive into Partner Benefits

What's In It For Me (WIIFM)



Financial Benefits

- 3% Estimated Margin (consult with Distri)
- **15% Back End Rebate (12 months)**
- Land and expand (Future Sales)
- **Professional Services**
 - **Migration, Assessments, etc.**

Additional Benefits

- Don't Miss Out
 - 80% of enterprise customers are planning a hybrid cloud strategy**
- Maintaining the customer's HW footprint
 - Private Cloud
- **83% Closure Rate on Paid Pilots**
- **On Premise vSAN &/or NSX Drag (30%)**

VMware Cloud on AWS Solution Partner Requirements and Benefits

REQUIREMENTS

BENEFITS

- ✓ VMware Professional, Enterprise or Premier level Solution Provider or Premier Corporate Reseller partner in good standing

- Eligible for channel discount³, Advantage+ 3% ELA Incentive⁴
- Access to VMware sales, technical training, and consulting services roadmap and IP
- Accelerated learning path for new VPN partners
- Marketing programs support¹

- ✓ Achieve VMware Cloud on AWS Solution Competency

- Eligible for discounted access to VMware Cloud on AWS service for demos and solution development
- Eligible for listing in cloud.vmware.com

- ✓ Achieve VMware Cloud on AWS Solution Competency
- ✓ Submit Consumption Plan⁵
- ✓ Become Customer's Partner of Record

- Eligible to receive 15% Consumption Incentive³

1. Benefits defined by Solution Provider and Corporate Reseller program tiers

2. Channel discount varies on a deal by deal basis. Please refer to the partner FAQ for additional details

3. VMware Cloud on AWS Consumption incentives are calculated based on monthly service usage and paid quarterly. Consumption Incentives paid for 1st year of consumption

4. Refer to Advantage+ program page for additional information

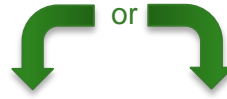
5. Refer consumption incentives FAQ for additional information

Transact MSP Service: Set Up Commit Contract

New to VCPP?



Already in VCPP?



Sign MSP commit contract with your preferred Aggregator

New & Existing VCPP Partners		
Based on Estimated MSRP Consumption		
MSP Level	MSP Discount	MSP Commit MSRP Spend (\$)
1	19%	\$144,000/yr (\$12k/mo)
2	21%	\$420,000/yr (\$35k/mo)
3	22%	\$1,200,000/yr (\$100k/mo)
4	26%	\$2,700,000/yr (\$225k/mo)
5	30%	\$4,200,000/yr (\$350k/mo)

Existing VCPP Rental Partners Only			
Commit Levels Based on Existing VCPP Rental Contract			
MSP Level	MSP Discount	MSP Commit MSRP Spend (\$)	Minimum VCPP Rental Points Contract Level (determines MSP discount eligibility)
1R	5%	\$0	360 pts
2R	10%	\$0	1,800 pts
3R	15%	\$0	10,800 pts*
4R	18%	\$0	30,000 pts
5R	20%	\$0	100,000 pts

*3,600 points for developing regions

VMware Cloud on AWS Partner Incentives Example

SPP Transaction (Credit Sale)



List price		\$250K
SPP value for customer consumption after HLP		\$225K
SPP Credit Sale Incentives	%	Amount
Advantage+ ELA Incentive after booking for resellers (Booked Value x 3%)	3%	~\$7K

Note:

Channel discounts vary by the deal and will be decided by deal desk. Channel discount offered to distributors will never be shared with solution providers/corporate resellers.

SPP Redemption (Consumption)



SPP value for customer consumption	\$250K
HLP discount offered to customers Customer has vSphere	10%
Net amount after HLP discount SPP value – HLP discount (\$250K-10% HLP)	\$225K

Consumption Incentive for Partners	%	Amount
Consumption incentive / year ((Booked Value – HLP) x 15%)	15%	~\$33K*

*Consumption incentive paid out on first year of usage only
Example only. Amounts are for illustration purposes only. No guarantees that a Partner/Customer qualifies for all eligible incentives

Estimated Consumption Rebates

1 YEAR (Calculated Monthly paid out Quarterly)

# of Nodes	Customer Commitment Level	MSRP	HLP Discount	Total Amount	Customer Monthly Spend	15 % Consumption Rebate/month	Paid Quarterly Rebate	Total Rebate to Partner (1 Year)
3	1 Yr.	\$156,000	10%	\$140,400	\$11,700	\$1,755	\$5,265	\$21,060
4	1 Yr.	\$208,000	10%	\$187,200	\$15,600	\$2,340	\$7,020	\$28,080
5	1 Yr.	\$260,000	10%	\$234,000	\$19,500	\$2,925	\$8,775	\$35,100
6	1 Yr.	\$312,000	10%	\$280,800	\$23,400	\$3,510	\$10,530	\$42,120
7	1 Yr.	\$364,000	10%	\$327,600	\$27,300	\$4,095	\$12,285	\$49,140
8	1 Yr.	\$416,000	10%	\$374,400	\$31,200	\$4,680	\$14,040	\$56,160
9	1 Yr.	\$468,000	10%	\$421,200	\$35,100	\$5,265	\$15,795	\$63,180
10	1 Yr.	\$520,000	10%	\$468,000	\$39,000	\$5,850	\$17,550	\$70,200
11	1 Yr.	\$572,000	10%	\$514,800	\$42,900	\$6,435	\$19,305	\$77,220
12	1 Yr.	\$624,000	10%	\$561,600	\$46,800	\$7,020	\$21,060	\$84,240
13	1 Yr.	\$676,000	10%	\$608,400	\$50,700	\$7,605	\$22,815	\$91,260
14	1 Yr.	\$728,000	10%	\$655,200	\$54,600	\$8,190	\$24,570	\$98,280

Estimated Consumption Rebates

3 YEAR (Calculated Monthly paid out Quarterly)

# of Nodes	Customer Commitment Level	MSRP	HLP Discount	Total Amount	Customer Monthly Spend	15 % Consumption Rebate/month	Paid Quarterly Rebate	Total Rebate to Partner (2 Years)
3	3 Yr.	\$327,000	10%	\$294,300	\$24,525	\$3,679	\$11,036	\$88,290
4	3 Yr.	\$436,000	10%	\$392,400	\$32,700	\$4,905	\$14,715	\$117,720
5	3 Yr.	\$545,000	10%	\$490,500	\$40,875	\$6,131	\$18,394	\$147,150
6	3 Yr.	\$654,000	10%	\$588,600	\$49,050	\$7,358	\$22,073	\$176,580
7	3 Yr.	\$763,000	10%	\$686,700	\$57,225	\$8,584	\$25,751	\$206,010
8	3 Yr.	\$872,000	10%	\$784,800	\$65,400	\$9,810	\$29,430	\$235,440
9	3 Yr.	\$981,000	10%	\$882,900	\$73,575	\$11,036	\$33,109	\$264,870
10	3 Yr.	\$1,090,000	10%	\$981,000	\$81,750	\$12,263	\$36,788	\$294,300
11	3 Yr.	\$1,199,000	10%	\$1,079,100	\$89,925	\$13,489	\$40,466	\$323,730
12	3 Yr.	\$1,308,000	10%	\$1,177,200	\$98,100	\$14,715	\$44,145	\$353,160
13	3 Yr.	\$1,417,000	10%	\$1,275,300	\$106,275	\$15,941	\$47,824	\$382,590
14	3 Yr.	\$1,526,000	10%	\$1,373,400	\$114,450	\$17,168	\$51,503	\$412,020

VMware Cloud on AWS Solution Competency



Accreditations	Required (# Individuals)
Sales Training (Free - self paced, e-learning)	
✓ VSP - VMware Cloud on AWS (New)	2
Pre-Sales Technical Training (Free - self paced, e-learning)	
✓ VTSP - VMware Cloud on AWS (New)	2
✓ VTSP-SV (Server Virtualization)	2
✓ VTSP-NV (Network Virtualization)	2
✓ VTSP-HCI (Hyper-Converged Infrastructure)	2
Post-Sales Technical Training (Fee-based. Classroom, On-line, On-Demand)	
✓ VCP-SV Certification (or equivalent)	1
✓ VCP-NV Certification (or equivalent)	1
✓ HCI Technical Post-Sales Accreditation	1



Earn Financial Incentives

Partners that achieve this Solution Competency are eligible for the VMware Cloud on AWS consumption incentive¹.



Build Solutions

Discounted access² to VMware Cloud on AWS for demos and solution development



Differentiate in the Market

Eligible to list in partner locator and cloud.vmware.com as competent partners

1. Partners that achieve the VMware on AWS Solution Competency who provide a consumption plan, and become the customer's partner of record, are eligible for consumption Incentive

2. Discounted access to VMware Cloud on AWS is only for solution development and testing purposes

Flexible Consumption, Payment and Hybrid Loyalty for Customers

Consumption-based Billing



On-demand / hourly model



1 or 3-year reserved model



Buy add-on services

Various Payment Methods



VMware SPP or
HPP credits



Purchase orders



Credit Card

Hybrid Loyalty Program



Leverage existing
investments with
VMware



Purchase VMware Cloud
on AWS at a lower rate



No trade-in of on-
premises licenses
required

Hybrid Loyalty Program (HLP) – Customer Discounts

Discounts based on Eligible On-Premises Product Licenses

Product Family	Eligible Product Editions	Discount on Service
vSphere	vSphere Enterprise Plus or vSphere with Operations Management Enterprise Plus	10%
vSAN	vSAN Advanced or Enterprise	10%
NSX	NSX Advanced or Enterprise	10%

Note:

- Discounts may be combined across products up to a **maximum discount of 25% per host.**
- Discount valid as long as customer is active on Support and Subscription (SnS).
- 1-year and 3-year reserved are eligible, On-Demand is not.
- 2 CPU licenses on-prem provides above discount on one 2 CPU host on VMware Cloud on AWS.

VMware Cloud on AWS Value-Added Services Opportunities

Move to VMware Cloud on AWS



Hybrid Cloud Consulting

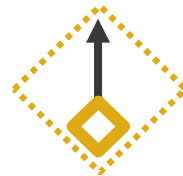


Assessment and Planning



Workload and Application Migration

Develop value-added services on VMware Cloud on AWS



DevOps Solutions and Services

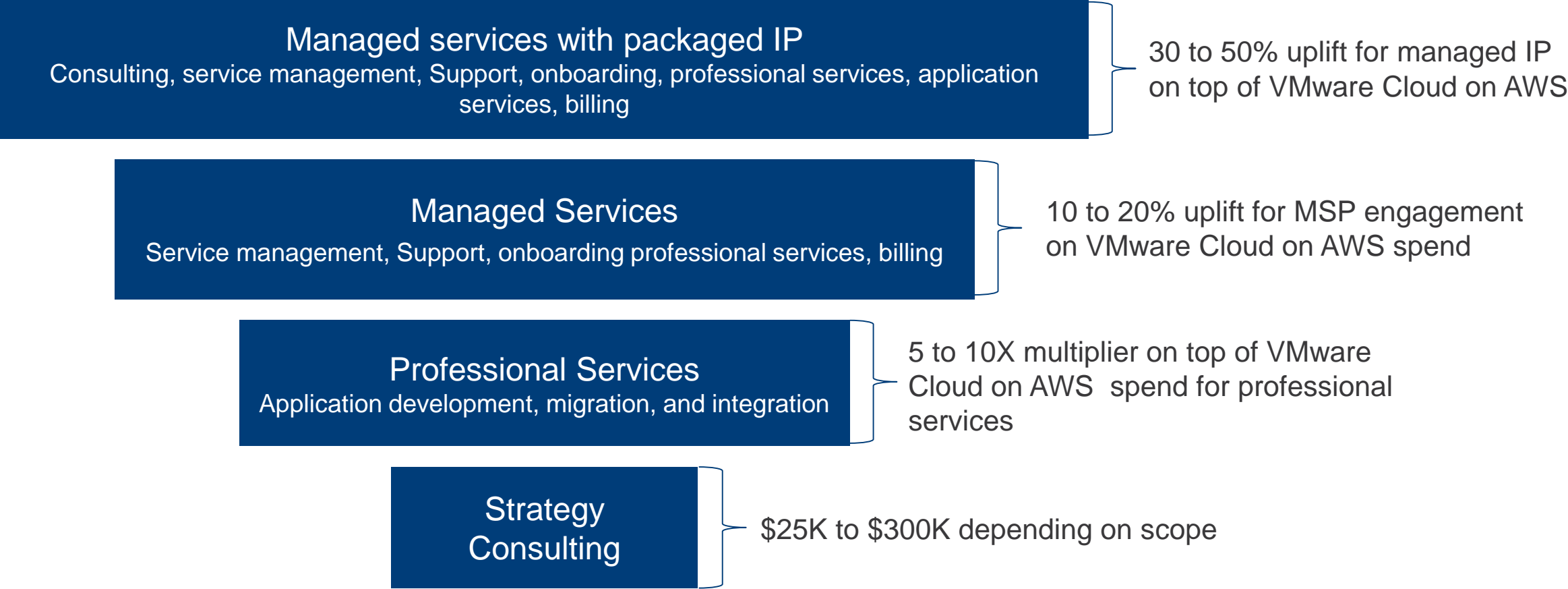


Technology-specific Solutions & Services



Industry-Specific Solutions & Services

Profitability of Value-Added Services - Estimates



Carahsoft Cloud Expertise



A More Perfect Union

- ✓ Two proven leaders on one powerful platform
- ✓ Aligns the Public Sector Private Cloud Leader with the Public Cloud Leader
- ✓ Grants exclusive ability to run native VMware workloads in AWS
- ✓ Addresses the federal government need for hybrid cloud solution that drives new innovation with existing investments and tools
- ✓ Eliminates the need to rewrite code during application migration

2

Cloud credit knowledge



3

VMware & AWS experts who can sell the synergy and manage the process

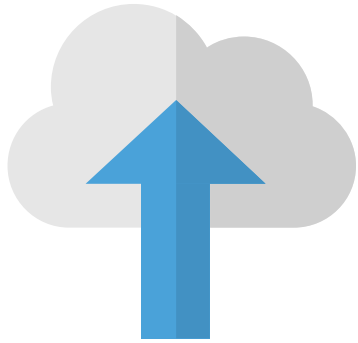
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Dedicated cloud team with certifications & technical training

4

Certified billing specialist

Simplified Billing with Carahsoft



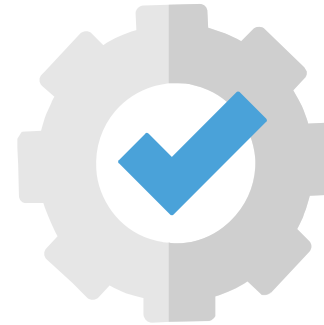
Grow Your Cloud Practice

Receive personalized consulting, training, co-promotion, and access to the resources you'll use to turn CloudCheckr into a profit center for your business.



Increase Profitability

Optimize multi-cloud environments, easily manage costs, and strengthen cloud security while increasing revenue.



Improve Business Operations

By implementing the CloudCheckr CMP, you'll immediately simplify billing and invoicing. Use groups, tagging, custom reports and other methods to save you time.



Sharpen Your Competitive Edge

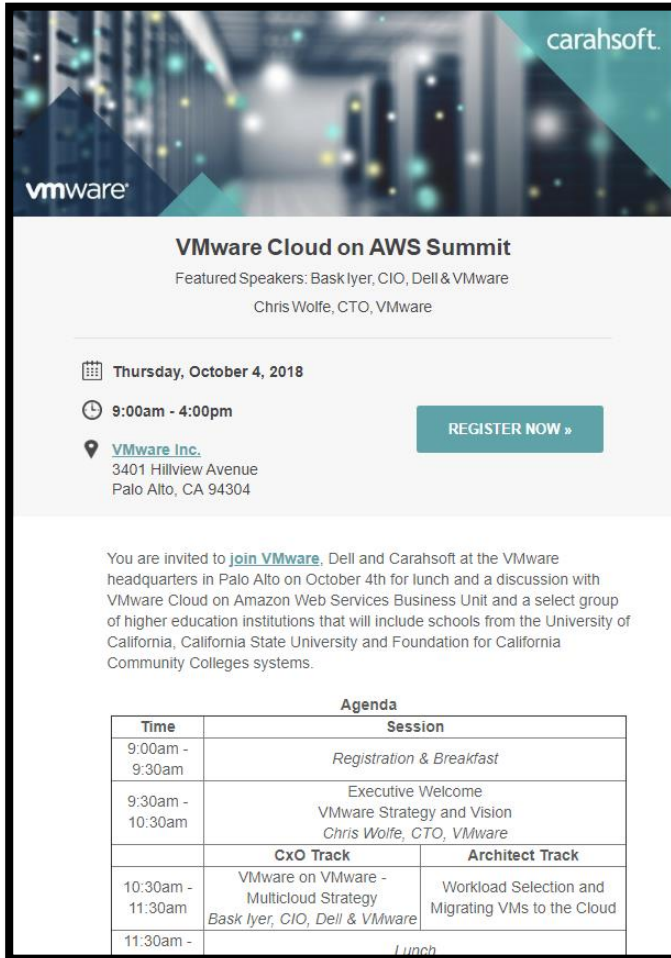
With industry leading cost and security features, gain your customers trust by using white-labeling services so they can recognize your brand while using CloudCheckr's tech.

Carahsoft Vendors in the AWS Marketplace



Carahsoft | AWS Hosted Workshops, Labs and Demos

Cloud Workshops & Hands on Labs



VMware Cloud on AWS Summit
 Featured Speakers: Bask Iyer, CIO, Dell & VMware
 Chris Wolfe, CTO, VMware

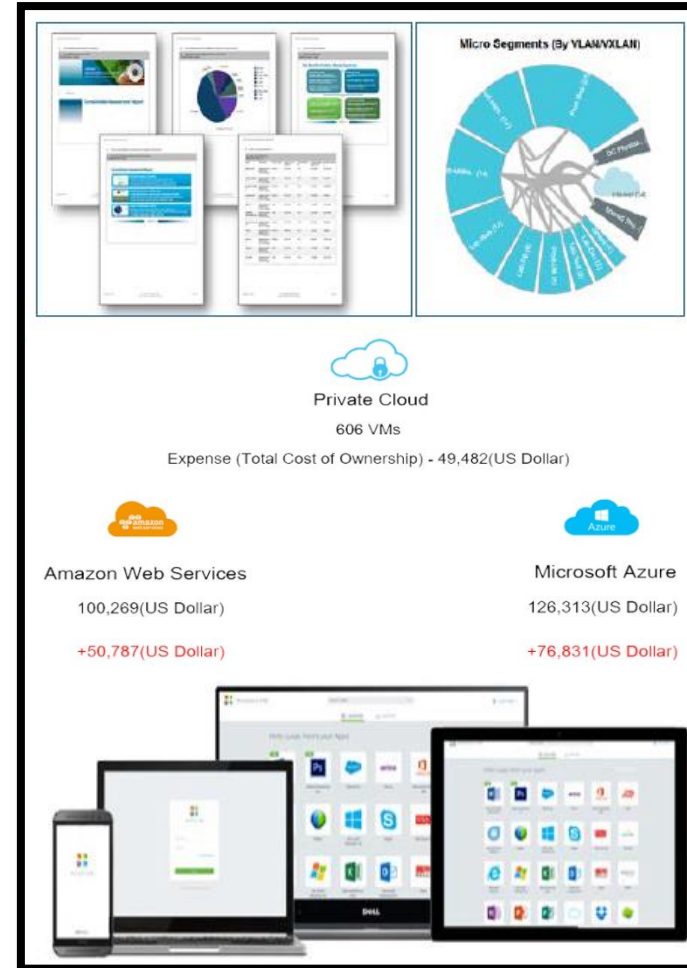
Thursday, October 4, 2018
 9:00am - 4:00pm
 VMware Inc.
 3401 Hillview Avenue
 Palo Alto, CA 94304

[REGISTER NOW »](#)

You are invited to [join VMware](#), Dell and Carahsoft at the VMware headquarters in Palo Alto on October 4th for lunch and a discussion with VMware Cloud on Amazon Web Services Business Unit and a select group of higher education institutions that will include schools from the University of California, California State University and Foundation for California Community Colleges systems.

Agenda		
Time	Session	
9:00am - 9:30am	Registration & Breakfast	
9:30am - 10:30am	Executive Welcome VMware Strategy and Vision Chris Wolfe, CTO, VMware	
	CxO Track	Architect Track
10:30am - 11:30am	VMware on VMware - Multicloud Strategy Bask Iyer, CIO, Dell & VMware	Workload Selection and Migrating VMs to the Cloud
11:30am -	Lunch	

Cloud Demos & Assessments



Micro Segments (By YLAWXLAH)

Private Cloud
 606 VMs
 Expense (Total Cost of Ownership) - 49,482(US Dollar)

Amazon Web Services
 100,269(US Dollar)
 +50,787(US Dollar)

Microsoft Azure
 126,313(US Dollar)
 +76,831(US Dollar)