

# Cloud Freedom and Control with VMware

October 2016

vmware®

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# VMware Vision

Any Device



VMware Workspace ONE™

Desktop

Mobile

Identity



Any Application



Traditional Apps

Cloud-Native Apps

SaaS Apps



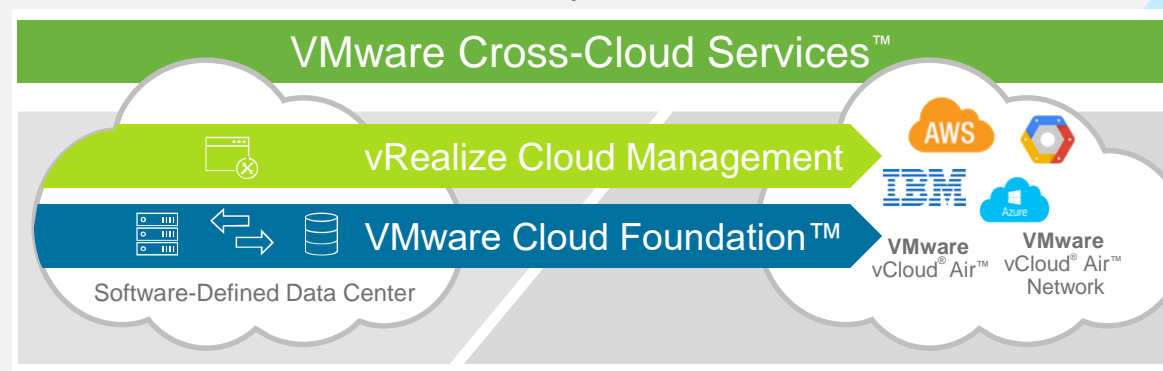
VMware Cross-Cloud Architecture™

Private Cloud

Hybrid Cloud

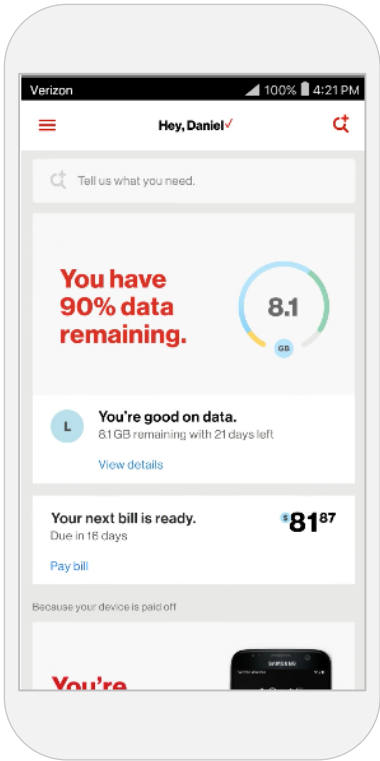
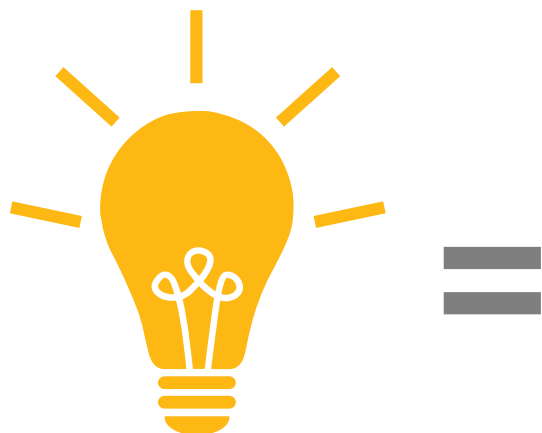
Public Cloud

Any Cloud



Cloud  
Freedom  
and  
Control

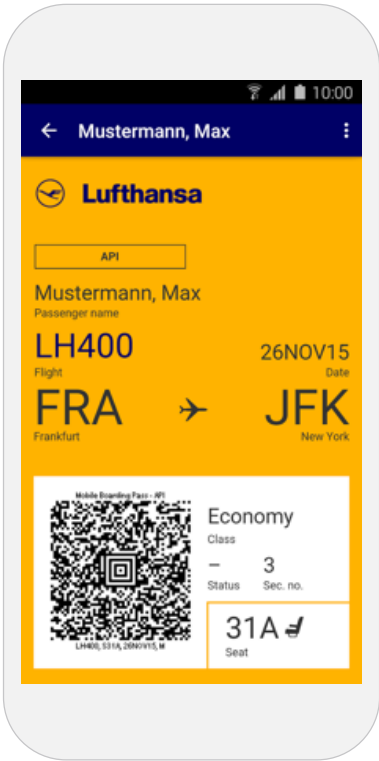
# Welcome to the App Economy!



verizon

**The best  
network  
just made  
the best app.**

Introducing the new My Verizon  
app. Everything you want, the way  
you want it, in the palm of your  
hand. More control. Less work.



# Building and Running Apps Is a Whole New Game

Mission-Critical  
Enterprise Apps



Cost and Availability



Mobile First

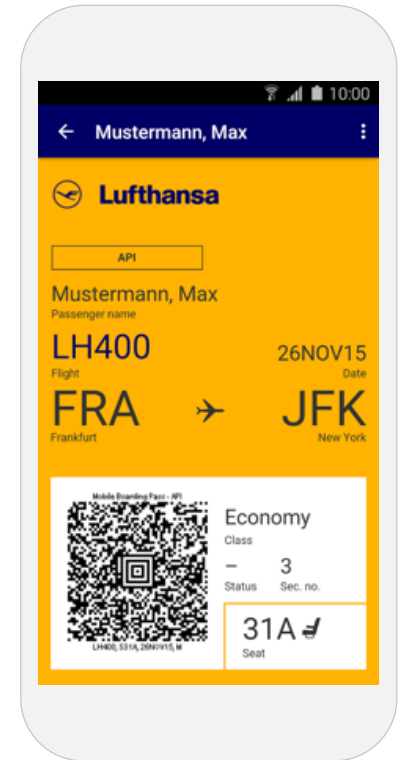


24x7 Innovation



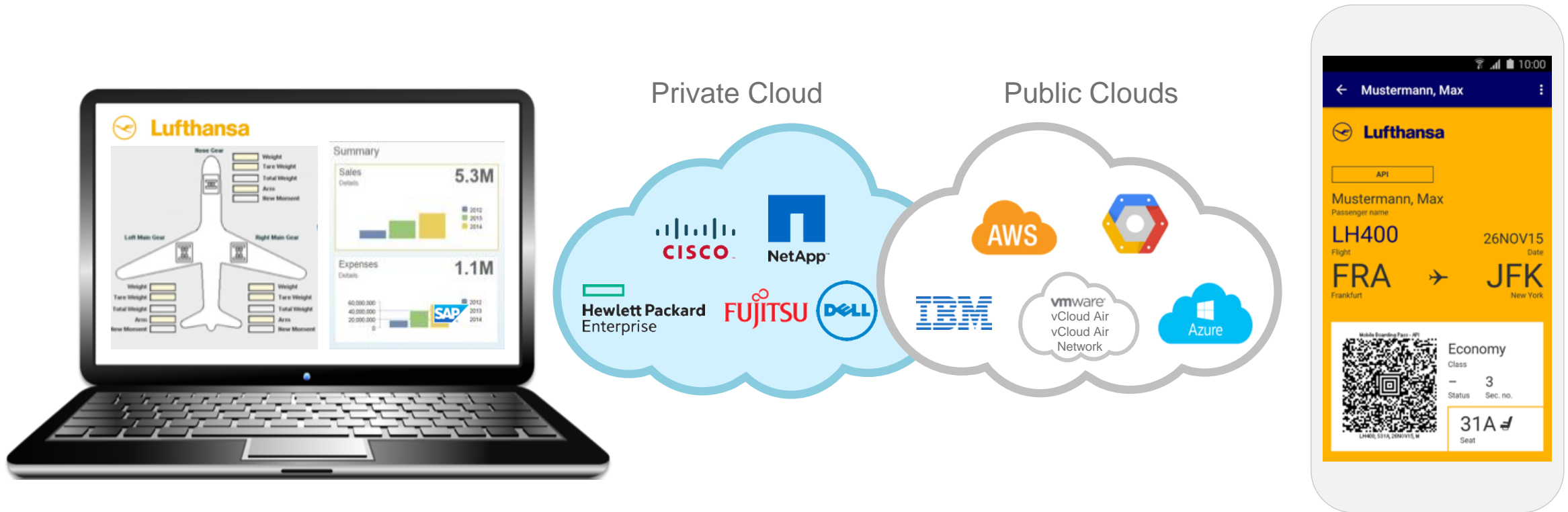
Infrastructure-  
as-Code

Consumer Apps



Speed and Flexibility

# The Way Forward: Customers Are Embracing Multiple Clouds



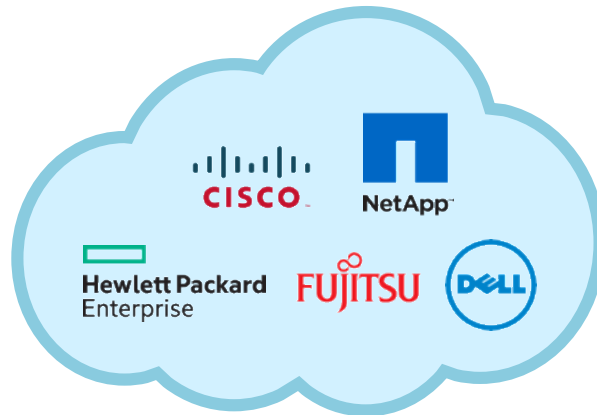
**67%** of enterprise customers foresee an ideal end state where they rely on **multiple clouds**.

Source: VMware Inner Circle Survey, May 2016

# Making Clouds Work for Your Apps Can Be Challenging



Private Cloud



“How can we make it **easy**  
and **innovation-ready**?”

Public Clouds

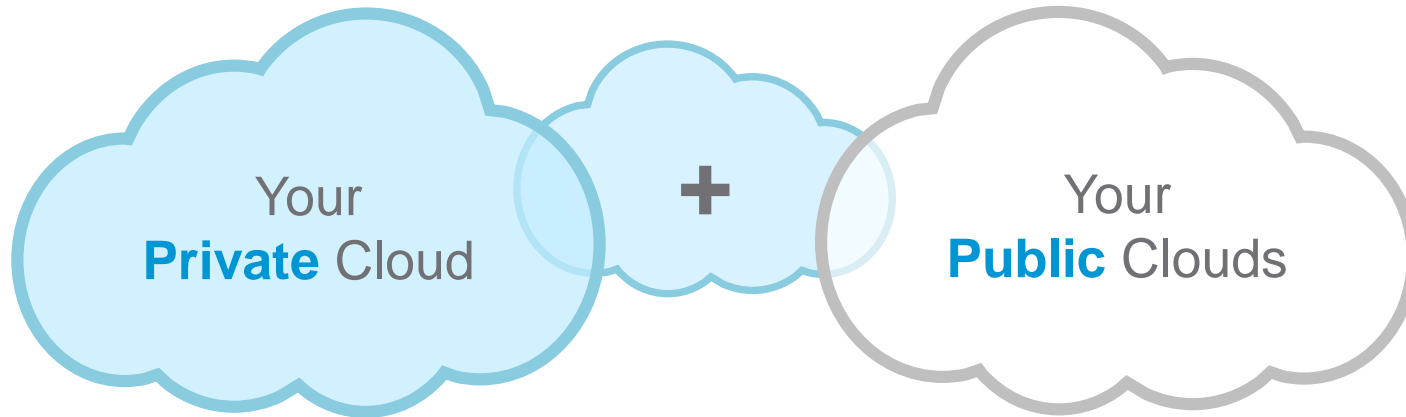


“How can we make it  
**enterprise-class**?”

# Our Vision: Run, Manage, Connect, and Secure Apps Across Clouds

## VMware Cross-Cloud Architecture

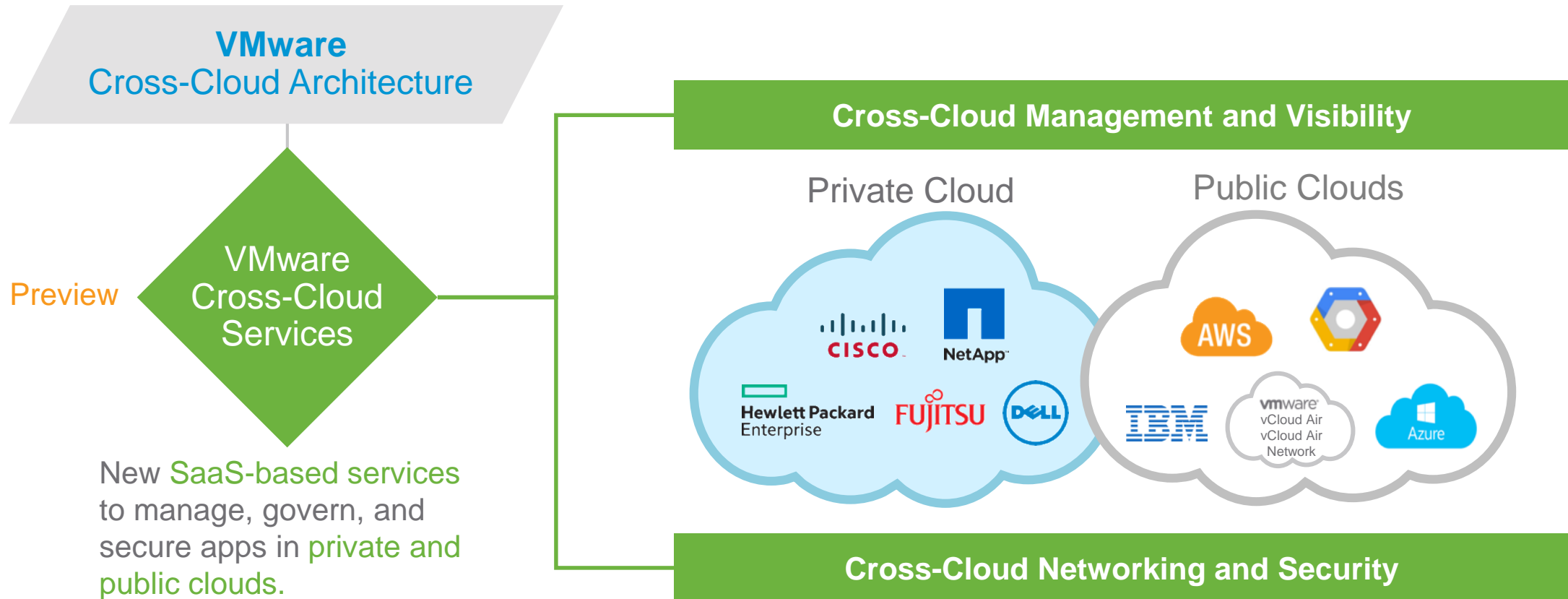
Freedom and control with the most complete  
and capable hybrid cloud architecture



Make your private cloud  
easy and innovation-ready.

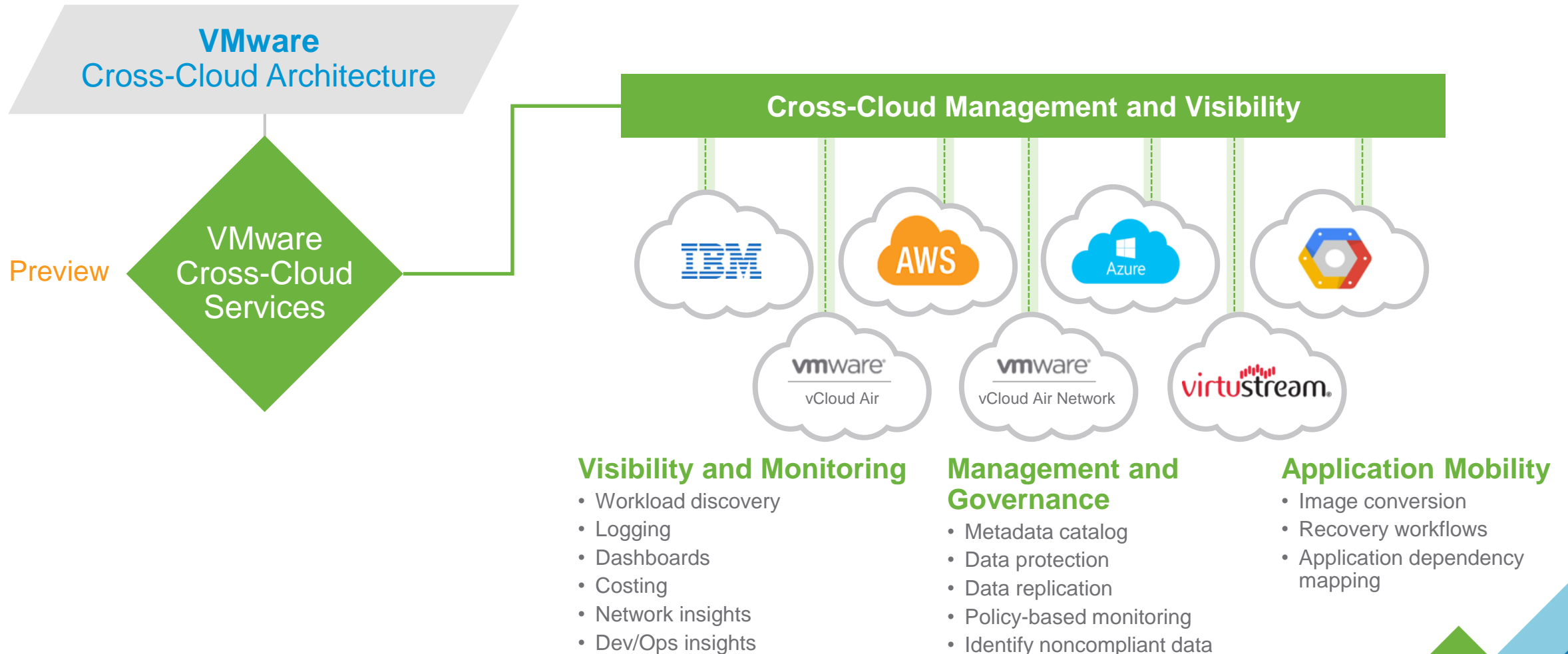
Make your public clouds  
enterprise-class.

# Greater Cloud Transparency, Better App Delivery

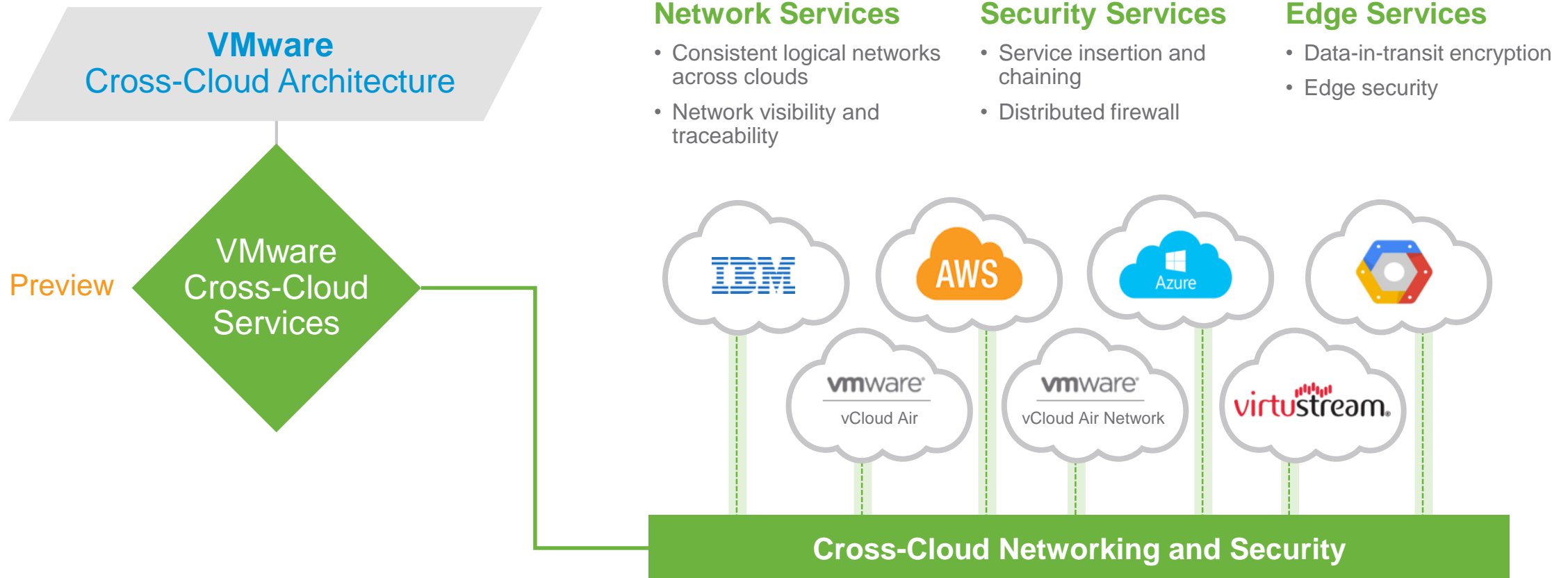




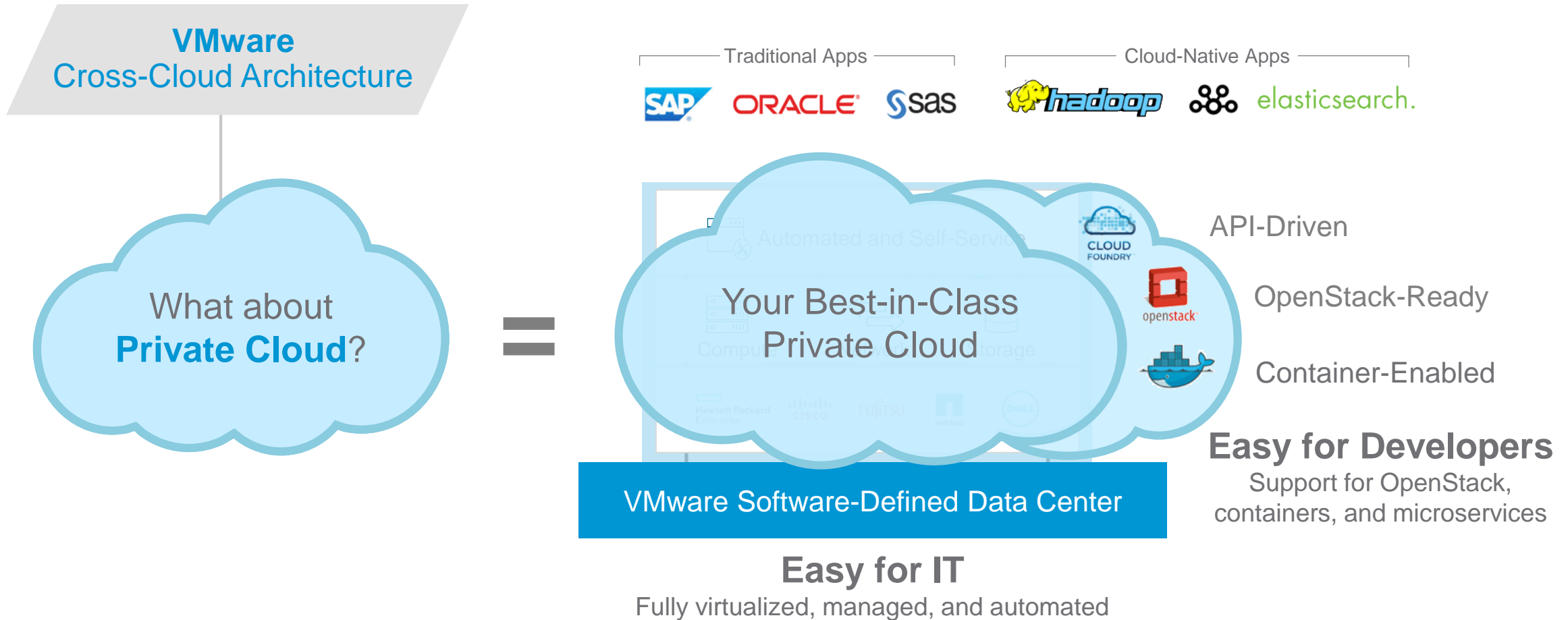
# See and Manage Workloads and Data Across Clouds



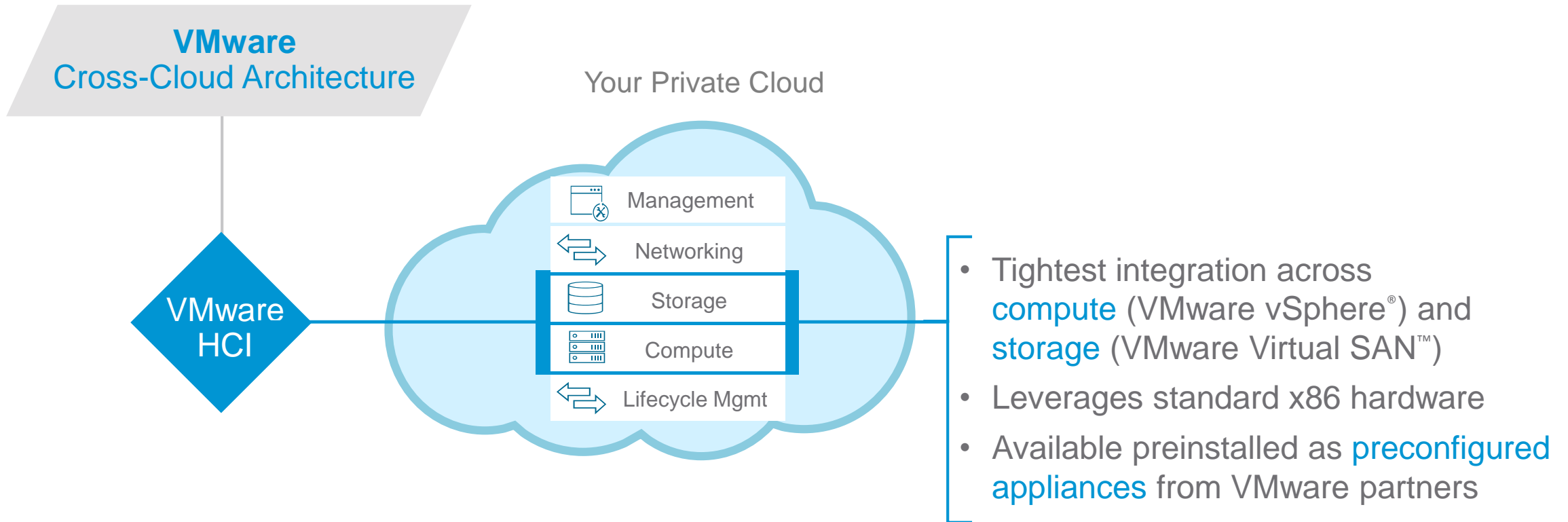
# Connect and Secure Clouds with Common Policies



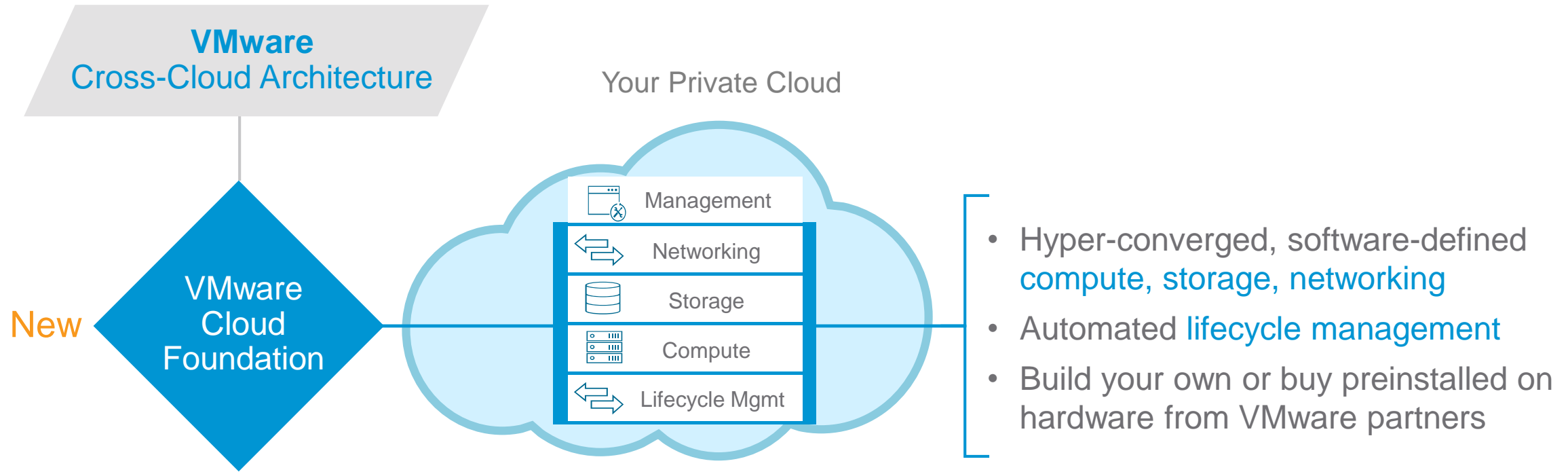
# Make Your Private Cloud Easy and Innovation-Ready



# Build and Manage Your Private Cloud with Industry-Leading Hyper-Converged Infrastructure (HCI) Solutions

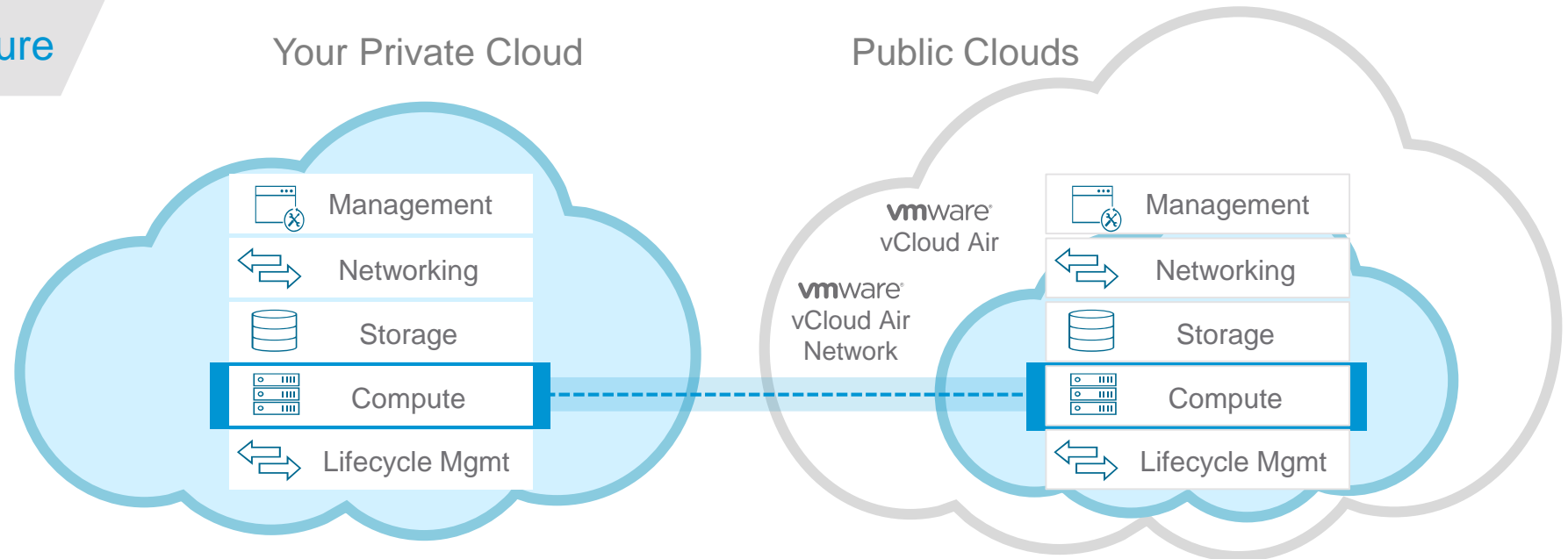


# Accelerate Your Private Cloud with VMware Cloud Foundation

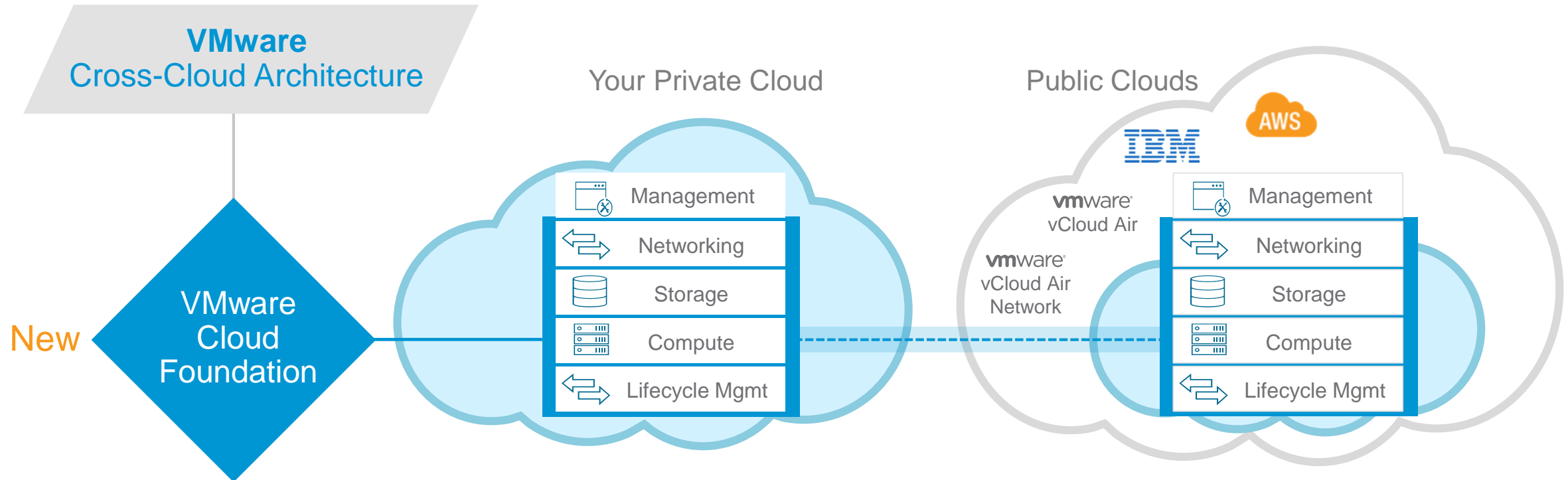


# Easily Extend Your Private Cloud to Public Clouds

## VMware Cross-Cloud Architecture

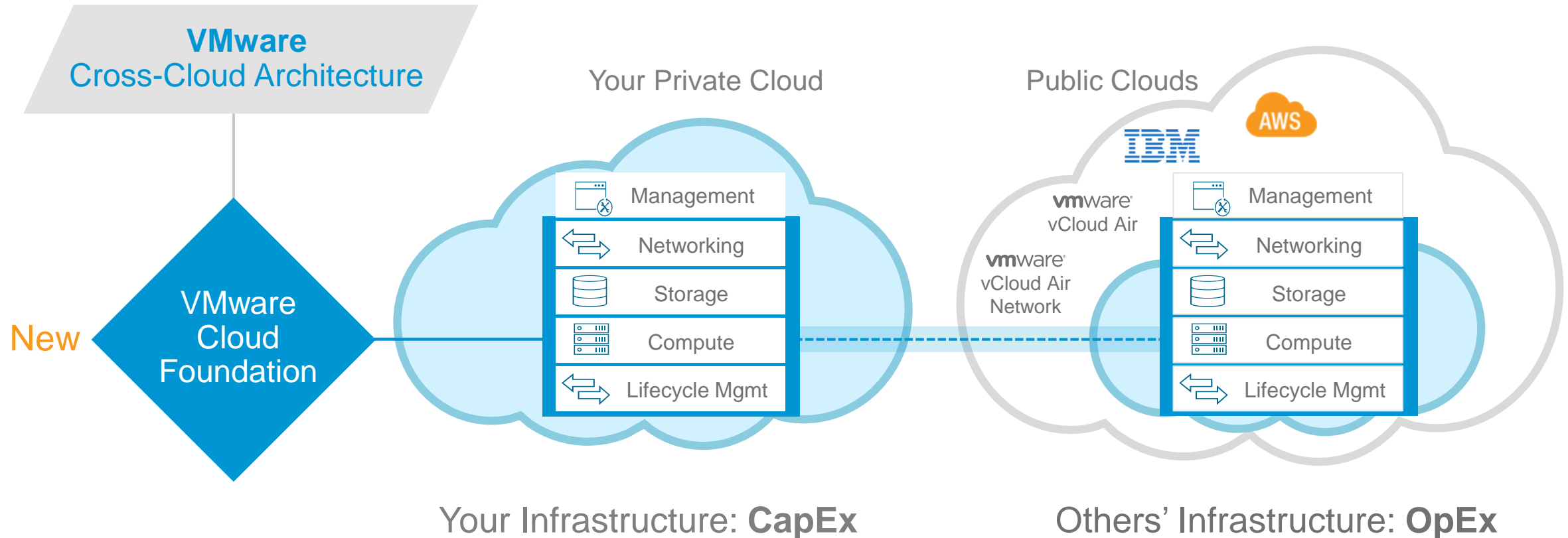


# Easily Extend Your Private Cloud to Public Clouds



**New:** Available as a service from VMware or from VMware partners

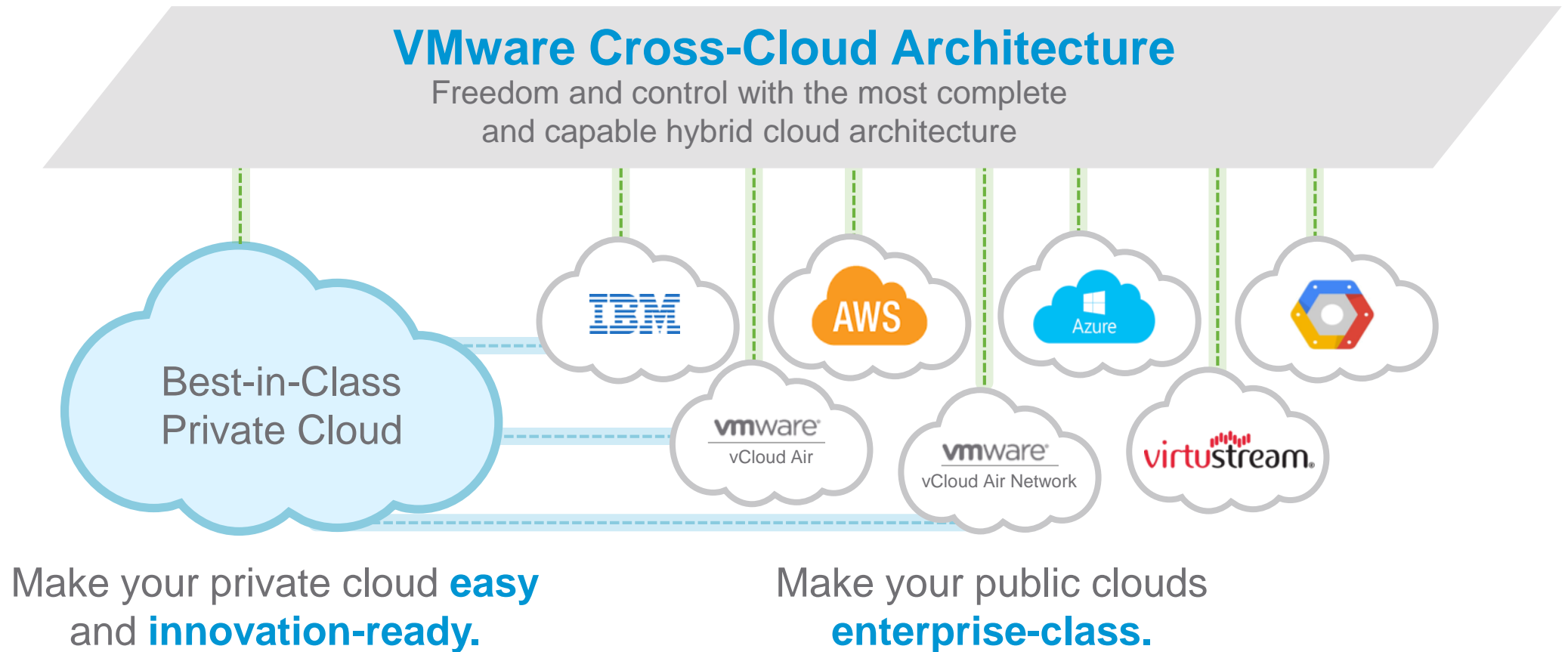
# Unmatched Flexibility and Choice for Your Business



Same people. Same processes. Same tools.



# Cloud Freedom and Control with a Common Operating Environment



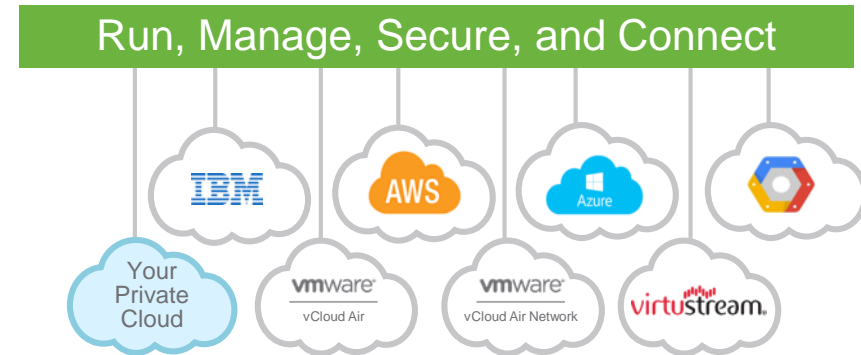
# A Cloud Advantage Only VMware Delivers

## VMware Heritage Transforming Data Centers



Freedom and Control  
in the **Data Center**

## VMware Vision Unifying a Multi-Cloud World



Freedom and Control  
in the **Cloud**

vmware®