VMware vCloud Air:
Top 4 Use Cases for EMC Customers

Customer Snapshot

GreenPages uses VMware vCloud Air to provide high-performance infrastructure for production applications while maintaining performance, availability and security.

"vCloud Air will provide me the ability to extend our private cloud out and utilize it for a secondary site."

– Matt Mock
   IT Manager, GreenPages, Inc.

Introduction

As the cloud era unfolds, two facts are becoming clear: Enterprises need on demand access to compute resources to improve business agility and accelerate time-to-market. And they want to take advantage of hybrid cloud, in fact 72% will be pursuing a hybrid cloud strategy by 2015, according to a leading analyst.

VMware vCloud® Air™ provides an easy, secure way to adopt hybrid cloud. It is an infrastructure-as-a-service offering that enables IT and the business to gain on-demand access to IT resources, bridging the gap between the expense of private, on-premises clouds and the unpredictability of public, off-premises clouds.

For EMC customers, vCloud Air is a particularly attractive option because it is built with both EMC and VMware technologies to ensure application workloads are placed in the right cloud, with the right cost, security and performance. Below are the top four vCloud Air use cases of interest to EMC customers.

Use Case 1: Move Tier 3 / Tier 4 Applications to the Cloud

For budget-constrained, overburdened IT departments, it's easy to see the advantages of migrating packaged applications from the on-premises data center to the cloud. It reduces OpEx by freeing up IT staff time; it slashes CapEx by freeing up on-premises infrastructure for more critical applications; and it can improve the user experience for mobile or remote office application access.

vCloud Air delivers these benefits with an easy, low-touch cloud migration. There is no need to rewrite applications, no reconfiguration, no additional tools or training needed—and you get the same security, availability, and quality you're accustomed to in your current private cloud environment.

Equally important, vCloud Air provides the broadest variety of environments, with support for more than 90 operating systems and more than 5,000 applications. It provides a unified virtual machine (VM) management platform that delivers the quality and performance off-premise that is comparable to on-premises.

Use Case 2: Accelerate Development and Testing

Moving development and testing functions to the cloud can cut costs and speed time-to-market—if dev/test teams aren't forced to overcome incompatibilities, use new tools, and learn new processes.

Built on the trusted foundation of VMware vSphere®, vCloud Air allows dev/test teams to use the same environment they already have on-premises. That means they can test, deploy, and iterate faster. They can test in a scalable production-like environment, with no new tools and no retraining, for improved QA results.

In addition, vCloud Air provides a simple way to bring back strategic applications developed in the cloud. Teams can migrate applications on- and off-premises quickly with no rewrites required. Pivotal Cloud Foundry - an enterprise PaaS solution - can be used in combination with vCloud Air to accelerate and simplify application development and deployment.

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Customer Snapshot

vCloud Air allowed Biomni to set up dev/test environments quickly and easily and move workloads between internal and public cloud environments with minimal administration effort, creating a foundation for ongoing innovation.

"The biggest benefit is the speed at which we are able to respond to our customers… We can burst out in the cloud, then bring it back in house and deploy and make it available to our clients."

– Angus Gregory
   CEO, Biomni

Customer Snapshot

Columbia Sportswear relies on VMware vCloud Air to gain greater application visibility and transparency of costs resulting in improved time to market. They will extend their use of vCloud Air to provide disaster recovery to 46 remote branch offices in 14 countries.

"Our vision is to move to a software-defined data center, and we believe vCloud Air can be an integral part of reaching that goal."

– Michael Leeper
   Director, global technology,
   Columbia Sportswear Company

Use Case 3: Protect Your Cloud Data in the Cloud

Protecting data from natural catastrophes or technical failures is critical, but how do you protect cloud-based data without incurring the capital expense of completely replicating the production environment to a second site? vCloud Air provides an answer. Now off-premises workloads running in the VMware hybrid cloud are cost-effectively protected.

vCloud Air provides automated replication, on-going monitoring, and assured application availability. The service also extends data protection to remote offices and branch offices for their cloud workloads.

The service provides an agentless, policy-based recovery solution for virtual machine (VM) data and content; it replicates your existing IT policies defined on-premises at the VM level. This makes the solution ideal for EMC Recover Point, Avamar, and Data Domain customers who want off-premises data protection based on the same technology they have on-premises, but at the VM level.

Use Case 4: Strengthen Disaster Recovery and Failover Plans

In addition to protecting cloud data via a cloud-based solution, vCloud Air provides extremely cost-efficient and effective disaster recovery (DR) and failover options. Now you can set up your DR and failover plans without creating another data center. You can expand DR and failover to remote offices and business units. You can optimize on-premises storage utilization by offloading back-up to vCloud Air. And you can reduce the risk of application downtime during disasters.

What truly sets vCloud Air apart for DR and failover is its simplicity. It provides self-service, asynchronous replication and failover for vSphere virtual environments at a low-cost entry point, with recovery time objective (RTO) and recovery point objective (RPO) results that are comparable with on-premises solutions. VMware also mitigates risks with the geographic diversity of multiple data center locations worldwide.

Learn More

For additional details about VMware vCloud Air, please visit http://vcloud.vmware.com/, or contact VMware sales for a demonstration.

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