

# TOP 10

## Reasons to Migrate to VMware vCloud Service Providers

The cloud market represents a critical arena in which alternate visions are competing to assert dominance. For example, one view is driven by the idea that cloud sprawl, unforeseen costs and IT's lack of control over server workloads (applications and data) are acceptable, almost commonplace features of the cloud in 2013. Another approach offers a completely different view. It supports seamless server workload and application migrations, eliminates challenges posed by rogue IT spends and provides secure, policy-driven cloud operations. This competing vision offers a cloud architecture with virtual machine (VM) mobility and provisioning, built-in resiliency with effective high availability (HA) at its core, and strong compliance with service-level agreements (SLAs) to back it up.

As the cloud market matures, there's little doubt that cloud sprawl has become a divisive issue, pitting IT against rogue business unit spend and indiscriminate public cloud use. CIOs and owners of small and medium-sized businesses not only want to bring together these disparate workloads into a cohesive cloud strategy, but also experience seamless server workload migrations without delays or interruptions. They desire clear, single-view control of where these workloads and servers exist in the cloud.

As you evaluate your operational requirements and cloud options, it's important to choose the approach and cloud environment that best suits your needs. The following are the top 10 reasons why VMware vCloud Service Providers deliver the most effective cloud platform available and a means for seamless cloud onboarding and migration.

### #1. Mitigate Operational Challenges of a Multi-tenancy Cloud

Many public cloud environments provide minimal control features, presenting companies with a range of challenges. In addition to instance failures and operational downtime, customers of these types of public clouds encounter cost fluctuations, performance degradation and unacceptable security deficiencies.

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In contrast, a VMware vCloud delivered by a VMware Service Provider incorporates the same capabilities characteristic of VMware on-premises virtualization solutions. It enables smoother operations and offers cost controls, compatibility for one-to-one data center synchronization and software-defined security. To further reinforce that level of control, the RiverMeadow Cloud Migration SaaS platform offers simple, automated and customizable options for migrating workloads across clouds and from customer data centers to the cloud. The solution, available through VMware Service Providers, enables server workload migration into and between clouds “as is,” along with capabilities to apply pre- and post-migration custom scripts as required.

### #2. Value of a VMware vCloud Environment

Virtualization is a fundamental component in a majority of today’s data centers, and VMware’s vSphere represents the dominant choice of most enterprises. Extensive compatibility between host data centers and the VMware vCloud environment means VMware Service Providers can offer effective cost protections, cloud onboarding, agile server workload migrations and policy-driven provisioning.

That’s because VMware vCloud offers management flexibility, choice and compatibility, enabling customers to link their data center operations with an effective public cloud solution. Moreover, VMware’s prevalence in today’s enterprise data center enables IT technicians to leverage pre-existing VMware expertise when it comes to onboarding a workload to a VMware vCloud Service Provider public cloud and migrating server workloads across clouds.

Many multi-tenancy cloud environments present companies with operations difficulties because they effectively remove IT from the decision-making process. This often results in governance problems that expose organizations to compliance- and security-related issues. In addition, platforms such as Amazon Web Services (AWS) lack seamless compatibility with on-premises data centers running on VMware environments.

### #3. Control: The Key to Eliminating Cloud Sprawl

Rogue cloud spend is primarily responsible for the uncontrolled cloud sprawl that drains corporate budgets, threatens infrastructures and compromises data. CIOs and IT departments must develop more effective strategies for managing their off-premises environments to eliminate

the amount of unsecured data and the number of applications that exist in disparate cloud environments. While today's business leaders desire a diversified cloud strategy, it shouldn't entail unrestricted cloud sprawl.

These cloud decision-makers want single-view authority to determine where their servers and workloads currently exist off-premises. They're searching for a diverse combination of cloud providers in a one-to-many relationship that they control. Acquiring that level of control by utilizing vCloud services offered by VMware vCloud Service Providers is in direct contrast to employing a random set of services in the cloud that can expose companies to serious risks.

#### #4. VMware Cloud Credits: Simplifying Server Workload Deployments

The VMware Cloud Credits Purchasing Program provides an easy on-ramp to the cloud via a diverse ecosystem of approved vCloud Service Providers. The program offers an important means of reducing rogue IT spend and countering cloud sprawl.

Viewed through a "single pane of glass" via the My VMware portal, end users purchase and redeem Cloud Credits to consume public and hybrid cloud services from approved VMware vCloud Service Providers. Such cloud services can also include the initial migration from an existing location to the designated vCloud Service Provider. The program brings together VMware's extensive network of Solution Provider partners and approved Service Provider redemption partners to deliver greater visibility and cost control over public and hybrid cloud deployments.

#### #5. RiverMeadow Cloud Migration SaaS as the "Last Mile" Solution

Moving server workloads and data to the cloud or across clouds is not as difficult as some critics contend. However, cloud migration is certainly not trivial. In the past, migration has been expensive and has entailed risks requiring the expertise of professional services, and it's still a complex process.

RiverMeadow Cloud Migration SaaS is an automated solution that's both simple to access and customizable to a company's unique data center profile. It represents one of the key technologies that specifically address the "last mile" in server workload migrations.

A hypervisor-neutral process, RiverMeadow automation consists of three steps: Collection, Conversion and Deployment. The RiverMeadow cloud onboarding and migration approach requires neither installation nor interference with the host server during migration. Once it has collected source server images and relative metadata, RiverMeadow converts the images onto the target hypervisor. The solution then deploys the converted hypervisor image into the target cloud environment, where it can be booted up as a fully compatible VM, and pre- and post-migration custom scripts can be easily applied as required.

### #6. RiverMeadow: Essential Bridge to the vCloud Environment

RiverMeadow SaaS represents a simple, customizable choice for automating and skillfully managing migrations to a VMware vCloud environment. It represents a joint value proposition based on a dependable Service Provider relationship and a simple yet comprehensive cloud migration SaaS platform.

Enterprise users and IT technicians can instantly access all the processes necessary for seamless server workload migrations “as is,” either from a data center or between a public/private/hybrid cloud environment to a VMware vCloud environment. A solution such as RiverMeadow addresses the problem of cost, complexity and skill-level constraints that limit the ability of companies to achieve a high level of cloud performance.

### #7. Power of the VMware Service Provider Ecosystem

The VMware network of Service Providers is diverse, comprehensive and far-reaching. It consists of more than 250 vCloud Service Providers and a community of over 10,000 providers globally. This extensive range means organizations can find specialized partners that are ideal for their demands and workload needs.

Such a diverse ecosystem represents a clear alternative to a public cloud market made up of providers with competing interests and varying degrees of services. These competing capabilities, from open source alternatives OpenStack and Linux-based KVM to Microsoft Azure and AWS, leave companies with little guidance in identifying a cloud solution that’s right for their investment and technology requirements.

### #8. Effective Cloud SLAs Matter

In broad terms, a cloud-based SLA represents an internal or external contract for the delivery and ongoing performance and availability of cloud computing services. It helps to ensure that service providers meet



and respond to customer requirements, regardless of the obstacle. SLAs can be of multiple types, from measuring pure server uptime to measuring response time for technology components, process workflows, users and so on. A fine-tuned, well-negotiated SLA can make the difference between successfully weathering cloud-related problems and succumbing to them.

VMware represents a level of industrial-grade performance in the data center that has persevered in a highly competitive market. Companies benefit from their long-term relationship with VMware by expanding that connection to a vCloud Service Provider. The requisite SLAs provide efficiency and accountability at every layer within the cloud environment, and act as key enablers for both external providers and internal IT groups. Because business needs are constantly evolving, SLAs need to be continuously managed and evaluated to maintain quality of service within a VMware vCloud environment.

### #9. VMware Cloud Architecture: Built for Agility and Performance

Down to the core, VMware vCloud represents a fundamentally different architecture compared with that of other multi-tenant cloud environments. The model that VMware is based on is VM mobility. For example, if a VM were live-migrated to a host that encountered problems, the VM would simply be moved to another intact host. Reinstating the affected host server after shutdown and repair would enable the VM to be moved back to the original host.

The VMware vCloud model is architected to allow for regular host maintenance and patching without downtime. In contrast, AWS and similar public cloud instances are fixed to a host and can fail or suffer performance degradation. Such instances are routinely shut down for maintenance. This can have adverse effects on companies that rely on uninterrupted, high-level performance.

Automated migrations via the RiverMeadow SaaS platform rely on a bootable copy of the source server in the target cloud rather than the actual host, allowing for pre- and post-migration customization. Any modifications are performed on clones in the cloud, while the original source servers stay in production until they are ready to be moved over to the new cloud instance. Finally, the skills needed to interact with public clouds such as AWS may not easily translate to VMware-supported data centers. For example, strict silos between VMware vSphere on-premises and an AWS environment can significantly complicate migration synchronization.

### #10. Improved Security in the Cloud

When it comes to security in a public cloud environment, companies are spending inordinate amounts of time attempting to create work-arounds for surviving outages, data breaches or related infrastructure issues. Enterprise-level support, a feature lacking in most public cloud instances, goes a long way in providing the level of security that, for example, retains firewall rules or maintains company security policies across cloud instances.

Due to their extensive support capabilities, VMware vCloud Service Provider partners can offer levels of security that frequently exceed what customers use in their own data centers. Providing data center and vCloud security for thousands of clients enables these VMware partners to offer the highest level of security possible.

Security-related issues also result in operational challenges, especially in terms of IT exercising control over or ensuring HA protections. Many public clouds may lack these basic security standards. In contrast, the VMware vCloud model delivers a policy-driven approach to provisioning that embeds software-defined security and resource consumption controls in adherence to customers' existing IT policies.

From both a business and technical perspective, VMware vCloud Service Providers offer organizations the value and resiliency of a cloud platform that solves the critical issues confronting companies today, including migration complexity, cloud sprawl, cost overruns, lack of control and inefficient security. Employing a VMware vCloud Service Provider strategy offers an effective means for overcoming these challenges.

Moreover, the RiverMeadow SaaS platform provides a solution to these problems by offering a seamless server workload connection between public, private and hybrid clouds. VMware Cloud Credits provide an easy on-ramp to the cloud by enabling businesses to take advantage of public or hybrid clouds as a comprehensive IT strategy. By choosing management flexibility, choice and on-premises data center compatibility, companies can create a basis for present and future success in the cloud. Experience these benefits today by migrating a server workload into a VMware vCloud Service Provider environment.

Take advantage of a great offer from VMware and RiverMeadow: Act today and get 10 free migrations when you purchase VMware Cloud Credits. Visit [www.rivermeadow.com/vcloumigration](http://www.rivermeadow.com/vcloumigration) for offer details and to access lists of approved VMware Cloud Credits redemption partners, as well as vCloud Service Providers supporting RiverMeadow cloud migration.