Transact Easily and Profitably with the VMware Managed Service Provider Platform

VMware's new Managed Service Provider (MSP) platform is step change for Cloud Service Providers. Cloud Service Providers who want to use VMware Cloud Services need the MSP platform to deliver profitable managed services.

The MSP platform delivers pertinent capabilities like customer, services, usage and support management, whilst ensuring Cloud Service Providers stay in complete control of their customer relationships.

THE MSP PLATFORM AT-A-GLANCE: PERTINENT CAPABILITIES FOR CLOUD SERVICE PROVIDERS

- Offers a vision for consolidating commercial and contractual tools for all current and future VMware Cloud Services

- Simplifies and automates service delivery

- Supports the delivery of VMware Cloud Services to provider tenants

Today's Cloud Market and the Opportunities for Cloud Service Providers

End-customer demand for cloud infrastructure and application services continues to grow. Despite the ever-increasing popularity of hyperscale clouds, the market opportunity for value-added managed services is bigger still. Analysts predict that the total addressable market (TAM) for managed services will be $242b by 2021, greater even than public cloud services (a TAM of $236b by 2021).*

VMware Cloud Provider Program is evolving its strategy and service offerings to empower Cloud Service Provider Partners to fully capitalize on this significant market opportunity.

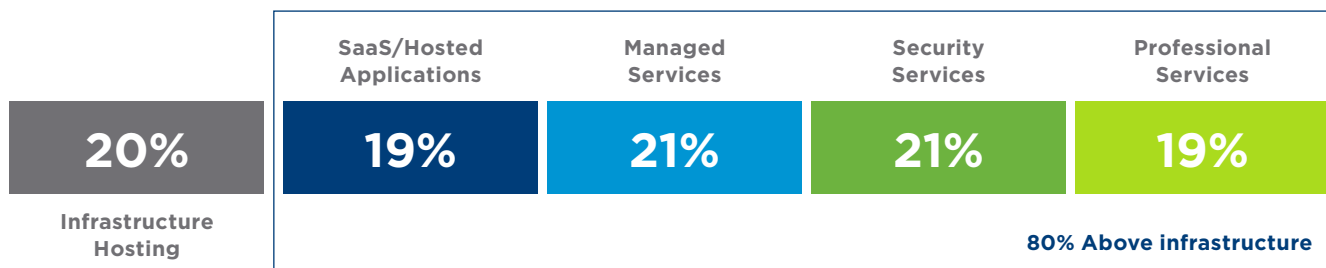## The Big Picture: Equipping our Partners for Success

The VMware Cloud Provider platform is a conceptual architecture that equips Cloud Service Providers with a comprehensive capabilities platform from which to deliver a wide range of relevant managed services. What makes the platform so powerful is that it equips Cloud Service Providers to offer managed services on-premise in customers' data centers, in the provider's datacenter, and on hyperscale clouds.

The platform concept provides many separate functions and capabilities: VMware vCloud Director® providing compute, network, storage and security infrastructure services orchestration; the VMware vRealize® suite for management and operations; and Disaster Recover with Layer 2 connectivity included in VMware vCloud® Availability and vCloud Extender.

The MSP platform completes the picture by allowing a VMware Cloud Provider on the MSP program to be able to transact on VMware Cloud on AWS (VMC on AWS) in the initial launch, so they can offer managed services into this infrastructure as well.

The MSP platform will help Cloud Service Providers to deliver VMware Cloud Services at scale, simplifying transaction processes with automation, and improving the end-customer experience. It does this by integrating with internal systems and critically the VMware Cloud Services Platform, which is designed to control VMware Cloud Services and expose them to tenants via the VMware Cloud Services Portal. These capabilities are especially timely as VMware extends its cloud services portfolio into significant new offers like VMC on AWS.

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80% of Cloud Budgets are above Infrastructure**

	SaaS/Hosted Applications	Managed Services	Security Services	Professional Services
20% Infrastructure Hosting	**19%**	**21%**	**21%**	**19%**

80% Above infrastructure

What is the MSP Platform?

The new MSP platform can be thought of as a transactional multi-cloud management bridge for VMware Cloud Service Providers to all VMware Cloud Services (VMC on AWS for initial release) and beyond into other hyperscale environments. It will offer integration with both existing and planned VMware Cloud Services, including:

- VMC on AWS, which will enable Cloud Service Providers to deliver a complete Software Defined Data Center (SDDC) on AWS, complemented by the Cloud Service Provider's own managed services

- VMware Managed Services Program services like VMware Horizon DaaS and VMware Workspace ONE

- Future VMware Cloud Services that will enable Cloud Service Providers to add additional relevant and profitable managed services to their portfolios, such as Hybrid Cloud Extender, Network Insight, Cost Insight and others (to be determined)

The VMware MSP platform is the key to the VMware MSP program's ability to unlock VMC on AWS, and further future services. The MSP program can now include VMC on AWS thanks to the platform's ability to transact. The program offers providers various commitment contract payments: either a one or three year discounted reservation with potential for Hybrid Loyalty Program additional discounts, or a pay as you go commitment model with tiered discounts.

The MSP Platform in Action

The MSP platform allows Cloud Service Providers to consume contractual commitments for VMware Cloud Services by interacting with the Cloud Services platform (CSP) order management lifecycle processes. In addition, the MSP platform creates a conduit between previously siloed tools that have been used by Cloud Service Providers for commercial constructs and service constructs within the MSP program.

Initial Release Functionality

In the initial release, the MSP platform handles onboarding of providers and tenants to VMware Cloud on AWS, commitment payments, and the ability of the MSP to view usage broken down by customer via API.
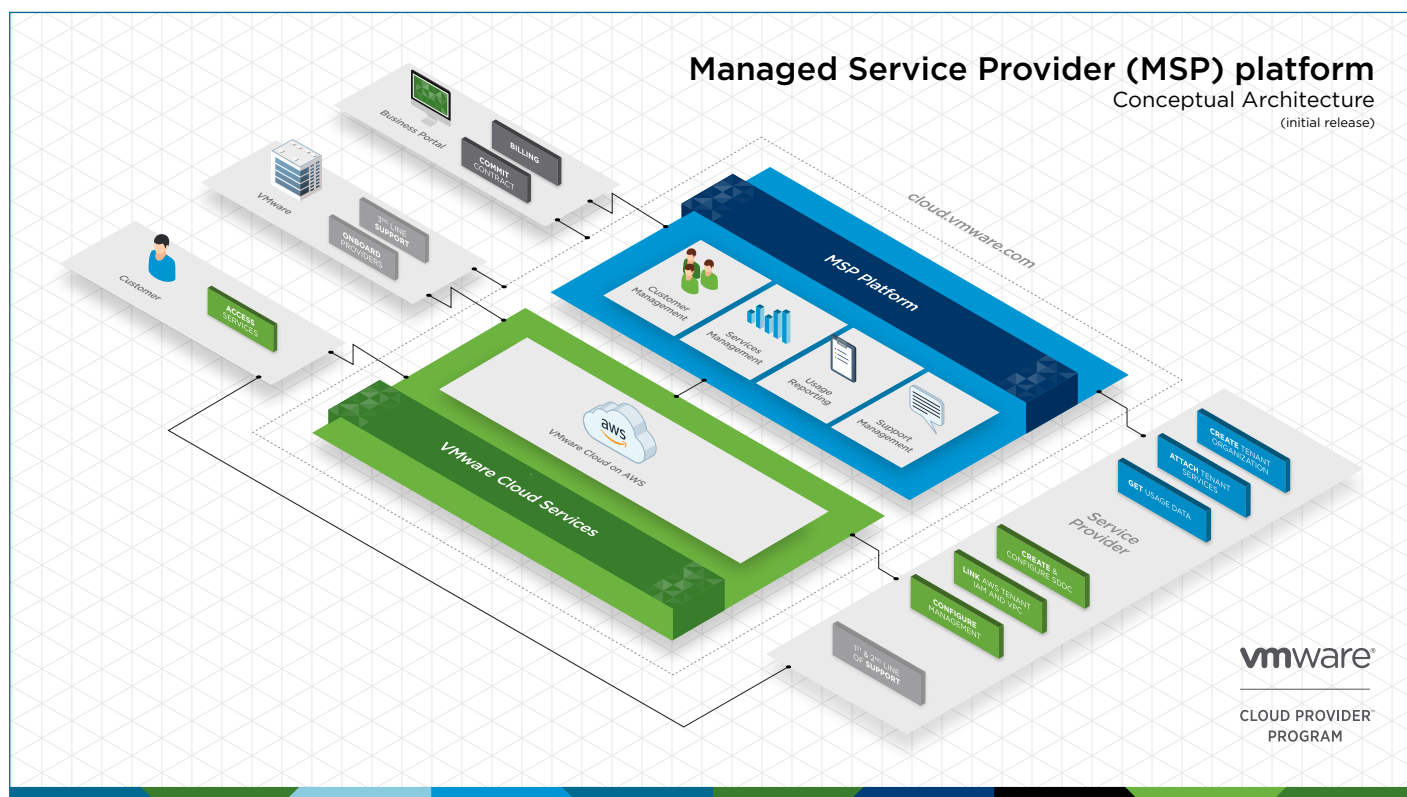
The platform facilitates the onboarding of a customer once a VMware Cloud Provider partner signs a commit contract for VMware Cloud on AWS. Onboarding a provider creates a master (umbrella) organization for the provider from within the VMware Cloud Services console. Tenant (customer) organizations are then created as children of the master (provider) organization. Time bound service invitations are sent out by VMware automatically for each service that a Cloud Service Provider wants to consume, which can then be associated against master or tenant organizations with Terms of Service and an associated commit contract.

Setup of the tenant's SDDC and configuration is completed in the VMC on AWS console, where the Cloud Service Provider can manage the SDDC, the addition or removal of hosts, VMware vCenter® users, network firewall, NAT, VPN, DNS; and configure Add-Ons such as VMware Site Recovery Manager™ on behalf of a tenant within the normal VMware Cloud console.

Lastly, usage information can be obtained via API calls to console.cloud.vmware.com and utilized for metering data for monthly billing of the service consumption units, including associated discounts.

More advanced functions applicable to Cloud Service Providers' needs will be delivered in subsequent releases. The MSP platform will focus on enabling comprehensive multi-tenant models, where the provider can onboard and manage multiple customers, their users, role-based service access and per/aggregated tenant usage and billing. The MSP platform will enable Cloud Service Providers to use other VMware Cloud Services to perform multi-cloud management from a single pane.

**IDC Directions, January 2018.

Managed Service Provider (MSP) platform
Conceptual Architecture
(initial release)

MSP Platform

Business Portal

BILLING

COMMIT CONTRACT

VMware

3rd LINE SUPPORT

ONBOARD PROVIDER

Customer

ACCESS SERVICES

Customer Management

Services Management

Usage Reporting

Support Management

VMware Cloud Services

VMware Cloud on AWS

aws

cloud.vmware.com

CREATE TENANT ORGANIZATION

ATTACH TENANT SERVICES

GET USAGE DATA

Service Provider

CREATE & CONFIGURE SDDC

LINK AWS TENANT IAM AND VPC

CONFIGURE MANAGEMENT

1ST & 2ND LINE OF SUPPORT

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CLOUD PROVIDER™ PROGRAM

Simplifying and Enhancing how Cloud Service Providers do Business

The vision for the MSP platform is to help Cloud Service Providers overcome challenges as they adapt to meet evolving tenant demand for managed services in a multi-cloud environment, spanning customer premise, provider and public cloud deployments, whilst maintaining the Terms of Service and support directly with the tenant.

Delivering Services at Scale

The platform will give Cloud Service Providers the ability to automate how their customers consume services, by offering them UI and APIs instead of responding manually to tenant requests.

Offering a Single Consistent API and UI for all VMware Cloud Services

Cloud Service Providers will no longer need to use multiple interfaces and systems to administer, provision and support VMware or multi-cloud based services: a single platform will provide service access.

Experience the Easier, More Efficient Way to Transact Cloud Services

Make it simpler to deliver the profitable managed services in VMC on AWS that customers are demanding, with the VMware MSP platform.

To find out more, contact your VMware Account Manager or your VMware Aggregator.

Learn more at https://cloudsolutions.vmware.com

MSP Platform vs. Program

The VMware Managed Service Provider Program enables Cloud Service Providers who belong to the Cloud Provider Program to offer VMware SaaS services like Workspace ONE and Horizon. These services will eventually fold into the MSP platform functionality.

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Insight

Work smarter.

At Insight, we'll help you solve challenges and improve performance with Intelligent Technology Solutions™.

Learn more