EXECUTIVE VIEWPOINT

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FOR MORE INFORMATION on public cloud initiatives, download our playbook **"Wanted: A Trusted Provider for Public Cloud Services "** at **www.cio. com/whitepapers/pubcloud**

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Dell Cloud with VMware vCloud Datacenter Service

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Dell and VMware Together Deliver Secure Enterprise-class Cloud Solutions

All companies have their eye on the cloud, seeing the technology as the wave of the future for delivering IT applications and services. Dell and VMware have teamed up to help realize the promise of the cloud. We caught up with leaders of the cloud efforts at each company—Kevin Jones, VP for Infrastructure and Cloud Computing Services at Dell, and Mathew Lodge, senior director of Cloud Services at VMware—to learn more about their cloud vision.

In an IDG Research Services survey, respondents said efficiency via automation was a key driver of their public cloud initiatives. How do Dell and VMware help deliver on that goal?

KJ: When customers invest in infrastructure, a myriad steps are involved in designing, acquiring and deploying it, all of which can take a significant amount of time. The cloud fundamentally disrupts that model and helps improve efficiency by automating many of those steps.

ML: You're able to get much greater control of the environment. Virtual data centers, provided by VMware vCloud Director software running on a Dell private cloud or Dell VMware vCloud Datacenter Service, enables you to delegate administration to end users. Power users can run as many virtual machines as they like, but IT can put appropriate controls in place.

Another important driver was improving agility for reacting to market changes. How does cloud computing improve agility?

ML: In the Dell/VMware combination, Dell provides both private and public clouds. Customers can move applications back and forth between them, based on business needs, without making changes. A retailer might decide to use the public cloud for a marketing campaign, for example, when it's not sure what the response is going to be. If it's a huge hit, it can get more capacity.

KJ: Another good example is our customer Gratifon, which invented voice-over-IP kiosks that connect consumers to any landline or cell phone at no cost. Gratifon is using our public vCloud solution to get scalable computing

power and storage. It gives the company the flexibility and reliability it needs in order to expand into new markets quickly, including same-day setup of applications in the cloud. It's the epitome of agility.

How are Dell and VMware addressing security?

ML: At the software level, VMware provides extensive security controls in vCloud Director. You can authenticate users against your existing corporate directory, so you don't have to create a user account for the cloud that's different from existing user accounts. VMware software also provides virtual firewalls that follow applications around no matter which physical server they run on. And we provide virtual networking, so you can segregate front-end systems that face the public Internet or customers from back-end systems, for example.

KJ: With our recent acquisition of Secure-Works, Dell is delivering a tightly integrated suite of managed security services to help customers protect the integrity of their data and critical IP assets. Dell has also partnered with TrendMicro to offer more security protection through data encryption and innovative key management services.

How else does the Dell/VMware partnership make life easier for companies looking to implement enterprise cloud solutions?

ML: Dell's making it easier for customers: They can go to Dell and get the best of both worlds with cloud computing—private cloud and public cloud from the same supplier, with common support and a common set of services.

KJ: And vCloud Connector gives customers adopting the private and public cloud seamless hybrid capabilities. It provides one console, with a familiar GUI, for managing private as well as public virtual machines, so customers can move workloads between public and private clouds as needed. It can also be delivered as a Web-based service, enabling management from anywhere with a Web browser. And vCloud Connector is now included in our vStart solution and as a free download for existing customers.