

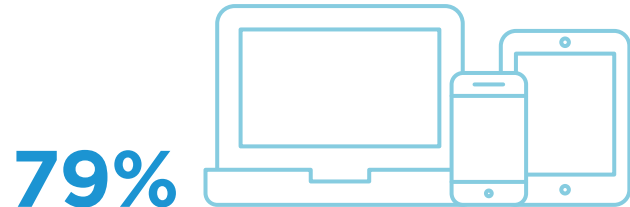
TOP 3 REASONS TO INVEST IN AUTOMATION TECHNOLOGY



IT Is Changing for the Better

New opportunities are emerging all around us, as digital transformation picks up momentum. Small companies can now compete more effectively with established enterprise competitors, using technology to innovate faster and disrupt assumptions in their marketplace. This dynamic environment is putting new pressure on businesses to engage customers better, innovate faster, and accomplish more with less.

Companies in every industry are taking advantage of cloud and other technologies to explore value in new areas of business and identify hidden opportunities. Organizations are also accelerating their commitment to digital to unlock more value in their current core business. Many are seeking to build digital capabilities deep into their company's culture and mindset, transforming their business processes and data infrastructures.



79%
of CIOs indicate that digital business has created a greater capacity for change and a more open mindset in their IT organizations.¹

1. "Mastering the New Business Executive Job of the CIO," Gartner, October 2017.



IT Takes a Seat at the Table

For IT, digital transformation means that the old rules and limitations no longer apply. Not long ago, IT focused solely on supporting the back-end business processes and infrastructure to help employees be more productive.

Today, business applications have become the foundation for new business models and innovation. That means the IT infrastructure that enables them needs to evolve and be made available as dynamically as software. Business leaders now expect IT to be part of their strategic leadership teams and specifically count on them to enable new business capabilities and advantages that were previously unattainable without them.

The role of IT is no longer only about merely keeping the lights on, but about sparking innovation, business growth, and competitive advantage. Forward-thinking technology teams are taking the lead in this endeavor and focusing on modernizing the data center through strategic architecting and provisioning of IT resources and capabilities.

Expectations across the business are changing, and organizations require a more flexible, agile, service-oriented IT model built around public and private clouds. To support this new level of agility, they are looking for better ways to automate the delivery and management of infrastructure and app services.

What's Slowing IT Down?

IT teams understand that it's imperative to build a more agile, efficient organization to meet changing expectations. However, they still face challenges related to a lack of automation.

1 Falling Behind the Pace of Business

2 Inefficient Processes

3 Cumbersome Operations



1 Falling Behind the Pace of Business

Many network infrastructures have accumulated a flood of devices and management frameworks through growth, mergers, and acquisitions. IT may have inherited old processes that have not been adapted to fit changing needs. In these diverse environments, keeping up with demands from their business stakeholders isn't easy. IT is up against operational complexity from traditional heterogeneous environments, siloed infrastructure, and fragmented management, all while technology demands continue to evolve.

In situations where IT can't efficiently and effectively deliver the resources that lines of business require, it's understandable that business leaders may look for alternatives. Some stakeholders may even choose to sidestep their company's IT teams entirely and take the initiative to invest in services and solutions on their own.

These "shadow IT" projects can deliver quick access to the resources businesses need, but they also have long-term costs. Compliance and management issues can arise when IT is not aware of the environment. Furthermore, an IT organization that is left out of the loop on pressing business initiatives is one that may struggle to maintain relevance and value.

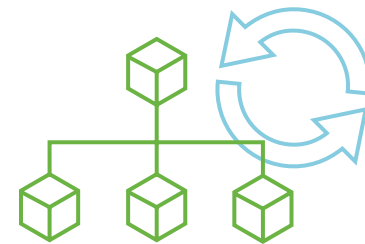


63%
of VMware global enterprise
and commercial customers
surveyed seek faster
provisioning of IT resources?

2. Inner Circle Data Center Modernization Research, January 2018

2 Inefficient Processes

Technology teams are constantly exploring ways to reduce the time it takes to configure and provision complete application stacks for development, test, and QA, including their migration, updating, and decommissioning. However, they may be stuck with slow, time-consuming manual processes that limit their ability to focus on innovation and other strategic work. These manual processes are often error-prone, which in turn creates more rework, and more expense. At the same time, as organizations evolve to focus more on technologies like cloud, security, IoT, and data and analytics, they are quickly realizing they have a significant skills shortage across their teams.



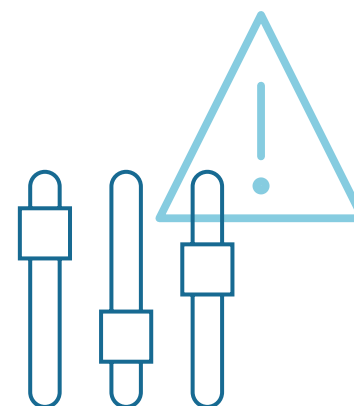
64%
of customers want
to standardize
repeatable processes.³

3. Inner Circle Data Center Modernization Research,
January 2018

3 Cumbersome Operations

As organizations turn to the cloud to drive agility and digital transformation, multi-cloud environments are increasingly common. In a recent survey of cloud users, 93.6 percent of organizations indicated that they would use multiple types of cloud deployment options within 12 months.⁴ Multi-cloud environments introduce new levels of complexity, because every new cloud environment brings different tools and technologies that must be mastered and managed by a team. At the same time, each environment brings its own distinct challenges, such as different services, pricing structures, workload configurations, management consoles, support structures, and SLAs.

To take charge of these multiple environments, IT teams need to streamline and centralize their operations, and improve the quality and consistency of the services they deliver.



63%
of customers want to reduce manual configurations to eliminate inconsistencies, errors, and rework.⁵

4. "IDC CloudView," IDC, April, 2017

5. Inner Circle Data Center Modernization Research, January 2018

Automation Clears a Path to Agility

With the right IT automation solution, organizations can overcome the challenges that are holding them back, to remove bottlenecks, simplify complexity, and streamline outmoded processes and operations. The result is rapid delivery of the IT services and applications that businesses need, for faster time to market—and real competitive advantages.



Accelerating the Pace of Delivery

With an effective solution, organizations can automate manual IT processes to meet increasing business demands. They can provide faster access to IT services that their business stakeholders need most, and ease development and deployment of new or enhanced business-critical applications.



Improving Process Efficiency

A successful solution will improve efficiencies by fully automating the configuration and provisioning of the end-to-end infrastructure and application delivery process—including network, storage, and compute services.

With the right strategy and solution, organizations can extend the benefits of automation and management of IT service delivery across the entire data center. They can not only improve IT service delivery, but also reduce expensive, time-consuming manual processes and siloed operations. Fewer manual processes also means fewer errors, less need for rework, and minimal loss of production.



Enhancing Operations

An effective automation solution helps organizations enhance operations by delivering secure, scalable, and high-performing applications on demand. It supports repeatable processes, consistency, and standardization, to reduce administration and costs. Using a strategic approach to automation, organizations can implement a single operational model that spans all of their cloud and infrastructure environments, bringing consistency to both operations and infrastructure and better focusing the impact of investments.

Embarking on the Automation Journey Together

VMware is the industry leader in enabling digital transformation, and offers a variety of approaches to help organizations automate to meet new business imperatives.

Automating Infrastructure

Focusing on automating the infrastructure helps IT teams free up a significant amount of time to drive the innovation and business impact their businesses require to compete. Automation can play a key role as part of a foundation for a modernized, software-defined data center. Organizations can automate common tasks and use cases to achieve quick wins and deliver big payoffs across their organizations.

Solutions like VMware Cloud Foundation, with its built-in lifecycle management, create an agile, scalable, and highly responsive IT to power the innovation and growth that organizations are looking for. By further integrating cloud management, organizations can automate the delivery of composable infrastructure and app services, with self-service capabilities.

The ideal solution also offers self-driving operations to enable continuous performance optimization, proactive capacity management, and intelligent troubleshooting and remediation. Such a solution supports costing and usage metering for infrastructure services across clouds, to help IT run hassle-free production operations across private and hybrid clouds.



Automating Multi-Cloud Operations and Business Processes

Introducing new levels of automation and operational consistency in the cloud and business process areas can dramatically streamline outmoded processes and operations. Organizations can ensure that any decisions made around multi-cloud or company imperatives will always be supported with the right data, cost metrics, and the proper use of automation. VMware understands that many organizations leverage multiple clouds in their next-generation IT plans. These organizations expect the flexibility to choose the best cloud for their upcoming workloads, and offer solutions built to meet multi-cloud requirements.

For example, VMware's Cloud Management Platform (CMP) is a complete platform that enables the digital transformation and automation that organizations need to support a successful multi-cloud operational model. VMware CMP enables self-service provisioning of infrastructure and application resources, and lets organizations automate the provisioning and maintenance of the resources they request, using custom blueprint models. These blueprints include all the components of the requested service, and details about the relationships among them.



The VMware Advantage

It's clear that today's fast-paced business demands are driving rapid digital transformation in organizations, and the pace of change will only continue to accelerate. Business and IT are pinning their hopes on applications that deliver the best possible customer experience and engagement. It's up to IT to deliver the digital infrastructure required to support and scale the modern application anywhere, and automation plays a critical role.

VMware enables organizations to manage and run consistent infrastructure and operations across data centers and public clouds that deliver applications with the speed and agility to support business innovation and growth. VMware's automation solution is built upon a software-defined HCI architecture of natively integrated compute, network, and storage virtualization technologies, with self-driving operations and management. This innovative approach delivers a consistent operational model on any cloud.

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For more information contact: Pullin Technologies

info@pullintechnologies.com

678-592-2871

pullintechnologies.com



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