NEW POSSIBILITIES THROUGH DIGITAL TRANSFORMATION

vmware®

PREPARE FOR NEW POSSIBILITIES

At VMware, we believe innovation starts with a mindset of possibility. And every day, our customers prove this. By focusing on a set of key IT priorities, our customers achieve transformative business goals: They accelerate innovation and become more nimble. They deliver exceptional mobile experiences for their employees and for their customers. And they better protect their brand so they can maintain trust.

Our goal is to give our customers the solutions they need for their unique digital transformation journeys. It's working. As companies leverage our innovative technologies, they are driving new results for their businesses, their employees, their customers, and their communities.

In these pages, you'll see the possibilities VMware customers are realizing, and we hope they inspire you. Explore, and then let us know how we can help you on your journey to what's possible.

PAT GELSINGER
CEO, VMWARE

DIGITAL TRANSFORMATION AND THE BUSINESS

As more organizations experience the benefits of digital transformation, IT and the business are aligning more closely than ever. The goals they look to achieve include:

- Accelerating business agility and innovation
- Delivering exceptional mobile experiences
- Protecting their brand and building customer trust

NEW POSSIBILITIES ACHIEVED

STRATEGIC IT PRIORITIES

Our customers succeed on their digital transformation and achieve business outcomes with one or more of the strategic IT priorities outlined below.

MODERNIZE DATA CENTERS

Driven by the increasingly digital nature of business, VMware helps its customers modernize their data centers to achieve new levels of agility and support rapid innovation. Our industry-leading Software-Defined Data Center technologies give enterprises the ability to adapt to changing needs and easily extend to public clouds.

INTEGRATE PUBLIC CLOUD

Organizations across every industry rely on VMware to scale and grow their businesses by integrating public clouds. With VMware, IT can build a best-in-class private cloud; extend easily to public clouds; and run, manage, connect, and secure any app on any cloud. Our industry-leading integrated architecture and solutions provide both freedom and control.

EMPOWER THE DIGITAL WORKSPACE

As the workforce grows more distributed and mobile, a digital workspace platform provides the necessary infrastructure to deliver the apps and data employees need, on the devices they choose. VMware solutions enable a consumer-simple experience that makes it easier for IT to manage and support end-user services while offering enterprise-class security.

TRANSFORM SECURITY

IT teams are turning to VMware to deal with growing security risks caused by the proliferation of data, devices, and endpoints. We help our customers transform security with a virtualization foundation that ensures secure interactions in dynamic, complex, and extended environments. As a result, they're better able to protect their brands and build customer trust.

NIMBLE BUSINESS, SWIFT INNOVATION

Across industries, companies must leverage technology to deepen customer engagement and create new market opportunities. At its foundation, that requires evolving IT infrastructure to meet changing demands and innovate faster. Our customers have found that a secure, agile data center and the ability to take advantage of both public and private clouds put them in charge of digital transformation.

> **"**_VMware's technology has enabled AmBank Group IT to extend its capability in helping and accelerating the bank's business. Having the agility to provision IT services quickly through a Software-Defined Data Center is crucial to AmBank, which is evolving its business to become a truly digital bank that delivers next-generation banking services._**"**

CHARLES TAN
CIO
AMBANK GROUP

AMBANK

INDUSTRY Financial Services   **HEADQUARTERS** Kuala Lumpur, Malaysia

EMBRACING DIGITAL TRANSFORMATION

AmBank is a premier financial institution in Malaysia, and a global pioneer in issuing Islamic residential mortgage-backed securities. As the company continues to grow and evolve, it is moving beyond legacy systems to take advantage of all digital transformation has to offer.

BUSINESS NEEDS

- Improve business responsiveness by easing complex operations and management requirements of cumbersome legacy infrastructure.
- Reduce and simplify long hardware procurement processes.
- Stay focused on innovation and business growth by freeing IT administrators from routine tasks.

IMPACT

- Virtual infrastructure dramatically reduces costs, and simplifies both management and day-to-day operations.
- Provisioning services has been reduced to under a week, for quicker turnaround time for new projects.
- Automation takes care of routine tasks so IT teams can spend less time in the data center and more time focusing on critical issues.

VMWARE SOLUTIONS

- VMware NSX®
- VMware vCloud Suite®

STRATEGIC IT PRIORITIES

- Modernize Data Centers

VMWARE SOLUTIONS

- VMware AirWatch®
- VMware Horizon®
- VMware NSX®
- VMware vCloud Suite®
- VMware Workspace ONE™

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace
- Modernize Data Centers
- Transform Security

AMDOCS

INDUSTRY Telecommunications   **HEADQUARTERS** Chesterfield, Missouri, USA

MAKING INNOVATION EASIER FOR DEVELOPERS

Amdocs is a global leader in customer software and services, with more than 25,000 employees, including developers, testers, and IT teams. Its customers rely on the company to provide a simpler customer experience, along with streamlined data management and better operational efficiency.

BUSINESS NEEDS

- Reduce developer dependence on IT.
- Bring products to market faster to meet increasing customer demands.
- Focus on continuing to provide a high level of customer service.
- Enhance DevOps agility in a secure environment.

IMPACT

- Developers can now provision a full environment in just three minutes, with zero reliance on IT.
- Streamlined DevOps approach has improved developer productivity and accelerated service time to market.
- Modern infrastructure and automated IT processes have enabled significant gains in speed and agility, while supporting more secure, integrated workflows.

"*Now, a developer can come to work, press a button, go and make a coffee, and when they come back, the environment is ready for them.*"

GOLAN REMI
HEAD OF GLOBAL BUSINESS TECHNOLOGIES
AMDOCS

a· amdocs

> **"** *When the time came to move our disaster recovery system into the cloud, vCloud Air powered by OVH was the clear choice. We now have a fail-safe disaster recovery facility which gives us the flexibility we need to control our costs while safeguarding our assets, and those of our students.* **"**

GEORGE WRAITH
HEAD OF ICT
NEW COLLEGE DURHAM

New College Durham

NEW COLLEGE DURHAM

INDUSTRY Education   **HEADQUARTERS** Durham, United Kingdom

REVAMPED DISASTER RECOVERY SERVICES

After a disaster-recovery failure, New College Durham decided to modernize its IT infrastructure. Rather than investing in new hardware and software—with the accompanying burdens of maintaining, updating, and testing—the college took an as-a-service approach with an OVH dedicated cloud solution based on the VMware Software-Defined Data Center.

BUSINESS NEEDS

- Repair IT systems following a failure of its on-site disaster recovery facility.
- IT investments must help boost student enrollment, and enable current students to be more productive and achieve better grades.
- Systems have to comply with strict regulations around data location and usage.

IMPACT

- IT staff has more time to focus on innovation and services that benefit student success.
- College avoided the cost of refitting and maintaining a second data center.
- Disaster Recovery as a Service (DRaaS) allows the college to purchase storage and compute capacity only as required, with award-winning service and security.

VMWARE SOLUTIONS

- vCloud Air powered by OVH

STRATEGIC IT PRIORITIES

- Integrate Public Clouds

VMWARE SOLUTIONS

- vCloud Air powered by OVH
- VMware NSX®
- VMware vCloud Suite®
- VMware vSAN™

STRATEGIC IT PRIORITIES

- Integrate Public Clouds
- Modernize Data Centers
- Transform Security

TELEFONICA

INDUSTRY Telecommunications   **HEADQUARTERS** Madrid, Spain

TURNING BUSINESSES INTO INTELLIGENT ENTERPRISES

With more than 300 million customers in 21 countries, Telefonica is one of the world's largest telephone operators and mobile network providers. In addition to standard telecom, it delivers cloud service solutions to customers moving from traditional environments into the cloud. Telefonica is dedicated to keeping its customers securely connected, wherever they are worldwide.

BUSINESS NEEDS

- Reduce complexity and increase self-service for customers buying cloud services.
- Lower internal IT project costs and delays due to hardware purchasing and configuration.
- Secure communications and data across multi-cloud environments.

IMPACT

- Hardware costs have been minimized; operations have been automated, while virtualization has increased.
- Downtime due to hardware problems and human error has dropped.
- Security is better than ever due to micro-segmentation and simplified IT management.
- Unified management interfaces make it easy for Telefonica and its cloud services clients to extend workloads without additional training and staff.

"VMware is helping us follow the path to a digital transformation. Telefonica is a digital telco, and we need partners like VMware."

GUSTAVO MARTIN BOUSO
CTO
TELEFONICA GLOBAL

Telefónica

> **"***IT is a real business enabler and is increasingly being acknowledged as the driving force in digital transformation. As an IT department, we contribute directly to the success of the company. Our aim is to continue to establish new business models in order to satisfy the requirements relating to the digitalization of the group.***"**

DR. PASCAL RHEINERT
HEAD OF INTERNET AND eBUSINESS SERVICES
VILLEROY & BOCH

Villeroy & Boch
1748

VILLEROY & BOCH

INDUSTRY Manufacturing   **HEADQUARTERS** Mettlach, Germany

PREPARING FOR DIGITAL CHANGE

When Villeroy & Boch's time-honored tradition of producing premium, stylish ceramic products met with new habits of online shopping, it was a recipe for digital transformation. The company decided to modernize its IT systems to streamline international production and sales of a wide range of products.

BUSINESS NEEDS

- Driven by changes in customer behavior, Villeroy & Boch needed to realign its digital strategy.
- Company placed a new focus on responsive e-commerce and internet applications.
- Wanted to add more flexibility to operating its server environment.

IMPACT

- With an OVH dedicated cloud solution based on the VMware Software-Defined Data Center, Villeroy & Boch can respond quickly to access and sales peaks.
- Linking channels and services plus improved internet connections for web applications results in delighted customers.
- The solution provides greater flexibility and accelerated provision of new resources.

VMWARE SOLUTIONS

- vCloud Air powered by OVH

STRATEGIC IT PRIORITIES

- Integrate Public Clouds

ENGAGED WORKFORCE, DELIGHTED CUSTOMERS

In today's world, enabling exceptional experiences for on-the-go employees is a must. Our customers are leveraging the digital workspace to give workers the freedom to stay engaged and productive anytime, anywhere. They're extending these benefits to their own customers as well, from better service to faster issue resolution.

> **"**We chose VMware because we believe they make the most complete set of products that enable the Software-Defined Data Center, mobile and cloud environment. VMware has always been highly engaged with all teams including professional services and aligned with our success.**"**

MICHAEL LEBIEDZINSKI
ASSISTANT VICE PRESIDENT
FOR CLOUD ENGINEERING
GUARDIAN LIFE INSURANCE

GUARDIAN®

GUARDIAN LIFE

INDUSTRY Insurance   **HEADQUARTERS** New York, New York, USA

DELIVERING WHAT CUSTOMERS WANT, FASTER

Guardian Life Insurance is a leading mutual life insurance company with a global customer base and a 150-year history of exceptional customer service. The company continues to stand out in the industry by embracing digital transformation and staying focused on innovation.

BUSINESS NEEDS

- Improve control and management of end-user experiences across desktops and other devices worldwide.
- Lower overall IT costs with a more efficient data center solution.
- Align offerings with evolving customer expectations.
- Enable application developers and test engineers to work more efficiently so that they can meet rapidly changing customer needs.

IMPACT

- Efficiently deliver apps through a single portal to provide quality, real-time services to end users.
- Virtually managed storage allows the company to save costs and work more efficiently.
- IT has deeper insight into customer needs, allowing it to deliver the products end users want, when they want them.
- Developers can complete deployments in hours, not days, and production approvals have dropped from 8 days to just over 2 hours.

VMWARE SOLUTIONS

- VMware App Volumes™
- VMware NSX®
- VMware vRealize® Log Insight™
- VMware vRealize® Automation™
- VMware vSAN™
- VMware vSphere®
- VMware Workspace ONE™

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace
- Modernize Data Centers

LUFTHANSA

INDUSTRY Aviation   **HEADQUARTERS** Cologne, Germany

VMWARE SOLUTIONS

- VMware AirWatch®
- VMware Workspace ONE™

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace

A SMOOTHER EXPERIENCE IN-AIR AND ON THE GROUND

Lufthansa is the largest German airline, and one of the largest airlines in all of Europe. It used VMware digital workspace solutions to reimagine its electronic flight bag (EFB) system, and streamline in-flight operations for customers and crew.

BUSINESS NEEDS

- Make critical flight information easily available to pilots and crew, enabling them to respond faster to customer needs.
- Improve the overall customer experience by making in-flight operations more efficient.
- Grow service quality while reducing IT costs.

IMPACT

- An EFB system makes it easy to deploy new apps and deliver information quickly and reliably to pilots and crew.
- In-flight operations have been transformed, along with the ability to innovate and adopt new trends faster.
- IT costs and lengthy approval cycle times have been dramatically reduced.

"*Since implementing AirWatch and the use of iPads, our operating costs have reduced significantly and we were also able to reduce lengthy approval cycles with the aviation authorities.*"

OLIVER GRYCHTA
TEAM LEAD FOR FLIGHT OPERATIONS SUPPORT
AND CREW CONTROL
LUFTHANSA

Lufthansa

> *"Providing self-service devices to children, who are digital natives, has been transformative to the standard of care—patients feel safer and more optimistic when they can connect. With VMware AirWatch and GroundControl, managing devices is secure and automated, so staff can focus on patient care, not IT maintenance."*

DAVID HIGGINSON
EVP/CHIEF ADMINISTRATIVE OFFICER/CHIEF
INFORMATION OFFICER
PHOENIX CHILDREN'S HOSPITAL

PHOENIX CHILDREN'S HOSPITAL

INDUSTRY Healthcare   **HEADQUARTERS** Phoenix, Arizona, USA

PERSONALIZED CARE THAT'S ALWAYS RESPONSIVE

At Phoenix Children's Hospital, Arizona's only nationally recognized pediatric hospital, nearly 1,000 pediatric specialists provide world-class inpatient, outpatient, trauma, emergency, and urgent care to children and families throughout the southwestern U.S. The high standard of care required to support children undergoing hospitalization is a key technology driver for Phoenix Children's. To support personalized experiences, consumer-driven information, and nursing coordination, the hospital worked with GroundControl and VMware to deploy a reliable infrastructure available 24/7 that can be delivered to a patient's bedside via mobile technology.

BUSINESS NEEDS

- Improve patient engagement by supplying self-service, interactive entertainment.
- Conserve staffing resources to focus more on care, less on IT maintenance.
- Comply with HIPAA and other privacy and security regulations across mobile devices.

IMPACT

- Patients securely access auto-delivered, age-appropriate content on bedside iPads.
- Patients and their families can use the same devices to access educational content and research. When a patient is transferred or discharged, personal data is automatically wiped from the device.
- Nurses also access and enter key patient data on proprietary iPhones for timely, data-informed bedside care.

VMWARE SOLUTIONS

- VMware AirWatch®
- VMware vSphere®

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace

ROYAL ACADEMY OF MUSIC

INDUSTRY Education   **HEADQUARTERS** London, United Kingdom

VMWARE SOLUTIONS

- VMware Horizon®
- VMware vSphere®

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace

A SOUND INVESTMENT FREES SPACE FOR EDUCATION

Part of the University of London, the world-renowned Royal Academy of Music trains nearly 700 students from more than 50 countries in more than 20 musical disciplines. The academy wants to operate as cost-effectively as possible so it can focus its resources on providing the best possible student experience.

BUSINESS NEEDS

- To modernize its IT, the academy wanted to reduce its physical computing footprint and spending.
- Needed to free additional space for its growing program.
- Wanted to provide more flexible ways of working for both students and staff.

IMPACT

- Shift to virtualization and thinner desktop hardware reduced the space taken by PCs by a third.
- Reduced overhead means that the IT department can now focus on providing services instead of maintaining hardware.
- With more free space for music education, the academy can offer more than 200 hours of additional instruction each week.

> "Space is at a premium, so we were under huge pressure to reduce the amount of space we were using for IT. The technology has had an instant impact, while allowing flexible working for staff and students and reducing our IT hardware bill by over £50K."

DUNCAN MALTHOUSE-HOBBS
FORMER HEAD OF TECHNOLOGY
ROYAL ACADEMY OF MUSIC

ROYAL ACADEMY OF MUSIC

RESPECTED BRAND, CONFIDENT CUSTOMERS

At a time when cyber threats are on the rise, a savvy approach to security can make all the difference in a company's reputation. Our customers have made it a priority to safeguard their data, applications, and users. That means taking an approach to security that starts at the infrastructure level and extends into every corner of the digital world.

> *"More dynamism, more automation in the control of the stack is important. That's why we use this technology, and why we use industry-grade partners like VMware."*

DIETMAR FAUSER
VICE PRESIDENT ARCHITECTURE, QUALITY, AND GOVERNANCE
AMADEUS IT GROUP

AMADEUS

AMADEUS

INDUSTRY Travel Technology   **HEADQUARTERS** Madrid, Spain

DELIVERING OPTIMAL EXPERIENCES FOR TRAVELERS

Amadeus provides the global travel industry with advanced technology solutions that enable everything from booking flights to managing hotel reservations. Its customers include airlines, hotels, travel agencies, and railway and ferry operators, all of which rely on the company to help them stay in motion.

BUSINESS NEEDS

- Maintain an edge in a competitive industry by providing innovative services that are secure and always available.
- Better meet the needs of travelers by enabling more agility, efficiency, and scalability.
- Increase provisioning velocity to deliver services faster.

IMPACT

- IaaS enables superior responsiveness and always-on, ultra-high availability of services.
- Flexibility and high availability leads to higher satisfaction rates with customers.
- Redesigning the network architecture enables provisioning of network architecture in minutes.

VMWARE SOLUTIONS

- VMware® Integrated OpenStack
- VMware NSX®
- VMware Site Recovery Manager™
- VMware vCloud Suite®
- VMware vSAN™

STRATEGIC IT PRIORITIES

- Modernize Data Centers
- Transform Security

GLOBE

INDUSTRY Communications   **HEADQUARTERS** Manila, The Philippines

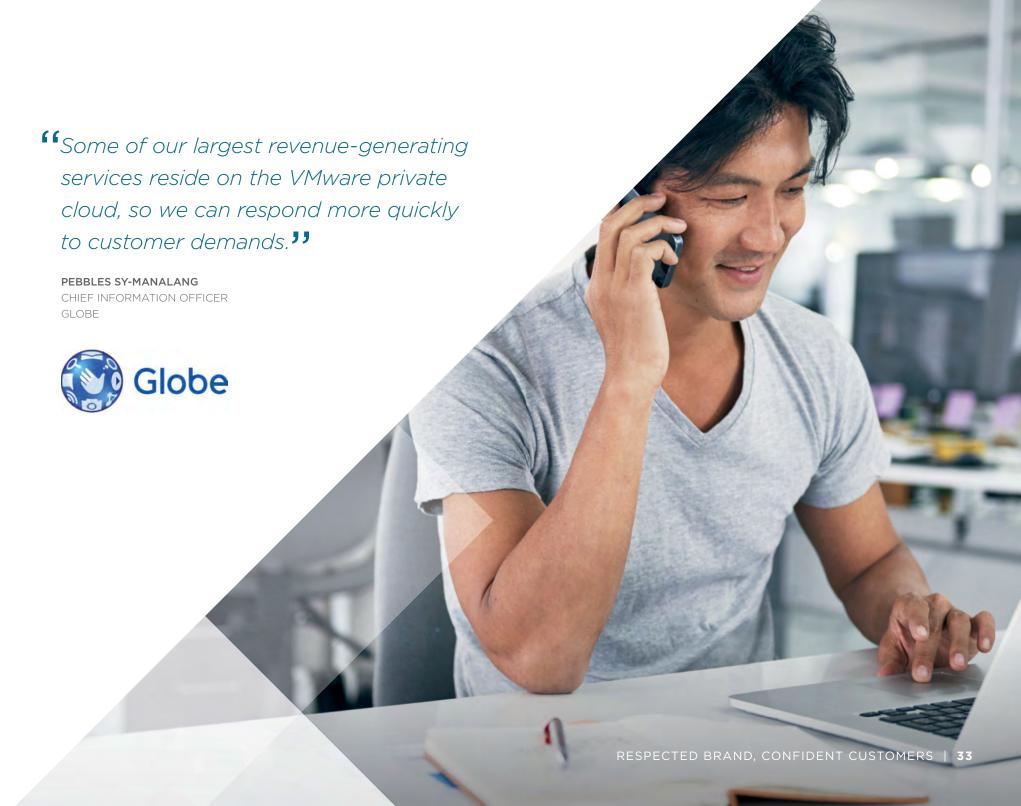## MAKING STRONGER CONNECTIONS ACROSS THE PHILIPPINES

As a leading telecommunications company in the Philippines, Globe knows that innovation is the key to continued success. By extending its infrastructure to the cloud, Globe realized benefits like automation, scalability, and improved security, while leveraging existing tools and skill sets.

BUSINESS NEEDS

- Reduce costs across the business by leveraging cloud economics.
- Deliver value faster by speeding time to market.
- Improve customer experience with self-service and cloud brokering services, while maintaining security across operations.

IMPACT

- A unified platform leverages the power of the cloud and reduces costs and hardware footprint.
- Provisioning time has been reduced from 80 days to 2 days, dramatically speeding time to market.
- Customers are empowered with secure, self-service access to resources when and where they need them.

VMWARE SOLUTIONS

- VMware NSX®
- VMware vCenter®
- VMware vCloud Suite®
- VMware vRealize® Business™

STRATEGIC IT PRIORITIES

- Modernize Data Centers
- Transform Security

"*Some of our largest revenue-generating services reside on the VMware private cloud, so we can respond more quickly to customer demands.*"

PEBBLES SY-MANALANG
CHIEF INFORMATION OFFICER
GLOBE

> **"** *With VMware NSX, we have been able to launch a new trading platform for the business on time and on budget, creating an instant competitive advantage.* **"**

BLAIR WRIGHT
CIO
LONDON CAPITAL GROUP

LONDON CAPITAL GROUP

INDUSTRY Financial Services   **HEADQUARTERS** London, United Kingdom

FLEXIBLE, SECURE, AND AVAILABLE ONLINE TRADING

London Capital Group (LCG) is a leading global financial services company specializing in online trading services for private, professional, and institutional customers. To better its competitive position, the company sought to replace a legacy network with a software-defined approach.

BUSINESS NEEDS

- For a new financial trading platform, LCG needed a network that could ensure reliability.
- Stability, flexibility, and security were all key requirements.
- Needed to migrate customers quickly without interrupting the normal flow of business.

IMPACT

- Micro-segmentation ensures LCG's services are provisioned to adhere to industry compliance and security laws.
- Reduced the cost of running the network, and reduced data center space by half.
- A modern data center allows the company to offer 24/7 service across global trading.

VMWARE SOLUTIONS

- VMware NSX®

STRATEGIC IT PRIORITIES

- Transform Security

MEMORIAL HEALTHCARE

INDUSTRY Healthcare   **HEADQUARTERS** Owosso, Michigan, USA

PROTECTING SENSITIVE PATIENT DATA

Memorial Healthcare is a Michigan-based hospital and healthcare organization that serves nearly 30,000 emergency patients; 200,000 outpatients; and 3,800 inpatients annually. It also operates more than 25 satellite offices with a wide range of services. With such a critical mission, Memorial must provide robust security without compromising accessibility or limiting its reach.

BUSINESS NEEDS

- Ensure continual availability of patient data with easier access to shared services.
- Enable fast access to secure information on mobile devices and virtual desktops so physicians and staff can serve patients whenever, wherever.
- Reduce care complexity with consistent workflows inside the hospital and in the wider community.

IMPACT

- A unified platform gives the hospital the access it needs, without compromising security.
- Virtual desktops allow physicians and staff to get patient information when and where they need it.
- Workflows now stay consistent across the board, and are easy to manage.

VMWARE SOLUTIONS

- VMware AirWatch®
- VMware Horizon®
- VMware NSX®

STRATEGIC IT PRIORITIES

- Empower the Digital Workspace
- Transform Security

"*If our staff is bringing up a patient record, they have the same user experience, same performance, same access to applications, same access to data, regardless of where they are or what device they're using.*"

THOMAS KURTZ
PH.D., VP OF INFORMATION SERVICES/CIO
MEMORIAL HEALTHCARE

Memorial Healthcare

> **"** *We have the confidence in running OpenStack in production due to the backend VMware infrastructure that we know is tried and tested in our environment.* **"**

NICK TRAMONTIN
EU INFRASTRUCTURE AND OPERATIONS MANAGER
RAKUTEN

Rakuten

RAKUTEN

INDUSTRY Internet   **HEADQUARTERS** Setagaya, Tokyo, Japan

IMPROVING AGILITY THROUGH SMART SECURITY

As an electronic commerce and internet company, keeping data secure is a top priority for Rakuten. But with multiple subsidiaries and a globally dispersed team, it's not always easy for IT to manage everything without incurring delays. Only a cloud-based solution with full automation capabilities can give it the security—and speed—it needs.

BUSINESS NEEDS

- Improve compliance and security by arming developers with secure, efficient tools.
- Shorten response times for IT requests by unifying the approach to managing infrastructure across individual subsidiaries.
- Deliver value faster by increasing IT speed without risking security.

IMPACT

- Through a secure cloud environment, developers now have the tools they need to work quickly and foster innovation.
- A unified platform gives subsidiaries simpler, more secure access to resources, and enables IT to respond faster.
- With everyone on the same page, IT gets the benefit of speed without a loss of control or governance.

VMWARE SOLUTIONS

- VMware® Integrated OpenStack
- VMware NSX®
- VMware vSphere®

STRATEGIC IT PRIORITIES

- Transform Security

WE HOPE THESE STORIES INSPIRE YOU ON YOUR DIGITAL BUSINESS TRANSFORMATION.

We're honored to support our customers on their digital journeys, as they build exactly what they need and create environments uniquely suited to their success. We're also excited to help you realize your goals as you embrace new ways of working and compete more effectively.

To learn about more customer transformations and view a complete list of sources, please visit www.vmware.com/customers

vmware®