

SOFTWARE-DEFINED DATA CENTRE (SDDC): THE CHALLENGES, OPPORTUNITIES, AND ADVANTAGES OF CREATING A DIGITAL FOUNDATION.



Technological innovations are constantly re-shaping our expectations, transforming every sector.

To keep pace and become more connected, data-driven and secure, today's organisations need a modern infrastructure - whether on-premise or in the public cloud. But what are the reasons behind the need to modernise?

ON-PREMISE MODERNISATION DRIVERS

- Cost optimisation for data intensive apps
- Enterprise IT governance
- Data locality and control
- Ability to leverage existing tools and operations
- Ideal solution for the edge

PUBLIC CLOUD DRIVERS

- Flexible, low upfront commitment
- Agile and easily scalable
- Built for new class of apps
- Rich developer services
- Fully managed and automated

FUELLING INNOVATION AND SUPPORTING DIGITAL TRANSFORMATION

The IDC estimates that the worldwide data centre SDDC market will be worth more than **\$12 BILLION** in 2022¹



SDDC provides organisations with new ways to design, build and operate their networks.

For those with digital initiatives, it has the ability to maximise technology investments and fuel innovation.

TOP THREE REASONS TO USE SDDC



FOR THE IT DEPARTMENT



FOR THE BUSINESS

- 1** **Faster application provisioning**
Achieve up to 20x faster provisioning by end users through self-service automation
- 2** **Transform networking and security**
Enable secure, direct systems and data access so cloud and mobile applications can directly use the entire network more efficiently
- 3** **Accelerate time to market**
Deploy cloud apps up to 15x faster by eliminating complex processes

- 1** **Reduce overall TCO**
Private cloud deployments costs can be reduced by up to 40%
- 2** **Empower digital workspaces**
Increased movement of apps across mobile and cloud platforms increases agility and helps unlock the full potential of digital workspace initiatives
- 3** **Increase agility**
Adapt to market trends faster than the competition with the ability to make changes or provision services quickly through a centralised portal



71% of organisations agree hybrid cloud is their preferred strategy²

Building a digital foundation with Phoenix and the VMware Cloud Foundation provides the most simple path to the hybrid cloud, introducing a modern and flexible approach to modernisation and IT management going forward.

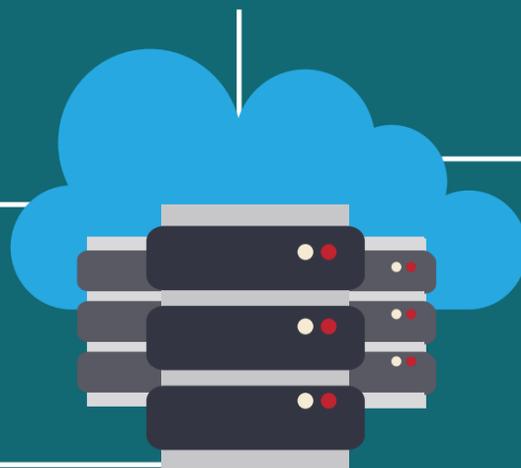
VMWARE CLOUD FOUNDATION - AT A GLANCE:

The industry's most advanced hybrid cloud platform

Enables organisations to run enterprise apps in private or public environments

Simplifies the path to the hybrid cloud by delivering a single integrated solution

Easy to operate, thanks to built-in automated lifecycle management



A complete set of software-defined services for:

- Compute
- Storage
- Networking
- Security
- Cloud management

With the VMware Cloud Foundation organisations are already enhancing app performance, maximising scale, and increasing IT efficiency; with a digital foundation that addresses their modernisation challenges.

Ready to start building your Digital Foundation with Phoenix & VMware?

Get in touch with us today.

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