

# Two keys to maximizing your VMware investment when moving to the cloud and modernizing applications

## Introduction

Many businesses have long relied on VMware to manage their virtual machines within their data center. The value of virtual machines is clear by providing a pragmatic approach to managing server utilization. As you move more workloads to the cloud, virtualization continues to play an important role. Therefore, VMware helps data centers manage enterprise workloads efficiently.

Not constrained to server virtualization, VMware also supports network virtualization that allows applications to run in a virtual network that mimics the physical network. In addition, desktop virtualization allows you to deliver workloads and applications to branch offices more efficiently.

## Getting ready for the movement to the industrial cloud

Virtualization will remain an essential requirement for many enterprises. However, as businesses move to the cloud as the primary enterprise platform, they will need to combine virtualization with cloud-native services. It is vital that as you move to the enterprise cloud that you have a well-designed strategy and plan to make sure your business can compete. Remaining focused only on traditional virtualization will not be enough. The value of virtualization is clear: it makes your computing environment independent of the physical infrastructure. On the other hand, Cloud computing is a service that delivers shared software and data resources on-demand.

What is your plan to combine your existing virtualization implementation with the cloud? Do you have a strategy to move from virtualization to containers? To be successful, you need to have a fully formed operating model in place to gain the value you need for your business. The best way to ensure that your cloud strategy can stand the test of time is to focus on an open-source foundation.

## The Value of the Open Source Cloud Foundation

Companies see the business value of adopting open technologies and working with vendors that fully support open source. One of the primary reasons businesses are using open source technologies is that they gain access to large pools of excellent and creative developers who are ready to bring value on day one. Developers don't need to learn vendor specific platforms when an organization adopts open technologies. In addition to gaining access to top talent, it's easier to find partners and independent software vendors (ISVs) that can help integrate existing technology investments with open source technology.

## A large insurance company must position itself for the future by modernizing applications and moving to the cloud

Take the example of a global insurance company that is under pressure to transform its business to better compete with more nimble startups. The firm had adopted both server and network virtualization over the past five years. This approach had a direct impact on costs and flexibility. However, given the increasing competitive pressure to move faster to meet customers changing needs, the decision was made to move to a cloud first approach. The move to cloud native would give the business the flexibility to respond more quickly to customer expectations. The first step in this journey was to determine which application services should remain with a virtualization approach and which application services could modernize their current applications through containerization.

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In addition to modernizing applications, the company also needed to choose technology partners to form a reliable cloud platform. The company had two main priorities when evaluating cloud technology vendors:

1. A cloud platform that was pre-integrated so that this shift to the cloud would show quick results. Leadership needing to prove that this move to the cloud was worth the investment and wanted development teams to focus on projects that would directly impact customers rather than creating a cloud technology stack.

2. A streamlined approach to data that could bring together data from across teams and data sources. The management team needed to have a clear and understanding of all of the business data and how that data impacts success. In addition, leadership need to be able to trust the output from machine learning models, meaning data must be vetted, cleansed, and up to date. At the same time, data needed to be secure and masked to follow regulatory guidelines. In addition to giving leadership business insights, development teams could use this cross team data to build customer-facing AI driven applications that customers expect.

## **How Red Hat OpenShift enhances the value of the insurance company's cloud strategy**

The insurance company decided to begin the migration to cloud native. While the business continued to maintain its virtualization investment, management selected Red Hat OpenShift as the core platform for moving to a cloud-first platform. This decision was made because OpenShift is open-source platform, and therefore it is easy to find third party resources to help with the transition from virtualization to a Kubernetes foundation. Furthermore, there are a huge number of partners that support Red Hat OpenShift so that the company had a lot of flexibility to select solutions that met the needs of the business.

## **Depth of Understanding of the industry**

As you begin to move to the industrial cloud, it is imperative that your technology partners have a deep understanding of changes in the market along with industry-specific regulatory and governance requirements. Without the depth of understanding of the market, it is very difficult for a business to adapt emerging technologies such as cloud services and artificial intelligence to the needs of customers. One of the benefits that IBM and Red Hat brings across many important markets is a team of experienced professionals who are able to work directly with customers to transform their IT environment so that it can be ready to compete as markets change.



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## Conclusion

Smart businesses are enhancing their initial cloud investments with new technologies that prepare them for the future. To be successful, businesses need to move beyond virtualization. In contrast, a cloud native approach provides more flexibility and agility to support a new generation of software development. Cloud-native development requires a new DevOps strategies that focus on microservices, containerization, container management and the adoption of open technologies.

Red Hat OpenShift and its approach to Kubernetes for container management provides you with an open source based approach that is flexible enough to enable customers to leverage a variety of innovative tools without sacrificing the need to streamline implementation.

Many companies are seeking out vendors that adhere to open standards, are built for business, and use technology to leverage data no matter where it resides. The advantage of open-source and an open ecosystem is the ability to take advantage of cloud first services to a broad set of approaches that allow you to select services that best match your business requirements.