

CLOUD LEADERS &
EXPERTS SHARE THEIR

Five Biggest Scalability Challenges



1 Ability to withstand spikes in demand

The ability to scale capacity to withstand traffic spikes is a necessity for enterprises seeking to avoid delays and crashes.

Mobile retailers have risked losing as much as

\$300M

in sales on Black Friday due to app crashes¹



VMware Cloud allows you to meet temporary, seasonal or unplanned demand and access more capacity in minutes, with a scalable hybrid environment.

2 Scaling across incompatible infrastructure platforms

83%

of businesses want consistent infrastructure across environments²



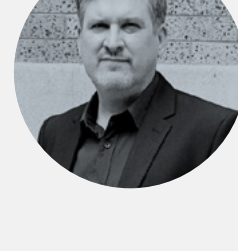
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'Hybrid cloud' often means in practice that enterprises must cobble together incompatible private and public cloud applications in sub-optimal ways.

”

JEFF VANCE
WRITER, CIO.COM

SOURCE: CIO.COM

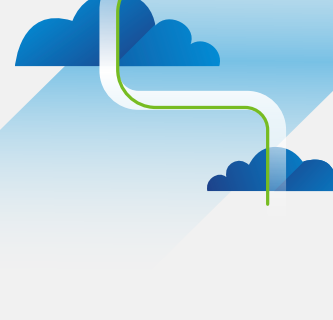


VMware Cloud eliminates compatibility challenges by providing consistent infrastructure and operations across a seamless hybrid environment.

3 Lack of common management across clouds

30%

of enterprises reported challenges with tracking costs across clouds, and 28% said monitoring is more difficult in a hybrid environment³



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The proliferation of public and private cloud services has complicated the process of acquiring and managing these on-demand resources.

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JEFFREY KAPLAN
MANAGING DIRECTOR, THINKSTRATEGIES, INC.

SOURCE: RACKSPACE



VMware Cloud simplifies management across on-premises and public cloud environments with a single set of familiar tools your team already knows.

4 Complex Disaster Recovery systems and policies

73%

of companies experienced disaster recovery downtime in 2018⁴



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It's a fact of IT life that the more complex your infrastructure, the more opportunities there are for things to go wrong. This is especially true when it comes to disaster recovery planning.

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CHRISTOPHER NULL
BUSINESS AND TECHNOLOGY JOURNALIST

SOURCE: TECHBEACON



Simplify Disaster Recovery, deliver business continuity and reduce site costs with VMware Cloud products, unifying protection of your data in a single, reliable service.

5 Cost of managing redundant environments

Companies waste

\$62B

on redundant capacity every year⁵



“

You can either invest in expensive new computing power that will go unused for most of the year, resulting in an inefficient use of resources, or you can underprovision, and experience lost traffic – and revenue – if you have downtime during high-demand periods.

”

TYLER KEENAN
UPWORK

SOURCE: UPWORK



Access a seamless hybrid cloud infrastructure with VMware Cloud, to scale up and down easily and as needed, so you only pay for what you use, when you use it.

Achieving on-demand scalability doesn't have to be challenging.

Get started today with [VMware Cloud on AWS](#).

¹ Source: Riverbed Technology, 2017

² Source: Crowd Research Partners, 2018

³ Source: Virtustream, 2017

⁴ Source: Taneja Group, 2019

⁵ Source: Gartner, 2018