



# Differentiate Your DRaaS Offers With a Diverse Portfolio Powered by VMware



As part of our commitment to helping you extend your portfolio and open up new revenue streams, here's an opportunity every VMware Cloud Director provider should jump on. Simply add VMware Cloud Director Availability 4.0 to your VMware Cloud Director Platform to create a profitable, relevant and differentiated DRaaS portfolio.

## What's the situation?

You already offer managed and/or self-serve infrastructure services on VMware Cloud Director. Did you know it's easy and seamless to offer disaster recovery for these customer workloads using VMware's Disaster Recovery as a Service (DRaaS) solution? VMware Cloud Director Availability 4.0 offers:

- Tight integration with VMware Cloud Director so your customers can self-serve via their VMware Cloud Director console.
- Effortless protection and failover for customers' VMs and vApps from within VMware Cloud Director (or VMware vCenter on-premise).
- Templated DR SLA profiles that Service Providers can set in advance and which customers can easily apply themselves without needing in-depth technical know-how.

VMware Cloud Director Availability is easier to deliver than DRaaS solutions which are not integrated with the VMware Cloud Director Platform. So it reduces your operational burden and helps increase your profit margin.

## What's the opportunity?

Adding VMware Cloud Director Availability to your portfolio is the ideal way diversify your DRaaS offers into tiered services that align with each customer's need. A recent study by 451 Research found that "Partners can guide customers in understanding the tradeoffs in the granularity of snapshots and retention time in managing total storage volumes. Helping customers achieve this balance has huge value in partner relationships and can build strong bonds around delivered services."<sup>1</sup>

Most Service Providers are unable to diversify their DRaaS portfolio in a scalable manner due to products' lack of scope for personalization and linear licensing costs. This, in turn, eats into Service Providers' margins.

Customer estates vary and include both mission-critical and business-critical workloads. Each category requires a different level of protection. VMware Cloud Director Availability 4.0 is perfect for business critical DR, offering an RPO of up to 5 minutes. By providing a tiered DRaaS portfolio with Cloud Availability, you'll be able to offer and deploy the right service in the right situation matched to each customer's needs and budget – increasing your overall margin.

“Businesses realize that they have to close the gap in their BC/DR capabilities, but often are unsure how. This presents an opportunity for partners who can help them protect their businesses and do it in ways that manage costs while delivering value.”

Providing Business Resilience Through A Tiered DRaaS Portfolio, 451 Research, March 2020.



## How you'll benefit

A multi-tiered DRaaS portfolio offering will enable you to:

- Make business critical DRaaS your standard DR offer then upsell mission-critical workloads to a different profile of capability within VMware Cloud Director Availability
- Stand apart from competitors who only offer 'one size fits all' DRaaS
- Offer DRaaS and cold or warm service migration from the same solution
- Enhance your status with customers by offering more targeted and relevant services
- Enable better customer experiences with self-serve DRaaS and testing on demand
- Provide better coverage for complex multi-tier applications using vAPP grouping, plus enhanced networking and workload controls for restore operations.

If you already have a DR offering in your portfolio, you can continue to use it, but then opt for VMware Cloud Director Availability in cases where business critical coverage is required. Especially when VMware Cloud Director Availability offers better value and a more appropriate level of protection. You and your customers can work together to decide the right option.

## Backup vs. DRaaS

If you already offer backup services but not DRaaS, VMware Cloud Director Availability 4.0 is the easy way to add an in-demand new service to your portfolio. A dedicated DRaaS solution like VMware Cloud Director Availability gives you higher frequency and greater granularity than resorting from a backup, and enables customers to recovery their systems more quickly. So it's the ideal way to complement backup solutions for long-term data retention with simple-to-deploy and fast-to-recover DRaaS.

## Next Steps

To support your growth and success, you'll find a great choice of brand new sales & marketing tools, plus support and enablement assets, at our [product page](#).

VMware Cloud Provider partners who start new Disaster Recovery replications in the period of May, June and July 2020, do not need to report usage for the new replications only. You must still report the volume immediately prior the start of the offer for reporting months of June, July and August, but this will be a flat number. This 3-month offer will expire at the end of July 2020 which means that Cloud Providers will have to then report all VMware Cloud Availability Disaster Recovery replicants in their environment from August 2020 onwards, as normal.

## A Natural Partnership



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