



#VMW@20

REALISE WHAT'S POSSIBLE

Technology Superpowers- The Architects of What's Next for India and the World



Pat Gelsinger, CEO, VMware Inc.

Did you ever think of cows and cloud computing in the same breath? Or construction hard hats and Artificial Intelligence in the same context? A decade ago, both these would have been material for sci-fi movies or been laughed at. Today, they are a reality. Chitale Dairy in rural Maharashtra uses RFID tagging, virtualization, and mobile networks to deliver insights on the health of over 10,000 cows to dairy farmers. They can look after their animals better and substantially increase their earnings by guaranteeing high yields of the best quality milk. Elsewhere in the world, construction workers are wearing Artificial Intelligence powered hard hats to collect and analyze images of construction sites to create detailed blueprints for future reference, as well as help monitor progress.



Pat Gelsinger, CEO, VMware Inc.

Technology is increasingly moving out of the narrow realms of the IT department and impacting business and even life itself. As pioneers in this space, VMware is particularly excited about four key technologies - Cloud, Mobility, Artificial Intelligence & Machine Learning and the Internet of Things & Edge. Pat Gelsinger, CEO, VMware Inc., has named them the "Technology Superpowers" with good reason. After all, a superpower is something that exerts a strong influence on everything around them, and these four technologies certainly do that.

Each of these technology superpowers is impactful in their own rights, but much like Marvel's Avengers, they are stronger when they come together. In Gelsinger's words:

Cloud enables mobile connectivity. Mobile creates more data. More data makes AI better. AI enables more Edge use cases and more Edge requires more Cloud to store the data and do the computing. Like they're reinforcing each other and with that, we know that we are speeding up.

Cloud and mobility form the foundation of digital transformation. In India especially, the growth of mobility has been a game changer and will continue to drive progress with an estimated 490.9 million smartphones in the country by 2022. As AI and IOT evolve further, they will usher in a new era of progress.

Delivering on the

vForum- The Roadmap for the Next 20 Years of VMware Innovation

What does a technology company do after spending 20 years delivering paradigm changing innovation? When the organization in question is VMware, it celebrates its 20th anniversary by redefining its own benchmarks and setting its sights on higher targets.

and have highly advanced expectations for their technology roadmaps. A firm focus on innovation coupled with obsession with customer success is the secret sauce behind VMware's growth so far. And the mantra for the years to come is to redefine the realms of what is possible to deliver outstanding value to every customer.

The recently concluded edition of vForum, the biggest technology event in the country, saw VMware elaborate on its plan of action for the next phase of growth. The way forward is simple - 1) continue innovating and bring to the market path-breaking new products designed with intrinsic security and 2) build and nurture partnerships that will help them address customer needs.

India is at a crucial juncture in its digital transformation journey. Indian customers have the same expectations and concerns about technology as the rest of the world and want to know about the best digital strategies for their business. They are leaning in on mobility or looking to enhance their cloud strategy



B.S Nagarajan, Chief Technologist, VMware India



Raghu Raghuram, COO, Products and Cloud Services, VMware Inc.

The question before Indian organizations today is not whether to digitally transform, but rather how to transform and how to best leverage the technology superpowers. VMware, with its twin focus on addressing the complexities of multi-cloud environments and leveraging the technology superpowers to do well and do good, is well placed to partner India in its transformation journey.

vForum enables deeper engagement with Indian customers- Robin Matlock, CMO, VMware Inc.

As Chief Marketing Officer of VMware Inc., Robin Matlock has a unique perspective on customer needs from different regions that have a direct bearing on VMware's positioning, vision and strategy. "Customers in India are leaning in on mobility or looking to enhance their cloud strategy,

public cloud by allowing customers to manage new cloud operations with the same infrastructure they were using on the VMware private cloud. The partnership with AWS includes AWS RDS on VMware, which lets customers easily establish, operate, and scale databases on VMware software defined datacenters and hybrid environments and migrate them to AWS or VMware Cloud on AWS. VMware is also set to extend the same simplicity and ease of use of VMware Cloud on AWS to on-premise datacenter and edge

and have highly advanced expectations for their technology roadmaps," she says. For VMware, India is one of the largest consumers of desktop virtualization solutions, and most organizations are interested in exploring hybrid and multi-cloud strategies. The region is unique in

locations with Project Dimension. This will allow customers to focus on building innovative applications while the infrastructure is managed by VMware.

VMware Pivotal Container Service™ delivers on their any app vision by simplifying deployment and operation of Kubernetes at scale. VMware PKS helps developers work faster and better by minimizing app downtime, and manual intervention. It also helps improve operational efficiency with its built-in automation and tool kit and helps companies go live with their apps faster. The second part of VMware's any app vision is delivered by Project Concord, that offers decentralized trust infrastructure for enterprise blockchains. This open source

initiative offers highly scalable energy-efficient engine for decentralized trust infrastructures, digital consensus and contract execution.

The "any device" part of VMware's vision is realized via VMware's digital workspace solution 'Workspace One' that has been updated to include the AI-powered deep analytics platform 'Workspace One Intelligence.' This can collect and analyze 700 attributes from employee devices every 30 seconds to deliver insights on better management of end devices and identify security threats in real time.

Leveraging VMware's solutions to virtualize data centers across multiple locations increased our efficiency and improved resource utilization. They helped us consolidate our physical infrastructure, giving our IT operations a flexible, scalable, secure, and highly available platform. We could rollout new applications at a faster pace, maintain the infrastructure, and reduce the total cost of ownership. This has laid a robust foundation for a successful implementation of a private cloud powered by VMware vCloud.

GYAN PANDEY
Chief Information Officer, Aurobindo Pharma

VMware Vision
The Essential Ubiquitous Digital Foundation
Any Device. Any Application. Any Cloud

Customer Speak

VMware NSX has helped simplify networking in a multi-data center environment. As we expand our business with more datacenters, the partnership with VMware will be an invaluable support in achieving our ambitions.

AS Rajagopal
CEO and Founder NXTGEN

Our full-fledged private cloud enabled by VMware Integrated OpenStack has helped us to extend IaaS to address our frequent needs for resource allocation for project implementation. Cloud provides us with much needed agility and flexibility through easy provisioning and deep insights on resource utilisation. This allows us to focus more on driving innovation in the field of advanced and high-performance computing research.

Dr. Hemant Darbari
Executive Director, Centre for Development of Advanced Computing (C-DAC), Pune

As a young organization in the rapidly evolving pharma sector, we wanted to digitally transform the way we worked with focus on improving productivity and efficiency. Workspace One helped us do just that. We have now taken it a step further and extended the digital workspace solution beyond our employees to help us drive patient education initiatives across entire healthcare ecosystem. We look forward to a continued association with VMware India

Saurabh Shah,
Head of IT @ Eris Lifesciences

Leveraging Technology as a Powerful Force for Good

VMware strives to be a Force for Good in everything it does by bringing to market transformative products, contributing to building a thriving planet and nurturing a team of empowered people. As technology rapidly moves out of the narrow realms of the IT department and exerts its influence on every aspect of business and life, VMware intends to ensure that it does the maximum good even as it drives its customers' growth stories.

VMware's focus on being a Force For Good is ingrained in its core business with ESX vSphere helping avoid 540 Million Metric Tons of CO2 emissions. The cumulative power savings can light up India for an entire year. From ensuring that 77 percent of its operations is powered by renewable energy and achieving 91 percent landfill diversion rates, VMware takes its sustainability responsibilities seriously.

As a tech optimist I believe that technology is the biggest game changer for life as we know it. It is already impacting society in previously unheard ways. As it evolves further, it can eliminate poverty, healthcare and even reverse global climate change.

Pat Gelsinger, CEO, VMware Inc.



Pat Gelsinger, CEO, VMware Inc. with Shri Narendra Modi, Honorable Prime Minister of India

VMware is committed to the Indian market from a business perspective as well as a people and talent one. In October 2018, Pat Gelsinger, CEO, VMware Inc. met the Honorable Prime Minister of India Shri Narendra Modi to announce an investment of \$2 billion in India. The investment will enable VMware to expand to new offices in Bangalore and talent development. The investment will also fund some key diversity and inclusivity initiatives.

Commitment to diversity and inclusion

The lack of diversity and inclusivity in the technology industry is a systemic global challenge that VMware intends to address within its walls as well as at an industry level. As Robin Matlock, Chief Marketing Officer, VMware Inc. put it, "Driving comprehensive change on the D&I front across the industry is

a long process, but it is important to start the dialogue right now. VMInclusion aims to achieve visibility, awareness and action for change in diversity and inclusivity." VMInclusion is an integral part of every VMware event including vForum, its flagship event in India.

This year, VMware took their commitment to diversity and inclusivity in the industry, a step further with the announcement of VMInclusion Taara. In India's IT sector, nearly 50 percent of women drop out of the active workforce after about 5-8 years and do not return to work. Increasing women's participation in the labour force is essential for the growth of India's IT industry by ensuring diversity of skills, thoughts and perspectives. VMInclusion Taara aims to help women to restart their careers by providing them with training and upskilling opportunities they need. This initiative, in partnership with Women Who Code aims to upskill 15,000 women in India over the next two years by providing them with free technical education on VMware products & technologies that enable digital business transformation.

