

4 Reasons to Extend Your Data Center to the Cloud



93%
OF RESPONDENTS
are committed to hybrid cloud as
a long-term strategy¹

68%
OF ORGANIZATIONS
plan to follow an **infrastructure up** approach to hybrid
cloud, extending their on-premises environment by
integrating with public cloud infrastructure services.¹



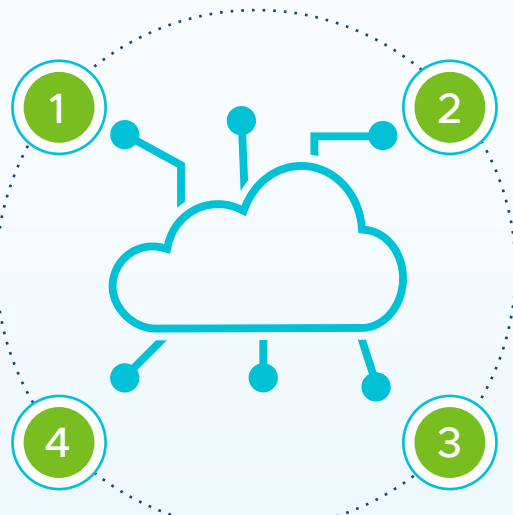
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Footprint expansion

Obtain capacity for new projects and expand into new geographies without building a new data center or investing in over-provisioning

On-demand capacity

Handle unplanned temporary capacity needs and anticipated seasonal spikes in demand without the capital expense of maintaining idle capacity



Hybrid applications

Develop new applications that need to integrate with on-premises applications or access native cloud services

Test, development, and IT lab environments

Perform test/dev and lab/training activities in a flexible pay-by-the-hour environment, with the ability to move between cloud, on-premises, and other regions as needed

89% OF RESPONDENTS
consider it important to have the same architecture
on-premises and in the public cloud²

THE MAJORITY
of IT managers and
executives view public cloud
management of infrastructure
services as more difficult
than on-premises¹

Gain business agility and accelerate time-to-market by extending your data center with VMware Cloud™ on AWS



Cost-Effective

Reduce upfront investment costs with no application re-factoring or re-architecting needed



Scalable

Rapidly increase or decrease capacity on-demand to adapt to changing business needs across regions with automatic scaling and load balancing



Fast

Spin up an entire VMware SDDC in under two hours and scale host capacity in a few minutes



Simple & Consistent

Reduce operational complexity with familiar and proven VMware environment and a single pane of glass to manage both on-premises and in public cloud



Secure

Leverage established on-premises enterprise security, governance and operational policies, and extend with AWS cloud scale and security

Playtika, one of the world's largest global online gaming companies, seamlessly extended their data center with on-demand capacity, and provided uninterrupted testing and development worldwide with migration of over 650 workloads to the cloud with VMware Cloud on AWS, scaling up and down for their dev and IT teams' needs.



650+
WORKLOADS
move seamlessly
to and from cloud
without downtime for
scale and global reach

Learn more at the [VMware Cloud on AWS website](#)

Watch [VMware Cloud on AWS Overview](#)