

IBM Accelerates Hybrid Cloud Adoption By Enabling Channel Partners To Offer VMware Solutions

- IBM Business Partners gain access to VMware Cloud Foundation and additional VMware-based cloud services
- IBM partners can help customers easily extend their VMware environments to the cloud within hours
- More than 4,000 IBM service professionals already trained to help organizations extend their VMware environments to IBM Cloud

LAS VEGAS, Feb. 14, 2017 /PRNewswire/ -- (IBM PartnerWorld) -- IBM (NYSE:[IBM](#)) today announced that it is helping to accelerate hybrid cloud adoption by providing its channel partners an easy way to sell VMware Cloud Foundation and other VMware-based cloud services. As a part of these new efforts, IBM Business Partners will now be able to offer cloud services, which clients can utilize to quickly extend their existing VMware environments to the IBM Cloud.

IBM Business Partners can now provide a one-stop shop for clients looking to migrate their on-premises VMware platforms to the cloud by providing a portfolio of lifecycle services including planning, architecture, migration and end-to-end management.

IBM is the first to market to bring this offering to channel partners, such as [Avnet](#), [BMSIX](#), [Ingram Micro](#), [Tridatum](#), and [Vicom](#), who are looking to sell these new VMware subscription-based solutions running on the IBM Cloud.

"The availability of VMware solutions on IBM Cloud gives our partners a valuable resource to further drive hybrid cloud adoption among their customers," said Sergio Farache, senior vice president, strategy and specialist business units, Avnet Technology Solutions, Americas. "This is critical as more companies deploy cognitive computing, data analytics and IoT solutions. Avnet solutions specialists are at the ready to help partners rapidly develop cloud solutions that best meet their customers' needs. Our IBM business partners will have access to VMware Cloud Foundation on IBM Cloud, as well as our Avnet VMware Plug-ins, through the Avnet Cloud Marketplace and IBM-related education services to further hone their skillsets."

With VMware Cloud Foundation and other VMware-based cloud services running [on the IBM Cloud](#), both clients and channel partners can now automatically provision pre-configured VMware Software Defined Data Center (SDDC) environments. The automated platform integrates VMware vSphere®, vSAN™, NSX® and SDDC Manager and gives customers broad choice in their infrastructure decisions. With more than 1,000 clients engaged, the global partnership between IBM and VMware is helping more organizations extend existing workloads to the cloud in hours versus weeks or months.

"Enterprises need fast and easy ways to deploy and move workloads between private and public cloud environments," said Zane Adam, VP of IBM Cloud. "By being the first to market with channel partners and VMware, IBM is enabling organizations to scale and create new business opportunities while making the most of their existing IT investments in a hybrid cloud environment."

"IBM and VMware share a common goal of empowering organizations to quickly and easily extend their workloads to the cloud," said Ajay Patel, senior vice president, Cloud Provider Software, VMware. "Through the IBM and VMware strategic partnership, customers can easily move and implement enterprise applications and disaster recovery solutions across a global network of cloud data centers."

IBM and VMware have been working closely together for more than a decade, and both companies recently announced a [strategic partnership](#) aimed at accelerating enterprise hybrid cloud adoption. IBM is the first VMware vCloud Air Network service provider to provide a VMware-based fully automated service for VMware Cloud Foundation.

IBM has also mobilized 4,000 global service consultants with the expertise required to help VMware customers leverage IBM Cloud and provide a full portfolio of lifecycle services including planning, architecture, migration and end-to-end management.

[IBM also has a broad ecosystem of partners](#) that support the VMware solutions on IBM Cloud, including HyTrust, Veeam and others.

About IBM Cloud for VMware solutions

For more information on IBM Cloud visit: www.ibm.com/cloud-computing/solutions/ibm-vmware.

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