



## Better Together: VMware and CenturyLink Deliver More Choice and Flexibility in the Cloud

As a global leader in cloud infrastructure and hosted IT solutions, CenturyLink is frequently at the top of the list when companies want to migrate to the cloud. Through its strategic relationship with VMware, CenturyLink gives enterprises better options to manage their hybrid IT platforms, while providing them the power to build, scale, and operate cloud services that maximize business opportunities.

Based in Monroe, Louisiana, CenturyLink Business delivers innovative managed services for global businesses on virtual dedicated and colocation platforms and is a global leader in cloud infrastructure and hosted IT solutions, serving more than 30 percent of the Fortune 100. Its parent company, CenturyLink, is a Fortune 500 company and is the third largest telecommunications company in the United States.

### The Challenge

To succeed in this rapidly changing technology landscape, companies need greater speed and flexibility to meet operational demands as well as to accelerate application migration and uphold security and regulatory mandates. To solve these challenges, companies are increasingly turning to hybrid clouds, which offer a mix of private and public cloud services.

Research analysts at Gartner expect nearly half of all large enterprises will have various types of hybrid cloud deployment by the end of 2017.\* This is, no doubt, partly to handle data sovereignty issues and to deliver robust disaster recovery services, both in the United States and overseas.

As a global leader in cloud infrastructure and hosted IT solutions, CenturyLink is at the leading edge of the hybrid cloud. "CenturyLink's hybrid IT strategy enables our end customers to take advantage of all the benefits that a cloud environment provides along the entire stack of IT technologies, with our core colocation, networking, and managed services," says Bob Laskey, who is responsible for CenturyLink's global software industry practice. "We are enabling IT to be at the forefront of business transformation and growth."

### The Solution

To enable this kind of radical transformation, CenturyLink has joined forces with VMware. The strategic relationship gives customers better options to manage their hybrid IT platforms, while also giving them the power to build, scale, and operate cloud services that maximize business opportunities.

#### INDUSTRY

Technology

#### LOCATION

Monroe, Louisiana

#### VERTICAL MARKETS

- Education, Financial Services, Government, Healthcare, Insurance, Non-profit, Retail, Security & Compliance, Telecommunications, Transportation

#### KEY CHALLENGES

- Improving IT service delivery and flexibility to meet operational demands
- Accelerating application migration and upholding security and regulatory mandates
- Handling data sovereignty issues
- Delivering robust disaster recovery services

#### BUSINESS BENEFITS

- Optimize ROI by seamlessly connecting multiple clouds on a global scale.
- Reduce expenses by seeing the complete picture through a single pane of glass.
- Increase productivity and security with full global data access.

***“Thanks to the VMware Managed Services Provider model and vCloud Air, we provide more choice, more capabilities to enable hybrid IT across the entire range of vertical industries that we serve.”***

- Bob Laskey,  
Vice President,  
Global Software Industry Practice,  
CenturyLink

## SOLUTION

Through the Managed Services Provider model, CenturyLink and VMware have joined forces to give users better options to manage their hybrid IT platforms using the VMware vCloud Air hybrid cloud solution and CenturyLink Cloud Network Service.

## VMWARE FOOTPRINT

- VMware vCloud Air
- VMware vSphere
- VMware NSX

## PARTNER

- CenturyLink Cloud Network Service

## VERTICAL MARKETS

- Education, Financial Services, Government, Healthcare, Insurance, Non-profit, Retail, Security & Compliance, Telecommunications, Transportation

Through the Managed Services Provider model, VMware vCloud® Air™ Network service providers can leverage the vCloud Air hybrid cloud solution as their core infrastructure. Built on the VMware vSphere® foundation, the vCloud Air platform seamlessly extends private data centers into an off-premises cloud. Customers can use the same common networking, security, management tools, and skills that they do with their onsite environments. By leveraging the VMware NSX® network virtualization platform, the vCloud Air solution enables enhanced security controls, routing, and network scaling capabilities in the cloud.

“Through the power of the Managed Services Provider model, CenturyLink is able to leverage vCloud Air as its core infrastructure while differentiating with their managed services,” says Jim Aluotto, director of service providers in the Americas for VMware. “Since vCloud Air is 100 percent compatible with existing vSphere environments, CenturyLink customers can leverage existing investments, processes, and expertise to keep costs and risks low and get the agility they need for faster setups, tests, and application deployments.”

CenturyLink, which is a premier member of the vCloud Air Network service provider ecosystem, brings to the relationship its Cloud Network Service portfolio. CenturyLink Cloud Network Service interconnects a private data center to the vCloud Air cloud services platform.

“Thanks to the VMware Managed Services Provider model and vCloud Air, we provide more choice, more capabilities to enable hybrid IT across the entire range of vertical industries that we serve,” says Laskey. “When we take VMware technologies to market, we can differentiate our offerings by leveraging our deep heritage in managed services.”

CenturyLink Cloud Network Service helps maximize cloud connection flexibility and enable easy workload migrations. It also helps customers operate globally with access to more than 50 state-of-the-art global data centers. More than 2,500 CenturyLink employees with deep expertise in technical operations, customer support, engineering, and consulting help ensure customers’ IT solutions are secure and readily available.

“vCloud Air offers our customers a hybrid solution to seamlessly extend their VMware private cloud environments to vCloud Air infrastructure and benefit from CenturyLink’s complementary portfolio of network, colocation, and managed services,” says Laskey.

## Business Benefits

The VMware and CenturyLink relationship provides customers the ability to do the following:

- Seamlessly connect multiple clouds on a global scale – Whether users have deployed an on-premises private cloud, off-premises public cloud, or virtual private cloud, the ability to support existing investment is crucial to driving application integration in the cloud environment and to facilitating workload migrations between clouds. As a tier 1 carrier, CenturyLink offers performance and management visibility through its end-to-end network connections while optimizing a return on investment.
- See the complete picture through a single pane of glass – Customers can manage their cloud environments through a single portal, giving them a complete view of all resources and eliminating the expense for expertise in a variety of platforms.
- Enjoy a consistent user experience – Diverse workloads can run seamlessly in well-connected on-premises and vCloud Air environments, creating a predictable user experience.
- Get full, global data access – CenturyLink’s worldwide data centers, coupled with utilizing vCloud Air data centers through participation in the Managed Services Provider model, can easily address customers’ data sovereignty issues and reduce latency, helping customers to work more productively and securely.

- Experience superior customer service – Expert cloud professionals provide the direction and experience users need to transition to hybrid cloud environments in a streamlined fashion. Companies are in a good position to immediately cash in on global business opportunities.
- Stay safe with disaster recovery – The emergence of virtualization and the hybrid cloud offer a better and more cost-effective solution for disaster recovery than traditional approaches. VMware vCloud Air Disaster Recovery is a recovery-as-a-service offering for vSphere solution users.
- Test-drive new technology – “One of the great benefits of cloud technology is its friction-free access,” says Laskey. Through a special 30-day trial, developers and IT administrators can quickly try out the CenturyLink Cloud environment.

### Looking Ahead

In the future, CenturyLink will continue to work hard to satisfy its customers' demands for an agile and responsive IT infrastructure. “We will continue to look at different ways to leverage the innovations that VMware is bringing to the market to advance the technology and our platform,” says Laskey.

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\*Gartner, “Predicts 2015: Enterprise Networking and Network Services,” Dec. 4, 2014.



vCloud Air™ Network