

Vembu End of Year Goodness - Survey and Prizes!

Welcome to the close down of an exciting 2018. I'm super happy to have great support for the folks at Vembu who are keen to get your feedback on the state of data protection in your environment. If you have a minute to spare, whether you're an existing Vembu customer or not, your feedback is very important to all of us.



Fill out the 1-minute survey here with chances to win an Amazon Gift Card! Use the button above or [this link to share your feedback and earn a chance to win.](#)

Happy Holidays from our friends at Vembu!

vSphere arrives on ARM, but not for the reason most admins are thinking

There is a surprising amount of confusion on what the vSphere on ARM architecture announcement is about. The main reason for this is the pretty heavy focus on people thinking that it's meant to run on a Raspberry Pi or similar device. Ok, I get the cool nerd factor, but seriously, we have to stop for a moment and think about what the real end-game is here. This is my armchair analyst's opinion on what I am seeing play out.

vSphere on RPi is like VDI on the iPad

We all remember the keynotes and sessions from a few years ago featuring Horizon clients running a full windows desktop on an iPad. It was the cool thing to do on a keynote stage both at the Citrix and VMware events. We collectively gave our best nerd squeals in joy as we saw the fact that we could suddenly access these nifty systems on the fastest growing touchscreen ecosystem.

It didn't take until even the end of any of those events to realize that it was really not going to play out like some of the pundits would say. What we were witnessing was the best possible test market:

1. Freshly available consumer equipment that was in the midst of taking the title of future enterprise toy
2. New way to remind us that we weren't done innovating the desktop yet

The real story that ended up coming from that wave of nerd joy was that desktop and application admins suddenly were forced to think about creating a touch experience. We also saw the move towards virtualizing the applications on top of the desktop and streaming them. Citrix solved that problem a decade earlier but the industry wasn't quite ready to broadly move towards streamed applications.

The "app marketplace" mentality suddenly forced our (our being the industry as a whole) hands to rethink how we deliver application services. Enter the cloud, and we are now in the next big wave of actually playing out the original vision of delivering an enterprise-grade remote user experience using a touch interface. It also opened up the doors to a new market for mobile device management (MDM). Hmmmm didn't VMware buy a bunch of technology right around that time and also pour millions of money into R&D, finally aligning the VDI and vApp teams?

You know where the RPi vSphere story is going now, right?

Change the names a bit (Raspberry Pi is now edge devices running on smaller form-factor ARM architectures) and the Horizon on iPad (read vSphere on ARM) is now the lead-in to the real story.

The financials clearly show that vSphere license sales are declining or flattening. That's natural with the 500K-600K customers already on board and at high levels of virtualization.

1. Lots of cloud providers run on ARM
2. Lots of edge devices do, or will run on ARM

Think trends (even early ones) and where they ended up driving the ecosystem. VMware (as noted in their public financials) spent 1.2 Billion in 2017, will spend approximately 1.3 Billion in 2018, and estimates 1.4 Billion and 1.5 Billion in 2019 and 2020, respectively. Since vSphere licenses are slowing (read: less servers being sold with vSphere and the ones being sold are bigger and have higher workload ratios), the next area of growth is not selling server host licenses.

The five key areas to push into next are:

1. Management tools and suites - sell more stuff to the existing license owners
2. Network and security virtualization - NSX is clearly a targeted growth unit
3. Storage virtualization - vSAN and the hyper-converged Business Unit covers this one
4. Cloud and containerization - the workloads are moving, so they have to adapt and also to slow a potential mass exodus
5. Emerging technologies (containerization/edge/IoT/blockchain) - this is the new battleground for VMware

No need to go into the first four. You probably know that story already because it's been playing out for the past 2 years. VMware spends now on things that won't be live for at least 18-24 months (as does any company of that size), so the fifth area is where this next generation stuff will unfold the real reason to run vSphere on ARM.

Spoiler alert: it won't be full vSphere in all cases. If the edge devices and IoT devices run something with vSphere-like APIs and can be managed like vSphere endpoints, then you now have the first four of those five things above that become very relevant (and profitable). Your vSphere endpoints can be sold endpoint licenses, network and security suites, and you may want to buy bare-metal cloud running ARM. This is where the new pioneering is happening. If you have 1.5 Billion to spend, you can imagine that significant portion is heading into the emerging space to make sure you put your fingerprints all over the future before it runs right by you.

I kind of like the nerd fun factor of running vSphere clusters on Raspberry PI devices. I also have to think about where the puck is going, not where it is now. VMware is playing a long game, as they should. This is just the market test. The real story is VMware making sure to lay the future bet. The only question is when, not whether this is the new battleground. It may seem like untouched powder on a freshly snow-capped ski hill. There are lots of skiers aiming to get first tracks.

[Very cool! VeeamON Virtual Conference](#)

One of the greatest things about conferences is the ability to get very up-close access to engineers and other technology professionals. What makes the [upcoming VeeamON virtual conference](#) on December 5th a double-win is that you get that access but you don't need to book travel and get approvals for budget!

Virtual Event, Real Value

Sign up today for the event and this will also get you access to great live content, post-event recordings and materials, plus there are prizes given away throughout the event day which is always a nice bonus.

There are three tracks (Business, Technical, Cloud) that can satisfy lots of different attendees and audiences. I'm honored to know most of the folks presenting, so I can attest to their skill and presentation abilities. This will be a must-attend IMHO! There are not many times where you can get to interact with people at the event from the comfort of a chair and switch tracks without having to run from one building to another.

Did I mention prizes?! This is pretty awesome...

Register to Win
Virtual Reality Kit



Samsung Galaxy S9



Laser keyboard



Oculus Go VR Headset

There's definitely nothing to lose in joining the event. [Register for free at the event site \(https://go.veeam.com/veeamon-virtual\)](https://go.veeam.com/veeamon-virtual) and please do let me know what you thought of the content as I'll be watching it closely myself. Always great to share notes!

Community Coffee Bean Exchange at AWS re:Invent 2018

Got beans? Want beans? Coming to AWS re:Invent 2018 in Las Vegas? Welcome to the Community Coffee Bean Exchange group! This is an informal group which has developed quite a loyal and tasty following at a few conference events already!

How does Community Coffee Bean Exchange Work?

Find a local roaster or some of your very favorite beans. Package up one or two single pound bags and bring them to AWS re:Invent with you in Las Vegas. Everyone who fills out the form below (that's the important part) will be a part of the exchange. Our crew (aka DiscoPosse and anyone willing to help) will mix and match the caffeinated goodness and prepare pickup packages for folks to take back to their home coffee brewing stations.

Where to Bring your Beans

The plan is to drop things off at the Turbonomic booth during expo hours and pickup will be at the same location. This way it's easy to find and it has good hours with the Expo access. Just fill in your email in the form below and the rest of the communications with bean exchangers will be done via email. Looking forward to seeing everyone at the event!!

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