

This is newsletter #48, 2018-W10 published on 10 March 2018.



architectingIT

vmware®

VMware on a Roll

The latest batch of vExperts has been announced this week, your writer included. If you're not aware, the vExpert program is a marketing-led advocacy that looks to promote virtualisation technologies (with VMware in particular) across the community. As one of the original expert programs started by vendors, vExpert is arguably seen as the most prestigious, alongside [Microsoft's MVP](#), which also had a summit this week. There are many other programs out there - I'm sure we all have a our favourite.

Embracing Cloud

For a company focused on the data centre, VMware could have been on rocky ground with the growth of public cloud. Nothing is further from the truth as we look at the Q4 and 2018 financials announced last week. Excluding the paper loss (due to US government tax changes), [results were strong](#) and beat expectations.

This week, VMware [announced](#) the availability of VMware Cloud on AWS in London (the EU London region). VMC as it is known, is now available on the US east coast, west coast and now EMEA. Who would have thought a

company focused on the data centre would have a strong public cloud strategy?

Peak VMware

I have to admit, as I wrote about [peak VMware](#) in October 2016, I was trying to decide where VMware moved next and whether the company was at a good or bad inflection point. Turns out it was a good one, and after a few false starts, the cloud strategy looks to be paying off.

I also think the move to container technology is proving harder than was imagined and for many IT organisations, the incremental move to be able to use public cloud and VMware technologies is a good one.

Clouds on the Horizon

If there's any cloud on the horizon, perhaps it's the spectre of a reverse merger with Dell. The idea may be further developed than we think ([link](#)) and it's difficult to envisage the company structure going forward. I think many end users (and employees) will be hoping that Dell doesn't kill the goose that laid the golden egg. Keeping VMware independent has been a very successful strategy to this point.

What do you think?

Chris Evans

If you would like to change your preferences, every email has an option for change or to unsubscribe at the end. You can select to receive the weekly summary, new blog posts or both. Click on the button below to set your preferences.

[Update my Profile](#)



New Architecting IT Blog Posts...

- [The Risk of Share Service Level Agreements](#) (8 March 2018)
- [Storage Market Shows Growth - But Not in External Arrays](#) (6 March 2018)

New Storage Unpacked Podcasts...

- [#41 - Does Open Source Have a Place in Storage?](#) (9 March 2018)



Upcoming Events

The Architecting IT team will be attending the following events. Get in touch if you want to meet up!

- [Cloud Expo Europe 2018](#) (21st March 2018)
- [Cloud Field Day 3](#) (4-6 April 2018)
- [Pure Accelerate 2018](#) (22-24 May 2018)
- [Flash Memory Summit](#) (7-9 August 2018)

We're interested in your feedback! Is there anything you would like to see covered in these newsletters or on the blog? Do you have an opinion on any of the content? Just hit reply to this email or continue the conversation online: [@architectingit](#) on Twitter, or via [Linkedin](#).



Tweet



Share



Forward



Read Later



Copyright Â© 2018 Brookend Ltd, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)