

VMware vSphere with Operations Management and VMware vSphere

Licensing, Pricing and Packaging

WHITE PAPER



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Executive Summary

This guide provides an overview of the licensing, pricing, and packaging for VMware vSphere® with Operations Management™ 5 and VMware vSphere 5. The key topics discussed in this guide include:

- VMware vSphere with Operations Management Offering Overview
- Licensing Overview Licensing per edition and license management
- Packaging Overview Packaging options for editions (including VMware vCenter Server™) and kits
- Version Upgrade Entitlements for Existing Customers
- Paid Edition Upgrades from VMware vSphere 5 and VMware vSphere with Operations Management 5

VMware vSphere with Operations Management Overview

VMware vSphere with Operations Management 5 is the next generation of the vSphere platform. vSphere with Operations Management combines the world's leading virtualization platform with best-in-class management capabilities. This new product line enables users to gain operational insight into vSphere while also optimizing capacity. As vSphere environments grow, it is essential that users have proactive management that can deliver monitoring, performance, and capacity information. Customers can optimize their virtualization platform by reclaiming unused capacity, rightsizing virtual machines, improving utilization, and also helping to increase consolidation ratios. By using vSphere with Operations Management, customers can double their IT savings and improve capacity utilization by 40% and consolidation ratios by 37%¹ within their vSphere environment.

For more information on the differences between vSphere with Operations Management and vSphere, please refer to the Packaging Overview section.

1. Source: "The Benefits of VMware's vCenter Operations Management Suite: Quantifying the Incremental Value of the vCenter Operations Management Suite for vSphere Customers." Management Insight Technologies. Sept 2012.

Licensing Overview

VMware vSphere with Operations Management 5 Licensing: Per-Processor

VMware vSphere with Operations Management 5 is licensed on a per-processor basis. Each physical processor (CPU) in a server needs to have exactly one vSphere with Operations Management processor license key assigned to be able to run vSphere with Operations Management. vSphere with Operations Management license keys can be purchased, deployed and managed in the same way they were with vSphere 5.x.

	VMWARE VSPHERE 4.1 AND PRIOR PER CPU WITH CORE AND PHYSICAL MEMORY LIMITS		VMWARE VSPHERE WITH OPERATIONS MANAGEMENT 5, VMWARE VSPHERE 5 AND LATER PER CPU
Licensing Unit	СРИ	=	CPU
SnS unit	CPU	=	CPU
Core per proc	 Restrictions by vSphere editions 6 cores for Standard and Enterprise, Ess, Ess+ 12 cores for Advanced and Enterprise Plus 	<	Unlimited
Physical RAM Capacity per host	Restrictions by vSphere editions 256GB for Standard, Advanced and Enterprise, Ess, Ess+ Unlimited for Enterprise Plus 	۷	Unlimited

Figure 1. vSphere 4.x vs. vSphere with Operations Management 5 and vSphere 5 Licensing Comparison

No Limits on Physical Resources

There are no restrictions on physical cores or physical RAM with vSphere with Operations Management 5.

No Limits on Number of Virtual Machines

There are no restrictions on the number of virtual machines that can run on each properly licensed vSphere with Operations Management 5 processor.

Two Components Under a Single License

VMware vSphere with Operations Management 5 combines two components (vSphere and VMware vCenter™ Operations Management Suite™ Standard) into a single product with a single license. All virtual machines running on a properly licensed VMware vSphere with Operations Management processor can use all components. vSphere with Operations Management is not decomposable: the two components of a vSphere with Operations Management edition behave as a single entitlement. Upgrades occur on an edition basis only – vSphere and vCenter Operations Management Suite components cannot be upgraded independently.

VMware vSphere 5 Licensing: Per-Processor

vSphere 5 is licensed on a per-processor basis. Each physical processor (CPU) in a server needs to have at least one vSphere 5 processor license key assigned to be able to run vSphere. vSphere 5 license keys can be purchased, deployed and managed in the same way they were with vSphere 4.x.

No Limits on Physical Resources

There are no restrictions on physical cores or physical RAM with vSphere 5.

No Limits on Number of Virtual Machines

There are no restrictions on the number of virtual machines that can run on each properly licensed vSphere 5 processor.

VMware vSphere 5 for Virtual Desktop Deployments

VMware vSphere Desktop is specifically designed for licensing vSphere when used to run virtual desktop infrastructure (VDI). It can only be used as virtualization platform for VDI deployments with either VMware Horizon View[™] or third-party connection brokers. For more details, see the Packaging Overview section.

License Management

vSphere 5 and vSphere with Operations Management 5 licenses are simple license keys (25-character alphanumeric strings) that contain encrypted information about the vSphere (or vSphere with Operations Management) edition or kit purchased and the processor quantity. These license keys do not contain any server-specific information and are not tied to a specific piece of hardware. This means that the same license key can be assigned to multiple vSphere hosts, as long as the sum of physical processors on those hosts does not exceed the encoded license quantity in the license key.

Centralized Licensing with No Single Point of Failure

vCenter Server is the recommended interface for license assignment to vSphere and vSphere with Operations Management hosts. When a license key is assigned by vCenter Server, it is copied to the host and saved in a persistent format. If the host becomes disconnected from vCenter Server, the license key remains active on the host indefinitely, even after a host reboot. Only a deliberate licensing operation by the user can remove or replace a host license key.

Decentralized Licensing Option

VMware recommends that customers assign all vSphere and vSphere with Operations Management licenses centrally through VMware vCenter Server.

However, vSphere customers have the option to assign their license keys directly to individual hosts. There is no difference between directly and centrally assigned license keys. When a vSphere host is added to the vCenter Server inventory, any license key already on the host will become available for management, reporting and assignment in vCenter Server, just like any license key added directly via vCenter Server. For more information on vSphere licensing, visit http://www.vmware. com/support/licensing.html.

Licensing Example

In this section we will cover the key elements of vSphere with Operations Management 5 licensing using an example.

Licensing New Hosts with vSphere with Operations Management 5

For this example, a user has two 2-CPU (each with 6 cores) hosts with 128GB of physical RAM each that they wish to license with vSphere with Operations Management 5 Enterprise edition. Each physical CPU requires a license, so four vSphere with Operations Management 5 Enterprise licenses are required. No additional licenses will be needed regardless of the number of virtual machines, amount of virtual memory (vRAM) or physical cores or RAM.

Packaging Overview

VMware offers several packaging options that are designed for customers to meet their specific requirements for scalability, size of environment, and use cases.

vSphere with Operations Management Editions

Customers can choose from three editions of vSphere with Operations Management (see Figure 2). A Support and Subscription (SnS) contract is required for every edition purchase.

vSphere with Operations Management Standard Edition

provides an entry-level solution for basic server consolidation to slash hardware costs while accelerating application deployment. Best in class management capabilities are included to provide proactive health monitoring, performance analytics, and capacity management to deliver increased IT savings.

	VSPHERE WITH OPERATIONS MANAGEMENT			VSPHERE		
	Standard	Enterprise	Enterprise Plus	Standard	Enterprise	Enterprise Plus
Entitlements per CPU License		·				·
vCPU/VM	8-way	32-way	64-way	8-way	32-way	64-way
Features						
Health Monitoring and Performance Analytics	•	•	•			
Capacity Management and Optimization	•	•	•			
Operations Dashboard and Root Cause Analysis	•	•	•			
Hypervisor	•	•	•	•	•	•
vMotion®	•	•	•	•	•	•
Storage vMotion	•	•	•	•	•	•
High Availability and Fault Tolerance (1 vCPU)	•	•	•	•	•	•
Data Protection™ and Replication	•	•	•	•	•	•
vShield Endpoint™	•	•	•	•	•	•
Distributed Resource Scheduler™ and Distributed Power Management™		•	•		•	•
Storage APIs for Array Integration, Multipathing		•	•		•	•
Distributed Switch™			•			•
Storage DRS™ and Profile-Driven Storage			•			•
I/O Controls (Network and Storage) and SR-IOV			•			•
Host Profiles and Auto Deploy			•			•

New

Figure 2. vSphere with Operations Management 5 and vSphere 5 Editions

vSphere with Operations Management Enterprise Edition is

a robust solution that customers can use to optimize IT assets, ensure cost-effective business continuity and streamline IT operations through automation. Best-in-class management capabilities are included to provide proactive health monitoring, performance analytics, and capacity management to deliver increased IT savings.

vSphere with Operations Management Enterprise Plus Edition

offers the full range of vSphere features for transforming data centers into dramatically simplified virtualized infrastructures, for running today's applications with the next generation of flexible, reliable IT services. Best-in-class management capabilities are included to provide proactive health monitoring, performance analytics, and capacity management to deliver increased IT savings.

For information on local currency prices for vSphere with Operations Management Editions visit: http://www.vmware.com/ products/datacenter-virtualization/vsphere/pricing.html

vSphere Editions

Customers can choose from three editions of vSphere (see Figure 2). A Support and Subscription (SnS) contract is required for every edition purchase.

vSphere Standard Edition provides an entry-level solution for basic server consolidation to slash hardware costs while accelerating application deployment.

vSphere Enterprise Edition is a robust solution that customers can use to optimize IT assets, ensure cost-effective business continuity and streamline IT operations through automation.

vSphere Enterprise Plus Edition offers the full range of vSphere features for transforming data centers into dramatically simplified cloud infrastructures, for running today's applications with the next generation of flexible, reliable IT services.

For information on local currency prices for vSphere Editions, visit: http://www.vmware.com/products/datacenter-virtualization/vsphere/pricing.html

VMware vSphere Hypervisor

VMware vSphere Hypervisor is a free product that provides a simple and easy way to get started with virtualization at no cost. vSphere Hypervisor provides only basic virtualization capabilities, allowing customers to virtualize servers and run applications in virtual machines in a matter of minutes. vSphere Hypervisor cannot connect to vCenter Server and therefore cannot be centrally managed. Users can remotely manage individual vSphere Hypervisor hosts using the vSphere Client. vSphere Hypervisor can be utilized on servers with up to 32GB of physical RAM.

VMware vSphere Desktop

vSphere Desktop Edition is a vSphere Edition designed for licensing vSphere in VDI deployments. vSphere Desktop provides all functionalities of vSphere Enterprise Plus Edition™. It can only be used for VDI deployment and can be leveraged with both VMware Horizon View™ and other third-party VDI connection brokers.

vSphere Desktop edition is licensed based on the total number of powered-on desktop virtual machines and can be purchased either stand-alone in a pack size of 100 desktop virtual machines or included with the Horizon View bundle. For detailed information on pricing visit: http://www.vmware.com/products/view/ howtobuy.html

vSphere with Operations Management Acceleration Kits

vSphere with Operations Management Acceleration Kits are allin-one convenience bundles that provide a simple way for new customers to purchase all the necessary components to set up a new VMware environment (see Figure 3). Each kit consists of six processor licenses for vSphere with Operations Management, and a license for one instance of vCenter Server Standard. Six processor licenses of vSphere Data Protection Advanced[™] are also included with the Enterprise and Enterprise Plus Acceleration Kits.

Unlike the Essentials Kits and VMware vSphere 4.x Acceleration Kits that function as single entity, vSphere with Operations Management Acceleration Kits decompose into their individual kit components after purchase. This allows customers to upgrade and renew SnS for each individual component on its own schedule. Visit http://www.vmware.com/vmwarestore or contact your local reseller for more specific information on the latest available Acceleration Kit offerings.

	VSPHERE ESS	ENTIALS KITS	VSPHERE WITH OPERATIONS MANAGEMENT ACCELERATION KITS			
	Essentials	Essentials Plus	Standard	Enterprise	Enterprise Plus	
Includes						
vSphere	6 CPUs	6 CPUs	6 CPUs	6 CPUs	6 CPUs	
vCenter Server	1 instance vCenter Server Essentials	1 instance vCenter Server Essentials	1 instance vCenter Server Standard	1 instance vCenter Server Standard	1 instance vCenter Server Standard	
vSphere Data Protection Advanced				6 CPUs	6 CPUs	
Entitlements per CPU License						
vCPU	8-way	8-way	8-way	32-way	64-way	
Features						
Health Monitoring and Performance Analytics			•	•	•	
Capacity Management and Optimization			•	•	•	
Operations Dashboard and Root Cause Analysis			•	•	•	
Hypervisor	•	•	•	•	•	
vMotion		•	•	•	•	
High Availability		•	•	•	•	
Data Protection and Replication		•	•	•	•	
vShield Endpoint		•	•	•	•	
vSphere Storage Appliance		•				
Fault Tolerance (1 vCPU)			•	•	•	
Storage vMotion			•	•	•	
Distributed Resource Scheduler and Distributed Power Management				•	•	
Storage APIs for Array Integration, Multipathing				•	•	
Distributed Switch					•	
Storage DRS and Profile-Driven Storage					•	
I/O Controls (Network and Storage) and SR-IOV					•	
Host Profiles and Auto Deploy					•	

New

Figure 3. vSphere 5 Essentials Kits and vSphere with Operations Management 5 Acceleration Kits

VMware vSphere Essentials Kits

VMware vSphere Essentials Kits are all-in-one solutions for small environments (up to three hosts with two CPUs each) available in two editions— Essentials and Essentials Plus (see Figure 3). Both editions include vSphere processor licenses and vCenter Server for Essentials for an environment of up to three hosts (up to 2 CPUs each). Scalability limits for the Essentials Kits are productenforced and cannot be extended other than by upgrading the whole kit to an Acceleration Kit (see Paid Edition Upgrades section below). vSphere Essentials and Essentials Plus Kits are self-contained solutions and may not be decoupled, or combined with other vSphere editions.

vSphere Essentials Kit is an all-in-one solution ideal for small offices. It enables consolidation and management of applications to reduce hardware and operating costs—all with a low upfront investment. Essentials must be purchased along with an one-year subscription to software patches and updates. Support is optional and available on a per-incident basis.

vSphere Essentials Plus Kit adds features such as vSphere vMotion, vSphere HA, vSphere Storage Appliance and vSphere Data Protection to vSphere Essentials to enable always-on IT for the small environment. Essentials Plus is ideal for small businesses that, in addition to hardware and operation cost savings, are looking for maximization of application availability and business continuity with a low upfront investment. SnS for Essentials Plus is sold separately. A minimum of one year of SnS is required.

vSphere Essentials Kit for Retail and Branch Offices and vSphere Essentials Plus for Retail and Branch Offices are special editions designed for deployments in branch offices of midsize or large enterprises. These editions offer a packaged solution to extend agility, security and efficiency across the organization and allow remote management of the office deployment either locally (via the vCenter Server Essentials included in the offering) or from a central location (via vCenter Server Standard). Retail- and branch-office editions require a minimum purchase of a Starter Kit (forty processor licenses covering ten sites) plus the ability to add on sites as required (customers can purchase Add-on Kits containing two processor licenses). Customers can deploy these licenses on a maximum of three hosts (up to 2 CPUs each) per site and centrally manage multiple sites through one instance of vCenter Server Standard.

For information on local currency prices for vSphere Editions and Kits visit: http://www.vmware.com/products/datacentervirtualization/vsphere/pricing.html.

vCenter Server Editions

vCenter Server provides unified management for vSphere environments and is a required component of a complete vSphere deployment. One instance of vCenter Server is required to centrally manage virtual machines and their hosts and to enable all vSphere features.

vCenter Server is available in the following packages:

- vCenter Server Essentials Integrated management for vSphere Essentials Kits
- vCenter Server Foundation Centralized management for up to three vSphere hosts
- vCenter Server Standard Highly scalable management with rapid provisioning, monitoring, orchestration and control of all virtual machines in a vSphere environment

All editions of vCenter Server include the following capabilities:

- Management service Acts as universal hub for provisioning, monitoring and configuring virtualized environments
- Database server Stores persistent configuration data and performance information
- Inventory service Allows administrators to search the entire object inventory of multiple vCenter Servers from one place
- vSphere Clients Provides administrators with a feature-rich console for accessing one or more VMware vCenter Servers simultaneously
- vCenter APIs and .NET Extension Allows integration between vCenter Server and other tools, with support for customized plug-ins to the vSphere Client
- vCenter Single Sign-On Simplifies administration by allowing users to log-in once and then access all instances or layers of vCenter without the need for further authentication
- vCenter Server Standard also includes the following additional features:
- vCenter Orchestrator[™] Streamlines and automates key IT processes
- vCenter Server Linked Mode Enables a common inventory view across multiple instances of vCenter Server

For information on local currency prices for vCenter Server Editions visit: http://www.vmware.com/products/datacentervirtualization/vsphere/pricing.html.

Version Upgrade Entitlements for Existing Customers

vSphere customers with an active SnS contract are entitled to version upgrade to vSphere 5.1 at no extra charge. All version upgrades to vSphere 5.1 require acceptance of the new end-user licensing agreement (EULA) and vSphere 5 licensing model (see Figure 4).

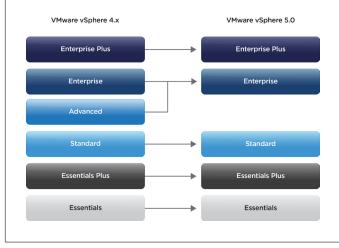


Figure 4. vSphere 4.x to vSphere 5.x Entitlement Paths

Visit the vSphere Upgrade Center for more information and to determine the appropriate upgrade path for your organization: http://www.vmware.com/products/vsphere/upgrade-center/overview.html.

Version downgrades for vSphere and vSphere with Operations Management

- vSphere can version downgrade.
- vSphere with Operations Management cannot version downgrade the vSphere component to 4.x or prior. Customers can choose to run any vSphere 5.x version and vCenter Operations Management Suite Standard must remain at same version or above as included in the package.

Reinstatement Options for Customers with Inactive SnS Contracts

Customers who have an expired SnS must pay reinstatement fees to purchase supported upgrades. Reinstatement fees are based on the following criteria:

- The applicable SnS fees for the current contract term
- Fees that would have been paid for the period of time that the customer's SnS contract was not active
- A 20 percent fee on the sum of the fees in the preceding two criteria

Paid Edition Upgrades from vSphere 5 and vSphere with Operations Management 5

Customers may purchase an upgrade to a higher vSphere edition, to a vSphere with Operations Management edition, or to a VMware vCloud Suite edition (see Figure 5). For example, vSphere Enterprise Plus customers may upgrade to vSphere with Operations Management Enterprise Plus or to any vCloud Suite edition. When customers upgrade supported licenses to a higher edition, the original license key is deactivated and a new license key is issued for the upgraded edition. A SnS contract for the edition upgraded to must be purchased at time of upgrade purchase. This new SnS contract will be extended by the original SnS contract value remaining on the edition from which the customer upgraded. SnS contracts as short as two months are available for customers with a significant value remaining in their existing contract. This process ensures that only a single license key exists that has a single SnS contract with a single termination date.

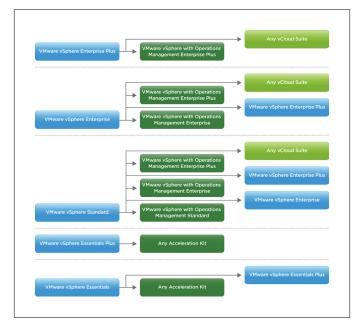


Figure 5. Upgrade Paths from vSphere to vSphere with Operations Management or vCloud Suite

Since vSphere with Operations Management Acceleration Kits decompose into individual kit components after purchase, customers upgrade using the same upgrade paths as vSphere with Operations Management Edition customers (see Figure 6). There are no Acceleration Kit to Acceleration Kit upgrades.

For information on local currency prices for vSphere Editions and Kits visit: www.vmware.com/products/vsphere/pricing.html

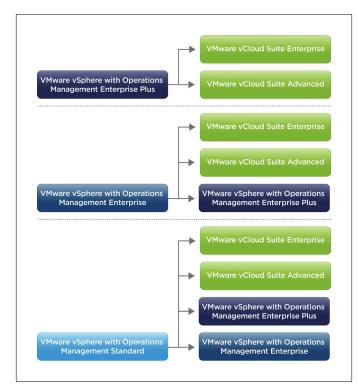


Figure 6. Upgrade Paths from vSphere with Operations Management

FAQ

Q. How is vSphere with Operations Management 5 licensed?

A. vSphere with Operations Management is licensed on a perprocessor basis without limitation on the number of virtual machines, cores or amount of physical RAM.

Q. How many license keys will a customer get when they purchase vSphere with Operations Management?

A. vSphere with Operations Management will show up in the customer's license portal as a unique entitlement. This entitlement will generate one license key that the customer will activate in vCenter Server.

Q. Are there VMware Acceleration Kits for vSphere with Operations Management?

A. Yes, there are three Acceleration Kits associated with the three editions of vSphere with Operations Management. These Acceleration Kits will replace the vSphere 5.x Acceleration Kits. Each kit consists of six processor licenses for vSphere with Operations Management, and a license for one instance of vCenter Server Standard. Six processor licenses of vSphere Data Protection Advanced are also included with the Enterprise and Enterprise Plus Acceleration Kits.

- Q. How can customers upgrade the operations management capabilities of vSphere with Operations Management to obtain capabilities like application dependency mapping and configuration/compliance management?
- A. Customers are able to upgrade from any vSphere with Operations Management edition to both vCloud® Suite Advanced and vCloud Suite Enterprise, which include advanced capabilities.

Q. What is the future of vSphere Standard with Operations Management, launched in September 2012?

- A. With the launch of the complete vSphere with Operations Management product line in Feb 2013, VMware will discontinue sales of vSphere Standard with Operations Management, launched in Sep 2012. vSphere Standard with Operations Management contained vSphere Standard, vCenter Operations Manager, and vCenter[™] Protect[™]. Customers who have already purchased vSphere Standard with Operations Management are entitled to a soft bundle of vSphere with Operations Management Standard and vCenter Protect.
- Q. Is it acceptable to have both vSphere hosts and vSphere with Operations Management hosts managed under a single vCenter Server?
- A. VMware recommends managing only a single vSphere with Operations Management edition under a vCenter Server instance to simplify license management and compliance. If you must run multiple vSphere with Operations Management editions (or both vSphere with Operations Management and vSphere/vCloud Suite) under a single vCenter Server instance (mixed environment), you can still be compliant. To be compliant in a mixed environment, you must ensure that all virtual machines are properly licensed for the functionality being used (e.g., capacity management provided by vCenter Operations Management Suite Standard). A virtual machine can be properly licensed either through a vSphere with Operations Management license (on a per-processor basis) or a standalone product license (on a per-virtual machine basis).
- Q. Is it acceptable to have both vCenter Operations on a per-VM basis and vSphere with Operations Management on a per-CPU basis? (e.g. customer adds vSphere with Operations Management into existing vCenter Operations Mangement environment)
- A. Yes, this is acceptable as long as license compliance is maintained.

- Q. Does the new vSphere 5 licensing model—per-processor without limitation on the number of virtual machines, cores or amount of physical RAM—apply to both vSphere 5.0 and vSphere 5.1?
- A. Yes. The vSphere 5 licensing model applies to both vSphere 5.0 and 5.1 customers. This also applies to vSphere with Operations Management customers.
- Q. Does the new vSphere 5 licensing model apply to existing licenses of vSphere 4.x or prior?
- A. No. The new vSphere licensing model applies only to new purchases of vSphere licenses or to existing licenses of vSphere 4.x or older that are version upgraded to vSphere 5.
- Q. When version upgrading to existing licenses for vSphere 4.x or older to vSphere 5, may I maintain the vSphere 4.x licensing model?
- A. No. In order to complete the upgrade, the new vSphere 5 EULA must be accepted.
- Q. Can I apply the vCenter Operations functionality included with vSphere with Operations Management to virtual machines running on hosts that are not licensed with vSphere with Operations Management?
- A. No, the vCenter Operations functionality included with vSphere with Operations Management can only be used for virtual machines running on hosts that are properly licensed with vSphere with Operations Management. Virtual Machines running on other hosts would need to be licensed separately.
- Q. Which customers are eligible for vSphere Desktop?
- A. vSphere Desktop is available to all commercial, academic, and government customers who want to purchase new licenses of vSphere for only host desktop virtualization. Customers who purchase the Horizon View bundles get vSphere Desktop.
- Q. I am currently using vSphere Enterprise Plus to deploy a third-party desktop virtualization solution. Can I continue to do so?
- A. Yes. Customers currently using vSphere as backend for a third-party VDI deployment can continue to do so.

- Q. Can vSphere Desktop be used to run third-party desktop management and infrastructure tools or third-party server products for desktops?
- A. As per the vSphere 5 EULA, vSphere Desktop standalone can be used for hosting virtual desktop machines or desktop management and monitoring tools that are used for VDI deployments only.

Q. What is the impact to Horizon View bundles or Horizon View add-on SKUs?

A. There is no change to the price of the Horizon View bundles. We encourage customers to consider Horizon View bundles for all their new desktop virtualization deployments. The bundles are designed as the cost-effective solutions for large-scale desktop deployments.

How to Buy

For information on local currency prices for vSphere and vSphere with Operations Management Editions and Kits visit: http://www.vmware.com/products/datacenter-virtualization/ vsphere/pricing.html

To purchase vSphere or vSphere with Operations Management, use the online VMware Partner Locator to find an authorized reseller in your area: http://partnerlocator.vmware.com/

You can also visit the online VMware Store to determine which kit or edition of vSphere with Operations Management or vSphere is right for your organization: http://www.vmware.com/ vmwarestore/

Learn More

For information or to purchase VMware products, call 877-4-VMWARE (outside of North America dial 650-427-5000), visit http://www.vmware.com/products, or search online for an authorized reseller. For detailed specifications and systems requirements, refer to the VMware vSphere documentation.

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