

"Most enterprises are looking for the best ways to leverage cloud-based services to economically increase IT capabilities. However, the day-to-day complexity of managing multiple infrastructure types has been a significant barrier. The ability to utilize existing management for hybrid resources opens up a wide range of integrated public cloud use cases."

Dave Smoley
CIO
AstraZeneca

The Problem

Rapidly evolving business requirements and the resulting rate of change in most IT shops have reached an unprecedented level — with no end in sight. At the same time, computing alternatives have dramatically expanded, including a range of on-premise virtual infrastructures and a long list of public cloud and managed service options. Of course, your job is to figure out the optimal mix to deliver the speed, agility, availability and budget to meet the many demands of your growing and dynamic company.

Whether on-premise or in the cloud, the biggest challenge of a hybrid IT deployment is seamless integration and management of disparate platforms *at scale*. If you expect most of your IT operations to continue as is with a few new servers in the cloud, management is not a big problem. However, if you envision a dynamic mix of up to thousands of on- and off-premise workloads requiring a single point of administration, management, automation, security, monitoring and reporting, enterprise-class hybrid IT management is critical.

The typical hybrid IT management offering provides basic cross-platform features on top of multiple native management toolsets, relying on the APIs of each platform vendor for integration. Unfortunately, this approach will not scale due to the complexity of administering and managing all of the underlying platforms. Further complicating the deployment is the ecosystem of additional tools and automation required for day-to-day operations.

HotLink® Hybrid Express™ is different. It's the industry's simplest, yet most scalable management solution for hybrid IT — the only technology to natively extend and fully leverage your existing VMware management environment across all the resources in your dynamic, multi-platform data center.

The Solution

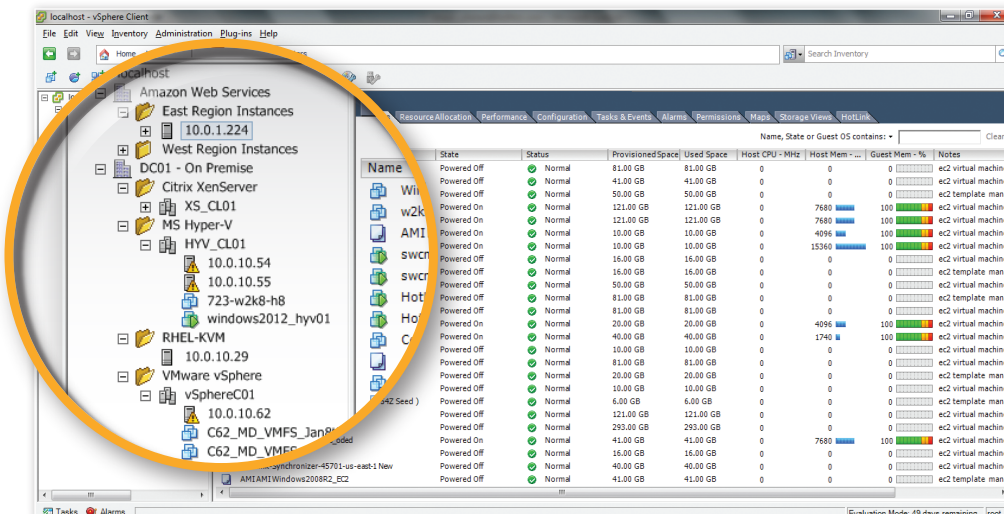
The award-winning HotLink Hybrid Express is a comprehensive, easy-to-implement platform for deploying, administering and managing hybrid on- and off-premise resources — using your *existing* VMware vCenter management infrastructure. You do not need any other consoles, databases, connectors, new templates, service catalogs or professional services — *it's express!*

In fact, HotLink provides the only technology to natively extend existing management platforms to multiple hypervisors and public clouds, so you can consolidate administration, deployment and management of all your hybrid IT resources with a single pane of glass — VMware vCenter. The unique HotLink Cloud-Attach™ technology abstracts hybrid platforms and workloads, so your existing management infrastructure treats them just like vSphere hosts and virtual machines — fully integrated and managed as a unified pool of resources. With HotLink you easily:

- Extend VMware vCenter capabilities cross-platform
- Unify administration, deployment & management
- Integrate & automate workload conversions
- Seamlessly clone & migrate cross-platform
- Create, use and manage hybrid snapshots
- Utilize VMware templates cross-platform
- Apply automation across hybrid resources

Because HotLink natively integrates hybrid resources, VMware vCenter compatible orchestration tools, service catalogs and self-service portals work out-of-the-box. Only HotLink Hybrid Express provides the transformation you need for implementing disparate, multi-platform resources in your existing VMware environment — it's simple, scalable and VMware-intuitive.

HotLink extends VMware vCenter to natively support hybrid IT resources. Here you can see Amazon EC2, XenServer, Hyper-V and KVM managed seamlessly alongside vSphere.



HotLink Hybrid Express

HotLink Hybrid Express is the only certified VMware Ready solution to leverage the capabilities of VMware vCenter across all major virtual platforms, both on- and off-premise. Only with HotLink can you easily deploy a robust and scalable management environment across hybrid IT resources — leveraging the VMware management infrastructure and skills you already have. Best of all, it works out-of-the-box.

Unified Hybrid Platform

The HotLink platform natively extends VMware vCenter to Amazon EC2, Microsoft Hyper-V, Citrix XenServer and Red Hat Enterprise Linux (KVM). Unlike overlay management products that require multiple consoles and are limited by platform vendor APIs, HotLink abstracts the virtual infrastructure so you can fully support hybrid resources utilizing the robust capabilities of VMware vCenter. With the HotLink platform, you holistically manage cross-platform resources as easily as your homogeneous vSphere hosts and virtual machines. In addition, a standard native API enables policies and automation to be applied uniformly across your entire hybrid infrastructure.

Single Pane of Glass

Designed with a plug-in architecture, HotLink Hybrid Express extends your current VMware vCenter administration, deployment and management infrastructure to support disparate hybrid IT resources. Multi-hypervisor and public cloud platforms and workloads are seamlessly managed alongside vSphere hosts and virtual machines in a unified inventory tree. With HotLink you can leverage your current virtualization management investment to fully support hybrid infrastructures — no additional consoles are required, and you will not sacrifice features.

Platform Transformation

With the patented HotLink Cloud-Attach™ technology, granular metadata of multiple hypervisors and public cloud platforms are captured and transformed into an agnostic model and adapted to VMware vCenter's schema in real-time. This enables hybrid IT resources to natively interoperate in your existing management environment. The power of this method is that VMware vCenter treats hybrid IT resources identically to vSphere — all are deployed, administered and managed as a single pool of virtual resources.

Workload Conversion & Migration

With HotLink Hybrid Express, hybrid IT workloads utilize the same management techniques as vSphere virtual machines. You clone, snapshot and migrate cross-platform workloads just as you do today. HotLink's bi-directional conversion enables seamless migration to and from any platform, whether on- or off-premise. You can even deploy cross-platform workloads from existing VMware vCenter templates. With HotLink you have the familiar management interface of vSphere with hybrid IT flexibility and agility.

HotLink CIMple™ SDN

Only HotLink enables unified management of hybrid networking using VMware vCenter. Through automated discovery and transformation of hybrid networking, complexity is eliminated and consistency across application tiers is maintained. With network pre-discovery and real time network provisioning, VMware workloads can be accurately and automatically migrated to other platforms, both on- and off-premise.

Integration Hub

The HotLink Cloud-Attach technology enables the underlying infrastructure of VMware vCenter to manage hybrid platforms natively. This allows VMware vCenter to serve as an integration hub for VMware vCenter-compatible automation, tools, service catalogs, self-service portals and in-house workflows. With a single point of integration, existing policies and automation can be applied uniformly across your entire infrastructure — without a complex integration project.

The Benefits

Industry analysts estimate around 75% of enterprises are currently pursuing a hybrid IT roadmap. As with all major IT change initiatives, complexity equates to risk, time and cost — and with so many demands, few IT organizations can tolerate any of these. HotLink Hybrid Express was designed from the ground up for seamless integration and management of hybrid IT infrastructure, whether on- or off-premise. By abstracting the complexity, HotLink gives you the choice to mix and match the platforms you want and fully manage them with the VMware management environment you already have. It's powerful, intuitive and certified VMware Ready.

If, like most enterprises, your roadmap includes a dynamic mix of hybrid on- and off-premise workloads with a single point of administration, management, automation, security, monitoring and reporting, HotLink Hybrid Express is the perfect solution. It's an easy-to-deploy, intuitive-to-use, scalable platform that fully leverages the comprehensive VMware management environment you built and tuned for vSphere. Let us show you how HotLink Hybrid Express can easily transform your VMware ecosystem into a hybrid IT management infrastructure — *in only a few hours!*

"Most enterprises have a range of platforms and infrastructure types to support. HotLink's transformation technology is unique in its ability to abstract the complexity of hybrid environments and enable seamless interoperability."

Justin White
VP Engineering
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