

# The Business Opportunity for VMware Cloud on AWS for VMware Partner

VMware partners can develop new revenue streams with VMware Cloud on AWS, through the sale of both cloud services and value-added services. With a worldwide partner addressable market that IDC forecasts to grow at a 5-year CAGR of 94%, partners can achieve significant revenue by selling VMware Cloud on AWS and related services as a differentiated cloud offering based on ease of use and reduced risk for migrating applications to a hybrid cloud environment.

## 5-year Total Addressable Market



### Partner Quote:

'With VMware Cloud on AWS, we can help our customers transform applications over time, so they don't have to do a full transformation and full re-factoring before moving to AWS... it allows customers to transform their applications and change how they do business without having to do it in a kind of big bang way.'

## Worldwide Total Partner Addressable Market Analysis



**\$3.1 billion**

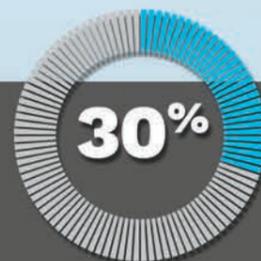
Total addressable 5-year market opportunity



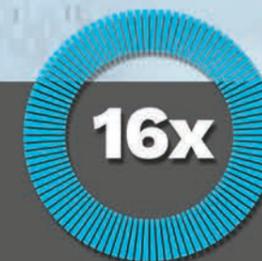
**94%**

5-year CAGR

## Business Opportunity of VMware Cloud on AWS for VMware Partners



Weighted average gross margin, VMware Cloud on AWS and related services



Revenue growth, sale of VMware Cloud on AWS and related services, in two years from time of interview



VMware Cloud on AWS-related revenue from professional and managed services



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