

A Guide to AWS and VMware @

AWS
re:Invent

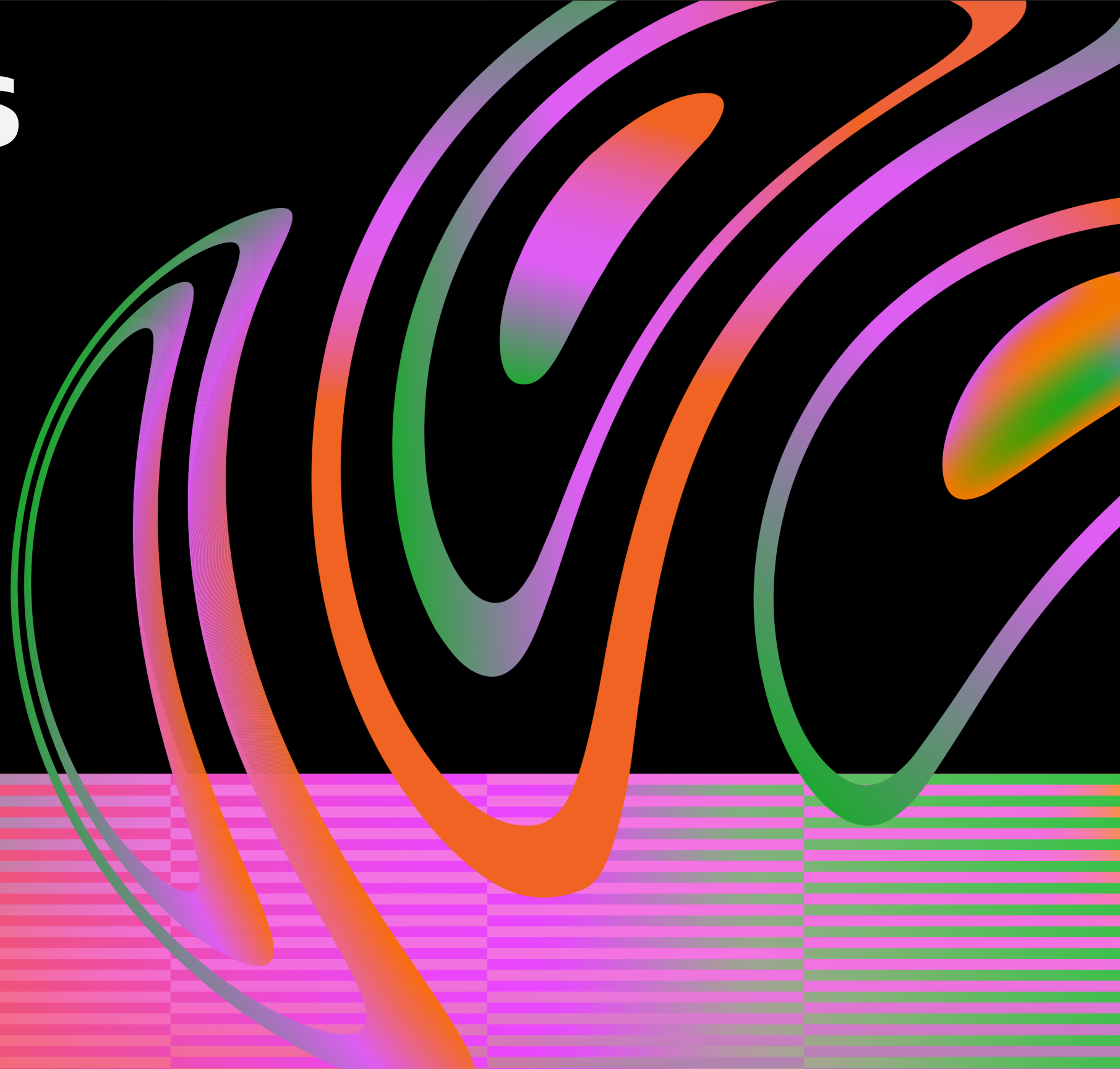


Table of Contents

- What to expect at AWS re:Invent 2020
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AWS re:Invent 2020 is going virtual and free. re:Invent will be presented across 3 weeks from Nov. 30 - Dec. 18, 2020. Customers can stay up to date on re:Invent news by subscribing on the [website](#).

This document offers you a view into all the activities happening at re:Invent 2020 related to VMware.

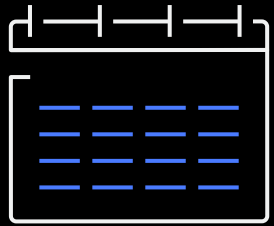


VMware and AWS

For over 4 years, VMware and AWS have been jointly engineering, selling, operating and supporting hybrid cloud solutions. AWS is VMware's preferred public cloud partner for all vSphere-based workloads. VMware Cloud on AWS is the preferred service for AWS for all vSphere-based workloads.

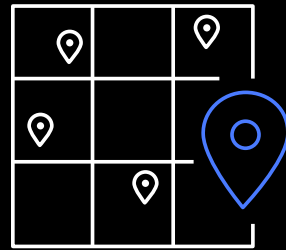


Welcome to AWS re:Invent 2020



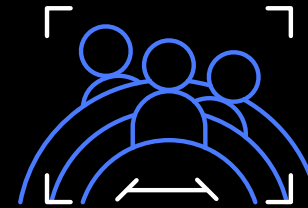
When

November 30 –
December 18th 2020
With continuous
content every week



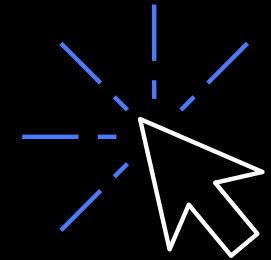
Where

Virtual



Who

IT executives,
engineers,
developers from
various industries



Useful Links

[Registration](#)

[Keynotes](#)

[Leadership Sessions](#)

[Complete agenda](#)

Keynotes



Andy Jassy CEO, Amazon Web Services

Andy Jassy takes the virtual stage to share his insights and the latest news about AWS customers, products, and services.

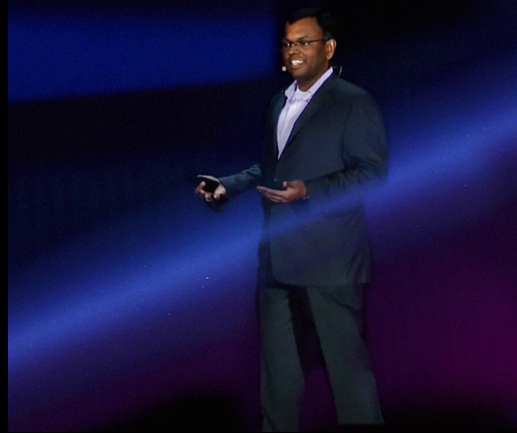
WEEK 1
DEC. 1 | 8:00AM – 11:00AM (PST)
AMERICAS: WATCH LIVE
DEC. 2 | 8:00AM – 11:00AM (SGT)
ASIA-PACIFIC
DEC. 2 | 8:00AM – 11:00AM (GMT)
EUROPE



Partner Doug Yeum, Sandy Carter, and Dave McCann

Don't miss the live AWS Partner Keynote to learn how AWS is helping partners modernize their businesses.

WEEK 1
DEC. 3 | 8:00AM – 9:45AM (PST)
AMERICAS: WATCH LIVE
DEC. 4 | 8:00AM – 9:45AM (SGT)
ASIA-PACIFIC
DEC. 4 | 8:00AM – 9:45AM (GMT)
EUROPE



Machine Learning Swami Sivasubramanian

Hear how AWS is freeing builders to innovate on machine learning with the latest developments in AWS machine learning.

WEEK 2
DEC. 8 | 8:00AM – 9:30AM (PST)
AMERICAS: WATCH LIVE
DEC. 9 | 8:00AM – 9:30AM (SGT) ASIA-PACIFIC
DEC. 9 | 8:00AM – 9:30AM (GMT)
EUROPE



Infrastructure Peter DeSantis

Learn how AWS has optimized its cloud infrastructure to run the world's most demanding workloads and give your business a competitive edge.

WEEK 2
DEC. 10 | 8:00AM – 9:00AM (PST)
AMERICAS: WATCH LIVE
DEC. 11 | 8:00AM – 9:00AM (SGT) ASIA-PACIFIC
DEC. 11 | 8:00AM – 9:00AM (GMT)
EUROPE



Werner Vogels Vice President and CTO of Amazon.com

Dr. Vogels shares his insights on building truly resilient architectures and what that means for the future of software development.

WEEK 3
DEC. 15 | 8:00AM – 9:30AM (PST)
AMERICAS: WATCH FIRST
DEC. 16 | 8:00AM – 9:30AM (SGT) ASIA-PACIFIC
DEC. 16 | 8:00AM – 9:30AM (GMT)
EUROPE

Leadership Sessions



Analytics
Rahul Pathak
Vice President,
Analytics



Business Applications
Larry Augustin
Vice President,
AWS Business
Application Services



Edge
Bill Vass
Vice President of
Engineering, AWS



Networking & Content Delivery
Mayumi Hiramatsu
Vice President,
EC2 Networking



Architecture
Rudy Valdez
Vice President,
Solutions
Architecture
and Training &
Certification



Compute
David Brown
Vice President,
Amazon EC2



Enterprise
Dave McCann
Vice President,
AWS Migration,
Marketplace, and
Control Services



Security, Identity & Compliance
Stephen E. Schmidt
Vice President & Chief
Information Security
Officer



AWS Public Sector
Teresa Carlson
Vice President,
Worldwide
Public Sector



Containers
Deepak Singh
Vice President,
Containers, Linux,
HPC, and Open
Source, AWS



IoT
Dirk Didascalou
Vice President,
AWS IoT



Serverless
David Richardson
Vice President,
Serverless



Training and Certification
Maureen Lonergan
Director of AWS
Training &
Certification



AWS Public Sector Partners
Sandy Carter
Vice President,
Global Public Sector
Partners and Programs



Databases
Shawn Bice
Vice President,
AWS Databases



Management Tools & Governance
Bill Vass
Vice President of
Engineering, AWS



Storage
Mai-Lan Tomsen Bukovec
Vice President,
AWS Block and
Object Storage

Leadership Spotlight



When Boldness Matters in Critical Moments

Mai-Lan Tomsen Bukovec

Vice President, AWS Block and Object Storage

As companies face critical moments, often the difference between success and failure comes down to how those at the top choose to meet these challenges. Join Mai-Lan Tomsen Bukovec as she moderates a discussion on leading through change. The conversation will feature top influencers in their industries - Eva Chen (co-founder and CEO of Trend Micro), Casey Coleman (SVP, Salesforce and former CIO of GSA - US Government Administration), Shellye Archambeau (Board member, Verizon), and Julie Cordura (CEO, Thorn.org). Panelists will share how they led through pivotal critical moments such as setting up the first US government agency to use the AWS cloud, building a leadership position in data security and cybersecurity solutions, and using machine learning to combat child trafficking.

Schedule Briefing Sessions

Meet with AWS and VMware technical experts, business experts, or executives.

To schedule a meeting, contact:

vmconaws@amazon.com

or reach out to your VMware representative



Build, run, manage, connect & protect hybrid clouds with VMware

30 MINUTE SESSION

Title: Build, run, manage, connect & protect hybrid clouds with VMware

Session ID: ENT285-S



Abstract: As companies face unprecedented circumstances, the cloud has proven to be the best path to keep businesses running. VMware helps organizations migrate and modernize applications on premises and on the AWS Cloud with consistent infrastructure and operations supporting both VMs and containers. AWS is VMware's preferred cloud provider for vSphere workloads. In this session, learn how organizations use VMware solutions to quickly migrate applications to the cloud, manage hybrid cloud environments, provide secure hybrid cloud networking, and enable developers to deliver modern applications using Kubernetes.

Scheduled w/live Q&A – Dec 10th, 1:00-1:30pm PST

Also available on-demand

Speakers:

Vittorio Viarengo, VMware

Neill Smith, The Scottish Government

AWS Led Sessions on VMware and AWS Joint Solutions



Title	Speaker	Session ID
Architectural patterns and best practices for running workloads on VMware Cloud on AWS	Aarthi Raju	ENT309
What's New in RDS <i>with Amazon RDS on VMware content inclusion</i>	Sirish Chandrasekaran	DAT202
MySQL Options on AWS: Self-managed, Managed, Serverless <i>with Amazon RDS on VMware content inclusion</i>	Yoav Eilat	DAT203
What's New in Amazon RDS for SQL Server <i>with Amazon RDS on VMware content inclusion</i>	Eugene Stepanov	DAT208

VMware, AWS and theCUBE Sessions

VMware AWS Partnership Update

Sanjay Poonen & Matt Garman



VMware Cloud on AWS

Mark Lohmeyer & Dave Brown

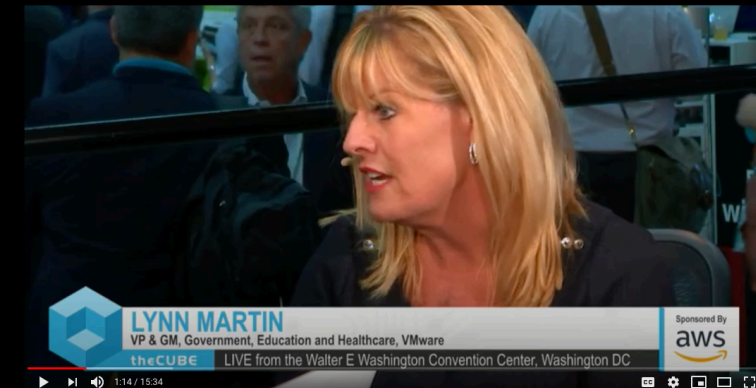


VMware Cloud in

Public Sector

Lynn Martin

*Airing on Dec 9 following the
Public Sector leadership session*



Learn about VMware Hybrid Cloud and Cloud Management Solutions

VISIT THE VMWARE SPONSOR PAGE TO DOWNLOAD THESE ASSETS

Hybrid Cloud

Learn how VMware can help you get consistent infrastructure and operations with VMware Hybrid Cloud Solutions

Videos:



VMware Cloud on AWS:
Understanding Hybrid Cloud
Operations for the vSphere
Admin



888 Holdings Embraces
Hybrid Approach with
VMware Cloud on AWS



DevOps for
Infrastructure with
VMware vRealize
Automation Cloud



Easy Blue/Green
Deployments with
VMware vRealize
Automation Cloud



Horizon on VMware
Cloud on AWS

Solution briefs:



Modernize on-premise
Databases with
Amazon RDS on VMware



Self Service Hybrid Cloud
Solution Brief

Learn how you can build Cloud-Native apps and modernize existing apps

VISIT THE VMWARE SPONSOR PAGE TO DOWNLOAD THESE ASSETS

Application Modernization

Accelerate time to market for new software features and reduce the cost and risk of operating applications.

VMware Tanzu, a family of products and services for modernizing applications and infrastructure, enables you to deliver better software to production—continuously.

- Build Cloud-Native Apps
- Evolve Existing Apps
- Run and Manage Kubernetes in Multiple Clouds

Videos:



Duke Energy Customer video



VMware Tanzu Overview -
Accelerate Your Move to AWS



VMware Tanzu Mission
Control Overview

Learn how to leverage VMware hybrid cloud networking and security solutions

VISIT THE VMWARE SPONSOR PAGE TO DOWNLOAD THESE ASSETS

Networking & Security

Secure and operate apps and data everywhere with consistent and pervasive connectivity.

Videos:



VMware Cloud on AWS
Networking and Security



Securing Your Organization
with Cloud Native Endpoint
Protection

Solution briefs:



VMware NSX Advanced Load
Balancer for AWS



VMware Secure Access
Solution Brief

VMware: Virtual Room Schedule

3-WEEK GLOBAL SCHEDULE

Visit the VMware sponsor page and join us for content every week. From demos, solution deep dives, technical sessions and more learn from VMware experts and get your questions answered live!

Time	Day 1	Day 2	Day 3
11:45am – 12:45pm	VMware Cloud on AWS	VMware Cloud on AWS	VMware Cloud on AWS
12:45pm – 1:45pm	Tanzu	Tanzu	Tanzu
1:45pm – 2:45pm	VMware Cloud on AWS	VMware Cloud on AWS	VMware Cloud on AWS
2:45pm – 3:45pm	Networking & Security	Networking & Security	Networking & Security

Cadence:

Live virtual room schedule available during programming hours:

- America (PST) – Tuesday, Wednesday, Thursday
- EMEA (GMT) /APJ (GMT+8)– Wednesday, Thursday, Friday

Find the latest schedule under ‘Learn More’ on the VMware sponsor page

Chat with a VMware expert

3 WEEKS OF ACCESS TO A VMWARE EXPERT

Visit us and chat live 1on1 with a VMware expert.

Ask about any of our offerings and discuss anything you learned from our sessions!

Cadence:

Live 1on1 chat available during programming hours:


- 11:45am – 3:45pm
- America (PST) – Tuesday, Wednesday, Thursday
- EMEA (GMT) /APJ (GMT+8)– Wednesday, Thursday, Friday

VMware Activities: AWS Jams, What's Next, Virtual Swag, Meet a Partner

Meet a Partner

Dive deep into the VMware Tanzu Portfolio and VMware Cloud on AWS in this series of 'Meet a Partner'

Learn about how VMware can help you get to the hybrid cloud and modernize your applications and infrastructure to deliver software to production, continuously.

 what's next

"What's Next" is a show that provides a deep dive on new services and discuss keynote announcements

CloudHealth by VMware will be sharing the latest and greatest on cloud management.

AWS
re:Invent



AWS Jams offers you the opportunity to try services in a fun, competitive environment

Learn how to handle your application outage in the event of a load balancer failure using analytics-driven in the **VMware NSX Load Balancer challenge**



Virtual Swag provides visibility for promotional offers from sponsors.

CloudHealth by VMware has exciting promotional offers for a slew of cloud management solutions. Get yours now!

Learn more about VMware solutions for app modernization, hybrid cloud, and networking

VMWARE MICROSITE

Get more VMware content at the [VMware microsite](#)

In the VMware microsite you'll find more information on our hybrid cloud, app modernization and cloud networking solutions/services:

- E-Books
- PDF's
- Videos

[Here](#), you can request for a VMware representative reach out to you to discuss your needs and how to accelerate your cloud journey.



VMware Tanzu



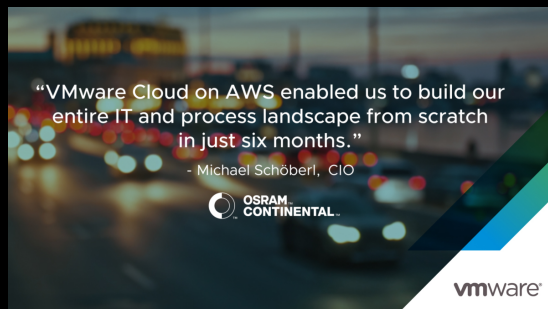
vmware



Follow VMware and AWS on Social!

AWS re:Invent 2020

Look out for these
VMware banners
throughout re:Invent!



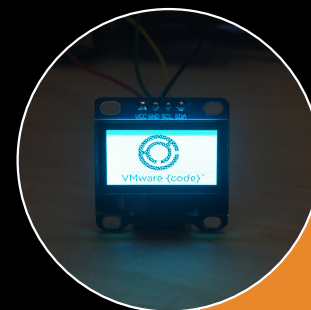
#reInvent

- Follow the #reinvent hashtag



Channels

- @VMware, @VMwareCode, @VMwareCloud, @VMwareCloudAWS, @WavefrontHQ, @VMwareTanzu, @VMwareNSX, @VMwareHorizon



Hashtags

- #Kubernetes | #Raspberry Pi | #RDS
- #Containers | #HybridCloud

Thank you!