The Next Generation of Cloud MSPs

The cloud market is rapidly evolving, and Managed Service Providers (MSPs) must quickly move beyond reselling to provide the next generation of cloud managed services. Customers no longer want individual tools for each cloud provider; instead they expect MSPs to build and deliver cloud-agnostic offerings for each step of their cloud journey: plan and design, build and migrate, run and operate, and optimize.

Gartner predicts that by 2021, **75% of enterprise customers** seeking cloud managed infrastructure as a service (IaaS) and platform as a service (PaaS) solutions **will require multi-cloud capabilities from a cloud managed service provider**, up from 30% in 2018.¹

AWS MSP Partner Program

The Amazon Web Services (AWS) MSP Partner Program recognizes and rewards MSP partners who embrace and embody the concept of the next-generation MSP. The program also gives customers confidence in the MSP they choose. A core component of this third-party validation process is a scoring system in which an MSP can earn or lose points based on their ability to demonstrate capabilities for mandatory requirements.

“60% of organizations are willing to pay a premium to use managed cloud services for public clouds that are certified by the public cloud provider.”

Source: IDC Worldwide Managed CloudView 2019 Study

¹Gartner, Predicts 2019: Increasing Reliance on Cloud Computing Transforms IT and Business Practices, 13 December 2018
CloudHealth Helps You Meet Requirements of the AWS MSP Partner Program

CloudHealth helps you easily demonstrate your capabilities across multiple mandatory requirements on the AWS MSP Partner Program Validation Checklist, limiting loss of points. As a CloudHealth by VMware partner you can also gain points for non-mandatory services and capabilities.

Web-accessible performance analysis and end-user reports

With CloudHealth you can create, customize, and share a host of usage, cost, and performance reports. One best practice is to provide a few introductory reports as part of a “freemium” service that all of your clients receive. You can then offer more detailed, higher-value reports in a premium tier. For example, you may offer a series of customized reports with a breakdown of cost and usage by functional business group, department, or user. This helps you meet three mandatory reporting requirements and earn additional points for using a web-based platform for reporting, performance analysis, and asset management.

AWS security best practices

CloudHealth delivers security recommendations that will compare your customer’s AWS infrastructure against AWS and CIS (Center for Internet Security) best practices. The platform identifies and reports on gaps, alerts stakeholders, and provides remediation recommendations. Cloud security is paramount for end-users, and best-of-breed MSPs offer continuous and invaluable security services. By leveraging CloudHealth security policies, partners meet four mandatory requirements under the AWS MSP Partner Program and can earn additional points on three related measures.

AWS billing and cost management

The CloudHealth Partner console includes bill generation tools across each customer tenant. You can generate a statement from the console or extract the data to use in your own accounting system. CloudHealth delivers capabilities for customized billing rules, and it enables you to retain and manage credits in the way that makes the most sense for your business. Demonstrating this functionality can help you gain bonus points during the audit.

“Smartronix chose to partner with CloudHealth based on its data integrity, infrastructure stability, performance track record, and team expertise.”

ERIC JERASA
Manager of Business Operations
Become a Next-Generation Cloud MSP with CloudHealth

Dozens of leading cloud MSPs—such as Smartronix, AC3, and AllCloud—have already partnered with CloudHealth by VMware to bring their service offerings to the next generation. The CloudHealth Partner Console allows MSPs to easily gain visibility, optimize resources, and implement business policies that govern of their customers’ environments. To learn more about how CloudHealth can help you accelerate your cloud transformation, visit us online here or email us at ch-partners@vmware.com.

“With CloudHealth, we have been able to deliver extraordinary customer value. We are empowered with the insights we need to drive business outcomes for our customers, no matter where they are in their cloud journey. Over the last 12 months, CloudHealth has enabled us to save over $2.5 million for our customers.”

CLAUDIA COUZI
General Manager of Operational Services

About CloudHealth by VMware

CloudHealth by VMware is the most trusted software platform for accelerating business transformation in the cloud. More than 10,000 organizations globally rely on CloudHealth to optimize, secure, and govern over $11B in cloud spend. Known for offering the highest levels of data integrity and scalability throughout the entire multi-cloud journey, the CloudHealth Partner Platform enables managed service providers to streamline billing, centralize customer management, and drive profitability. CloudHealth was acquired by VMware in 2018.
### How CloudHealth Maps to the AWS MSP Validation Checklist v4.1

#### 4. Customer Obsession

**4.2.2 CUSTOMER REVIEW***

Partner regularly assesses customer infrastructure cost and highlights opportunities to optimize these costs to its customers through reporting.

**4.3 CLOUD CENTER OF EXCELLENCE***

AWS Partner maintains a Cloud Center of Excellence (CCoE).

#### How CloudHealth Helps

CloudHealth is the tool of choice for MSPs to gain visibility into and report on infrastructure costs and makes industry-leading optimization recommendations via dashboards and reports.

CloudHealth by VMware strongly supports the CCoE model and trains all of our MSPs on how to build and operate a CCoE team.

#### 5. Solution Design Capability

**5.1.3 SOLUTION CAPABILITY***

Details of the system performance, capacity management and availability measurement systems to be put in place to measure success of proposed design.

**5.1.4 SOLUTION CAPABILITIES***

Assessment of customer’s security requirements and procedures with gap identification.

#### How CloudHealth Helps

CloudHealth provides detailed capacity reports that can be used in a design document to illustrate the measured success of the proposed design.

CloudHealth compares the infrastructure against AWS and CIS Best Practices to identify gaps and recommend remediations.

#### 7. Infrastructure and Application Migration Capability***

Partners who hold the AWS Competencies for either Migration Consulting Partners or Migration Delivery Partners will automatically be granted all points in this section.

**7.2 APPLICATION MIGRATION CAPABILITIES***

Partner has documented and demonstrated application migration capabilities.

#### How CloudHealth Helps

CloudHealth by VMware has an active AWS Migration Competency and can therefore assist MSPs with gaining their own certification as a Migration Consulting Partner or a Migration Delivery Partner.

CloudHealth’s Migration Assessment makes recommendations for moving workloads from a data center to AWS based on asset types, regions, reservations, and associated projected costs. This allows you to compare the total cost of ownership (TCO) and make intelligent migration decisions.
<table>
<thead>
<tr>
<th>8. Security</th>
<th>How CloudHealth Helps</th>
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<tbody>
<tr>
<td>☑ 8.1.4 SECURITY MANAGEMENT*</td>
<td>CloudHealth looks for accounts that use root account credentials and sends a notification when out of compliance.</td>
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<tr>
<td>Partner does not administrate AWS accounts by use of root account credentials.</td>
<td></td>
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<tr>
<td>☑ 8.1.10 SECURITY MANAGEMENT*</td>
<td>CloudHealth looks for root accounts that don’t have MFA enabled and sends a notification when out of compliance.</td>
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<tr>
<td>Partner ensures MFA is activated on all Partner and customer AWS root accounts.</td>
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<tr>
<td>☑ 8.2.1 SECURITY EVENT LOGGING AND RETENTION*</td>
<td>CloudHealth stores and reports on all security events in a Security Risk Exposure summary and in a detailed incident log.</td>
</tr>
<tr>
<td>Security events are stored in a log for regulatory and analysis purposes.</td>
<td></td>
</tr>
<tr>
<td>☑ 8.2.3 SECURITY EVENT LOGGING &amp; RETENTION*</td>
<td>CloudHealth policies identify accounts without CloudTrail or Amazon CloudWatch Logs enabled for all Regions, without CloudTrail logging data in an Amazon S3 Bucket, CloudTrail Logs that don’t have file validation enabled, and accounts lacking CloudTrail Log Encryption.</td>
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<td>Partner has AWS CloudTrail enabled on all managed accounts and a process is in place to maintain log integrity.</td>
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<tr>
<th>9: Next Generation Service Management</th>
<th>How CloudHealth Helps</th>
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<tr>
<td>☑ 9.8.2 CONTINUOUS COMPLIANCE</td>
<td>CloudHealth has policies that monitor compliance with AWS &amp; CIs Best Practices, including automated actions that will notify and take action when a server falls out of compliance.</td>
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<td>Partner provides continuous compliance solutions to their customers to ensure compliance of resource level controls.</td>
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<tr>
<td>☑ 9.9.1 EVENT MANAGEMENT</td>
<td>CloudHealth Activity Feed tracks all events in real time, categorizes them by added, deleted, or changed resources, and provides details of each change so action can be taken if necessary.</td>
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<tr>
<td>Partner has a process for detecting, categorizing, and taking action on all events</td>
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<tr>
<td>☑ 9.12 ASSET MANAGEMENT</td>
<td>CloudHealth pulls and reports on all AWS assets within an account, including tagging information and the ability to group assets in reports. Policies enforce tagging requirements and notify MSP when an asset is out of compliance. Corrective Actions can be automated under Governance.</td>
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<tr>
<td>Partner has a strategy for tracking and managing its AWS deployed assets</td>
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<tr>
<td>☑ 9.14 CUSTOMER REPORTS</td>
<td>CloudHealth keeps thirteen months of historical data across all tracked assets and can provide performance and usage related information over the historical time period. CloudHealth is a web-based platform and MSPs can provide controlled access to their customers.</td>
</tr>
<tr>
<td>Partner provides web accessible customer reports. Reports should allow customers to self-select parameters such as devices and thresholds.</td>
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## 12. AWS Billing & Cost Management

### 12.3 SOLUTION PROVIDER BILLING SOLUTIONS
Partner leverages third-party ISV or Partner-developed solutions for billing management and cost optimization to strengthen their ability to provide proactive recommendations to customers.

### 12.7 END USER REPORTING*
Partners are required to provide End User Reporting to AWS as terms of their Agreement.

## How CloudHealth Helps

CloudHealth gives MSPs instant visibility, optimized cloud resources and policies to facilitate governance of customers’ clouds. The platform provides actionable insights to improve cost, usage, performance and security across the cloud.

CloudHealth end user reporting can be used by the partner to share with AWS.

* Mandatory Audit Requirement