

VMware Cloud Business Management (CBM)

Maturity v1.0



	Cloud Business Manager Role	Cloud Business Strategy	Cloud Services Definition	Cloud Services Costing	Cloud Services Pricing	Cloud Services Marketing	Consumption & Chargeback	SLM & Contracts Management	Cost Optimization	Cloud Services Budgeting & Forecasting	Tools and Data	CBM Value
Predictive	CBM Manager and Cloud Center of Excellence & Tenant Ops Teams defined	Full IT, Business, and Finance based Cloud Strategy Formally Exists	Ability to design and support custom services as needed	Service-based costing transparency across all cloud services along with the ability to drive demand & supply management	Pricing strategy that accounts for over/under recovery and demand management	In full alignment and partnership with corporate marketing	Hybrid Cloud including Service Levels	Full Service Level and Vendor Management processes are implemented	Fully repeatable Cost Optimization Process supported by Benchmarking	Full Hybrid/Private cloud service investment planning process driven by business / consumer demand	Single source of truth and positioned as the main platform for cloud business management	Strategic Partner
	CBM Manager with Cloud Virtual Service Team	Cost & Showback & Demand-Supply Based Cloud Strategy Exists	All major Services Defined with a clear Service Catalog Model	All cloud services are costed with allocations strategy in effect	Pricing of all major Services	Branding & Promotions are in effect	Hybrid Cloud and Dashboards	Cloud Services SLAs and OLAs are in place	Service-base cost savings and optimization plans are in effect with workload management	Hybrid cloud demand forecasting and budgeting	Cleansed and automated bill of cloud	Business Automation
Proactive	Cloud Virtual Service Team Defined	Cost & Showback Based Cloud Strategy Exists	Some Business Services Identified and Defined	Key Business Service Costing	Some Businesses service pricing in Hybrid Cloud	Cloud Service Marketing Strategy Exists	Private Cloud Bill and Dashboards	Cloud Services SLAs are in place with Business	Service-based cost savings and optimization plans	Demand driven private cloud forecasting & budgeting	Limited data gaps and service-based defined cost models in tools	Service Provider
	Limited traditional IT financial manager role	A cost transparent based Cloud Strategy	Technical Services Identified and Defined	Some Technical Service-based Costing Exists	Private Cloud tech services pricing	Basic account and consumer relationship management	Manual BoC or Reports	Some generic IT SLAs are in place	Cost reduction plans are in effect	Basic Private Cloud Supply Budgeting	Inconsistent and duplicate data and manually generated	Controlled
Reactive	No formal role exists	No Formal Cloud Business Strategy Exists	No Services Definitions	No Service-based Costing or Financial Transparency	No Cloud Services Pricing Strategy in place	No Function Exists	No BoC or Dashboards	No SLAs or OLAs with Business/ Consumers	Cost reduction plans are in place	No Function	Many critical gaps and manual based (no defined tools)	Standardized

