

Monetizing NSX Services

SCENARIO

As a VMware Cloud Provider we are very interested in adding NSX services to our portfolio. We know that VMware is putting a lot of focus into the area of virtual networking, and we would like to be able to offer these capabilities to our customers, starting with a select group now with plans to offer it more widely if the demand is there.

As we understand it, if we offer NSX to a customer today, they have access to all NSX services. This would only be relevant to a few of our customers, but for most we are mainly interested in offering Edge load balancing or Edge firewall services.

We recognize the opportunity NSX represents for our business, but we need a way to offer clients a way to purchase only the services they require, rather than have access to all.

Provider Requirements and HyAlto

1. Choice

The provider in the above scenario wants to monetize NSX but requires the ability to choose which NSX services are offered to individual customers.

HyAlto gives you control over which NSX services you want to offer, including:

- Site to Site IP Sec VPN
- Point to Site SSL VPN
- Edge Load Balancing
- Edge Firewall
- NAT rules

HyAlto puts control over consumption of NSX services by individual customers into the provider's hands.

2. Monetize NSX

This is very closely related to the issue of choice. Because HyAlto does allow NSX services to be separated, the provider can make additional revenue by up-selling component NSX derived services. The Provider can price each component separately.

Once the products are ordered they are automatically provisioned for customers according to the specifications set during initial configuration, which further increases your margins on NSX services by removing your team from the fulfillment process.

One final way to increase your margins on NSX comes during the billing process. For the first time you'll be able to charge for specific NSX functionality by easily generating detailed usage reports. Those reports can be fed directly into your downstream billing system making it easy to bill for NSX services. The time saved by your team on invoicing reduces the cost of invoicing, thereby increasing your bottom line.

[See NSX Revenue Planning calculator](#) 



CONCLUSION

HyAlto empowers the service provider to choose how they go to market with NSX. Using the platform, they can make NSX more price-friendly to any customer by selling them only the services they need, rather than having to pay for the full product. It's an excellent way to capitalize on the NSX opportunity for all customers rather than a select few.

The HyAlto logo is positioned on a dark blue mountain peak. The logo itself is white and blue, with a stylized orange triangle above the letter 'A'. The background features a light blue sky with white clouds and several light blue mountain peaks of varying heights.