



Why Arrow for VMware by Broadcom?

Navigating change together

ARROW

vmware®
by Broadcom

A PARTNERSHIP BUILT ON TRUST

“In times of uncertainty, you need a partner you can trust.”

Since Broadcom's acquisition of VMware, we've looked at what's happening in the market and have taken action, setting up the structures and getting everything in place to best guide and support you through this transition period.

We understand you have **questions that still need answering** and want to reassure you that with years of experience working closely with both vendors and as a current strategic partner of VMware by Broadcom, we are ideally positioned to get you the answers you need so you can gain clarity on your current situation, resolve any immediate business continuity issues, and start moving forward.

The situation is still evolving, but here's **everything you need to know** about the changes to the product portfolio and partner program so far.

SIMPLIFIED OFFER LINEUP AND LICENSING MODEL

VMware by Broadcom has embarked on a **strategic evolution** to streamline its offerings and shift from traditional perpetual licensing to a modern subscription-based model. This pivotal transformation is designed to help customers achieve ongoing innovation, faster time to value, and predictable investments.

The product portfolio has also been simplified, with the VMware Cloud Foundation division now having two primary offerings – **VMware Cloud Foundation** and **VMware vSphere Foundation**.

- **VMware Cloud Foundation** Is a flagship, enterprise-class, hybrid cloud solution designed for large and mid-sized enterprises that enables secure, resilient, and cost-efficient management of business-critical and modern applications.
- **VMware vSphere Foundation** Is a simplified enterprise-grade workload platform for mid-sized to smaller customers. It integrates vSphere with intelligent operations management, providing better performance, availability, and efficiency with increased visibility and insights.

Optional add-on solutions like **VMware vSAN, VMware Cloud Disaster Recovery, and VMware Cloud Ransomware Recovery** are available for both offerings, you can reach out to our local experts to learn more about all the additional available add ons.

KEEP YOUR BUSINESS MOMENTUM WITH ARROW SUPPORT

If you have customers coming up for renewals and are unsure which solution you should position in the new portfolio, **please reach out to us**. Using Arrow as your single point of contact is the quickest way to get help and advice. Whether you need more information about the new product portfolio, licensing, or any other issue impacting your business, **our 100+ dedicated VMware teams across 25 countries are only a phone call away**.

Our **experienced local teams** will not only do their best to resolve the issue, but they'll also go the extra mile, offering advice on where improvements can be made and doing everything they can to help you get to the core of your business goals and find where your niche in the market could potentially be, to support your business growth.

BROADCOM ADVANTAGE PARTNER PROGRAM

Since Broadcom acquired VMware, **significant changes** have been made to the partner program.

It is now a **private, invitation-only, evergreen program** focused on providing you with the capabilities to group your business through simplified pricing, better margins, and richer benefits.

The Advantage Partner Program framework offers differentiated rewards based on the value you deliver to customers, your commitment to your partnership with VMware by Broadcom, and by business unit and partner transaction types.

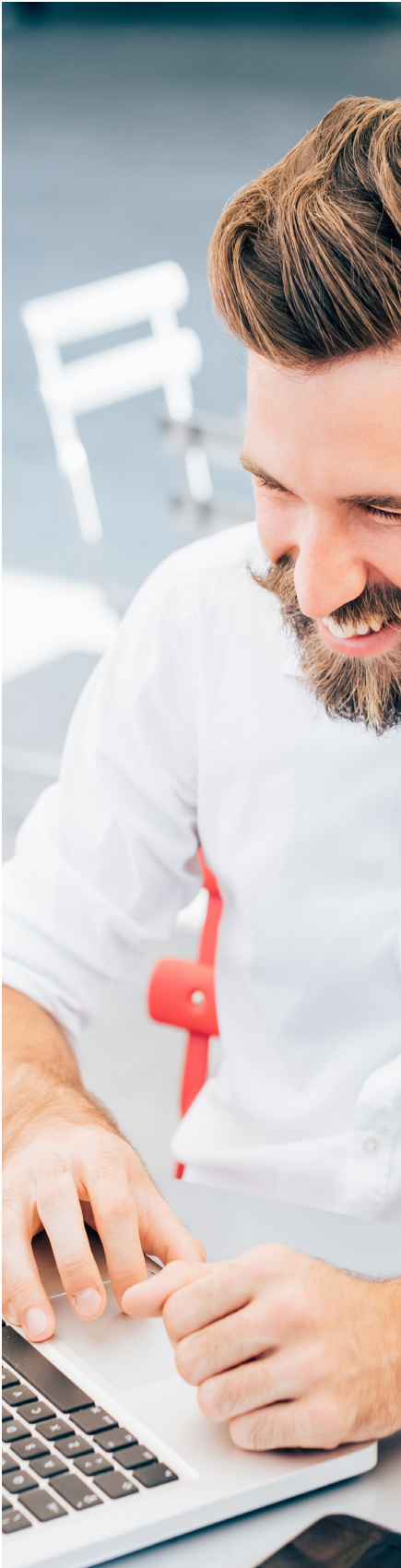
Offering multiple paths to success, you can focus on your unique business model and priorities that align with your business focus.

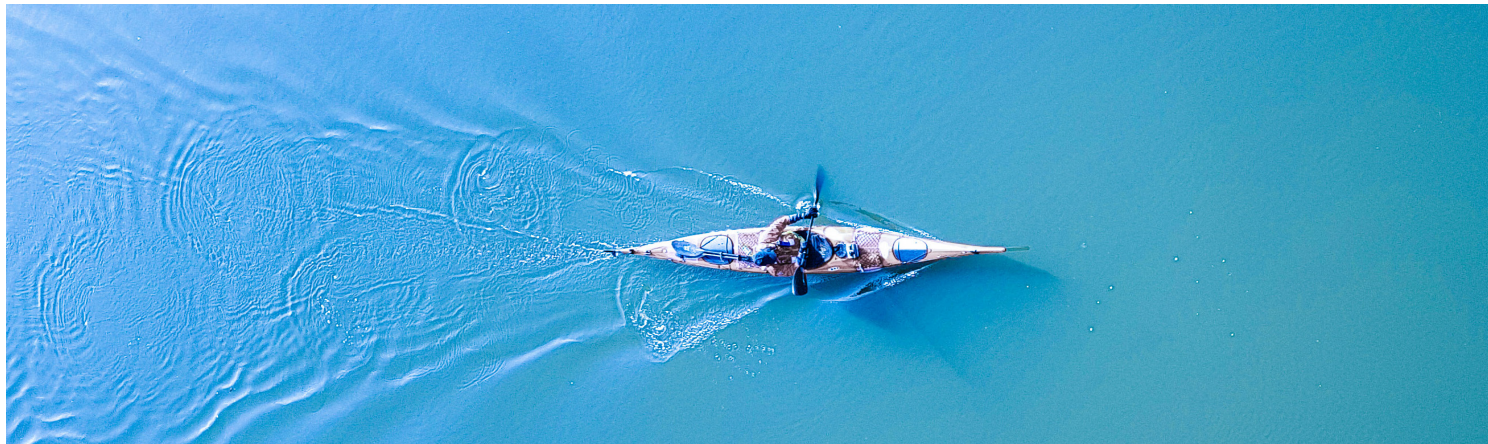
Becoming a registered partner in the Broadcom Advantage Partner Program is the first step; from there, you decide where to invest, with the understanding that increased investments unlock increased rewards.

The program offers **several benefits for VMware by Broadcom partners**:

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Simplified Approach: Similar tiers recognising renewals and EAR, significantly fewer SKUs, updated offerings, and increased value for customers.
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Revenue Growth: Opportunities for higher-value, subscription-based offers.
- 
Share of Wallet: Promotion of an attractive portfolio of add-on products.
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Profitability: Higher up-front margins and more opportunities for value-added services.
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Resourcing and Support: Reduced channel conflict and streamlined tools.

If you have any concerns about the new partner program or are unsure which is the right path forward, **please reach out to Arrow directly** so we can look at your specific business needs and help you plan your next move.





ARROW – STEADY THROUGH CHANGE

At Arrow, we believe that partnership is more than just a business transaction.

It's about building a long-term relationship based on trust, support, and mutual growth. If you're new to VMware by Broadcom partnership, having an experienced distributor by your side can make all the difference in getting the most out of your journey. If you're interested in becoming a partner and would like to learn more, please consider reaching out to us first.

PARTNER ONBOARDING

Our **comprehensive onboarding** plan provides a solid foundation for new partners to succeed with VMware by Broadcom.

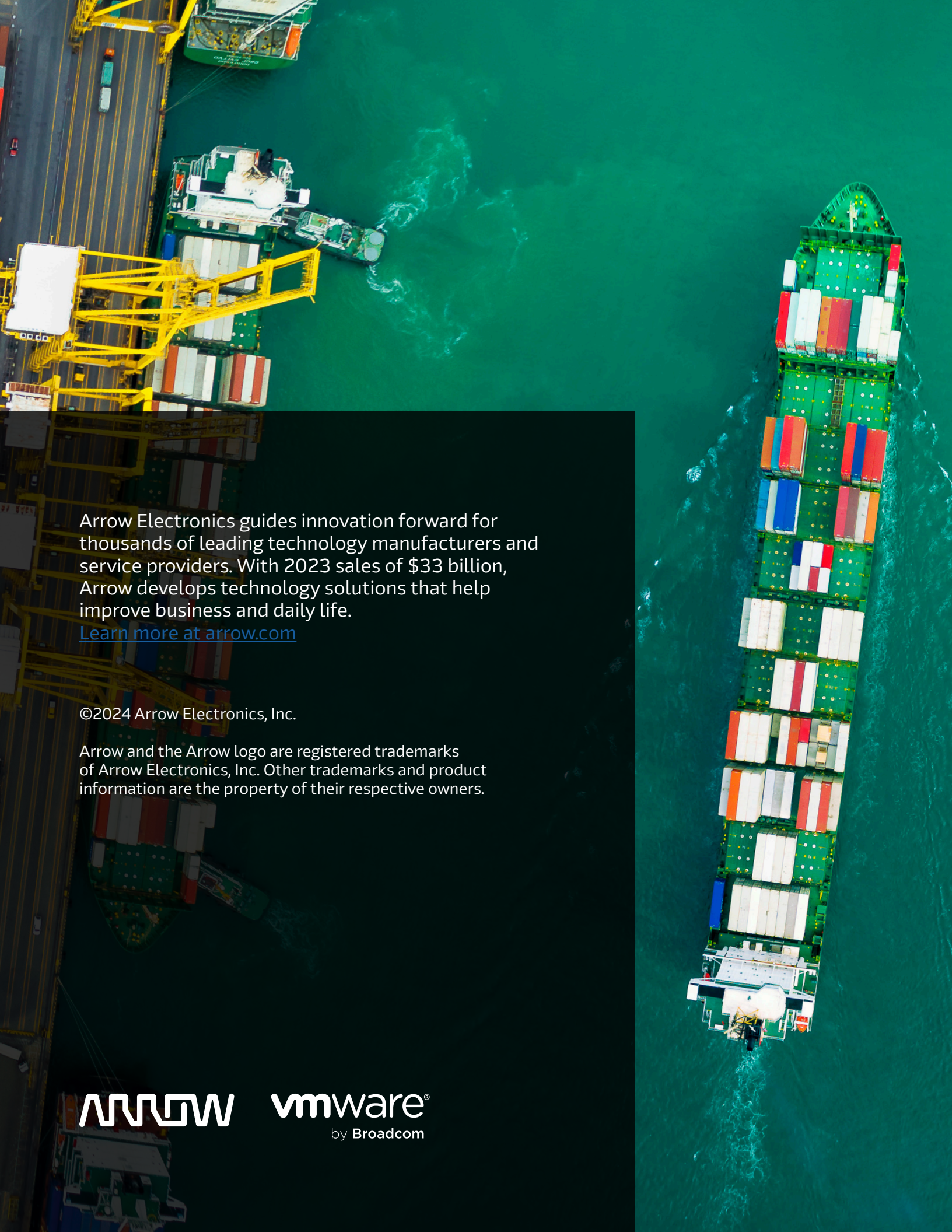
Our **30-, 60- and 90-day plans** cover the basics on:

- Sales and technical enablement
- Access to training for online tools and resources
- Building a VMware Broadcom go-to-market
- Learning the VMware by Broadcom value proposition
- Understanding key messaging
- And more...

Throughout this process, your **Arrow Channel Manager** will be there by your side to fully support you every step of the way.

NEXT STEPS

If you're interested in learning more about the many advantages of partnering with Arrow to support your VMware by Broadcom journey, **please get in touch.**

An aerial photograph of a port scene. On the left, a large container ship is docked at a pier with yellow cranes. A smaller tugboat is positioned between the docked ship and a larger container ship on the right. The water is a deep teal color, and the sky is not visible.

Arrow Electronics guides innovation forward for thousands of leading technology manufacturers and service providers. With 2023 sales of \$33 billion, Arrow develops technology solutions that help improve business and daily life.

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