



Navigate Broadcom changes with Flexential

Protect your client relationships. Unlock new revenue opportunities. Transform your cloud business.

Broadcom's changes to the VMware partner program have left many partners and customers uncertain about their future. As a Broadcom Pinnacle VMware Cloud Service Provider, Flexential offers clarity and confidence—safeguarding your existing business while opening the door to a comprehensive suite of colocation and cloud services to fuel your growth.



Agents

Refer clients to Flexential. Earn commissions.

- Co-sell Flexential's cloud services to your client
- Client contracts directly with Flexential
- Earn residual commissions
- Dedicated Channel Resources
- Access to refer Flexential's full portfolio of services
- Low-touch, high-return

Ideal for Agents and MSPs wanting recurring income without overhead.

Resellers

Resell cloud services. Powered by Flexential.

- Resell services on your paper – maintaining client relationship
- Flexential provides Servers, Storage and License
- Keep full margin while integrating third-party software and tools—including BaaS, Security, and Networking
- Aggressive discounting to maintain competitive margins
- Dedicated Channel Resources
- Access to resell Flexential's full portfolio of services
- Your customer, maximize margin

Ideal for MSPs wanting to own the customer & grow their portfolio.



Why Flexential

- **Pinnacle-Tier VMware Cloud Service Provider (VCSP):** One of the few remaining under Broadcom's new program
- **Future-ready with VCF 9:** Support for VMware Cloud Foundation and modern apps (Tanzu, containers)
- **Stability and transition Support:** Free Fast-Track Cloud Assessment, available to evaluate risk and guide next steps
- **Hybrid-ready platform:** 40+ data centers with integrated colocation, cloud, interconnection, data protection, and professional services
- **Cloud and cost optimization:** CloudOps and FinOps services reduce complexity and control spend

Next steps for partners

Use the VMware program changes as a chance to re-engage customers, uncover new opportunities, and offer clarity in a time of uncertainty.

Have questions or need support with a customer conversation or opportunity?

Contact your [Flexential Regional Partner Manager](#) for expert guidance, tools, and next-step planning.