FLEXENTIAL®

Partner VMware Conversation Guide

Navigating VMware changes with confidence

Many organizations have been left without a cloud service provider partner, a clear roadmap, or confidence in long-term support. That's where Flexential steps in. With stability, continuity, and a strategic path forward, we are here to support you and your customers along the way.

Use this guide to **lead strategic conversations** with customers impacted by the Broadcom VMware Partner Program changes. Help them **assess risk, uncover future needs,** and **strengthen your position** as their Trusted Advisor.

Start the conversation

Use these questions to uncover current risks and assess your customer's situation. These are designed to open the door to deeper dialogue and position you as a strategic resource.

Begin with context:
"We've seen major shifts in the VMware ecosystem recently. I'd love to understand how your organization is navigating these changes."

Then ask:
- Who is your current cloud or managed services provider?
- Are they part of Broadcom's new Pinnacle Partner Program?
- When does your contract expire, and are there renewal concerns?
- Are you seeing innovation or just maintenance?
- Any gaps in service, support, or roadmap clarity?
- Has your VMware partner discussed the recent changes to Broadcom's partner programs with you?

What's changing in the VMware ecosystem?

- **Fewer authorized partners:** Broadcom's new invitation-only model limits VMware partnerships to a select few, including Flexential

- **Exit deadlines:** Non-renewing partners must cease new business by October 31, 2025

- **Continuity risks:** Customers must confirm their provider can offer uninterrupted licensing and support

- **Strategic shift:** Broadcom now prioritizes hyperscale private cloud platforms via elite partners

PRO TIP:
Listen for uncertainty, frustration, or lack of clarity. These are signals that Flexential can help.

Chart the path forward

Once you've uncovered gaps or concerns, it's time to offer clarity and a path forward. That's where the **Flexential Fast-Track Cloud Assessment** comes in. It is a no-cost engagement designed to help customers quickly evaluate their VMware environment and confidently plan the next steps.

Flexential Fast–Track Cloud Assessment

A quick, no-cost engagement for your customers to:

- **Identify VMware dependencies and risks**
- **Evaluate cloud readiness (private, hybrid, multi-cloud)**
- **Compare cost and TCO scenarios**
- **Deliver an actionable roadmap for continuity and transformation**

Learn More

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.