



VMware Continuum Program

A practical solution for organizations that need flexibility now and a clear path forward.

Changes to VMware licensing under Broadcom are driving longer-term commitments that may not align with near-term plans. For organizations expecting to move to the cloud within the next 12 months, locking into a three-year agreement can create unnecessary cost and risk.

The VMware Continuum Program offers a flexible alternative.

Overview

Flexential enables organizations to remain on their existing infrastructure while establishing **a defined path to Flexential cloud within 12 months**. Through a simple leasing model, VMware licensing is maintained with no operational disruption. This approach enables continuity while preserving the customer's current hardware and compliance boundaries.

Key benefits



- **Avoid** long-term commitments
- **Maintain** continuity
- **Align** costs to actual timelines
- **Reduce** transition risk

Ideal use cases

- Organizations planning to migrate to cloud **within 6–12 months**
- Customers impacted by VMware by Broadcom **licensing changes**
- Teams seeking to **avoid long-term** infrastructure lock-in
- Businesses requiring **operational continuity** during transition

How it works for customers

- **Continue** operating on current VMware environment
- **Leverage** a flexible leasing model for licensing
- **Establish** a defined migration path to Flexential cloud within 12 months
- **Transition** on their own timeline without disruption

Next steps for Partners

1. **Identify** VMware customers impacted by Broadcom licensing changes
2. **Position** the **VMware Continuum Program** as a bridge to Flexential cloud
3. **Engage** Flexential early to support solution design and pricing

Partner opportunity

Use this moment of disruption to engage customers and create new opportunities:

- **Proactively engage VMware customers** navigating Broadcom-driven change
- **Deliver immediate value**—no forced or rushed migration
- **Chart a flexible, tailored path** to the cloud
- **Build lasting trust** through consultative, solution-led engagement

[Contact your Flexential Regional Partner Manager](#)

for expert guidance, tools, and next-step planning.