



Partner Executive Summary

VMware Customers Weigh Alternatives

Veeam recently commissioned a survey to better understand the sentiments around the disruption in the market due to the changes in VMware by Broadcom. While partners were also impacted with partner program changes and restructuring, this brief centers around the impact in end user organizations and highlights some of the opportunities where partners can support their customers during this transition.

An overwhelming majority of customers are dissatisfied with VMware by Broadcom and **56% are planning to decrease their overall VMware usage within the next 12 months**. Given the major changes that have taken place with regard to products and pricing, this is not surprising.

63%

are less satisfied with VMware now as opposed to before the acquisition.

64%

said they will need more than one full-time engineer to achieve their new strategy.

Two of the biggest takeaways we found that are important for partners to understand is that new partnerships need to be made for these organizations, but they don't currently have the resources to achieve their new strategy. In fact, only 41% have a Broadcom partner to help them navigate the changes taking place. This leaves ample opportunity for partners to serve as a guide, showcasing their value with their expertise and alternative solutions.

The Path Forward

As organizations start to reimagine what their future IT environments will look like, they are considering two general options: Migrating to different hypervisors or moving to cloud-based alternatives. When working with these organizations as a partner, presenting a breadth of offerings and platforms to support these moves could help build your team's credibility. Furthermore, ensuring the data in the customer's new environment meets compliance standards with proper updated documentation is critical for certain industries. Documentation is tedious but necessary, so including this in your statement of work can demonstrate great value to your prospect.

39%

will migrate some virtual machines (VMs) to other hypervisors in their data centers.

36%

will move some VMs to cloud based alternatives.

With more than a quarter of existing VMware customers having to migrate or make changes without external expertise, **29% said their VMware partner is not or will not become a Broadcom partner**. These organizations will therefore have to find other solution providers to assist them or choose to make the transition a do-it-yourself project.

Opportunities for Partners

With most organizations at this turning point, there are a few areas where partners can step in as a trusted advisor to support their customers during this critical time. First, they can offer expertise in other hypervisors and platforms. Showcasing your knowledge across other platforms by including vendor certifications, customer case studies, and proof of concepts can go a long way in securing these new clients.

The second opportunity is centered around staff augmentation for organizations who have a plan, but need the resources to execute it. Respondents cited the average time to move a VM is just over an hour. However, depending on how large a footprint a certain organization has, this could take weeks, months, or even years. Offering a full-time employee who is already trained in both environments to make these changes can alleviate the resource restraints these organizations likely are already experiencing.

The third opportunity is to go beyond “lift and shift” from one environment to another by modernizing and refactoring into a new platform. Whether an organization is a good fit for public cloud, hyperconverged infrastructures, or even containers, a partner with expertise in these platforms can propose the best solution based on the business’s needs and recovery objectives. Then, after laying out a strategy and future vision, partners can support with execution and ongoing management too.

Finally, for any of these scenarios partners can also help ensure their new strategy maintains and meets compliance and regulatory standards. All documentation needs to be updated for the new footprint, which can be an easy service add-on. Ongoing data protection with monitoring and analytics can ensure the customer’s new environment is protected and recoverable should data loss occur. And don’t forget about disaster recovery (DR) plans! Once the new environment is in place, making sure these plans reflect the current state and have been tested is critical in case of disaster.

About the Research

Foundry surveyed 561 senior decision makers employed in IT operations and IT security roles. These respondents are based in France, Germany, the United Kingdom, and the United States. Each of the organizations have more than 1,000 employees.

This online survey covered topics such as current infrastructure environments, the impact of changes in VMware licensing/pricing, concerns about working with VMware moving forward, future infrastructure strategy and plans, and expected challenges associated with migrating away from VMware.

The survey was conducted in June and July 2024.

To read the full report, download [here](#)

About Veeam Software

Veeam, the #1 global market leader in data resilience, believes businesses should control all their data whenever and wherever they need it. Veeam provides data resilience through data backup, data recovery, data portability, data security, and data intelligence. Based in Seattle, Veeam protects over 550,000 customers worldwide who trust Veeam to keep their businesses running. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](#) and X [@veeam](#).

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