

Accelerating Business Outcomes with VMware

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Nassif Fakhoury

Principal Technology Strategist

Emerging Markets

VMware by Broadcom

Broadcom at a Glance

End-to-End Technological
Integration



\$9.3B investment
in R&D (2+ B\$ VCF9)

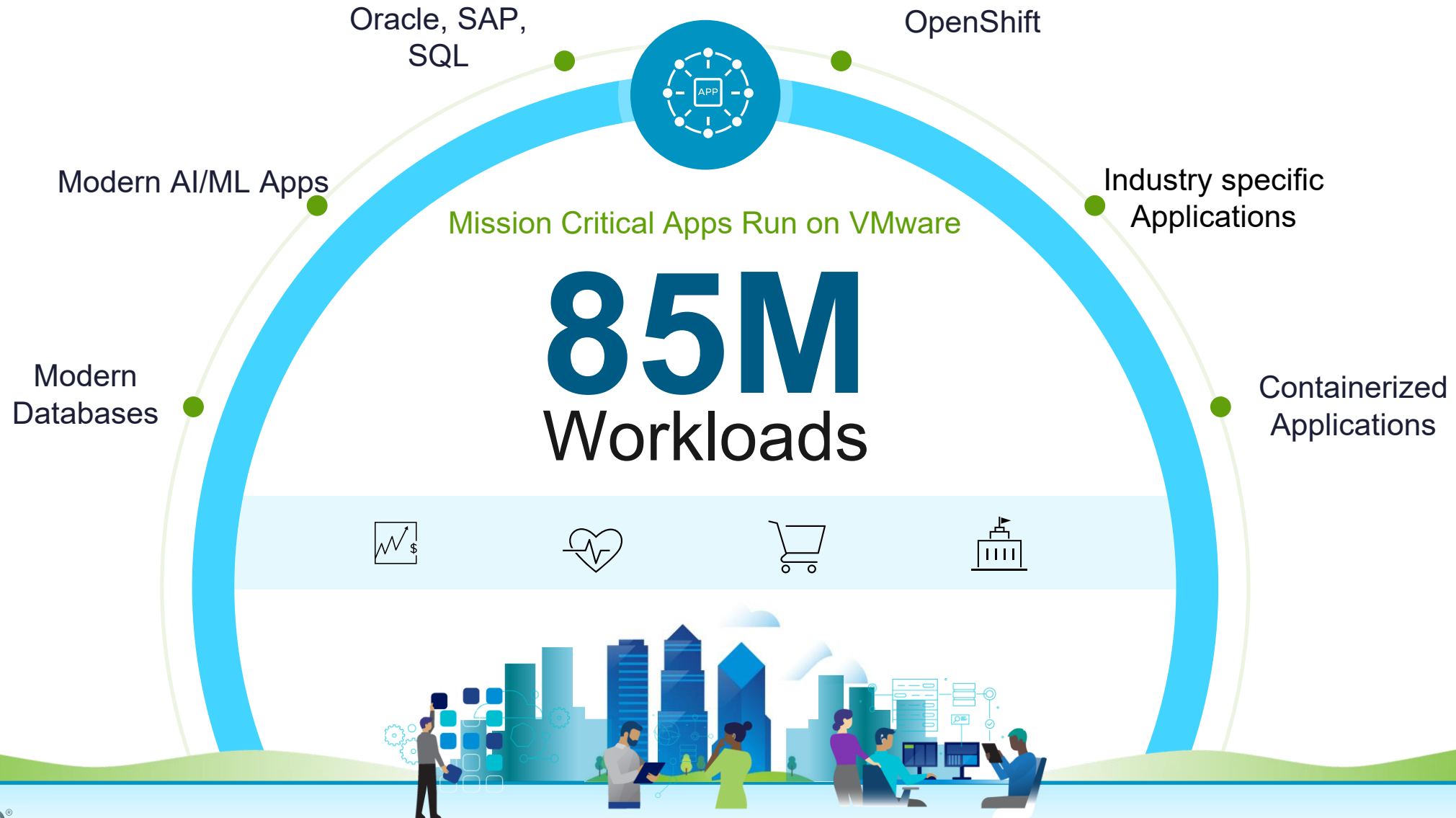


One of the industry's
broadest IP portfolios with
>20,000 patents



25 Category-Leading Semiconductor and Infrastructure Software Divisions

The World's Trusted Brands Run Their Business on VMware



TODAY'S REALITY

Data Center Silos Slow Innovation

42%

HIGHER COST
OF OPERATIONS

40%

ADDITIONAL PHYSICAL
SERVER FOOTPRINT

34%

HIGHER
INFRASTRUCTURE COST

Source: IDC. "[Business Value of VMware Cloud Foundation](#)" White Paper, sponsored by Broadcom.
August 2024. IDC #US52312224



COMPUTE



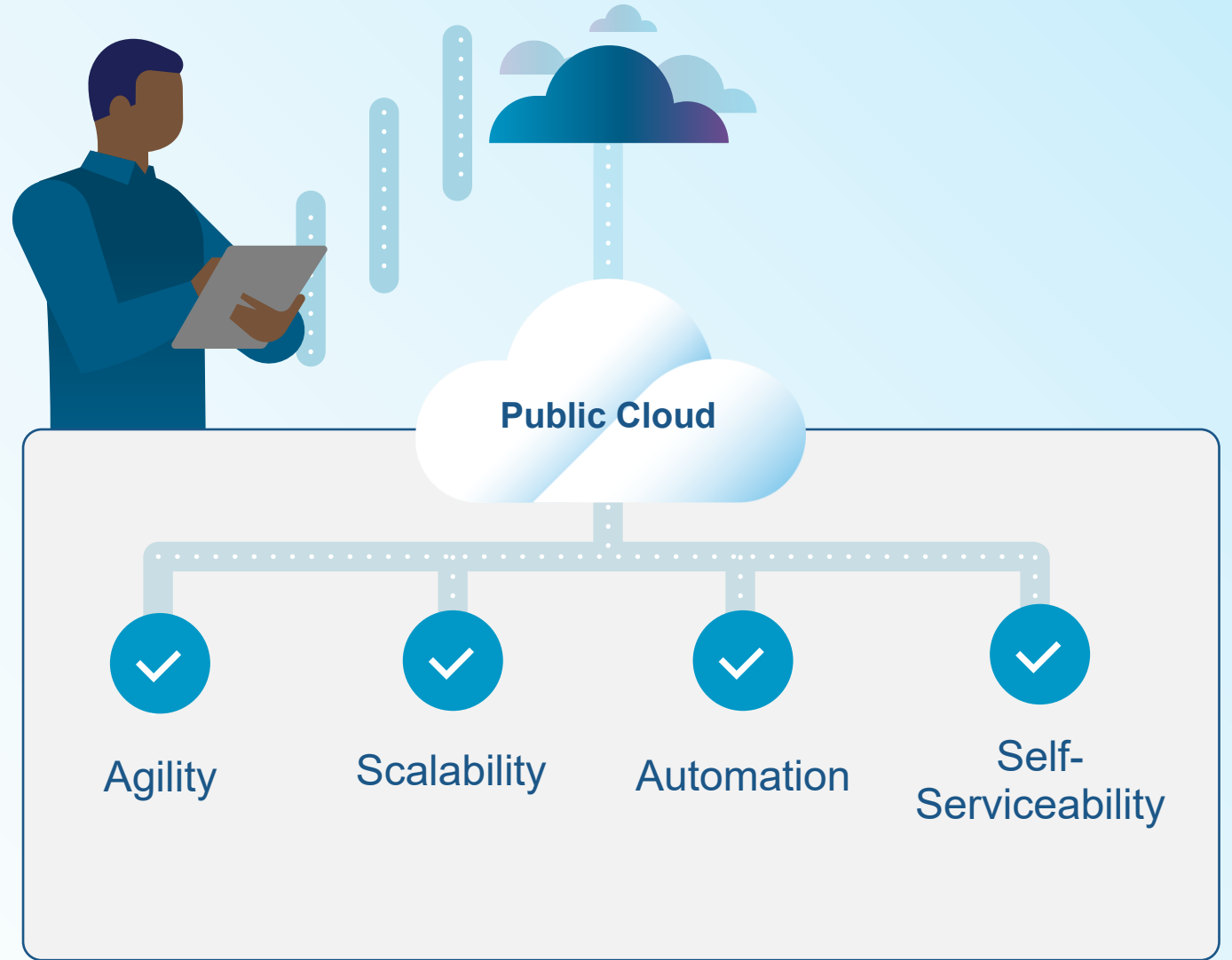
STORAGE



NETWORKING

PUBLIC CLOUD

Unified the Silos



PUBLIC CLOUD

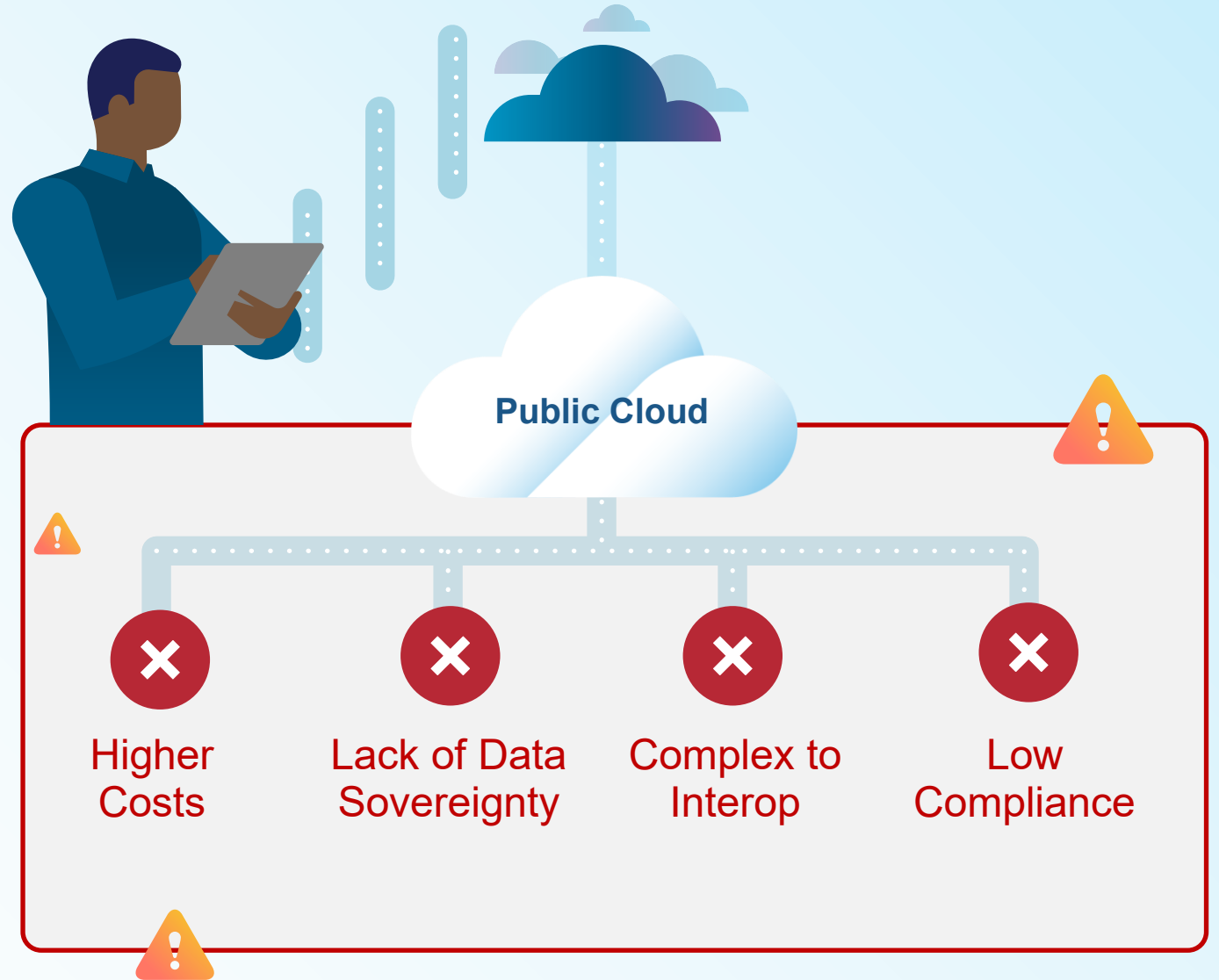
Unified the Silos but..

39%

Customers say cloud migrations expensive and complex to manage¹

51%

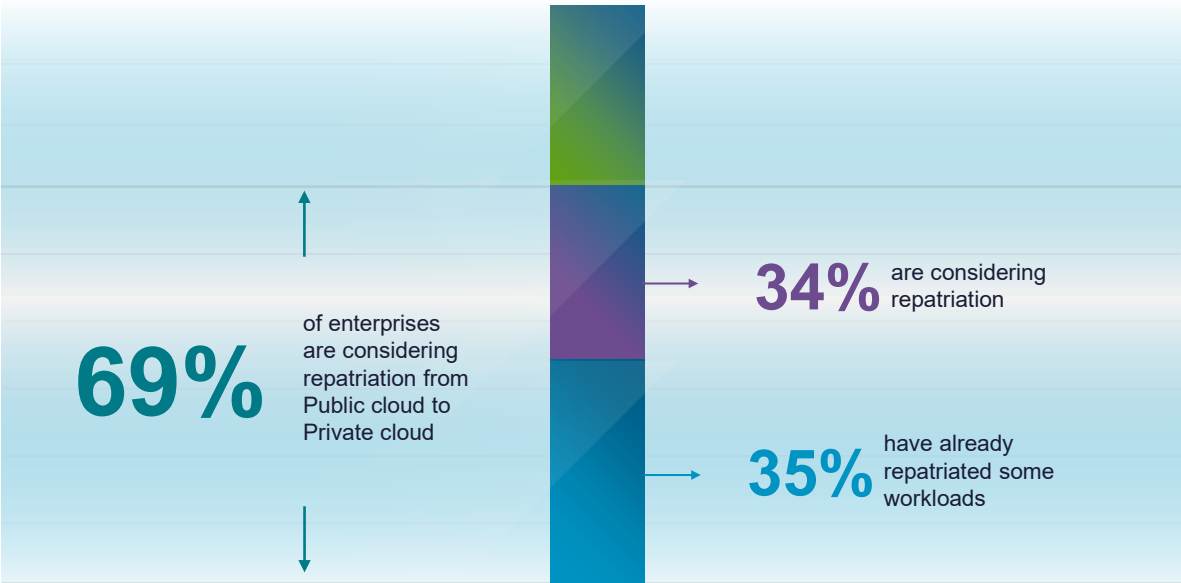
Customers are concerned With privacy²



Private Cloud is the “New Normal”

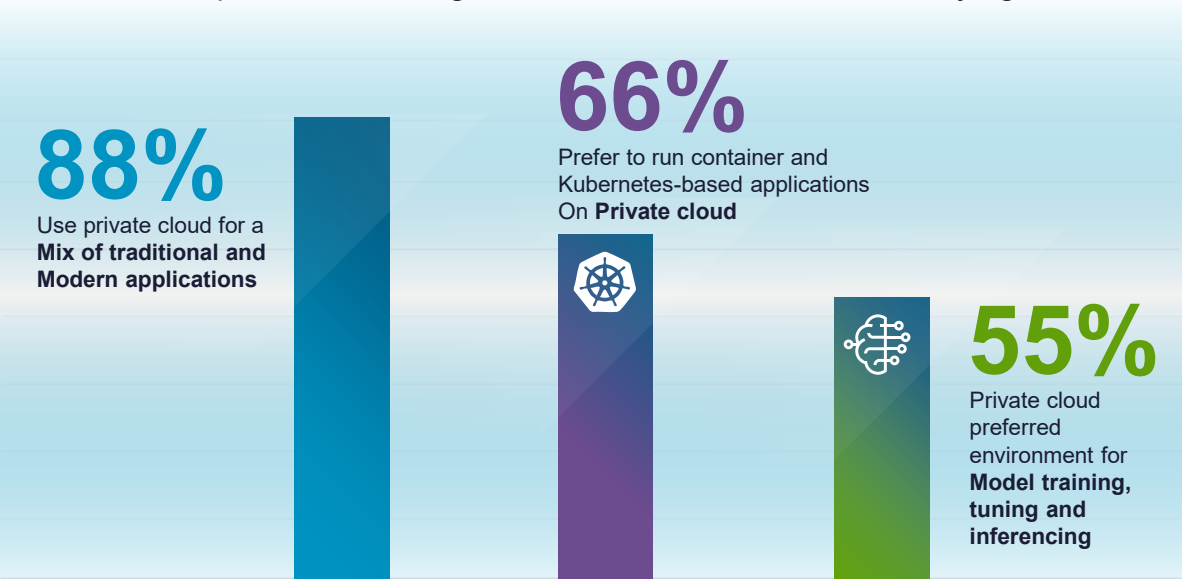
Agility Security and Compliance – Fueling Private Cloud Prioritization

Organizations Considering Workload
REPATRIATION to **PRIVATE CLOUD**



Private Cloud is a preferred environment for
MODERN APPS and **GEN AI WORKLOADS**

Enterprises are looking to a **Modern Private Cloud** to stay agile.





Our Focus:

Reducing Friction in the Enterprise

Friction Point #1



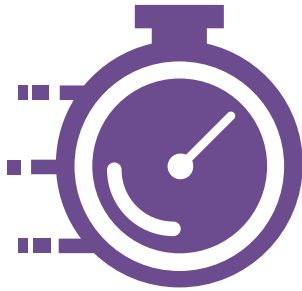
Developer Velocity

VS



IT Control

Friction Point #2



Speed

VS



Security

Friction Point #3



Legacy IT

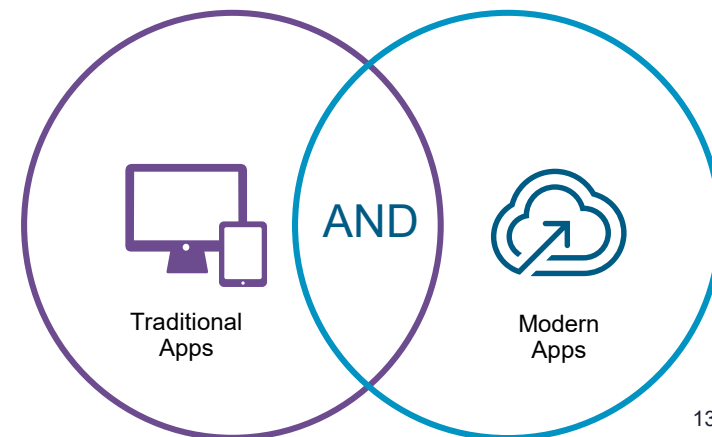
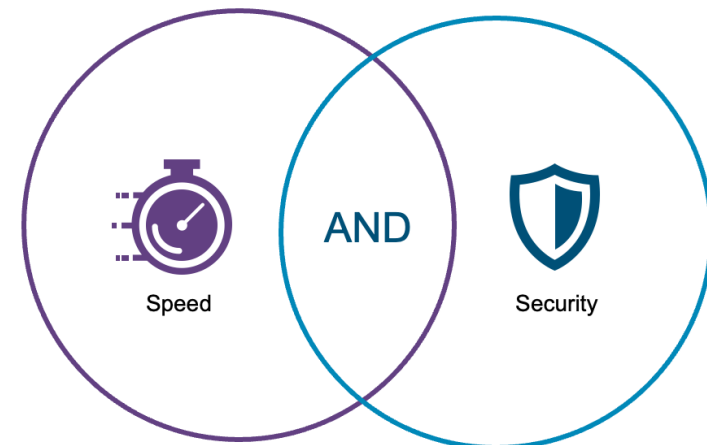
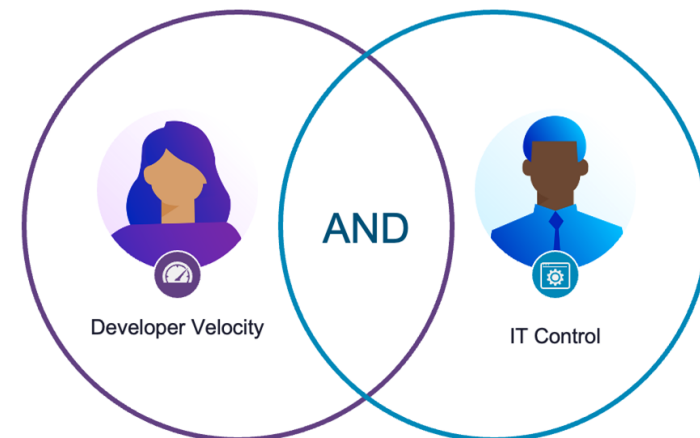
VS



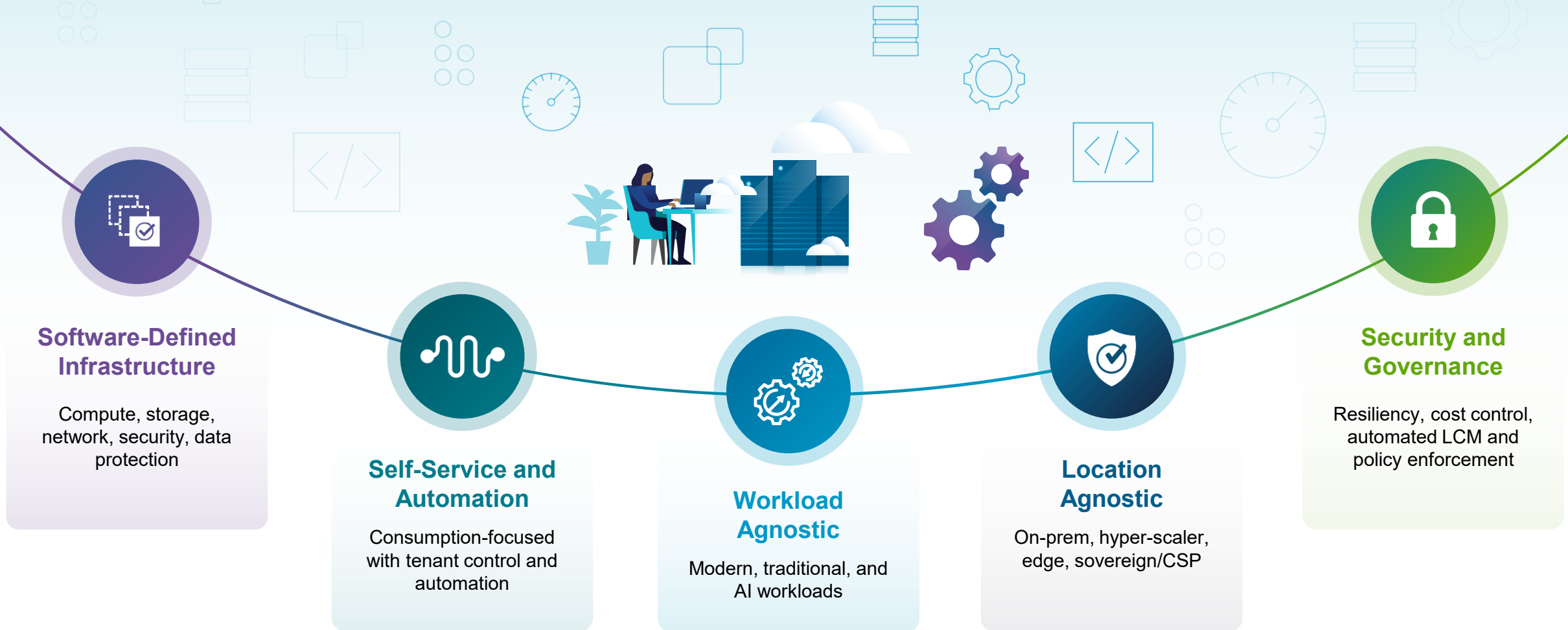
The Platform
for What's Next



Power Of A Unified Platform



Private Cloud is Not a Location. It's a way of working - an operating model.





VMware Cloud Foundation 9.0

>1,000,000
hours of engineering

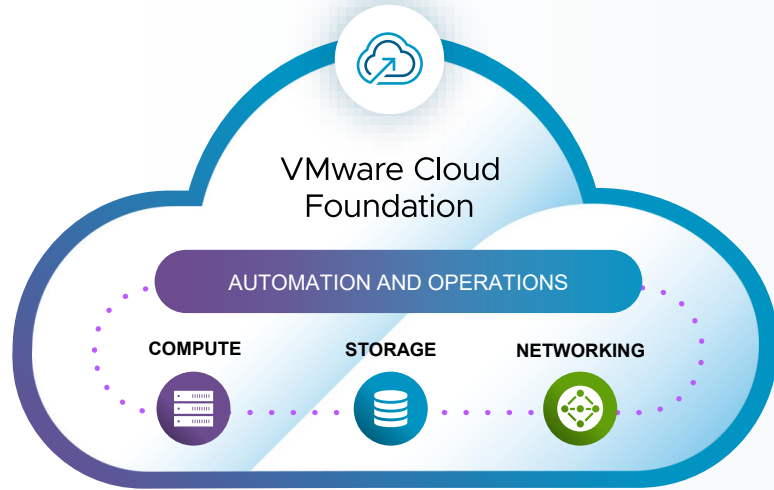
>8,000
VMware Patents

VMware Cloud Foundation

Most trusted private cloud platform
for all applications



VCF Drives Business Outcomes



Increase Revenue

- Respond to Changing Market Conditions
- Enable Faster Business Innovation
- Better Inform Decision Making

Reduce Risk

- Mitigate Issues Before They Escalate
- Ensure Compliance and Security
- Minimize Downtime and Recover Fast

Lower Costs

- Improve Infrastructure Resource Utilization
- Reduce Waste through Right-sizing, Cost Predictability
- Lower Operational Costs with Integrated Automation



What Customers Can Achieve Today with VCF



61%
Faster to Deploy New Workloads¹



66%
Quicker to Resolve Data Loss Incidents¹



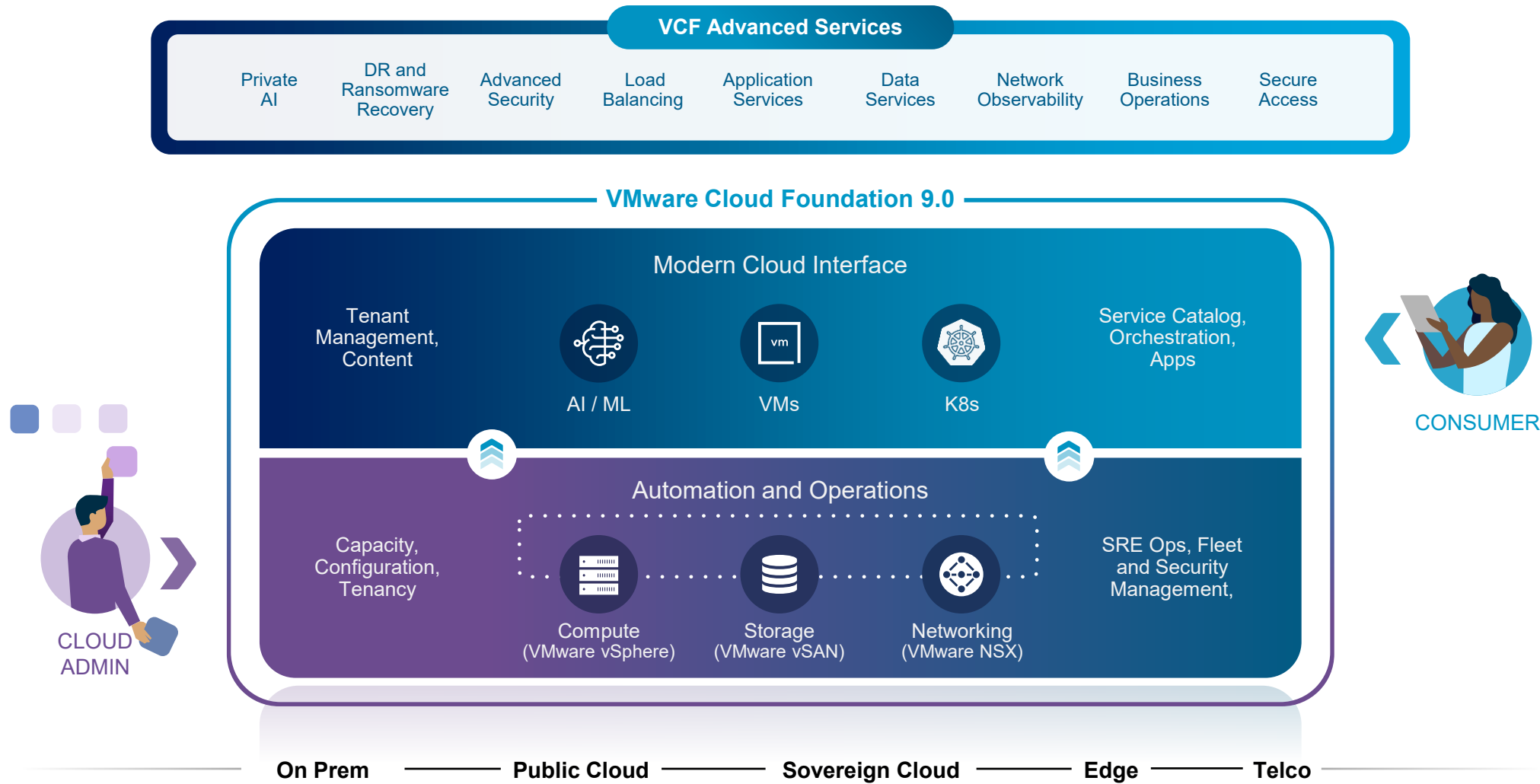
34%
Lower Infrastructure Costs than 3-tier¹

40%
Cost Reduction when Compared to Public Cloud²

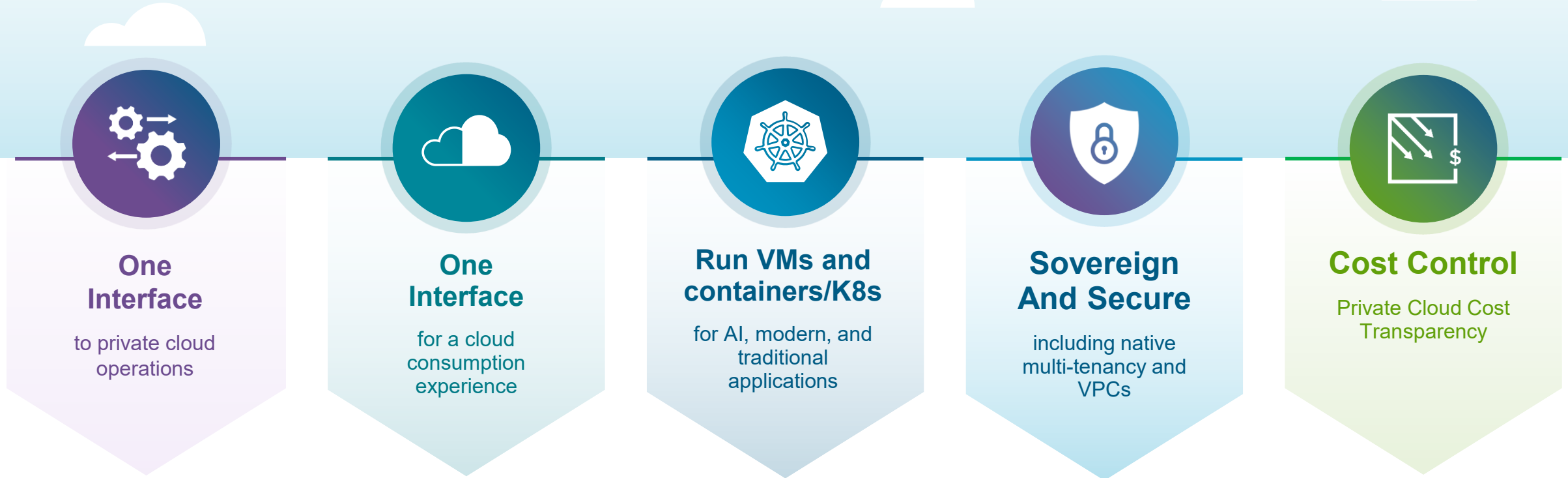
¹ IDC. [Business Value of VMware Cloud Foundation](#) [White Paper, sponsored by Broadcom]. August 2024. (External)

² VMware Cloud Economics Team. Results based on actual customer environment analysis.

Delivering the Modern Private Cloud



The Fundamental Shift in VMware Cloud Foundation 9



VCF 9.0: Key Features for a Modern, Unified, and Secure Platform

Modernize Your Infrastructure

VMware Cloud
Foundation Installer

VCF Operations Console

Easy Tenant Deployment
and Management

Enhanced Diagnostics
Routines

Performant Fleet
Management

Cost, Chargeback and
Showback Management

Unified Cloud Experience

VCF Automation
Consumption Experience

Simplified Cloud Networking
and VPC Consumption

Self-Service Catalog, IaC and
VKS Cluster Management

Secure and Resilient

Security Operations
Dashboard

Configuration Compliance
and Monitoring

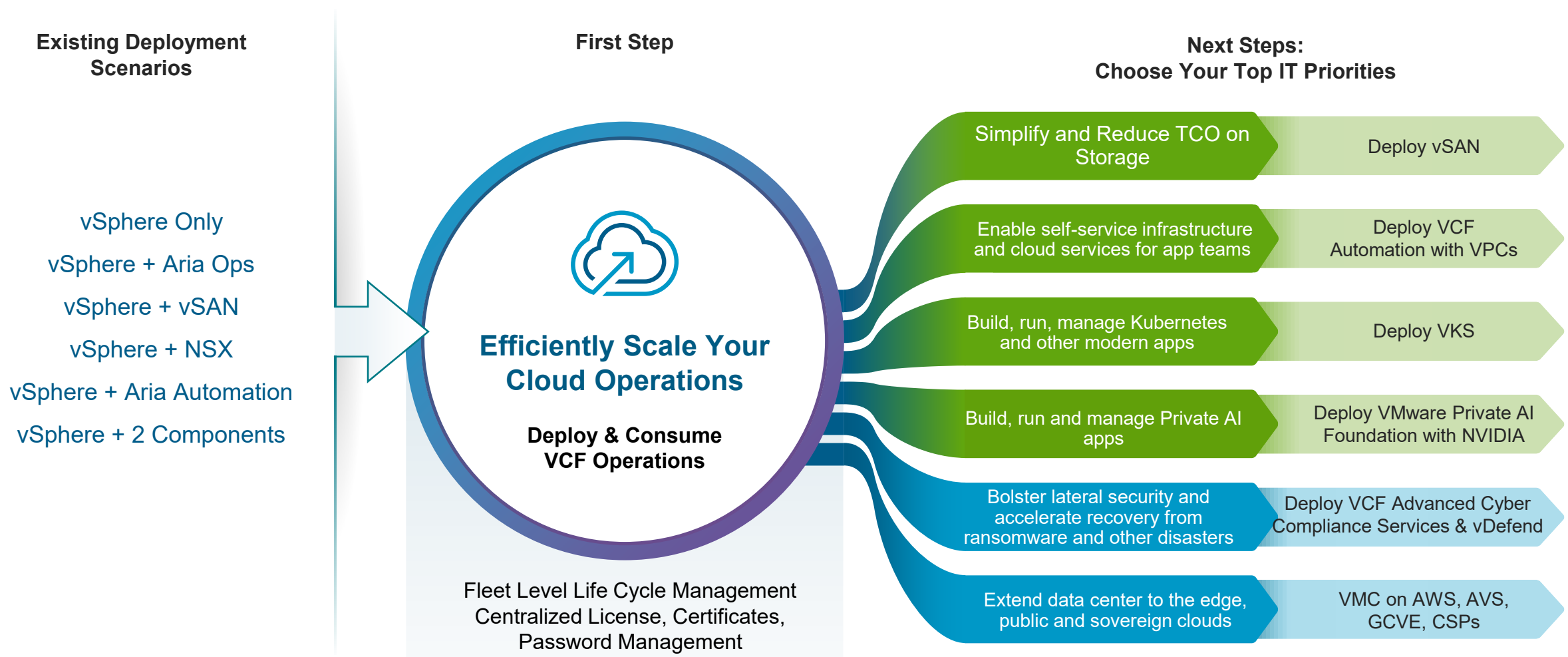
Identity and Certificate
Management

Core Platform
Features



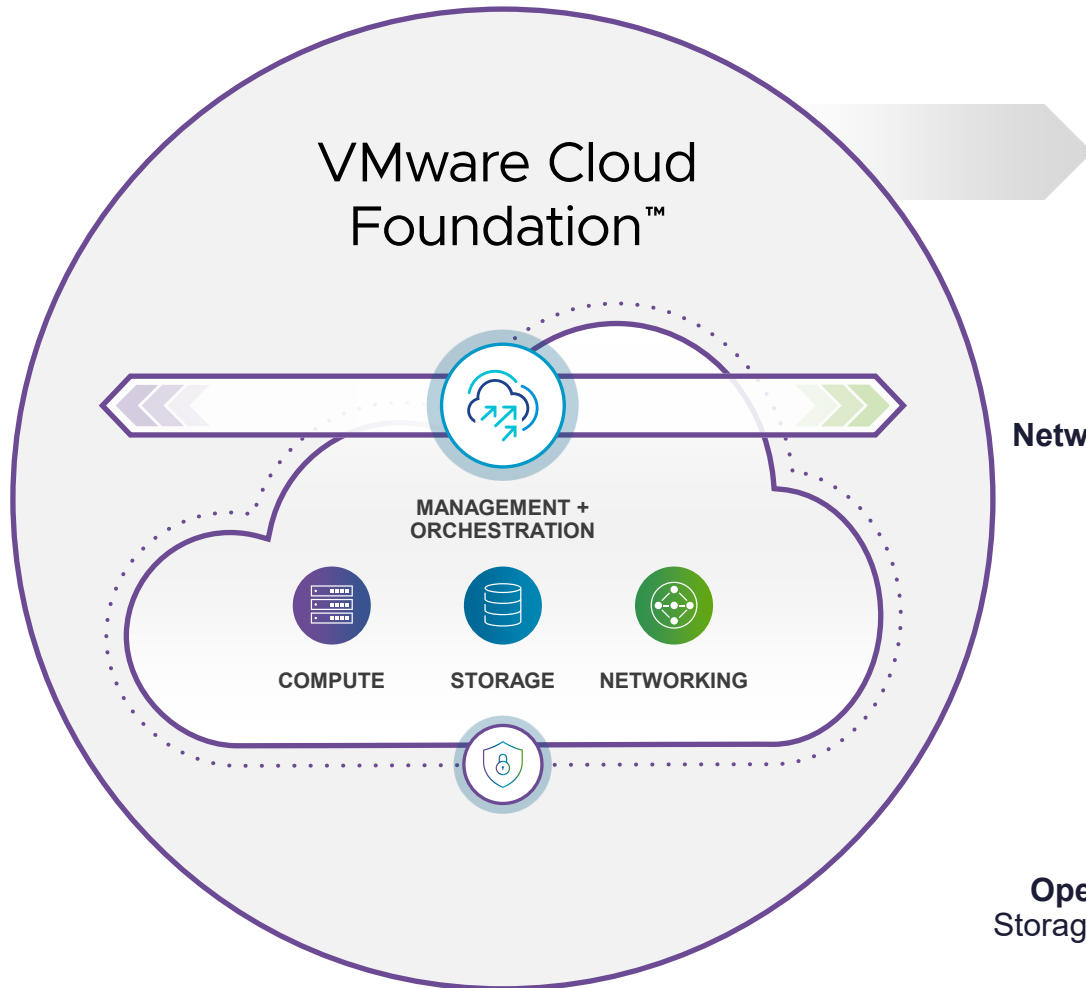
Guidelines to Adopt VCF 9.0 from an Existing Deployment

A Phased Approach to Realize Full Value of VCF



Total Economic Impact of VMware Cloud Foundation

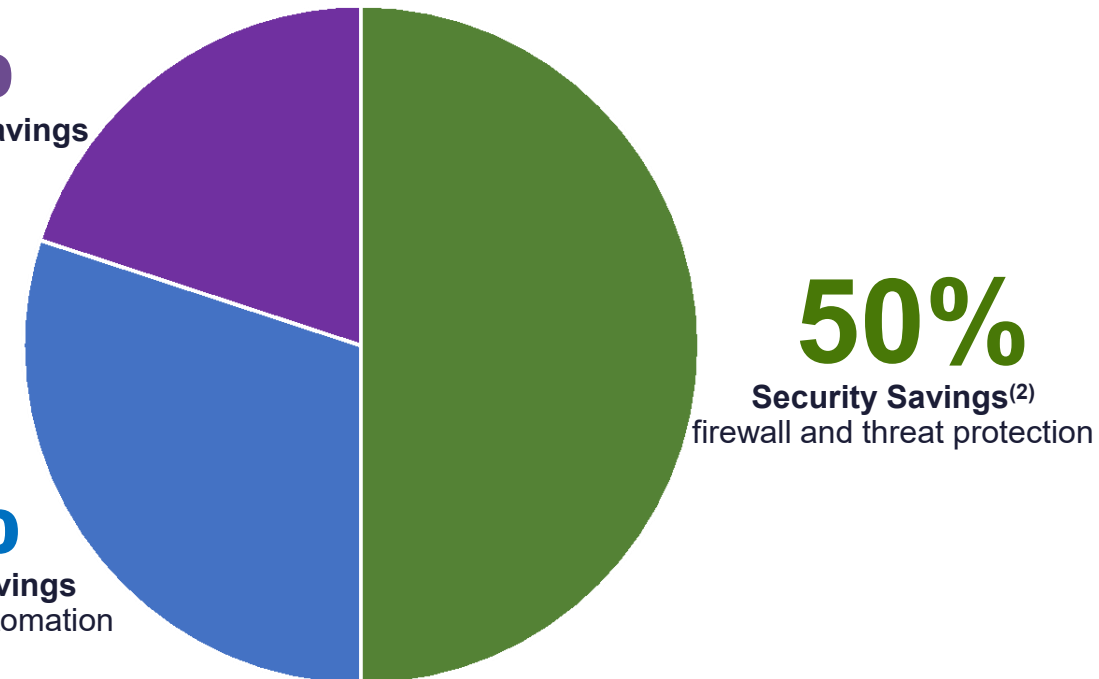
Forrester TEI study of production VCF deployments⁽¹⁾



171% Return on Investment (3 year)
9-month payback

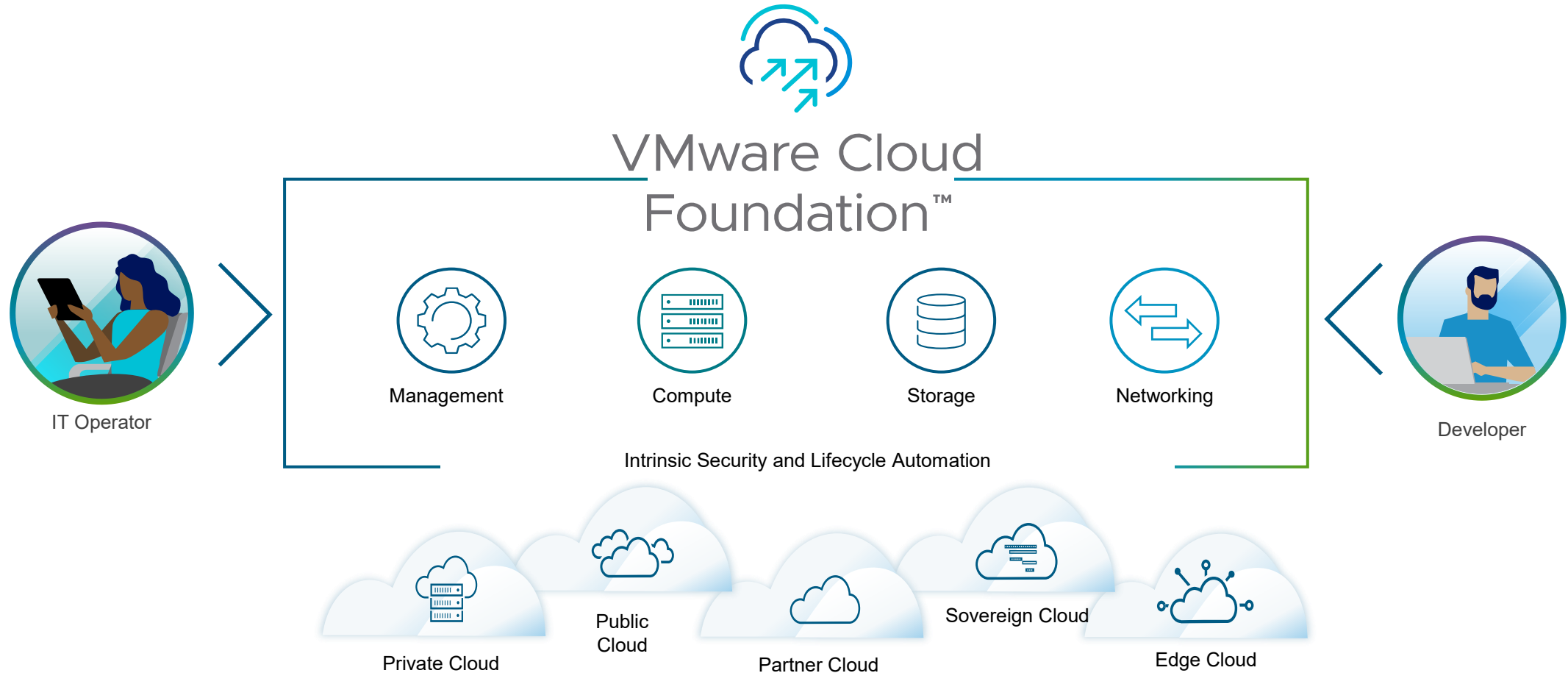
20%
Network Operation Savings
NSX Automation

30%
Operational/LCM Savings
Storage automations/automation

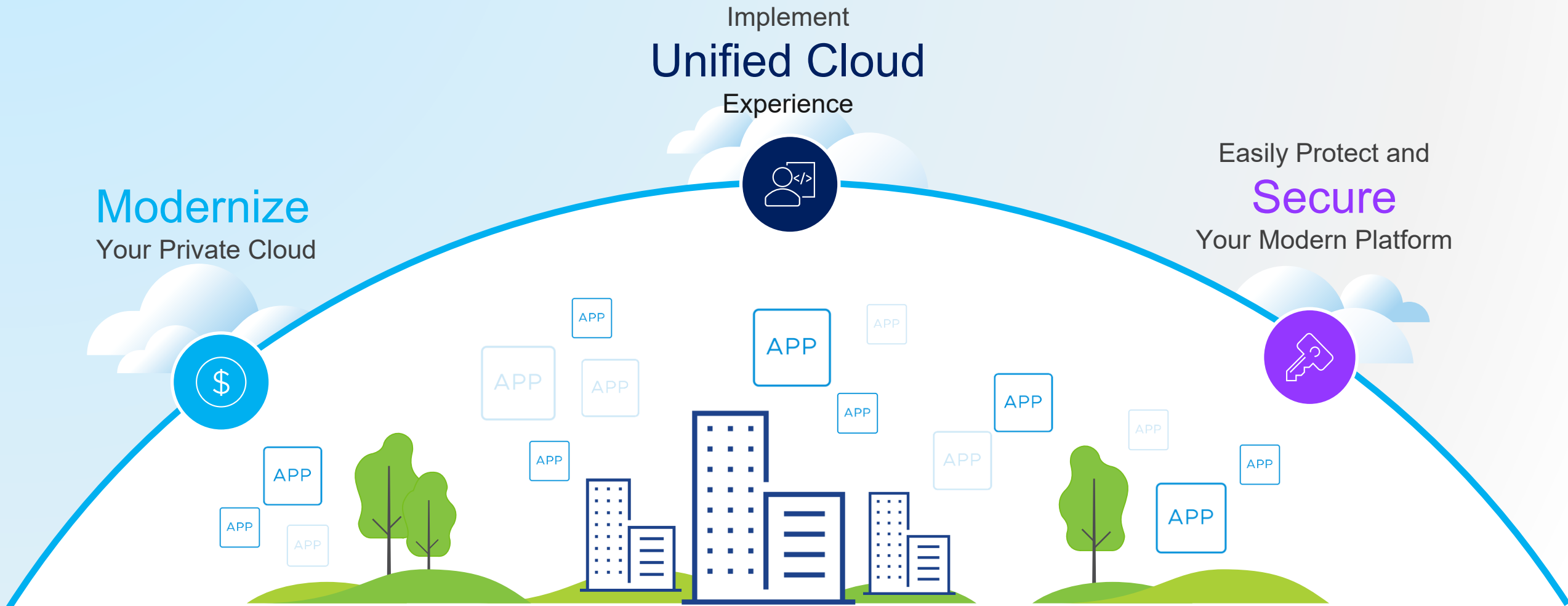


VMware Cloud Foundation

Flexible, Agile and Secure Hybrid Cloud Platform



Modernize, Consume and Protect Your Private Cloud



Next Steps ?



Let's Take a Customer's Point of View



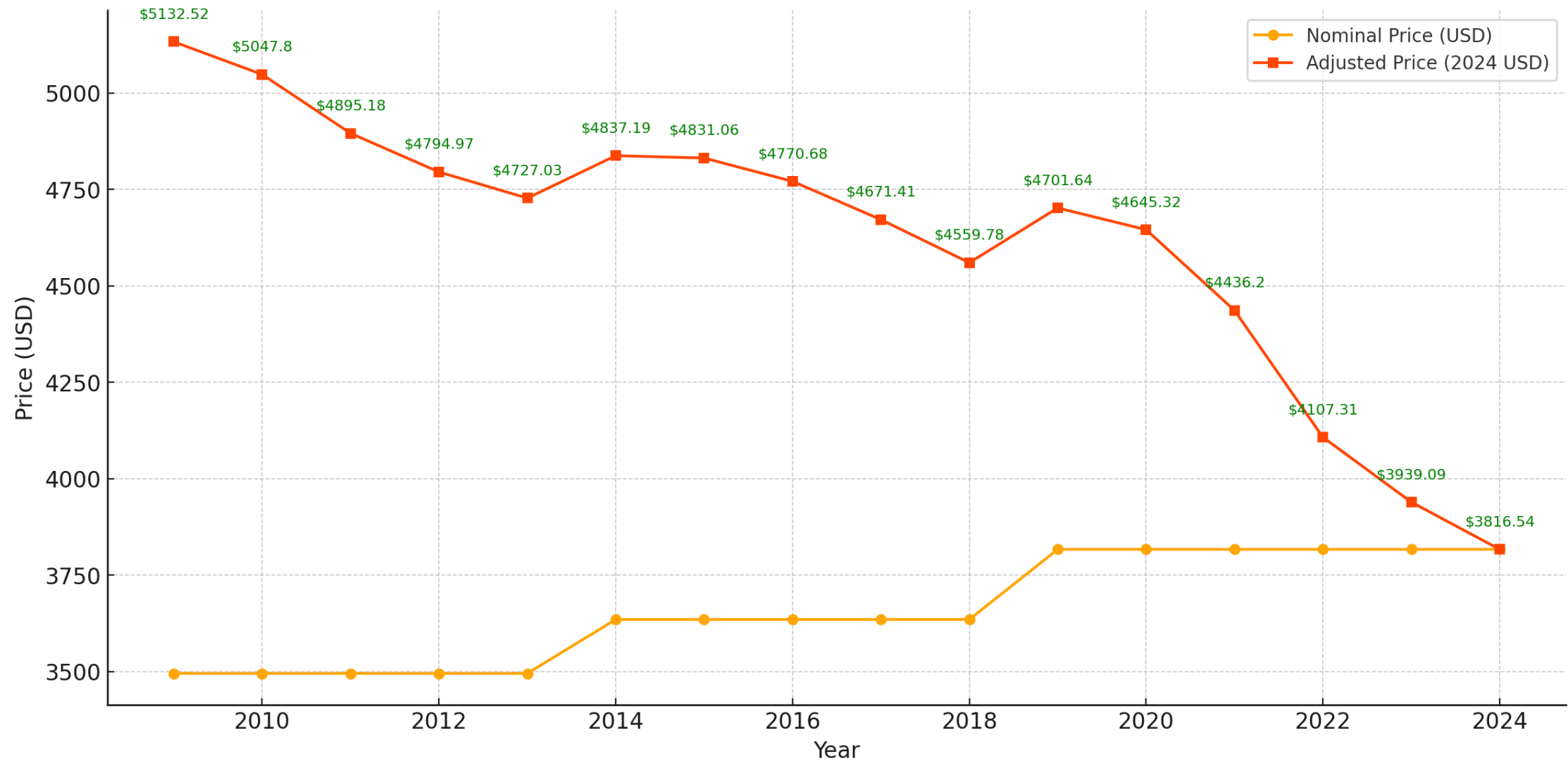


Sebastian Pukljak – Staff Engineer
Ivan Perkovic – Staff Engineer

Let's talk about Financials

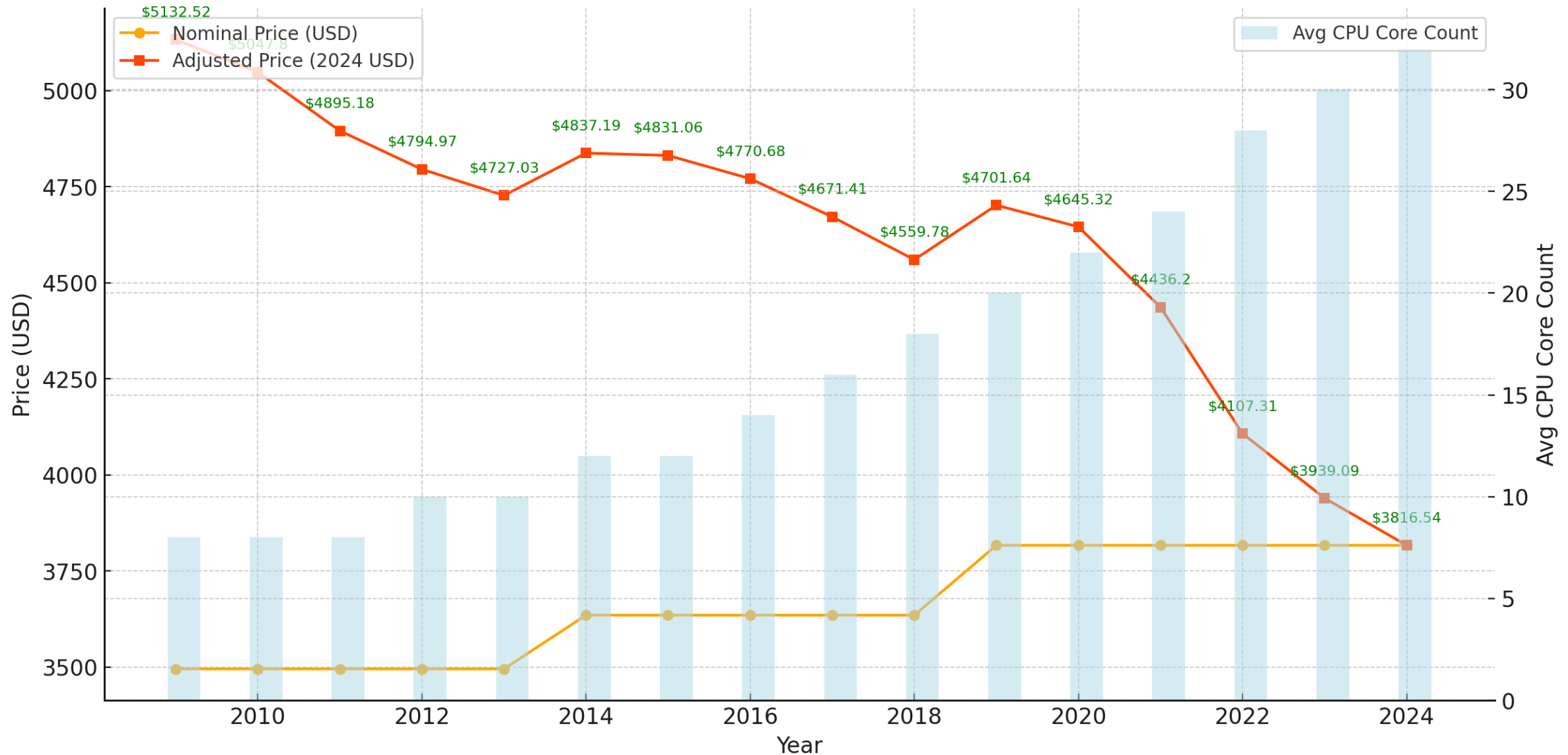
VMware is expensive

VMware vSphere Enterprise Plus Pricing with % Change (2009–2024)



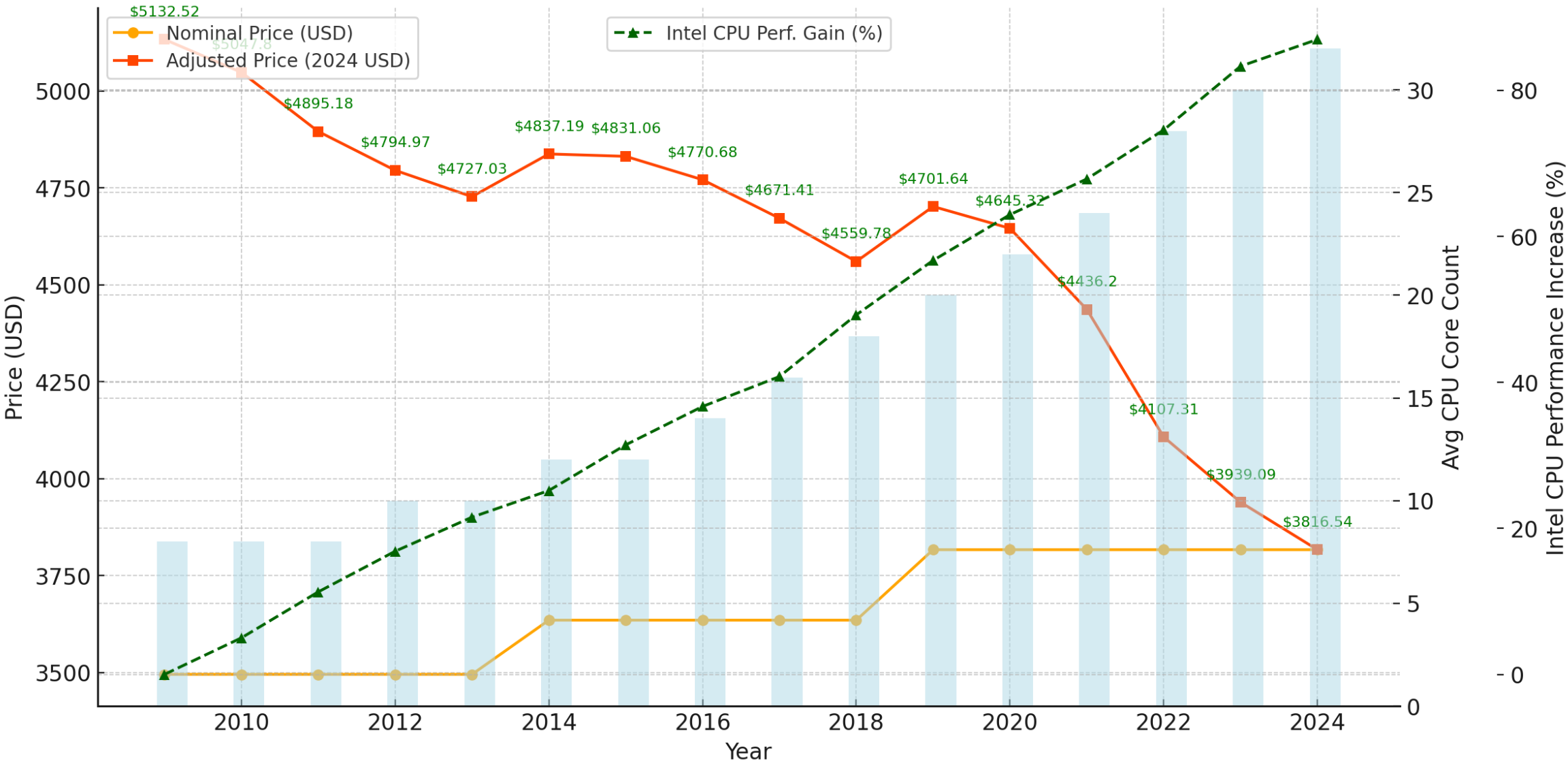
VMware is expensive

Compared to a typical Intel CPU Core Count per Year



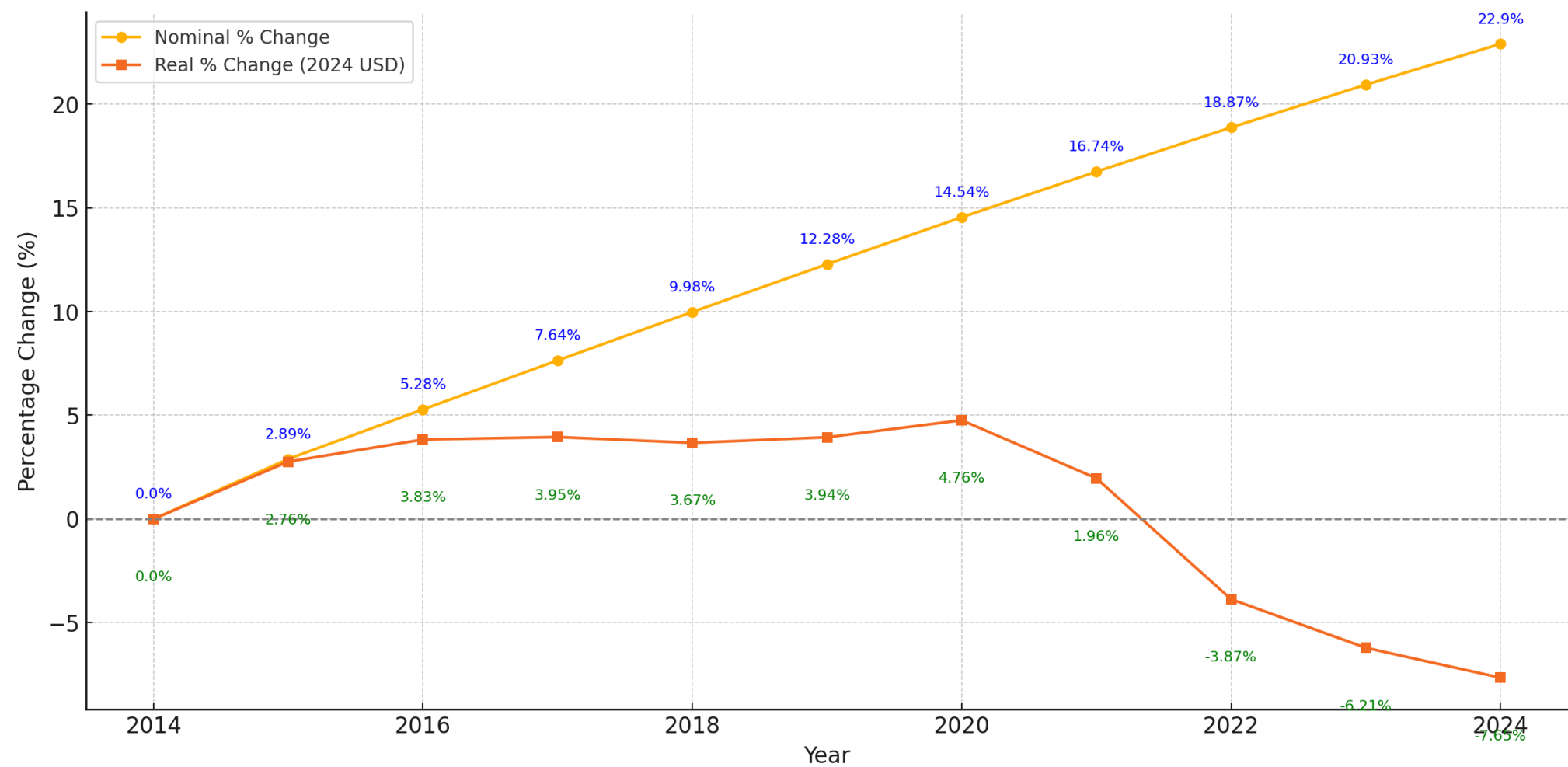
VMware is expensive

Now Compare the Trend of Price vs Performance

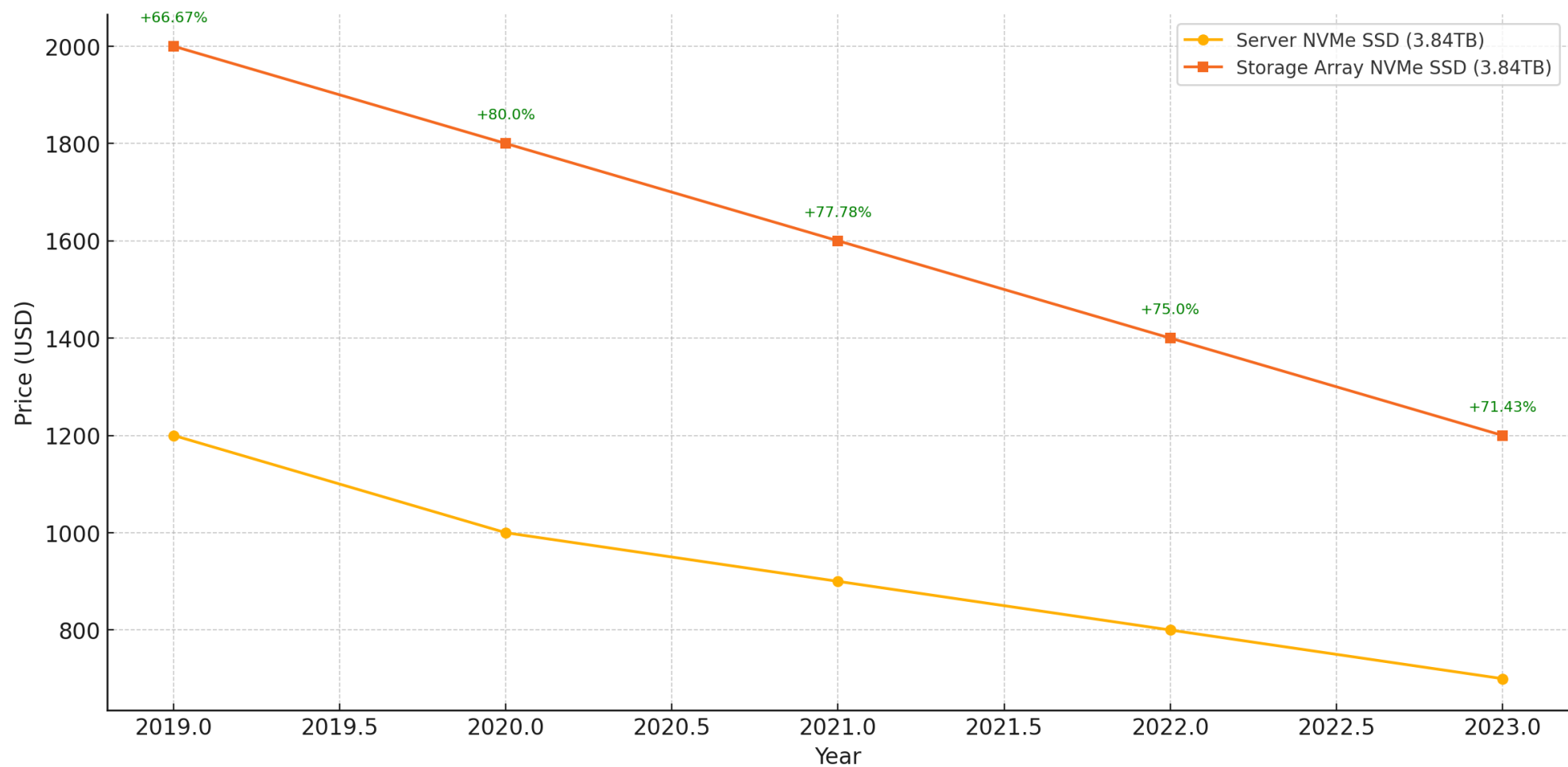


The Public Cloud is Cheaper ?

Percentage Change in Azure Reserved Instance Cost with 5% Annual Workload Growth (2014–2024)



What about a Storage Array



Why Did we move to a Few Offerings, in Subscription, Per Core...

Per Core Licensing => **per-CPU license (up to 32 cores)** encouraged **overbuying high-core CPUs**, leading to <50% utilization after 3 years, Leading to Challenges with TCO and ROI.

Subscription Model => Allowing for agility in Hybrid Cloud Operating Models, with a Unified Opex Cost Model.

Product Consolidation => Allows to Address two Problems:

- **Static infra:** unified bundle combining **consolidation + optimization + observability** → lower cost, higher stability & Availability.
- **Dynamic infra:** **private/hybrid cloud bundle** integrating **storage, security, and visibility** → faster delivery, smarter investment.



Thank You