

Accelerating Business Outcomes with VMware

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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



Software Defined...



"\$500, fully subsidized with a plan," he said at the time, in 2007, laughing, "I said, that is the most expensive phone in the world. And it doesn't appeal to business customers because it doesn't have a keyboard. Which makes it not a very good email machine."

TODAY'S REALITY

Data Center Silos Slow Innovation

42%

HIGHER COST
OF OPERATIONS

40%

ADDITIONAL PHYSICAL
SERVER FOOTPRINT

34%

HIGHER
INFRASTRUCTURE COST



COMPUTE



STORAGE

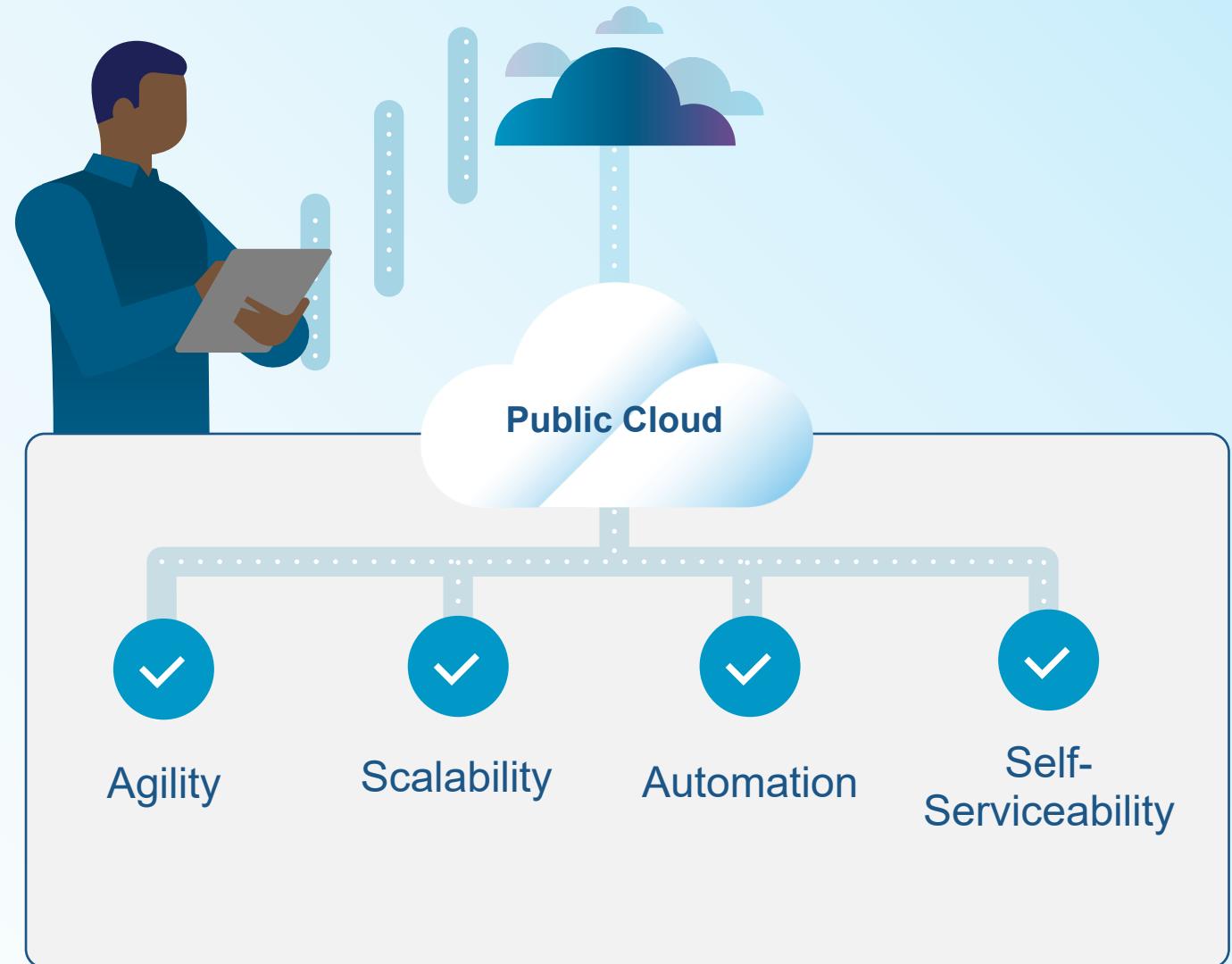


NETWORKING

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

PUBLIC CLOUD

Unified the Silos



PUBLIC CLOUD

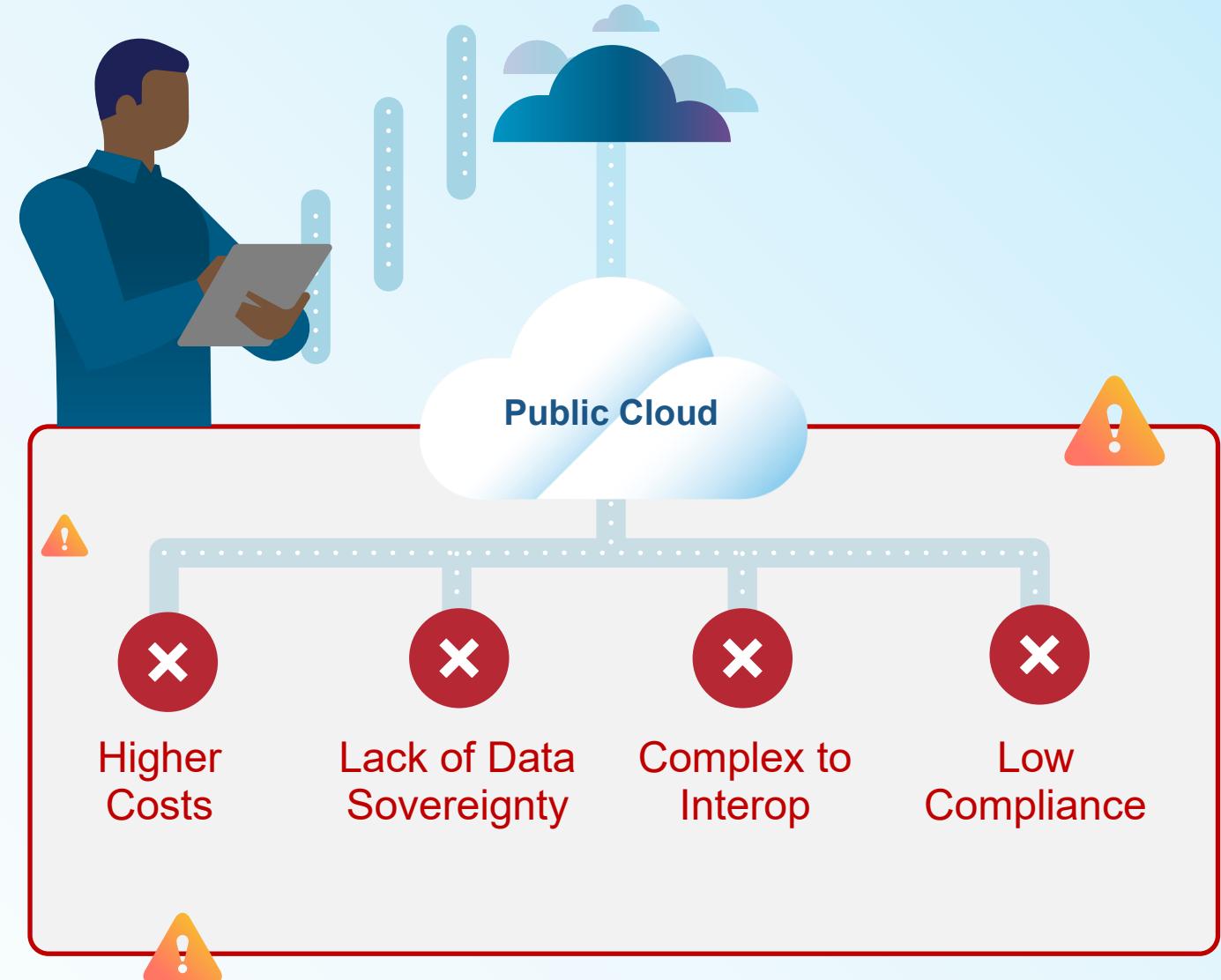
Unified the Silos but..

39%

Customers say cloud migrations expensive and complex to manage¹

51%

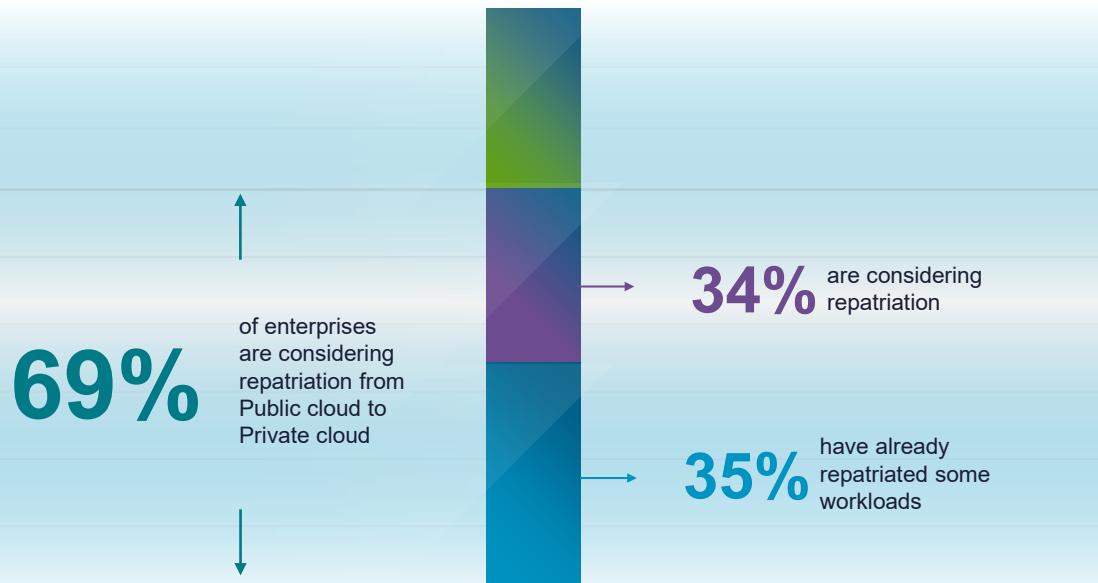
Customers are concerned With privacy²



Private Cloud is the “New Normal”

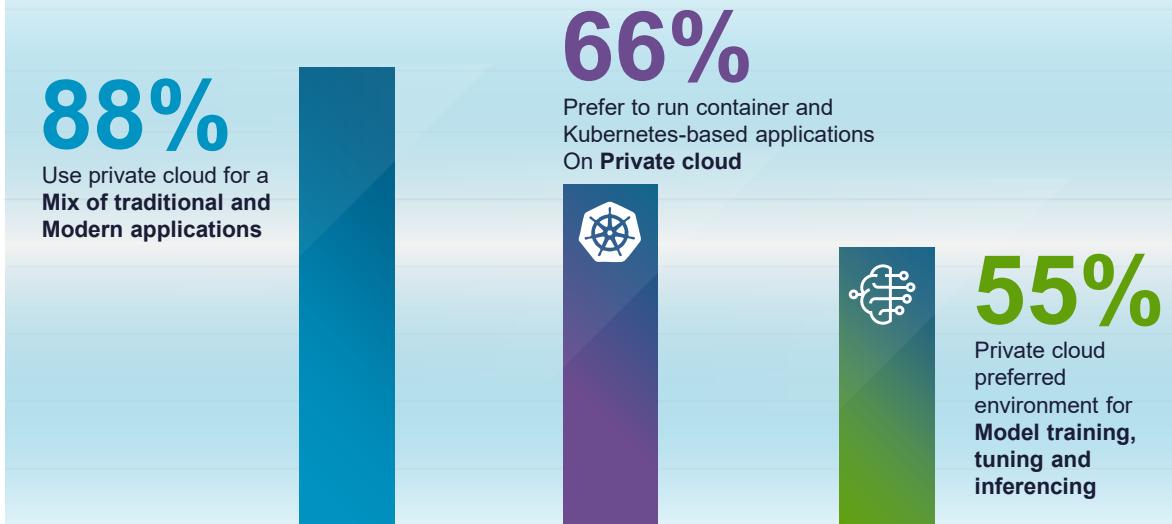
Agility Security and Compliance – Fueling Private Cloud Prioritization

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**

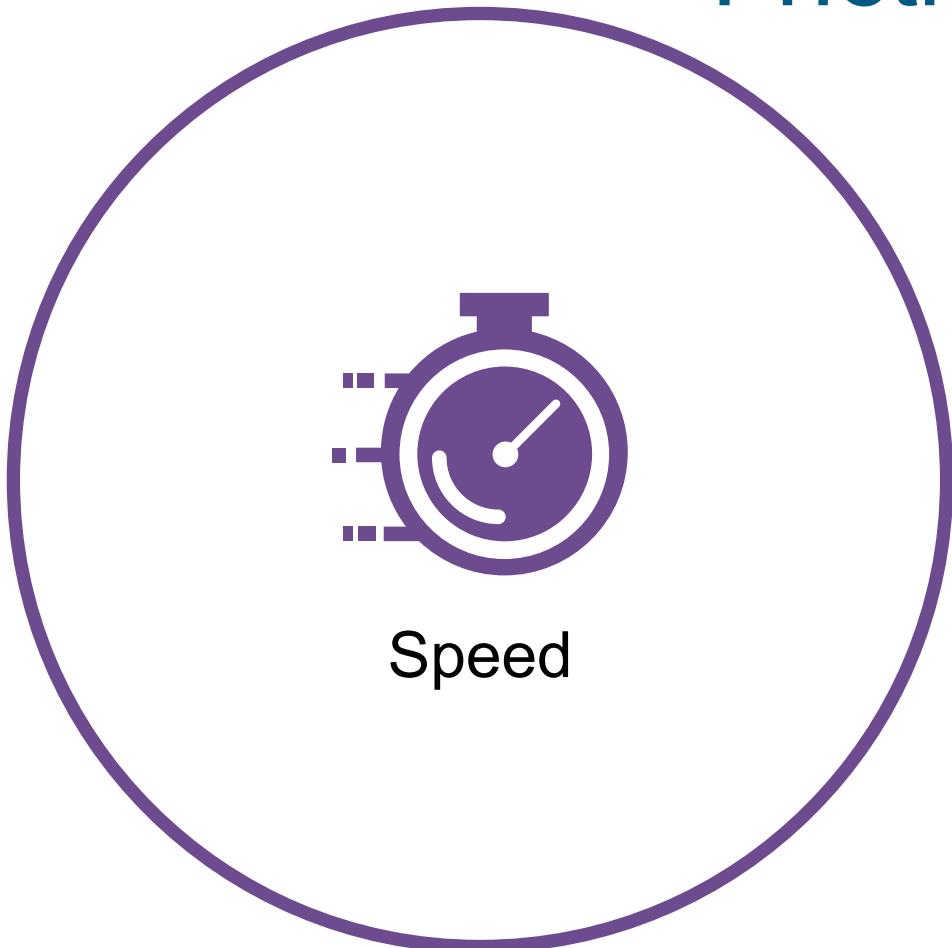
Friction Point #1



VS



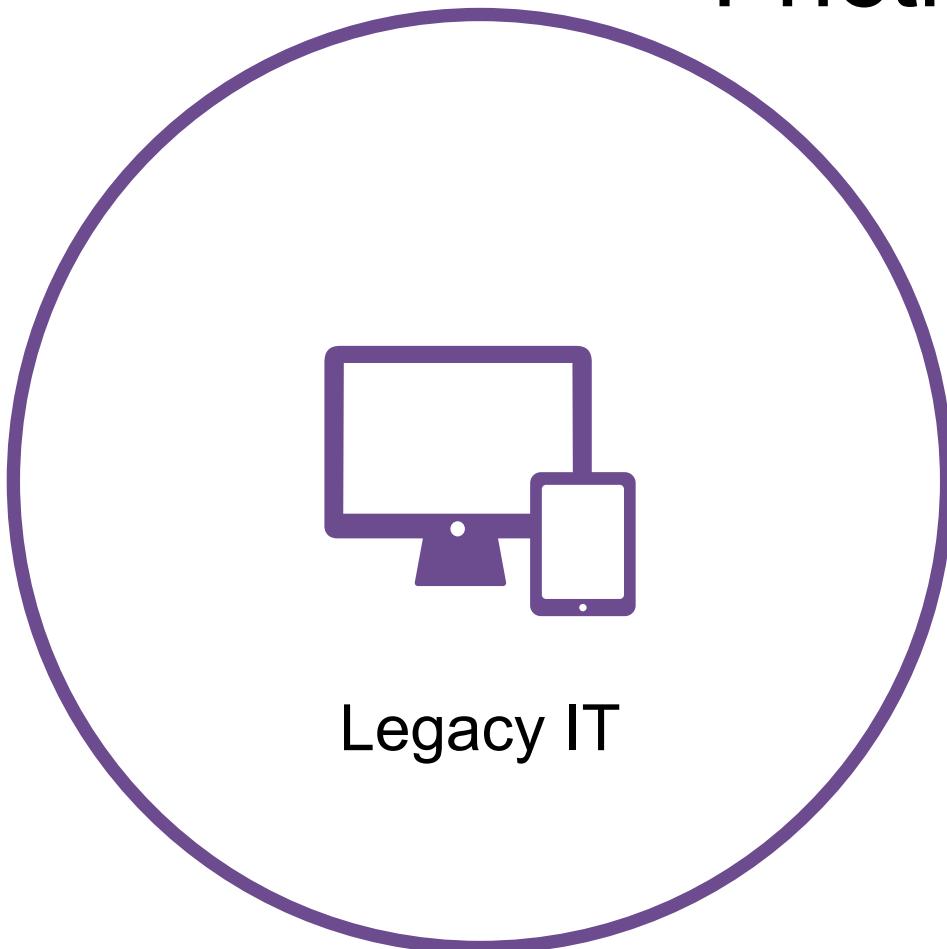
Friction Point #2



VS



Friction Point #3

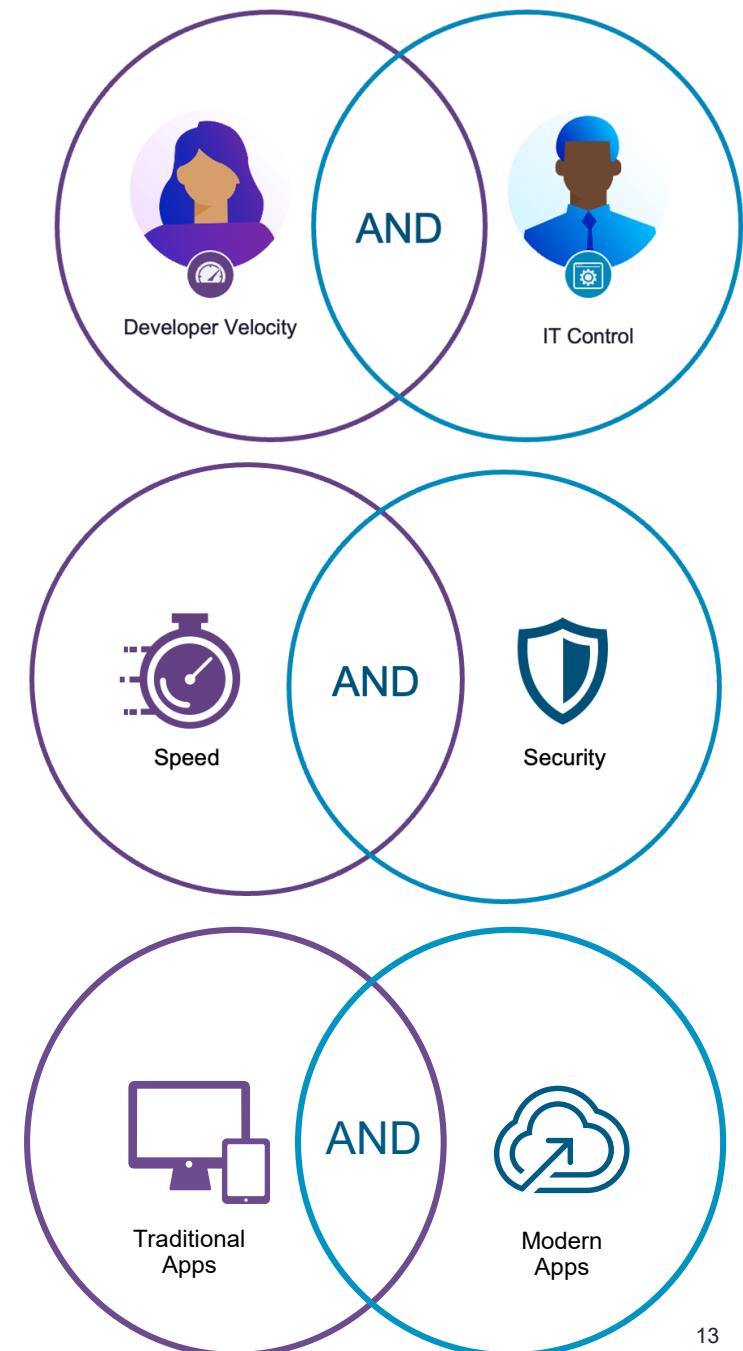


VS





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

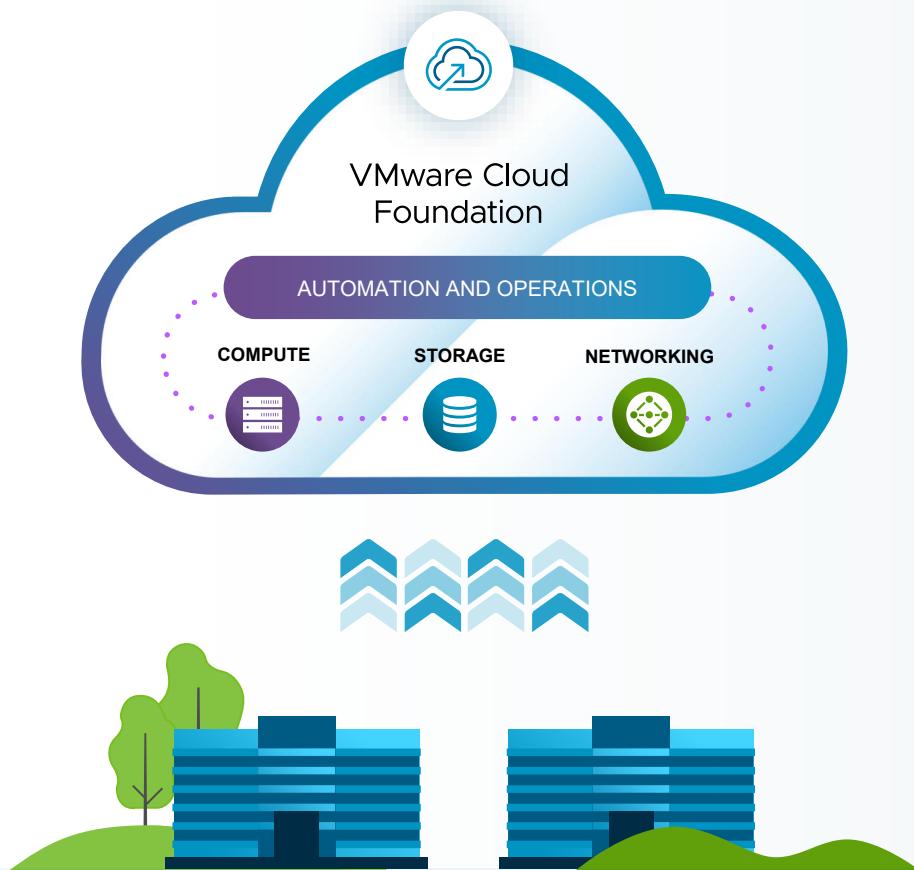
CONTAINERS
NATIVE



VMS
NATIVE



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%

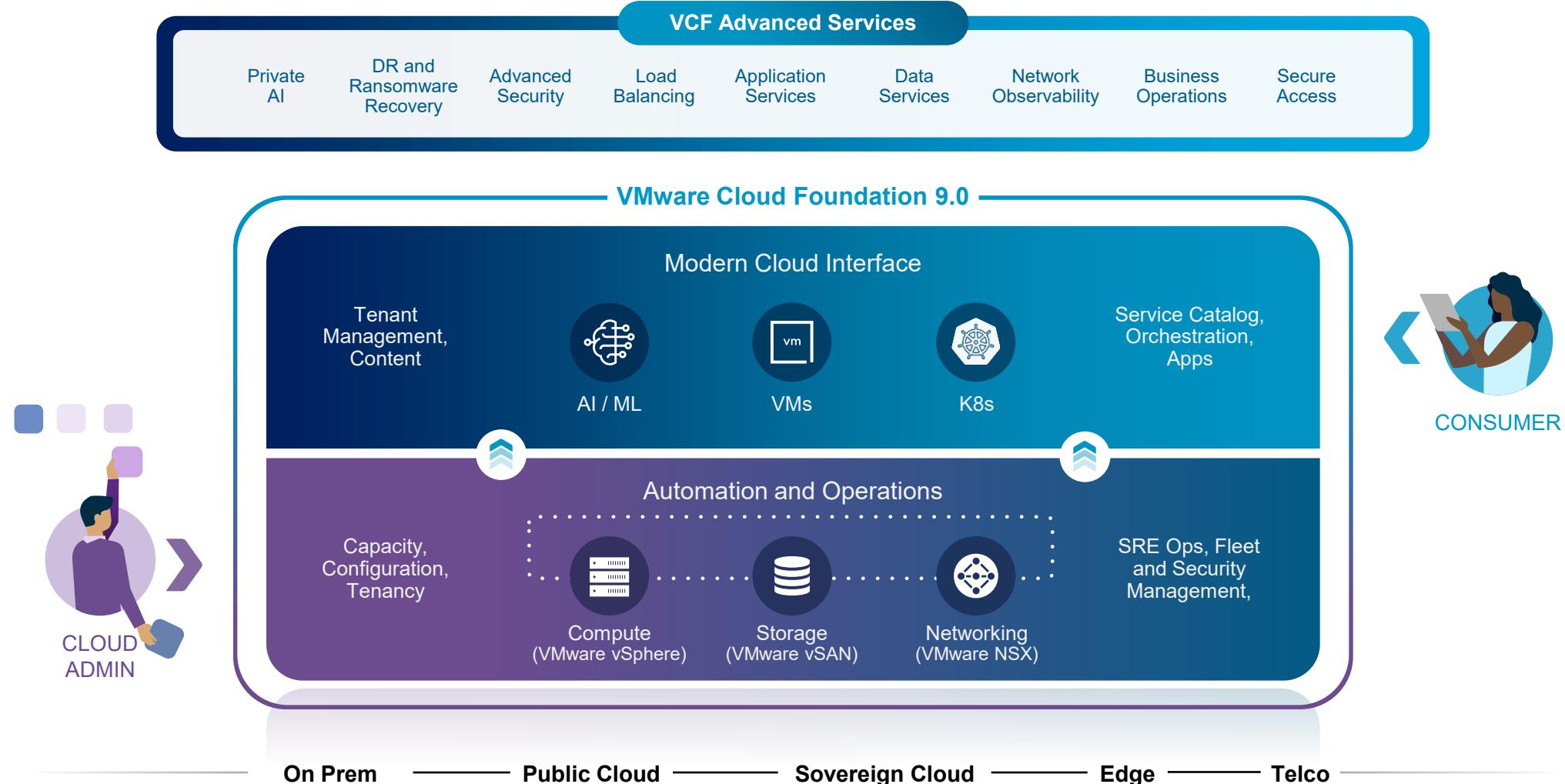
Lower Infrastructure Costs than 3-tier¹



40%

Cost Reduction when Compared to Public Cloud²

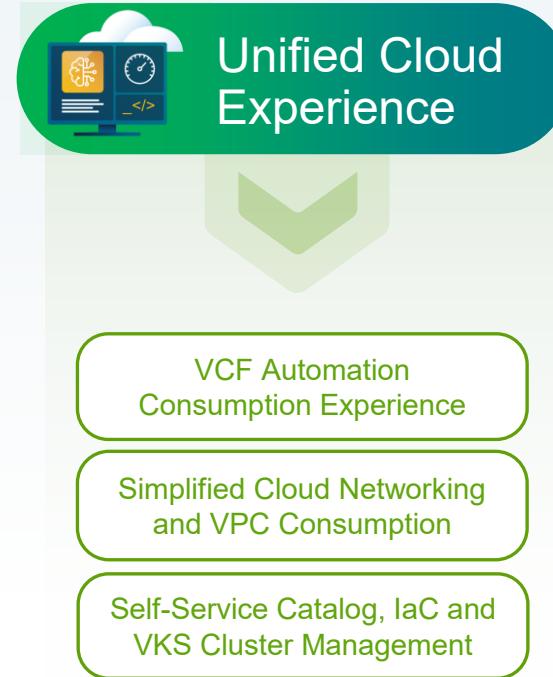
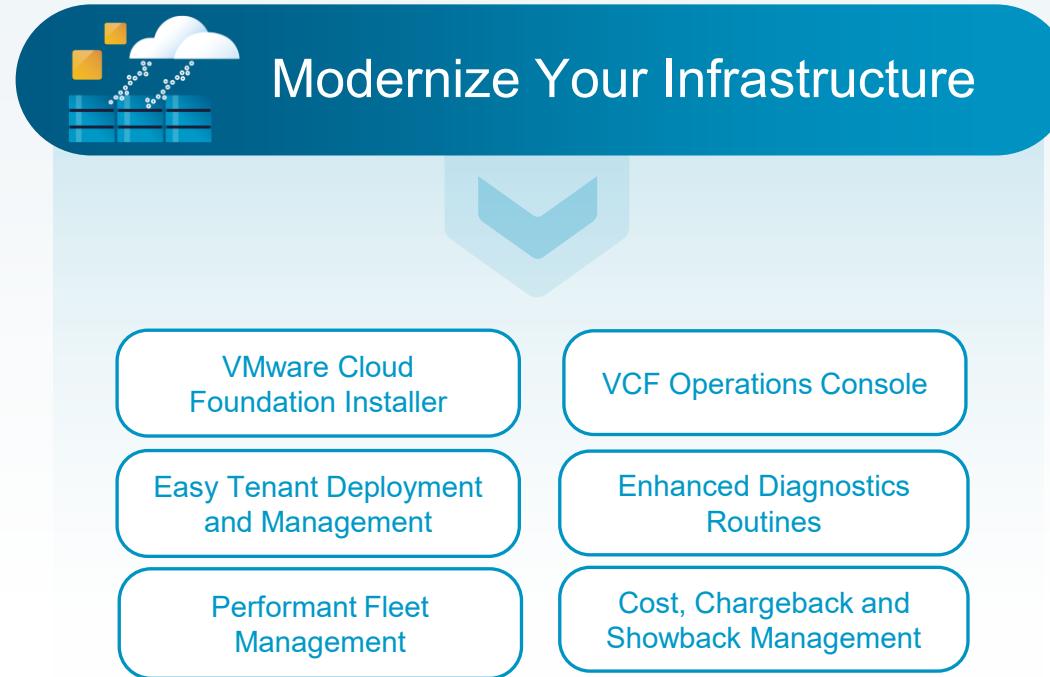
Delivering the Modern Private Cloud



The Fundamental Shift in VMware Cloud Foundation 9



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



Guidelines to Adopt VCF 9.0 from an Existing Deployment

A Phased Approach to Realize Full Value of VCF

Existing Deployment Scenarios

- vSphere Only
- vSphere + Aria Ops
- vSphere + vSAN
- vSphere + NSX
- vSphere + Aria Automation
- vSphere + 2 Components

First Step



Efficiently Scale Your Cloud Operations

Deploy & Consume VCF Operations

Fleet Level Life Cycle Management
Centralized License, Certificates,
Password Management

Next Steps: Choose Your Top IT Priorities

Simplify and Reduce TCO on Storage

Deploy vSAN

Enable self-service infrastructure and cloud services for app teams

Deploy VCF Automation with VPCs

Build, run, manage Kubernetes and other modern apps

Deploy VKS

Build, run and manage Private AI apps

Deploy VMware Private AI Foundation with NVIDIA

Bolster lateral security and accelerate recovery from ransomware and other disasters

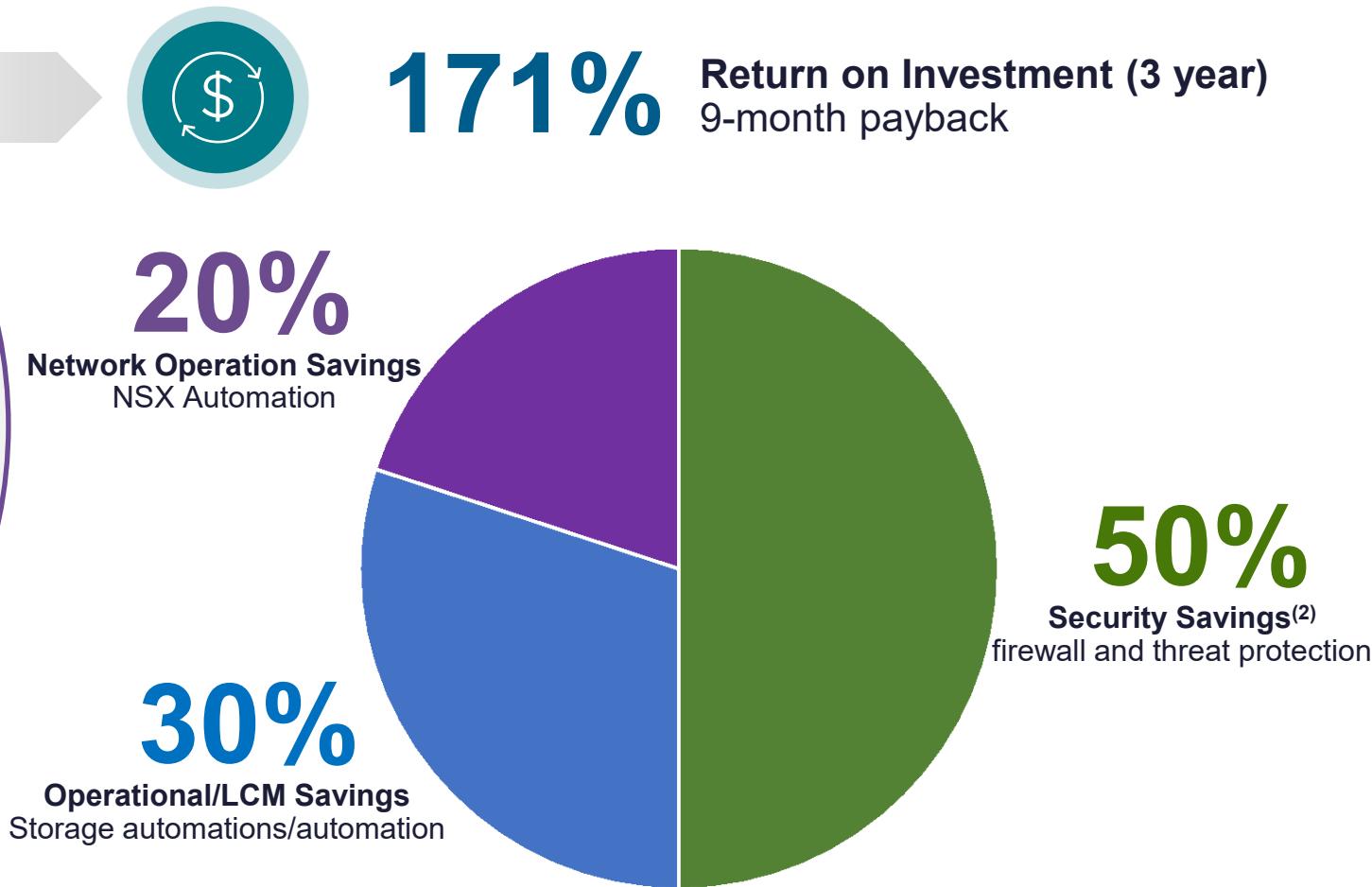
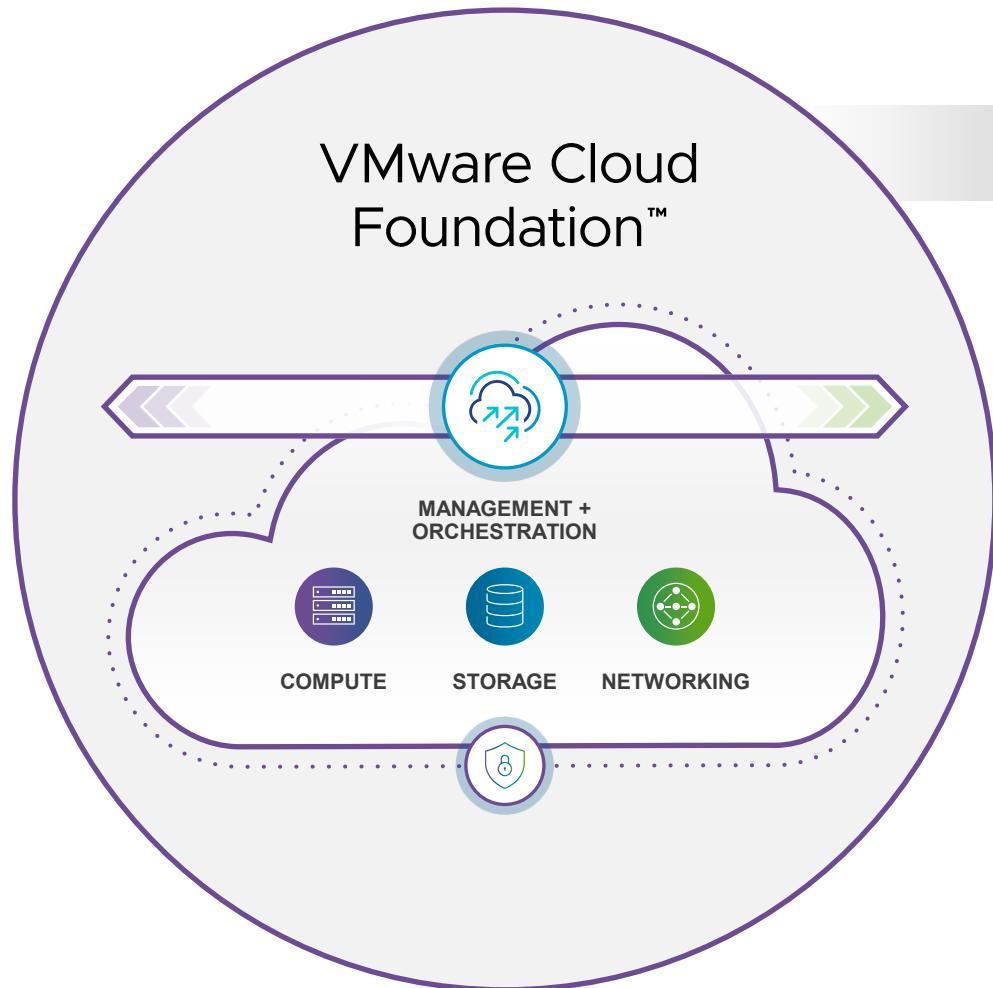
Deploy VCF Advanced Cyber Compliance Services & vDefend

Extend data center to the edge, public and sovereign clouds

VMC on AWS, AVS, GCVE, CSPs

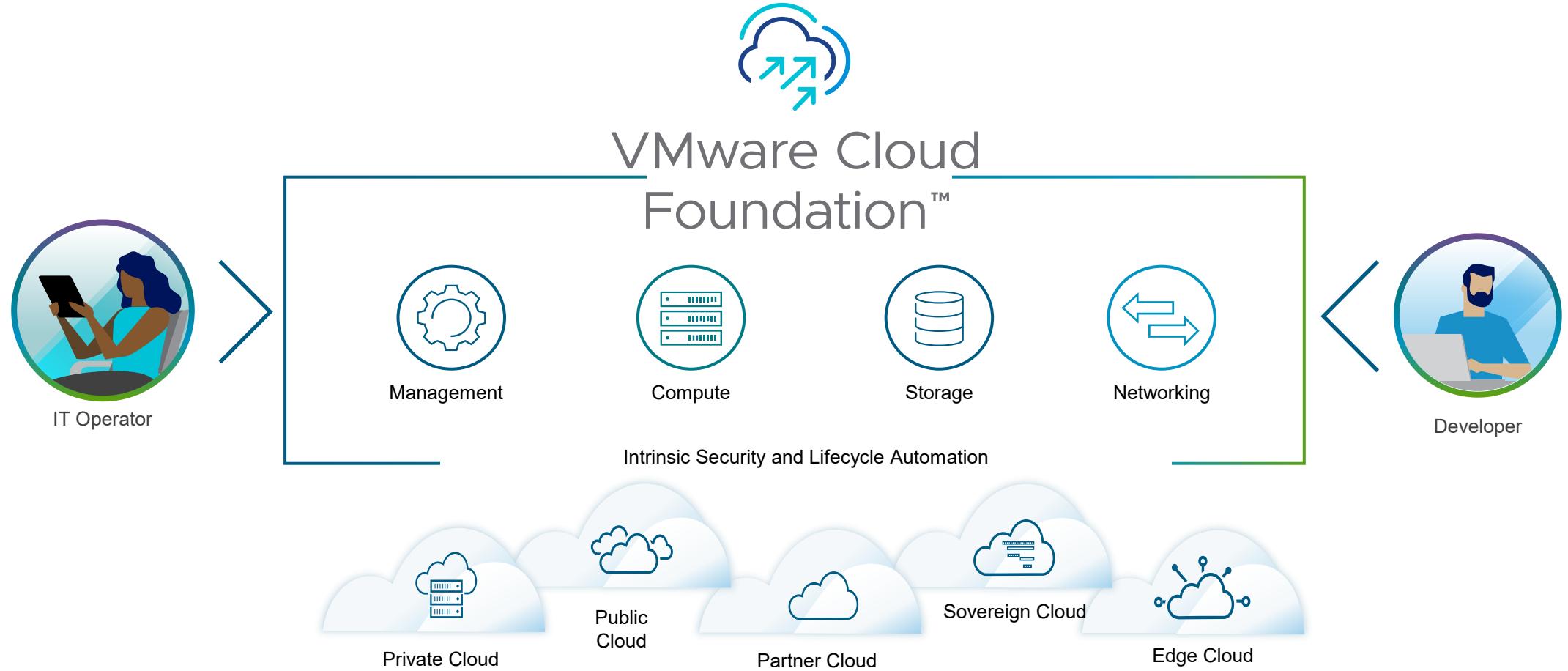
Total Economic Impact of VMware Cloud Foundation

Forrester TEI study of production VCF deployments⁽¹⁾



VMware Cloud Foundation

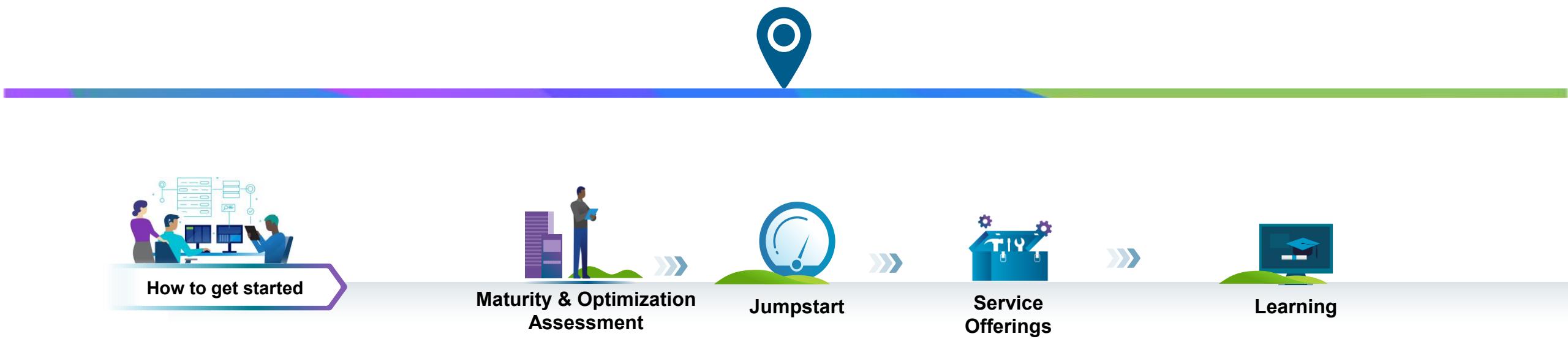
Flexible, Agile and Secure Hybrid Cloud Platform



Modernize, Consume and Protect Your Private Cloud



Next Steps ?



Let's Take a Customer's Point of View

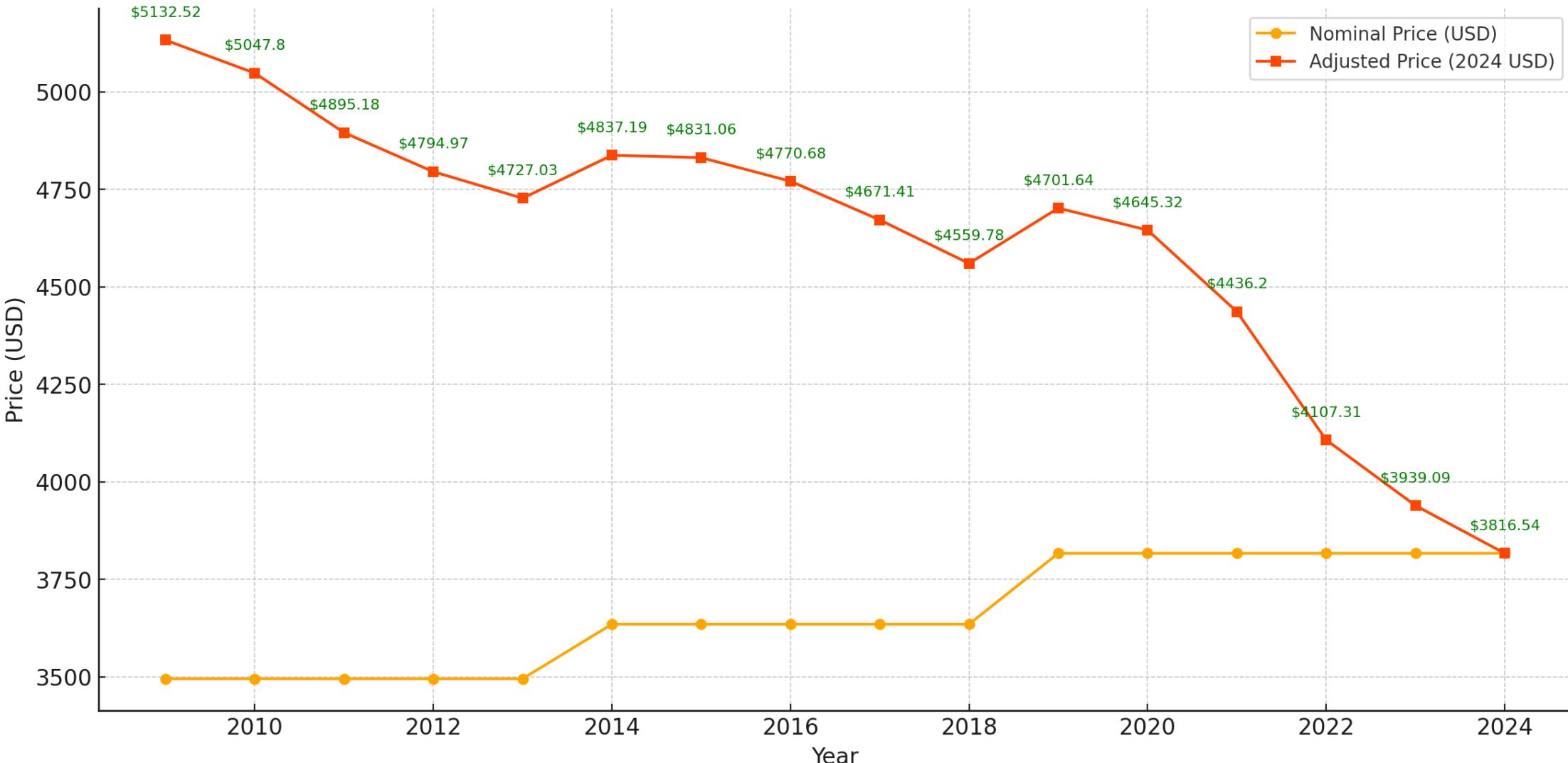


Sebastian Pukljak – Staff Engineer
Ivan Perkovic – Staff Engineer

Let's talk about Financials

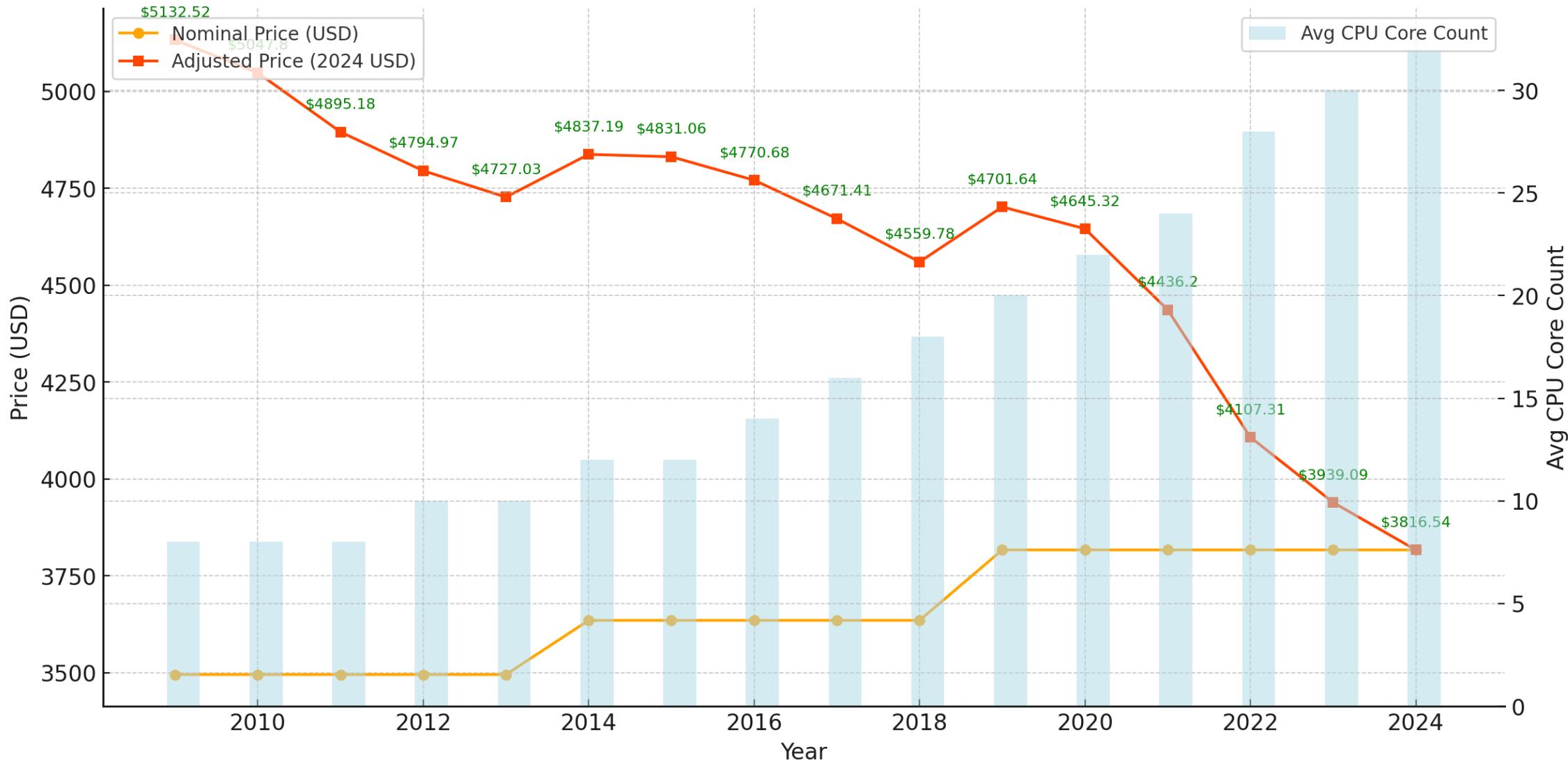
VMware is expensive

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



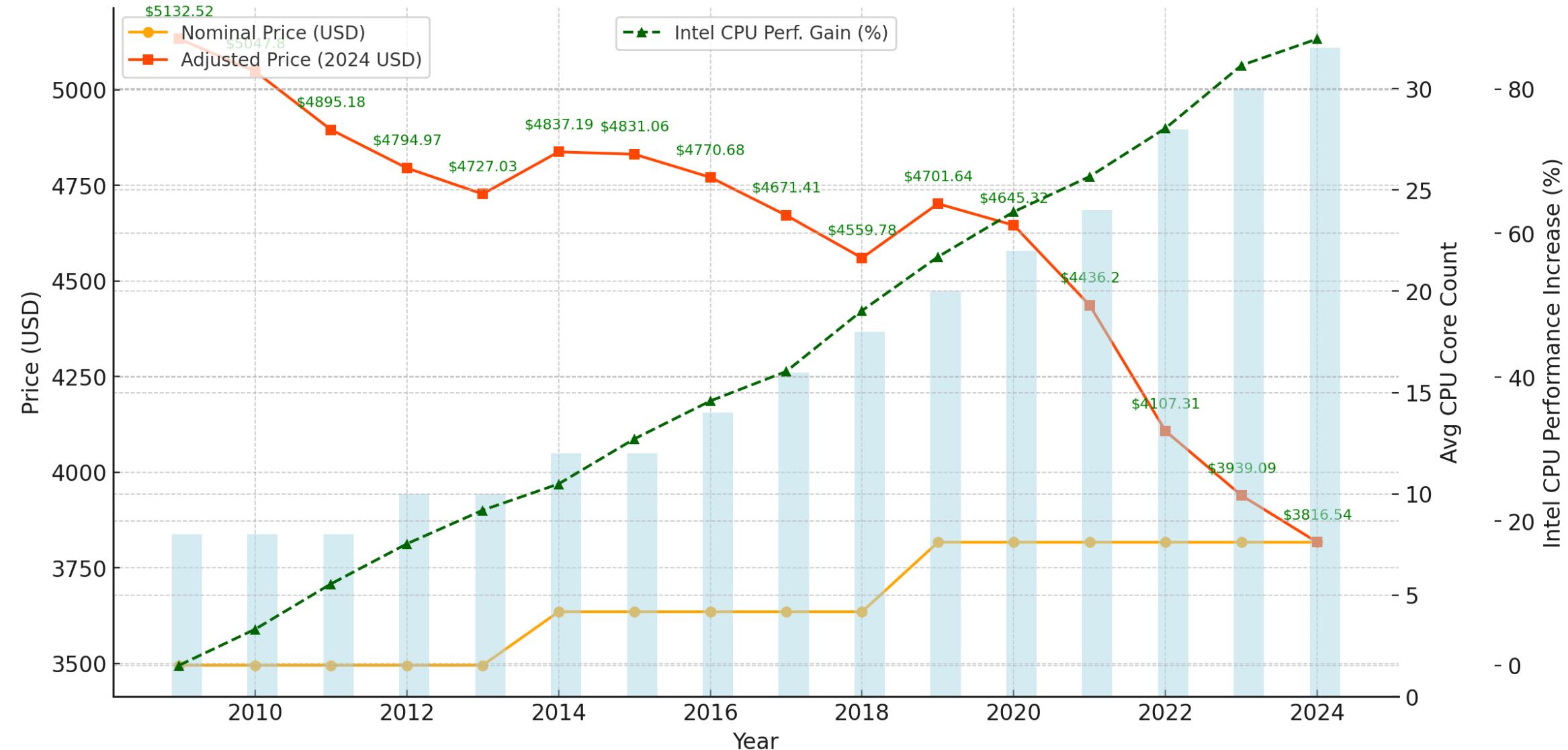
VMware is expensive

Compared to a typical Intel CPU Core Count per Year



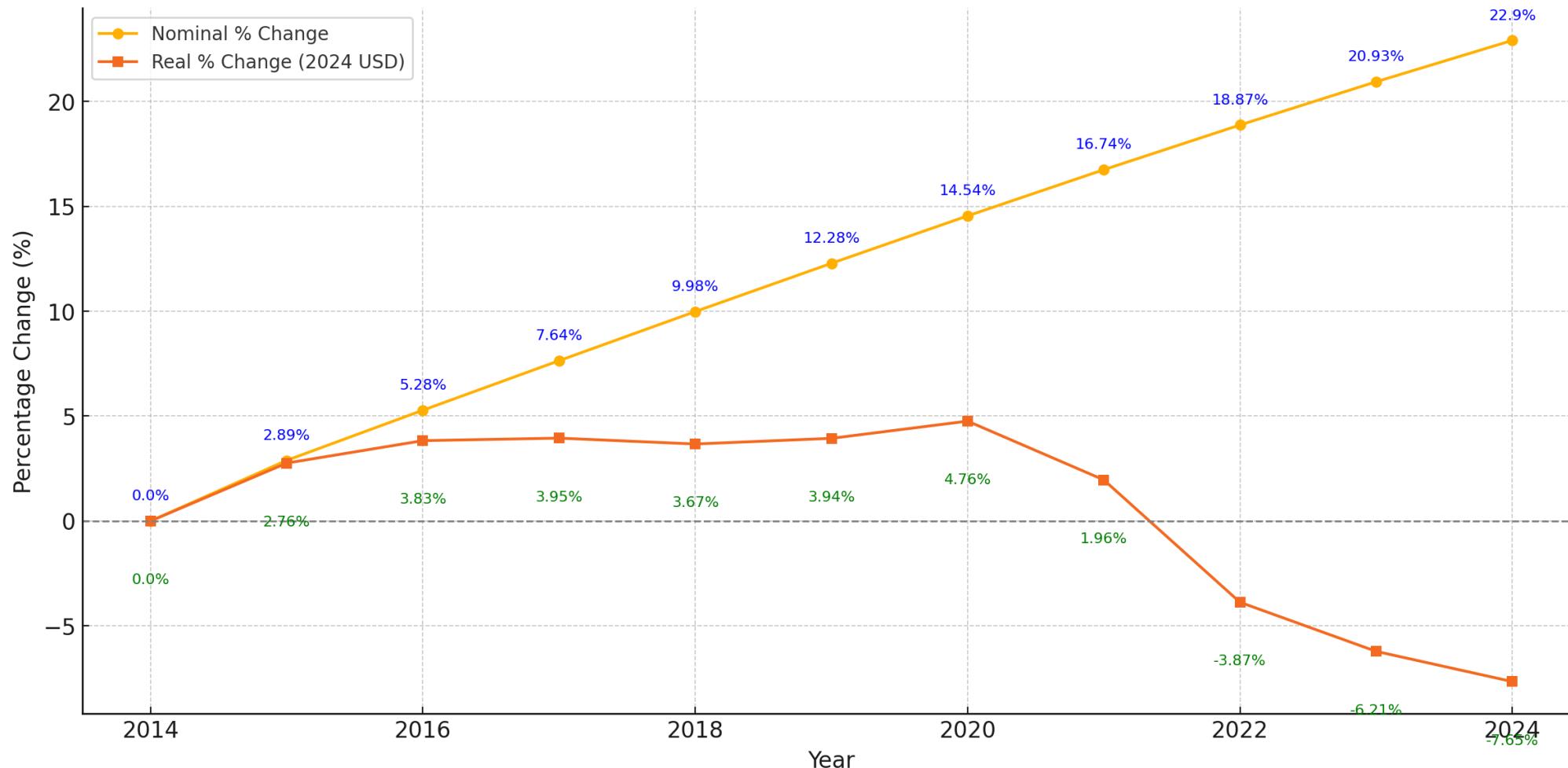
VMware is expensive

Now Compare the Trend of Price vs Performance

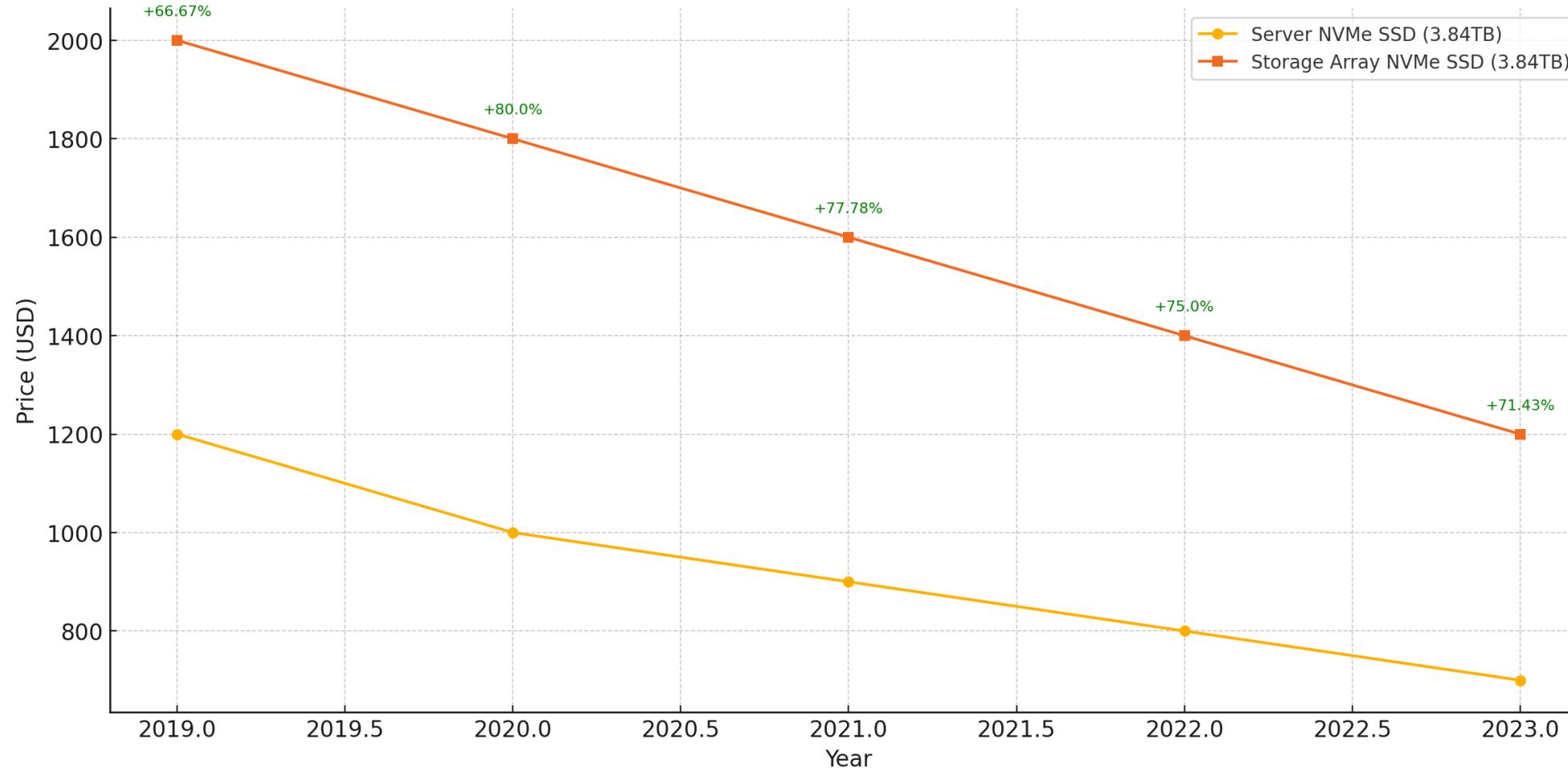


The Public Cloud is Cheaper ?

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