IAITAM ACE

May 7–9, 2024 The M Resort Las Vegas, NV

VMware by Broadcom:
Don't Get Broadsided
Anne Watson, SHI International
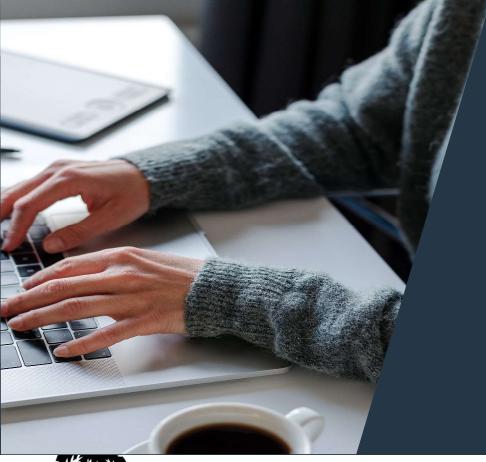
Finding your IAITAM Oasis
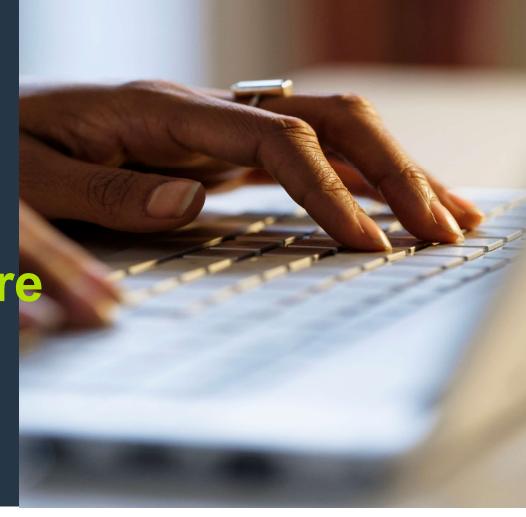
Who is currently a **VMWare** customer?

7-9, 2024   The M Resort 🌴 Las Vegas, NV

SHI | ASSET MANAGEMENT

Our Journey Today

1

What's happened?

2

What's the problem?

3

What we are doing to help?

Our Journey Today

1

What's happened?

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vmware®

BROADCOM®

Finding your ITAM Oasis

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Subscription Replaces Perpetual

Bundles replace standalone

BROADCOM®

vmware®

Partner Program & OEM Changes

Core Metric Replaces Processor

16 Core Minimum Per CPU

VMware Support

Our Journey Today

1

What's happened?

2

What's the problem?

3

What we are doing to help?

4 Big Problems you need to understand

Problem #1
No More
Perpetual
Licenses

Problem #2
The
Looming Renewal

Problem #3
Assessing Today
& Plan for
Tomorrow

Problem #4
The Licensing
Domino Effect

Problem #1
Here Come the Bundles

Bundle Offering	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation	
MSRP Annual Cost (16 Core Minimum)	3 ESXI Hosts 96 Cores Maximum	No Maximum	No Maximum	3500 Core Entry Point	MSRP Annual VCF Minimum
1 Year Prepaid Commit	$4,800	$70	$189	$490	
Per Core	$50	$70	$189	$490	$1,715,000
3 Year Prepaid Commit	$10,080	$150	$405	$1,050	
Per Core	$35	$50	$135	$350	$1,225,000
5 Year Prepaid Commit	$16,800	$250	$675	$1,750	
Per Core	$35	$50	$135	$350	$1,225,000

No Price Break from 3 to 5 Year

Problem #1
Here Come the Bundles

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
	3 ESXI Hosts 96 Cores Maximum	16-Core per CPU Minimum	16-Core per CPU Minimum	3500 Core Entry Point/ 16-Core per CPU Min
vSphere Essentials Plus				
vCenter Essentials				
vCenter Standard				
vSphere Standard				
vSphere Enterprise Plus				
TKG (TANZU Kubernetes Grid - Runtime)				
vSAN Enterprise (100 GiB of vSAN per Core)*				
vSAN Enterprise (1 TiB of vSAN per Core))				
Aria Suite Standard				
Aria Operations Advanced				
Aria Operations for Logs				
vSphere w/Tanzu				
Aria Logs				
NSX Enterprise (Networking Only)				
HCX Enterprise				
Aria Suite Enterprise				
Aria Operations for Networks Enterprise				
Aria Suite Lifecycle				
SDDC Manager				
Aria Automation				
Data Services Manager (DSM)				

an0   you can't see the tick marks for the bundles
anne_watson@shi.com, 2024-03-12T22:16:15.758

Problem #1
Here Come the Bundles

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
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Data Services Manager (DSM)				

IAITAM — Finding your ITAM Oasis

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an0   Screenshots of Bundles not good

anne_watson@shi.com, 2024-03-12T22:16:50.322

Problem #1
Here Come the Bundles

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
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Aria Automation				
Data Services Manager (DSM)				

Finding your ITAM Oasis

May 7-9, 2024 The M Resort Las Vegas, NV

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an0   Disregard - I see what you are doing. I was confused

anne_watson@shi.com, 2024-03-12T22:18:59.638

Problem #1
Here Come the Bundles

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
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vSphere Essentials Plus	✓			
vCenter Essentials	✓			
vCenter Standard		✓	✓	✓
vSphere Standard		✓	✓	
vSphere Enterprise Plus			✓	✓
TKG (TANZU Kubernetes Grid - Runtime)			✓	✓
vSAN Enterprise (100 GiB of vSAN per Core)*			✓	✓
vSAN Enterprise (1 TiB of vSAN per Core))			✓	
Aria Suite Standard			✓	✓
Aria Operations Advanced			✓	
Aria Operations for Logs			✓	
vSphere w/Tanzu			✓	
Aria Logs			✓	
NSX Enterprise (Networking Only)				✓
HCX Enterprise				✓
Aria Suite Enterprise				✓
Aria Operations for Networks Enterprise				✓
Aria Suite Lifecycle				✓
SDDC Manager				✓
Aria Automation				✓
Data Services Manager (DSM)				✓

Problem #1
Don't Forget The Add-Ons

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
vSAN Enterprise (1 TiB/Core)				
VCDR/RWR (Disaster Recovery & Ransomware Recovery)				
VMware Site Recovery Manager (SRM)				
NSX Distributed Firewall				
NSX Distributed Firewall with ATP				
VMware Load Balancer (Adv & Global; L7 App Security Kubernetes Ingress)				
NSX Load Balancer				
VMware Advanced Load Balancing				
Tanzu Intelligence (Components Detailed Below)				
Tanzu Mission Control: SaaS & Self-Managed				
Tanzu Spring Runtime (TSR)				
Tanzu Application Platform (TAP & TSR)				
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Tanzu Intelligence Services				
VMware Private AI Foundation				

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VMware Private AI Foundation				

Problem #1
Don't Forget The Add-Ons

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Tanzu Intelligence Services				Add-On
VMware Private AI Foundation				Add-On: Coming Soon

Don't Forget The Add-Ons

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VCDR/RWR (Disaster Recovery & Ransomware Recovery)	Add-On	Add-On	Add-On	Add-On
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NSX Distributed Firewall			Add-On	Add-On
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Tanzu Spring Runtime (TSR)			Add-On	Add-On
Tanzu Application Platform (TAP & TSR)			Add-On	Add-On
Tanzu Intelligence Services			Add-On	Add-On
VMware Private AI Foundation				Add-On: Coming Soon

Problem #1
Support Options

	VVEP vSphere Essentials Plus	VVS vSphere Standard	VVF vSphere Foundation	VCF vCloud Foundation
Geo Coverage	Global	Global	Global	Global
# of Individual Customer Administrators	6	6	Unlimited	Unlimited
Senior-Level Support Engineers				X
SDK and API Guidance				X
Root Cause Analysis				Severity 1
Severity 1 Initial Response	30 min, 24x7	30 min, 24x7	30 min, 24x7	30 min, 24x7
Severity 2 Initial Response	4 hr/10x5	4hr/10x5	4 hr/ 10x5	2 hr/ 10x5
Severity 3 Initial Response	8 hr/10x5	8 hr/10x5	8 hr/ 10x5	4 hr/ 10x5
Severity 4 Initial Response	12 hr/10x5	12 hr/10x5	12 hr/ 10x5	8 hr/ 10x5
Site Reliability Engineering				X *
* Customer must deploy full VCF Stack and SDDC Manager				
Support Add-On Services				
Technical Adoption Management: Solution Guidance, Planning & Insights	Add-On	Add-On	Add-On	Add-On
Professional Services: Extended Expert Services		Add-On	Add-On	
Support Account Manager (SAM)				Add-On
Dedicated Technical Support Engineer (DTSE)				Add-On
Professional Services: Pro Cloud & Consulting Services				Add-On
VMware Learning: Education Services			Add-On	Add-On

Problem #2
Core Limits

Organisation #2

More cores per CPU will result in more licenses required

Legacy
No Minimum
32 Core Max
per CPU

Subscription
16 Core
Minimum

more licenses required

Problem #2
Metric Changes from CPU to Core

Organisation #2

Perpetual Investment

650 vSphere EP
650 * 32 = 20,800 Max Cores

Renewal Quote
4,983 Fixed Cores based on usage

7.67
Cores Traded Per CPU License

Problem #2
The Looming Renewal

Organisation #1

ELA Annual Renewal $200k

VCF: Uses 3 of 8 Products
$3m for 3 Years

VVF: Uses 3 of 5 Products
$2m for 3 Years

60%
Cost bomb

Problem #2
Bundle Wisely

Product vs Bundle	Metric	MSRP Unit Cost	1 YrSnS	Entitlements	Max Cores	MSRP Total	MSRP Cost Per Max Core	45% Standard ELA Discount	Discounted Cost Per Max Core
vSphere Enterprise Plus	CPU	$3,950	$988.00	650	20,800	$2,990,000	$143.75	$1,644,500	$79.06
VVS: vSphere Standard	Core	$70	NA	20,800	20,800	$1,456,000	$70.00	$800,800	$38.50
VVF: vSphere Foundation	Core	$189	NA	20,800	20,800	$3,931,200	$189.00	$2,162,160	$103.95
VCF: vCloud Foundation	Core	$490	NA	20,800	20,800	$10,192,000	$490.00	$5,605,600	$269.50

Organisation #2

Compare Plans: Apples 2 Apples

Factor in any additional products Bundle may cover

Don't forget active subscriptions

This will be an annual cost!

an0   Added new table. Adjusted per comments from VMware SME
anne_watson@shi.com, 2024-03-12T22:22:29.004

Problem #3
Assess Today, Plan For Tomorrow

Organisation #3

Do The Math

COST ANALYSIS PER ESXi HOST Annual Cost (Bundle Based on Price Break for 3- or 5- Year Term)	16	24	32	48
Assumption: 1 Host w/2 CPUs & 1 vCenter	Cores	Cores	Cores	Cores
VVS - vSphere Standard	$1,600.00	$2,400.00	$3,200.00	$4,800.00
vSphere Standard + vCenter CPU Cost	$11,045.00	$11,045.00	$11,045.00	$14,371.00
vSphere Standard + vCenter CPU Cost w/Discount	$6,074.75	$6,074.75	$6,074.75	$7,904.05
VVF - vSphere Foundation	$4,320.00	$6,480.00	$8,640.00	$12,960.00
vCenter + vSphere EPP per CPU Cost	$17,595.00	$17,595.00	$17,595.00	$27,471.00
vCenter + vSphere EPP per CPU Cost w/Discount	$9,677.25	$9,677.25	$9,677.25	$15,109.05
VCF - vCloud Foundation	$11,200.00	$16,800.00	$22,400.00	$33,600.00
vCenter + vSphere EPP per CPU Cost	$17,595.00	$17,595.00	$17,595.00	$27,471.00
vCenter + vSphere EPP per CPU Cost w/Discount	$9,677.25	$9,677.25	$9,677.25	$15,109.05

an0   Found an error on vSphere Foundation. Factored in the wrong product

anne_watson@shi.com, 2024-03-12T22:24:43.055

Problem #4
The Licensing Domino Effect

Problem #4
The Licensing Domino Effect

**Virtualization Shifts Can
Impact Licensing Counts**

Finding your
ITAM Oasis

Our Journey Today

1 What's happened?

2 What's the problem?

3 What we are doing to help?

What we are doing to help?

Getting you prepared
for your Broadcom Journey