Thinking about the recently announced acquisition of VMware by Broadcom, how much do you agree or disagree with the following statement?

Enterprises support future Broadcom and VMware Investments.

“My company’s overall investment and strategic partnership with the combined Broadcom and VMware will likely grow over the next two years.”

83% Completely agree, somewhat agree, or neutral
17% Completely disagree or somewhat disagree

Source: IDC’s Intelligent CloudOps Survey, November 2022, n = 106 enterprises with more than $2B revenue
IDC’s Take

Enterprises are open to future investments with Broadcom and VMware.

- Only 17% disagreed with the statement that their company would likely increase strategic investment with VMware in the next two years. More than double (35%) agreed with the statement, while 48% were neutral, suggesting a wait-and-see approach.

- Customers open to expanding their relationship post-acquisition should embrace the opportunity. Enterprises with an existing relationship with Broadcom and VMware (via CA, Symantec, etc.) will likely see those teams combined in the future. Enterprises should take an active role in evaluating how a combined account team can add value to their relationship. Look for opportunities to create a more strategic, comprehensive relationship with Broadcom.

- Broadcom’s newly expanded portfolio can deliver more comprehensive solutions if they are well-informed about your objectives. Educating the newly combined account team allows you to receive practical solutions to meet your needs.

- Enterprises that wait and see should ask tough questions and engage Broadcom and VMware management about their concerns, including plans for VMware products and pricing models. IDC has noted Broadcom’s more transparent communication with the VMware community in the recent month leading to the acquisition being finalized.

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- **The past does not always accurately predict the future.** Don’t assume. IDC believes Broadcom’s approach to VMware will *not* follow the same approach it took with CA and Symantec. VMware products and go-to-market strategy are notably different from these prior acquisitions. The partner ecosystem and channel differ significantly as well.

- Broadcom’s changing strategy is apparent in several recent blog posts from CEO Hock Tan. Transparency about his post-merger strategy for product engineering investments, Tanzu investment, sales and marketing, pricing, and other customer-focused discussions is a departure from prior approaches. **Customers should be reassured by CEO Tan’s written commitments and hold his management team accountable.** Read his latest blog posts at [www.Broadcom.com/blog](http://www.Broadcom.com/blog).

- **Broadcom will gain thousands of small and medium-sized businesses with this acquisition, which diversifies their revenue and reduces risks.** They are likely to go the extra mile to retain this market. These customers should be in an ideal spot to have their voices heard.