

Frequently Asked Questions

VMware Partner Program Transition to Broadcom Advantage

Broadcom completed its acquisition of VMware on November 22, 2023. As part of its continued integration of VMware, Broadcom recently announced changes to the VMware partner program, with a new program to begin on February 5, 2024. The FAQ below is intended to answer questions related to this upcoming transition.

Q. What did Broadcom announce?

- A. Broadcom remains committed to creating value within our combined partner ecosystem, which has been made stronger with the addition of VMware partners. Effective February 5, 2024, Broadcom will be transitioning VMware's partner programs to the invitation-only Broadcom Advantage Partner Program. Based on recent discussions with hundreds of partners globally, this transition will help our partners achieve even greater opportunities for profitability through simplified offerings and more opportunities for service revenues.

Partners can continue to do business as usual until February 4, 2024. The new program begins on February 5, 2024.

Q. Where can partners find more details about making the transition?

- A. VMware partners can find more details on these changes in the Partner Connect portal, on the *VMware by Broadcom Essential Partner Information* page.

Q. Why is Broadcom transitioning VMware partners to its Broadcom Advantage program?

- A. We are focusing our investment on a single program to help our partners achieve even greater opportunities for profitability through simplified offerings and more opportunity for service revenues. We are also evolving the Broadcom Advantage program with the needs of VMware partners in mind.

Q. What are the benefits of transitioning to Broadcom Advantage?

- A. The benefits for VMware partners that transition to Broadcom Advantage will include:
- A simplified approach with similar tiers that recognizes renewals and EAR, has fewer SKUs, updated offerings and delivers more value to customers;
 - The opportunity to grow revenue via higher-value, subscription-based offers for current and new deployments;
 - An increased share of wallet by promoting an attractive portfolio of add-on products;
 - More predictable profitability with higher up-front margins and more opportunities to promote value-added services for new offers and add-ons;
 - Increased resourcing and support to reduce channel conflict;
 - Ease of access to streamlined tools, systems and training; and
 - An evergreen program – once accepted, partners will not have to renew their program participation

Q. When can VMware partners expect an invitation to the new program?

- A. Broadcom began inviting VMware partners into Broadcom Advantage on January 19, 2024, on a rolling basis, beginning with resellers. Invitation timelines will vary by partner type and route to market.

Q. What's the status of invitations to the program?

- A. Active VMware resellers and value-added solution providers can expect to be invited into Broadcom Advantage at a tier that is equivalent to their VMware partner tier. Active resellers are defined as partners with an active contract within the last 24 months. The invitations were sent to the primary and secondary contacts in our system.

There is no universal threshold for partners to join the program, and there is no fee to join.

A Request for Information has been sent out to Distribution partners, and distributors will be confirmed on February 5. Other routes to market—including but not limited to Cloud Services Providers—will have a longer transition period while we put finishing touches on the program elements for their route to market, and we will reach out to them directly with more detail.

Q. Will partners still be able to sell to strategic accounts under the Broadcom Advantage program?

- A. A. Yes. Partners will still have the opportunity to engage with VMware by Broadcom strategic accounts, as decided on a case-by-case basis at the account level, with a stronger focus on partners providing high-margin, value-added services. Partners can indicate their interest in strategic accounts via a request form in the partner portal.