

# **VMware Channel Kick Off SLED Breakout Session**

February 25, 2025



# VMware SLED Update

Jim Falvey  
Vice President - USA  
State, Local, & Education

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February 25th, 2025





Miami - Florida



San Diego - California



Reston - Virginia





# Agenda

- VMware SLED Organization Overview
- What's Changed at VMware
- Our Mission
- What's Working – What Isn't
- Business Summary
- Field CTO Update (Herb Thompson)

# Broadcom Business Segments

## Organization

Strategic - AMER

Corporate - AMER

Commercial - AMER

# Broadcom Business Segments

Organization	Accounts
Strategic - AMER	A few hundred
Corporate - AMER	A few thousand
Commercial - AMER	100K's



# Broadcom Business Segments

Organization	Accounts	Coverage
Strategic - AMER	A few hundred	1-4 Accounts/Rep
Corporate - AMER	A few thousand	10-20 Accounts/Rep
Commercial - AMER	100K's	100's-1000's Accounts/Rep

# Broadcom Business Segments

Organization	Accounts	Coverage	Field Rep
Strategic - AMER	A few hundred	1-4 Accounts/Rep	Yes
Corporate - AMER	A few thousand	10-20 Accounts/Rep	Yes
Commercial - AMER	100K's	100's-1000's Accounts/Rep	No

# Broadcom Business Segments

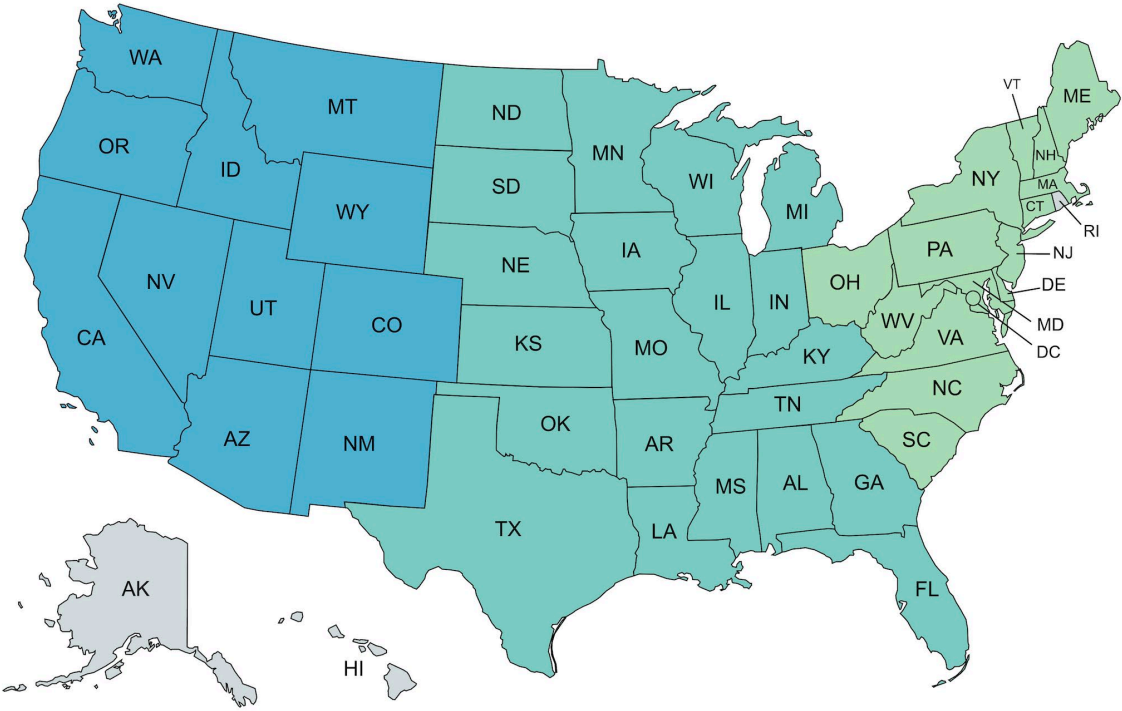
Organization	Accounts	Coverage	Field Rep	SLED Coverage
Strategic - AMER	A few hundred	1-4 Accounts/Rep	Yes	No
Corporate - AMER	A few thousand	10-20 Accounts/Rep	Yes	Top 400 Parent Accounts
Commercial - AMER	100K's	100's-1000's Accounts/Rep	No	Remainder of SLED

# Broadcom Business Segments

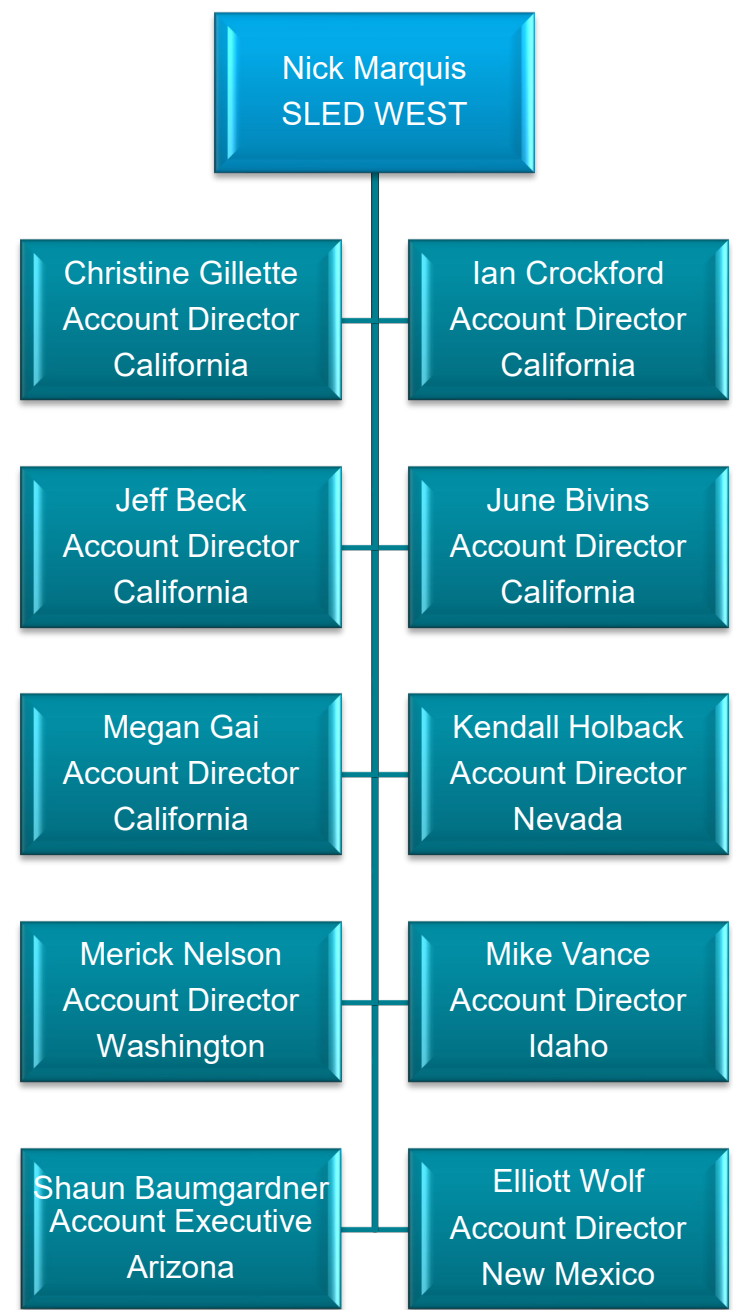
Organization	Accounts	Coverage	Field Rep	SLED Coverage	ABV Large Deal Size
Strategic - AMER	A few hundred	1-4 Accounts/Rep	Yes	No	7, 8, 9 Figures
Corporate - AMER	A few thousand	10-20 Accounts/Rep	Yes	Top 400 Parent Accounts	6, 7, 8 Figures
Commercial - AMER	100K's	100's-1000's Accounts/Rep	No	Remainder of SLED	5, 6, 7 Figures

# VMware SLED Organization Overview

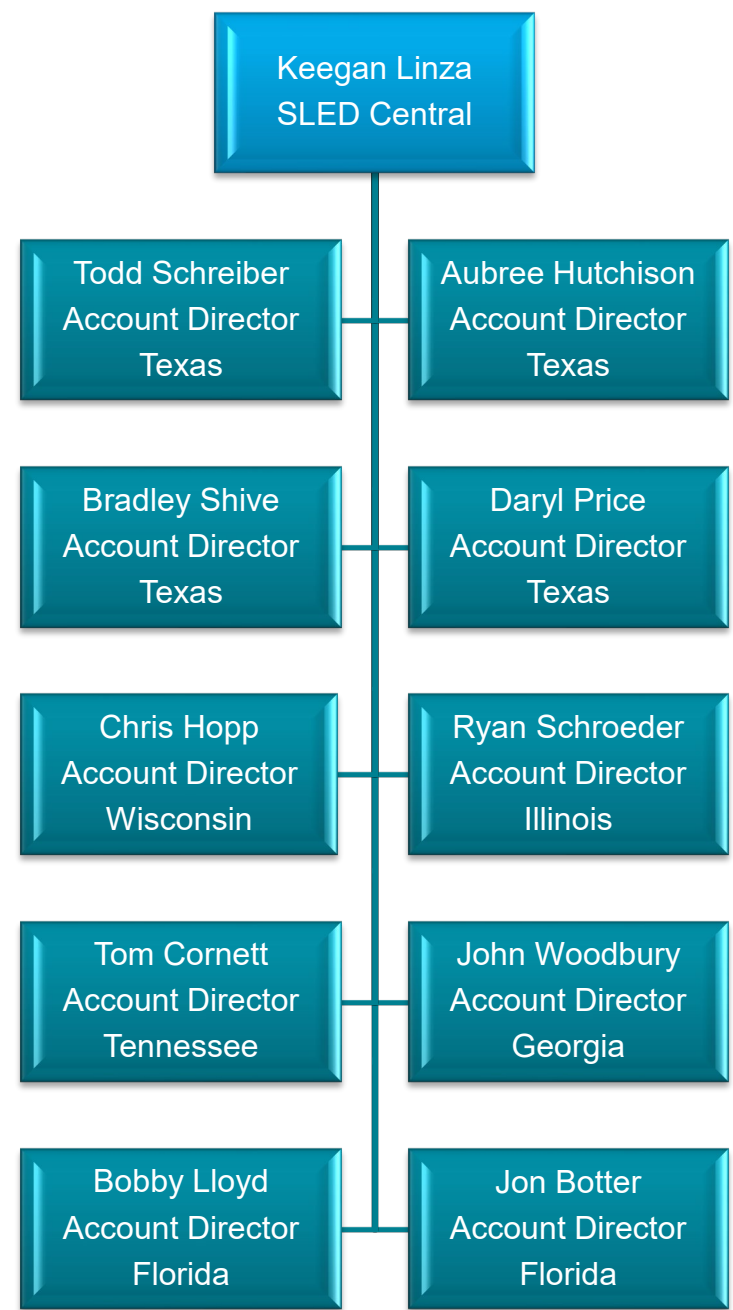
	SLED West	SLED Central	SLED East	SLED USA
Leader	Nick Marquis	Keegan Linza	Jeremy Strouhal	Jim Falvey
Field Reps	10	10	10	30
Parent Accounts	116	153	140	409



# SLED West

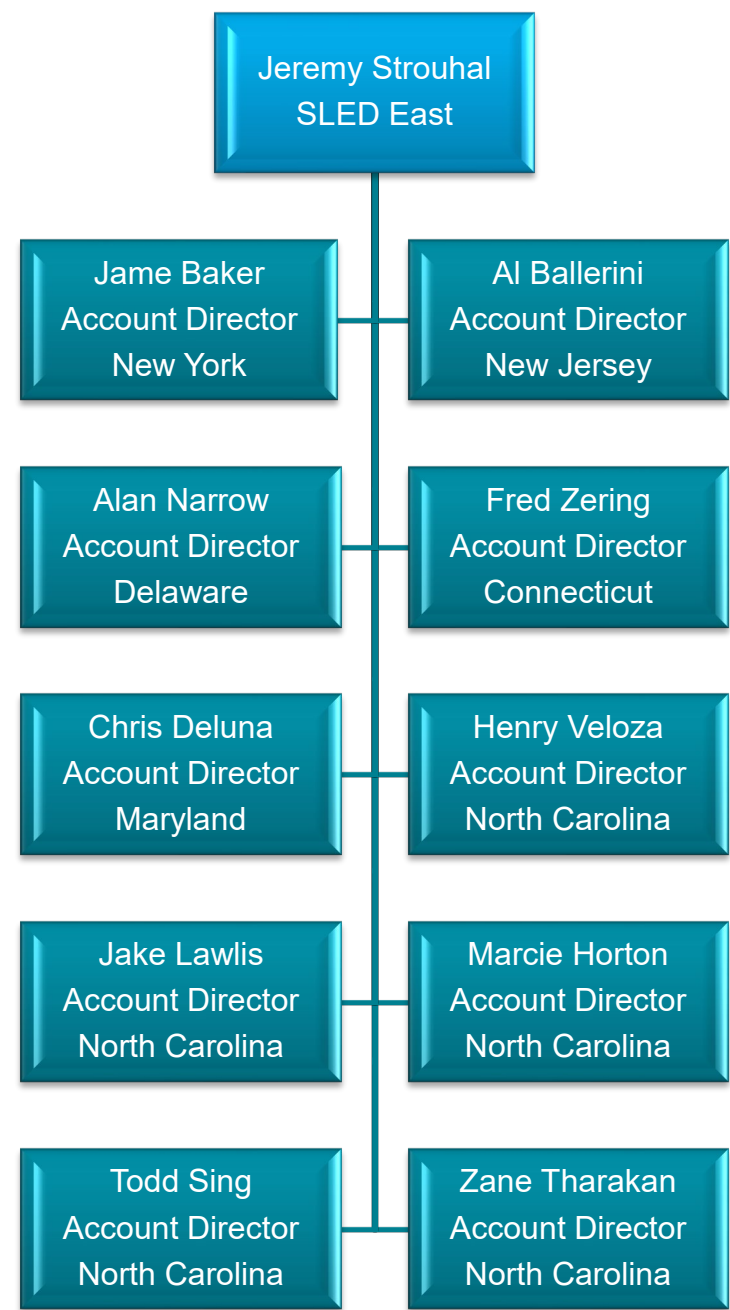


# SLED Central





# SLED East



# Three Major Changes

1) Ala carte products & SKU's

2) Perpetual, Subscription, & SaaS licensing models

3) Multiple licensing platforms: CPU based, node based, etc.



1) Radical simplification of our portfolio. 8K+ SKU's down to ~4 platforms/SKU's

2) 100% Subscription based

3) 100% Core based licensing

# Broadcom's Hock Tan Declares 'The Future Is Private' At VMware Explore

**Patrick Moorhead** Senior Contributor @

*I write about disruptive companies, technologies and usage models.*

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Sep 4, 2024, 10:08am EDT



NOT PLANNING  
REPATRIATION

57%

PLANNING  
REPATRIATION

43%

83%

of enterprises plan to move  
workloads **back to private cloud**  
from public cloud

17%

2H20

1H21

2H21

1H22

2H22

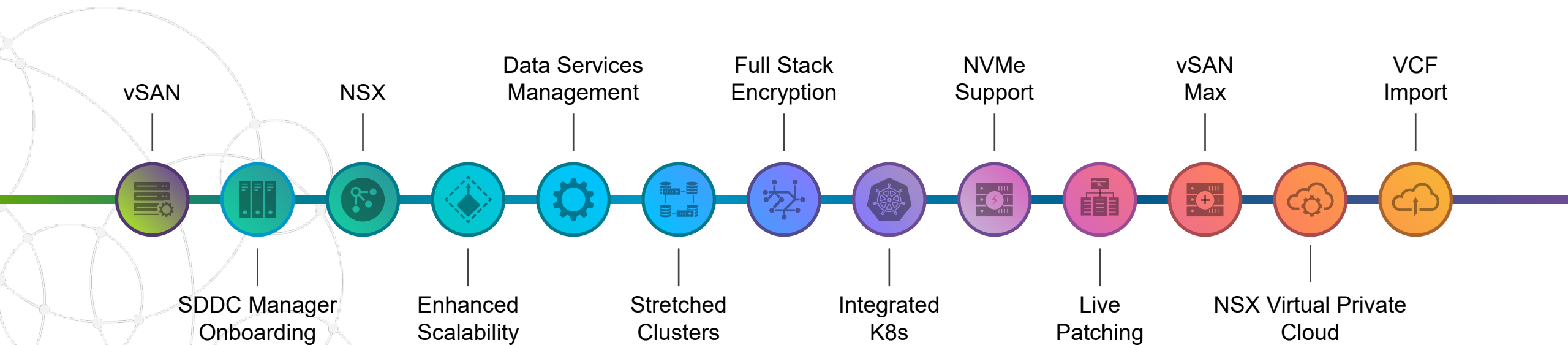
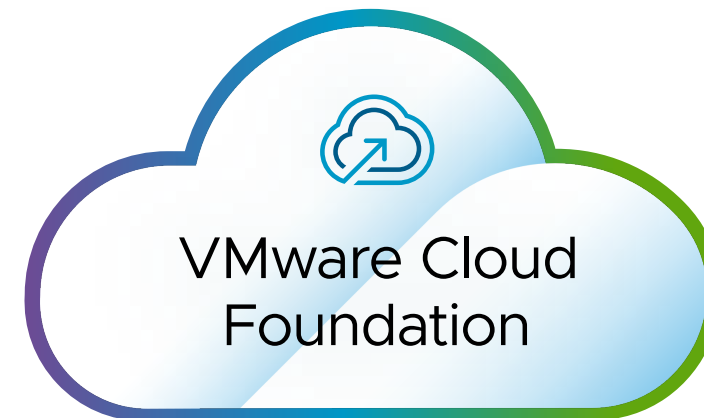
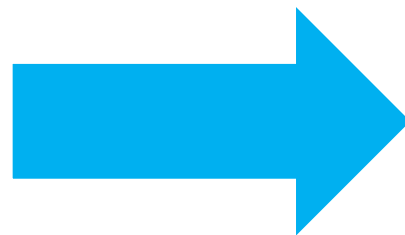
1H23

2H23

1H24

Barclays CIO Survey, 2024

# Our Mission: VCF Everywhere!



**Proactive**  
Joint communication 12+ months before renewal event

**Strategic**  
Developing a joint/agreed upon strategy with mutual tasks

**Driving New Demand**  
Selling beyond the renewal. Driving new capacity, add on products, services, TAM

**Vision Alignment**  
Positioning VCF as the premier private cloud platform. Selling VALUE of VCF

**Driving Long Term Commitments**  
Structuring contracts 3+ years in length



**Reactive**  
Waiting for renewal event to provide quote or respond to RFP/bid request

**Tactical**  
Providing quotes to renew their current install base

**Renewal Focused**

**Taking Orders**  
Give the customer what they ask for. VCF, VVF, vSphere ENT, vSphere ST

**Short Term Commitments**  
Settling for 1-year deals



# Partner Led Services

Excerpt from CRN-tv on 2/19/25

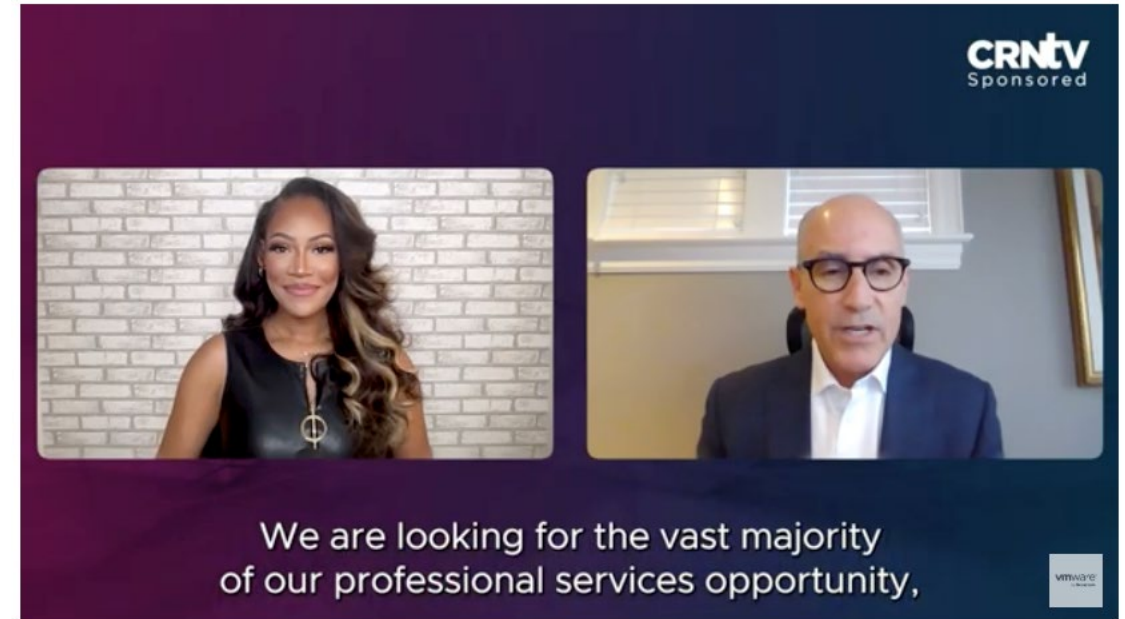
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**PARTNERS** • 2 min read

## Broadcom's Take: Partner-led Services Translates to Customer Value

 **Regan McGrath** • February 19, 2025



*“We are looking for the vast majority of our professional services opportunity to be driven and owned by our partner community.”*

Regan McGrath – President - America's Corporate Software Portfolio

<https://news.broadcom.com/partners/broadcoms-take-partner-led-services-translates-to-customer-value>



# Summary

- VMware & SLED is not wavering from the channel: ~98% of our business is transacted via our channel partners.
- We need your reach! With 400 parent accounts and over 10K children accounts we can't touch it all with our 30 sellers.
- Proactively Engage with your VMware counterparts
- Position VMware Cloud Foundation (VCF) everywhere!
  - There is very limited margin in any of the lower editions
- Grow your ASP/margin by positioning add-ons to the VCF platform
  - vDefend, Advanced Threat Protection, AVI, Live Recovery, & TAM's
- Position Multi-Year Deals: Clients doing 1-year deals are seeing the biggest price impacts YoY

# VMware by Broadcom

Carahsoft Partner Summit

SLED Initiatives – Challenges -  
Alignment

# Challenges in SLED 2025

(NASCIO, NASTD, Educause, CIO Roundtables, Gartner, GovTech...)

## T Talent Acquisition and Retention

- ▶ Corporate Brand, Purpose & Culture
- ▶ Reskilling/Upskilling IT's capability (skills and processes)
- ▶ Retaining support for legacy systems
- ▶ Digitization and Digitalization of the business

## CT Evolving cyber threats

- ▶ **AI Malware & ransomware industrialization**
- ▶ Supply-chain attacks & APT)
- ▶ Cloud-hopping
- ▶ Emerging Technologies – Generative AI, Crypto etc.

## CIR Fixed and Declining Budgets

- ▶ **Decline in Federal Funds – Medicaid \$**
- ▶ 39 states lowered tax rates
- ▶ Keep the light on costs
- ▶ Declining Tax Revenue
- ▶ 10% Reduction in budgets
- ▶ CoGE



## CX Digital Citizen and Student Experience

- ▶ “No Wrong Door Portal” –NO Agency Data Silos
- ▶ Integrated Personalized Digital Service Experience
- ▶ AI Gov Service Transformation
- ▶ High Customer Expectations & Omni Channel

## R Compliance Requirement

- ▶ HIPAA, FERPA, CMS, SSA, IRS, PCI....
- ▶ Compliance and Federal reimbursement
- ▶ Risk Appetite & Risk Mitigation
- ▶ NIST Cyber Framework

## P Resilient Government Services

- ▶ **Rock Solid 24\*7 ops with NO interruption**
- ▶ Cyber Event Detection and Recovery
- ▶ Service Delivery from Anywhere
- ▶ Always on service regardless of event

## (Themes – Gartner and Educause 2025)



### Student Success & Experience

(Differentiator)

- Integrated
- AI Nudge
- Student Retention



### Simplified Administrative Systems

- Integrate systems
- Automation



### Enrollment Cliff: Cost and Value of a Degree

- Student Enrollment Decline
- Demographic Changing
- Cost vs Value



### Funding Decline: Find New Funds – Business Models

- Loss of Revenue
- Research Shared Service
- New Programs
- Company Degrees

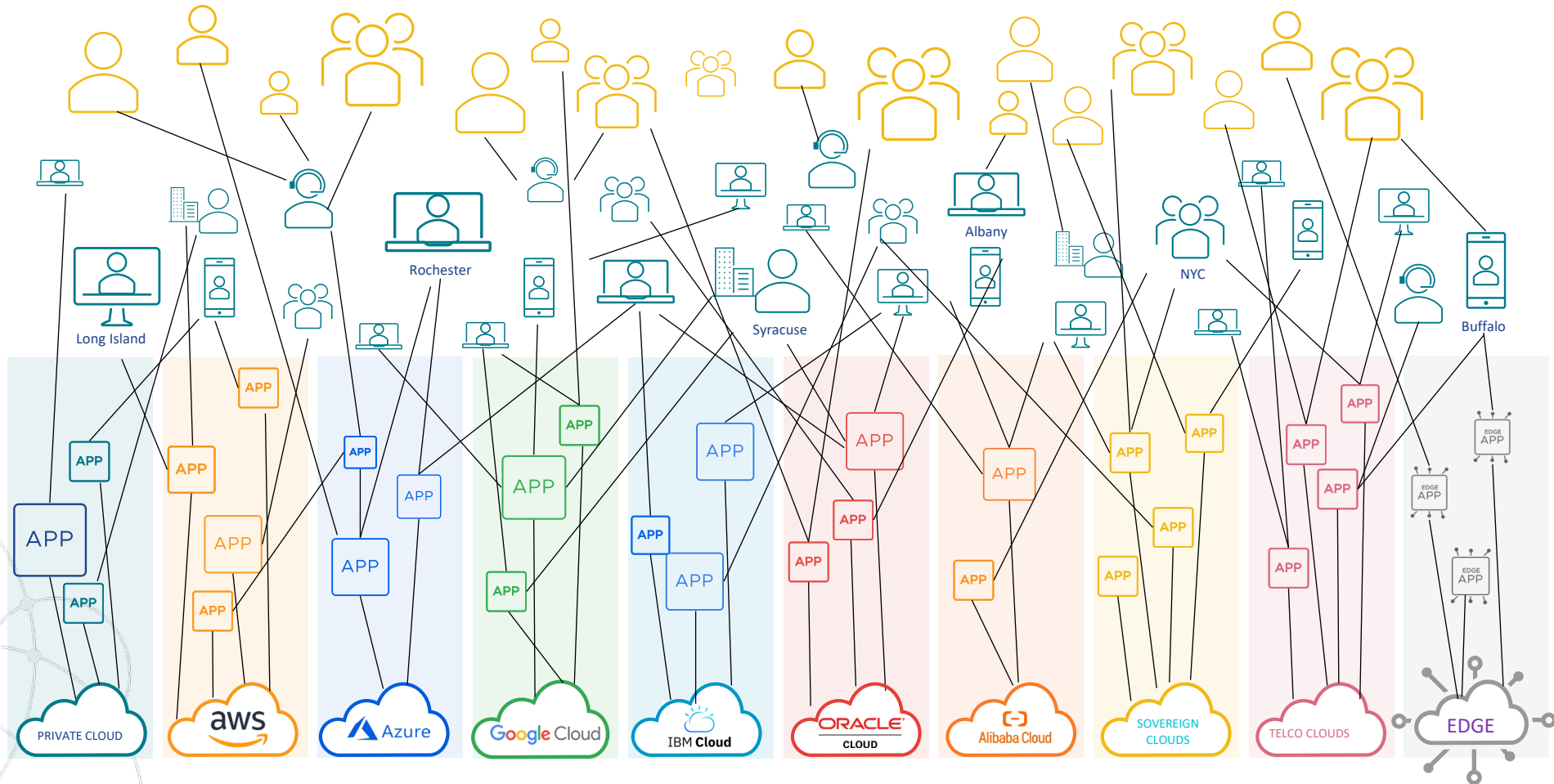
# Today's Multi-Cloud Environment can be Complex

Citizen,  
Student  
Experience

DISTRIBUTED  
WORKFORCE

DISTRIBUTED APPS

DISTRIBUTED CLOUDS  
+ INFRASTRUCTURE



A diverse and siloed environment that's only growing more complex over time

# Customer's Journey in Government Service Delivery

Every customer's journey is unique .... Organization... Process...Governance.... Budget



×

34% Higher overall infrastructure cost<sup>1</sup>

×

50% Lower team efficiency<sup>1</sup>

×

51% of Customers concerned with privacy<sup>1</sup>

×

39% of Customers consider cloud migration expensive and complex<sup>2</sup>

×

81% of Enterprises plan to move workloads **back to private cloud** from public cloud<sup>3</sup>

✓

40% Lower Cost compared to public cloud<sup>4</sup>

✓

51% Lower Cost compared to legacy datacenter<sup>4</sup>

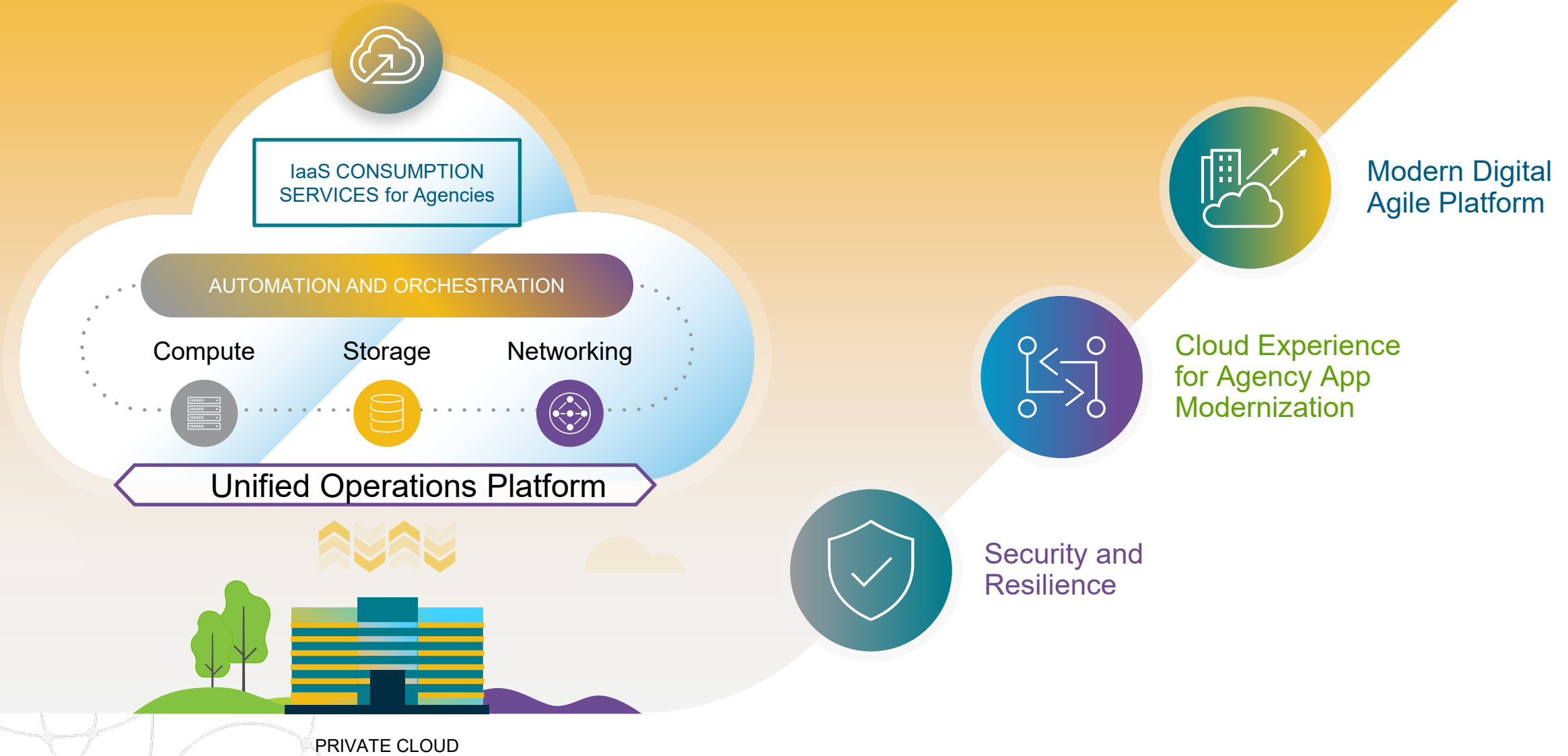
<sup>1</sup>IDC White Paper, sponsored by VMWare by Broadcom, The Business Value of VMware Cloud Foundation, doc #US52312224, August 2024

<sup>2</sup>Forrester Research.- Cloud Security — Reality Strikes After Migration





# VMware Cloud Foundation Platform Unified Ops for Your Private Cloud



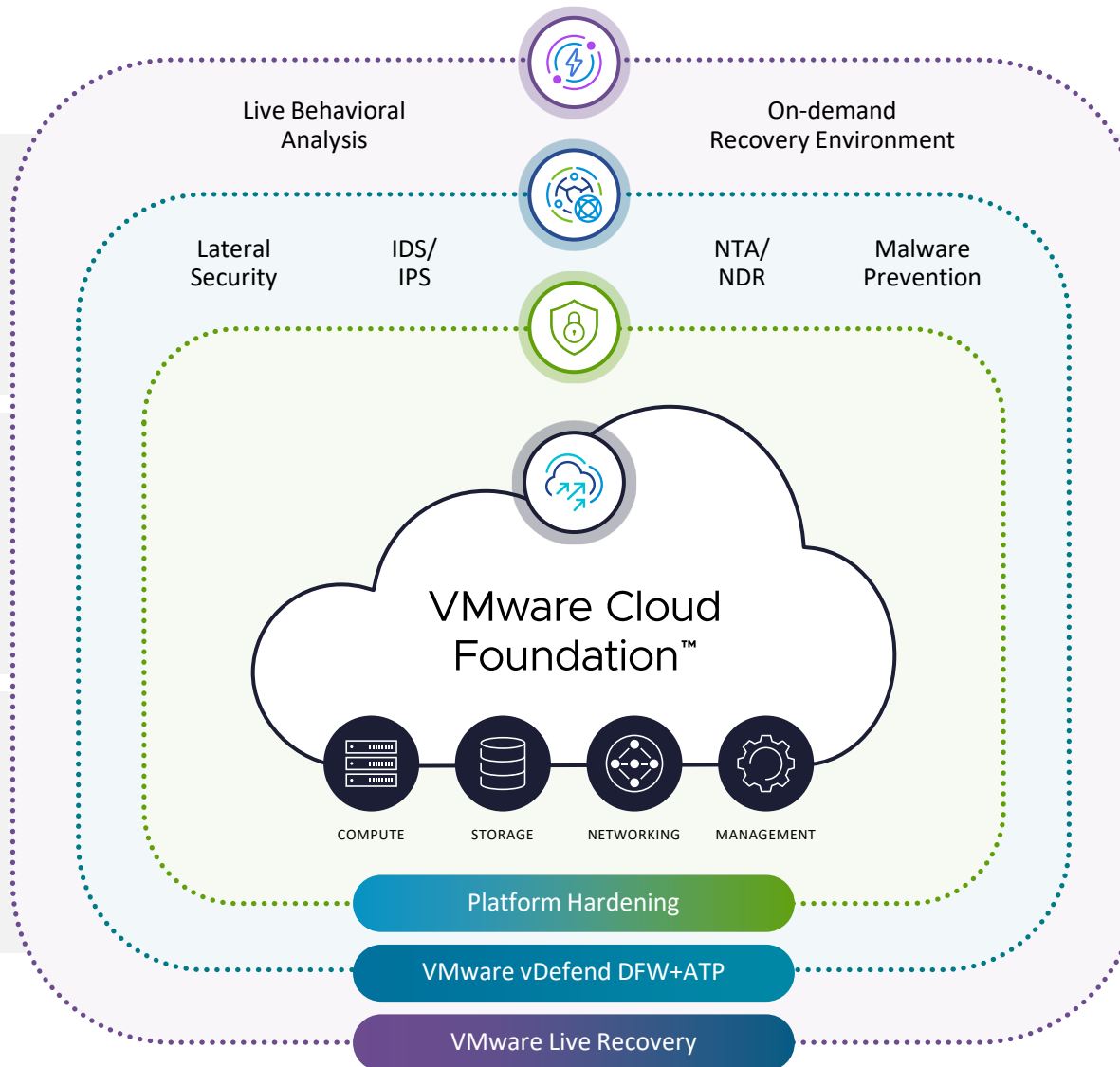


# End-to-End Cyber Resilience For The Modern Private Cloud

## Secure Recovery

## Lateral Security

## Hardened Infrastructure



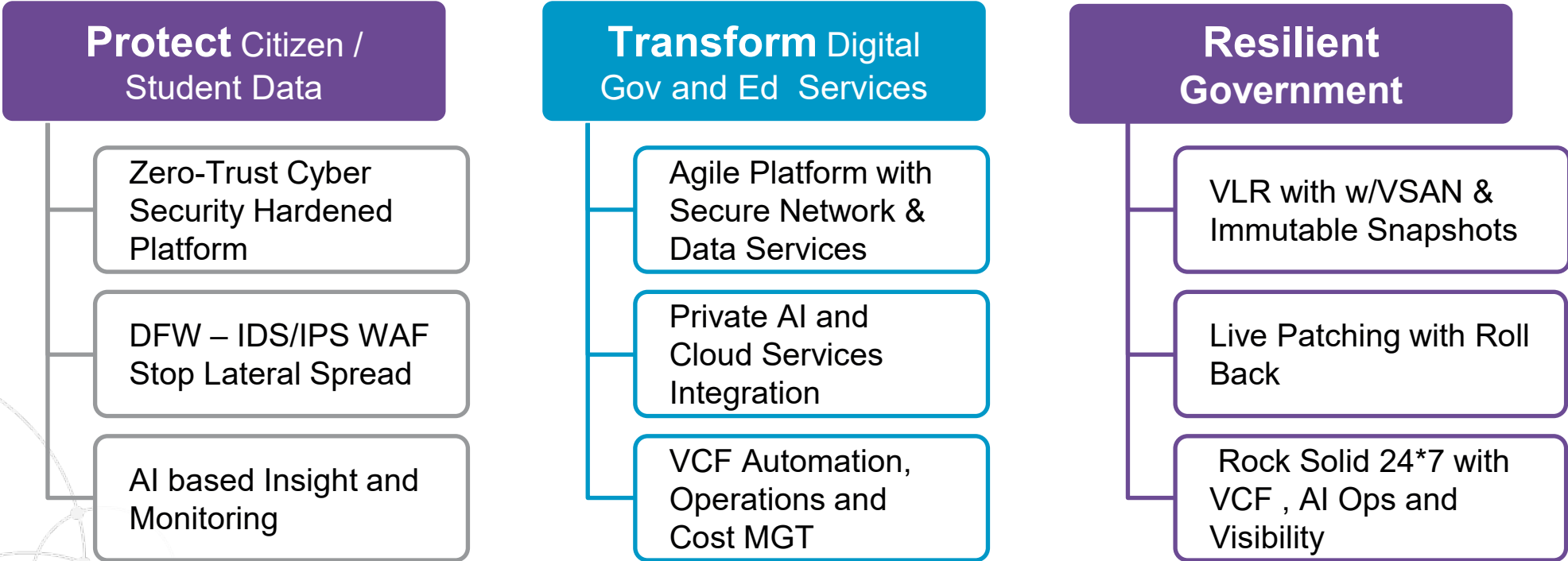
Confident recovery from existential threats  
Quick recovery with guided automation  
Simplified recovery operations

Strong distributed lateral security  
Signature and behavior-based detection  
Data exfiltration avoidance  
Zero-day threat detection

Identity federation  
Automated, non-disruptive patching  
Data at-rest/in-transit encryption  
Compliance management

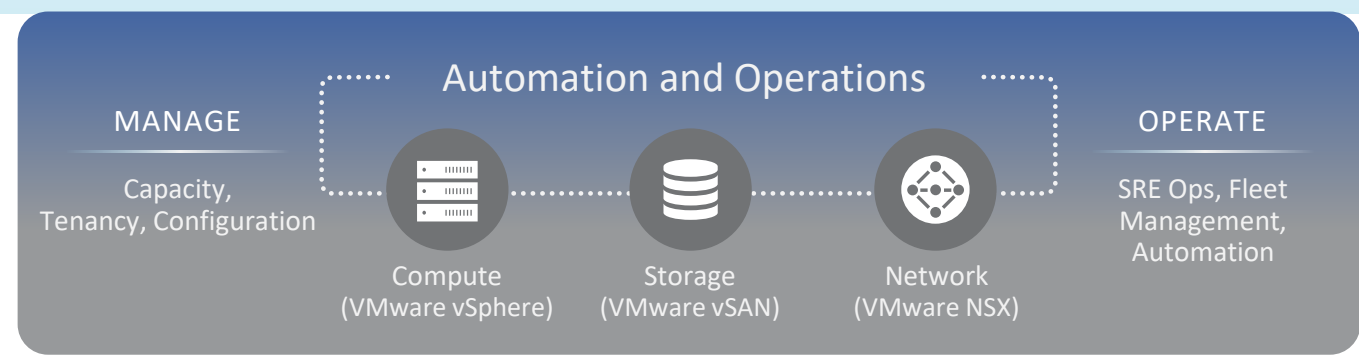
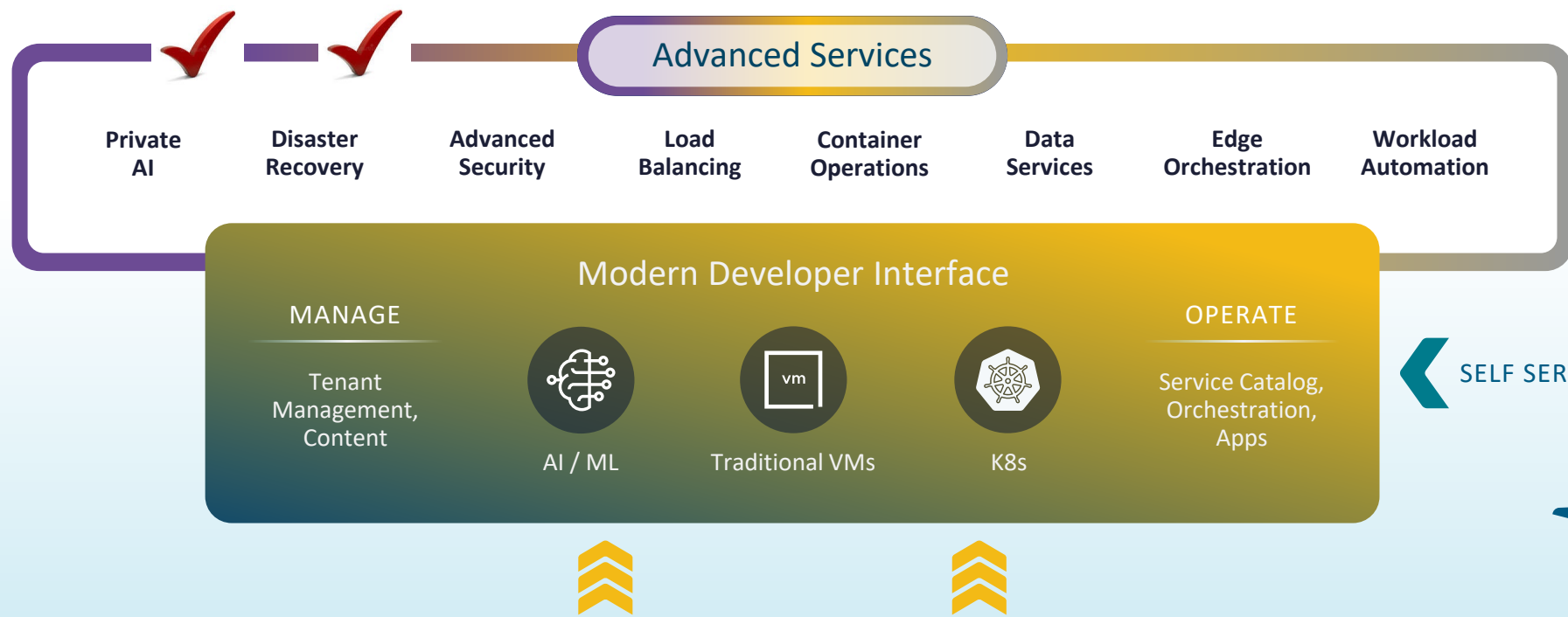
# RELEVANCE: SLED Challenge Themes and VMware Alignment

Improving Digital Gov Services, Protect Data, Reduce Costs, Run 24\*7



AI/ML, Data Integrity & Interoperability, Modern Apps, & Security

VMware Cloud Foundation for Adaptability, Cost Control & Security



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# CUSTOMER STORIES

## VALUE OF VMWARE

# Major University System : “Private AI” Shared Service

❑ Issues: System with 9 campuses, Health Facilities and 250,000 students

- **Cost** for public Gen-AI
- **Security** Concern (research, student, health)
- Avoid **vendor lock-in**



❑ System partnered with VMware to **BUILD PRIVATE AI Shared Service**

❑ Outcomes

- 9 Campus **Shared Service Private AI for the System**
- **BYO Private Data Model**
- **SECURE** Health Analytics, Research and Student Data
- **Granular security** over models
- **Lower costs** and staff

## VMware Solutions

- ✓ VCF
- ✓ Private AI
- ✓ SDDC Mgr
- ✓ NSX
- ✓ Data Service MGR
- ✓ Automation

# Major University: BUILD A PRIVATE CLOUD To Support Share Service

## “Unifying Multi-Campus Operations with Modern Shared Service DC

- ❑ **Issues:** University system with 9 campuses and 150,000 students
  - Independent campus operations without DR resilience
  - **Costly** campus Data Centers
  - **Staffing**, skills gap and **Availability**
  - **Funding** Gap
- ❑ Standardized on **VCF** with **VSAN**, **NSX** with **vDefend / ATP** (Distributed Firewall) and **AVI** as the platform to build a modern shared service
- ❑ **Outcomes:**
  - **Built out Private Cloud Capabilities** for with Self Service
  - Drastically **improved cyber** security posture with application segmentation
  - Reduced 3<sup>rd</sup> party storage costs through **VSAN saving** \$2 million
  - Reduced 3<sup>rd</sup> party Load Balancing appliances with **AVI saving** \$.5 million
  - Significantly reduced ongoing staffing through tool consolidations



### VMware Solutions

- ✓ VCF
- ✓ VSAN
- ✓ NSX
- ✓ vDefend – DFW & ATP
- ✓ AVI – Load Balancing



# Major City: Cloud Ready Shared Service Transformation

## Transformation to a Secure Digital Foundation with System Resiliency

- ❑ **Issue:** City central IT supports 30 Agencies with 325,000 employees
  - **Technical debt** and **Availability**
  - Stretched **Staff and Skills Gap**
  - Ability to leverage cloud services
  - improve **Cyber Security** of premise and cloud solutions
- ❑ City engaged VMware to help create a **secure cloud-ready digital foundation** with 24\*7 resiliency
- ❑ **Outcome:**
  - Improved **availability and performance** for mission critical 24\*7 City Services (Police, fire, 911, 311) using VSAN
  - **Improved Cyber Security** and resiliency thru segmentation
  - Drastically **reduced storage costs with VSAN** saving millions annually
  - Drastically **reduced load balancing costs with AVI** saving millions
  - **Reduced vendor** products by standardizing on VCF saving staffing and costs



### VMware Solutions

- ✓ VCF
- ✓ VSAN
- ✓ NSX
- ✓ vDefend
- ✓ AVI
- ✓ Cloud Health



# Large State: Private Cloud Shared Service Transformation

“Optimizing shared-service, DR, reduce costs, and improve security”

❑ **Issues:** State central IT supports 20 agencies with over 63,000 employees

- **Reduce costs** of DCs and technical debt
- Improve **cyber security** due to agencies working independently
- Improve **Business Continuity**
- Improve Enterprise Architecture to integrated Citizen Service Delivery

❑ State selected VMware to build out their **shared service and multi-cloud capacity** by create automation efficiencies, improve security, reduce staff and ongoing costs

❑ **Outcomes:**

- **Reduced technical debt** and vendor tools with a platform saving millions.
- **Improved cyber security** and compliance with real time monitoring
- **Implemented business resiliency** with RTO objectives
- **Reduced Capex and Opex** through tool consolidation
- **Improved Service Management**



- **VMware Solutions**
  - ✓ VCF
  - ✓ VMC on AWS
  - ✓ NSX
  - ✓ VRNI
  - ✓ vSAN
  - ✓ VLR

# Thank You For the Partnership

