# VMware strengthens partnerships to enhance cloud services and business solutions



Over the past year, VMware has significantly enhanced its partner ecosystem, aiming to leverage unique strengths to drive business impact and scale. This initiative is a part of their broader transformation strategy, which prioritises collaboration with VMware Cloud Service Provider (VCSP) partners. These partnerships are crucial for delivering flexible cloud solutions and tailoring services to better meet diverse customer needs.

VMware Cloud Foundation (VCF) is highlighted as a leading private cloud platform that offers enhanced flexibility, essential to its appeal among VCSP partners. These providers deliver a variety of cloud services, including public, community, and sovereign cloud options, utilising VCF for seamless integration across enterprise infrastructures. This enables businesses to benefit from key elements such as regulatory compliance, heightened security measures, and the portability of licenses and workloads.

Elaborating on the benefits of VCF, Barry Brown, Technical Sales Director at IBM Cloud, shared insights into the platform's critical applications in data centre and application modernisation, disaster recovery, and cyber-resilience, specifically for SAP workloads. In an interview with Broadcom, Brown noted, "VMware Cloud Foundation on IBM Cloud enables critical use cases, allowing businesses to lower operational costs and lower risk at the same time."

Simon Bennett, the Chief Technology Officer and Technical Solutioning lead for Private Cloud at Rackspace, also spoke about the advantages of VCF, mentioning it equips customers with a comprehensive suite of tools. He stated, “Customers are now benefitting from the use of VMware Cloud Foundation because it’s giving them access to the full suite of tools,” underscoring the platform's capability to meet complex customer requirements.

The collaboration between Broadcom and T-Systems has been particularly notable, especially regarding contemporary challenges such as cybersecurity and the integration of artificial intelligence. Christoph Rhode, Senior Vice President of Cloud Managed Services at T-Systems, expressed appreciation for the innovations provided by Broadcom, stating, “It feels like a public cloud, but it’s a private cloud, and that is the benefit you get from VMware Cloud Foundation.” His remarks highlight the unique positioning of VCF that blends the advantages of both cloud types.

These statements reflect the strength and potential of VMware’s partnerships with VCSPs, illuminating their shared commitment to address current business challenges while establishing a foundation for future advancements. As these partnerships evolve, they are expected to create substantial opportunities by tailoring technology solutions to the specific needs of businesses in an increasingly competitive landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.cio.com/article/2084061/a-new-era-for-vmware-cloud-service-provider-partners-begins.html> - This article explains the new Advantage Partner Program for VMware Cloud Service Provider (VCSP) partners, highlighting the collaboration and benefits of delivering VMware Cloud Foundation as a managed service.
2. <https://news.broadcom.com/technologies/new-era-for-vmware-cloud-service-provider-partners> - This source details the new Advantage Partner Program, including consistent VMware Cloud Foundation deployment, a simplified business model, and license portability, which aligns with the benefits of VCF for VCSP partners.
3. <https://www.channelfutures.com/channel-business/broadcom-changes-have-rejuvenated-vmware-partners> - This article discusses how Broadcom's changes have rejuvenated the VMware partner ecosystem, focusing on innovation, AI, and customer value, which supports the broader transformation strategy and partnership benefits.
4. <https://www.cio.com/article/2084061/a-new-era-for-vmware-cloud-service-provider-partners-begins.html> - This article mentions the delivery of public, community, and sovereign cloud options using VCF, highlighting regulatory compliance, security, and license portability.
5. <https://news.broadcom.com/technologies/new-era-for-vmware-cloud-service-provider-partners> - This source emphasizes the consistent deployment of VMware Cloud Foundation across different environments, enabling a true hybrid cloud experience and supporting the integration of VCF in various cloud services.
6. <https://www.channelfutures.com/channel-business/broadcom-changes-have-rejuvenated-vmware-partners> - This article touches on the collaboration between Broadcom and its partners, such as T-Systems, in addressing contemporary challenges like cybersecurity and AI integration, reflecting the strength of VMware’s partnerships.
7. <https://www.cio.com/article/2084061/a-new-era-for-vmware-cloud-service-provider-partners-begins.html> - This article explains how VCSP partners deliver services based on the same VMware Cloud Foundation software, ensuring a consistent hybrid cloud experience and enabling partners to focus on differentiating their managed services.
8. <https://news.broadcom.com/technologies/new-era-for-vmware-cloud-service-provider-partners> - This source highlights the co-selling efforts between Broadcom and VCSP Pinnacle partners, aligning sales teams to drive go-to-market execution and build business, reflecting the collaborative approach to address customer needs.
9. <https://www.channelfutures.com/channel-business/broadcom-changes-have-rejuvenated-vmware-partners> - This article discusses the innovation and value added by VMware partners, such as delivering new levels of organizational resilience and supporting privacy and digital sovereignty demands, which aligns with the benefits of VCF mentioned by various experts.
10. <https://www.cio.com/article/2084061/a-new-era-for-vmware-cloud-service-provider-partners-begins.html> - This article mentions the White Label model for VCSP Registered Tier partners, allowing them to deliver VMware Cloud Foundation entitlements in a non-branded manner, which supports the flexibility and customization of services offered by VCSP partners.
11. <https://news.google.com/rss/articles/CBMiygFBVV95cUxPYkR6RFp6UFJLZE14VlJFRVRCZXdfRGt4aUpFM2tPY1ZCNmF1TWZpWlQ4Uk0zWVZBeDZYdmxaNEtza0E4MUZoUUhwdHV1YzZlU1ZOZmpXYkVXRmk3N19tSW9aemJWNDF6ekIwQTd3OHlQU0NlTnNaZE11ZWhaTklWQ0hldkx0R0QwSExKRUxBUUljN1RWSDdXWFZ1bnJEd2Y2N1RTRmlxRHA5YVVvTjZ6bVA4VFdMUU8zU04yekJUWndVSXlUdjRoNHh3?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data