

Obstacles to Opportunity: Migrate VMware to Azure

MEET OUR PRESENTERS



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Agenda

- Background of Broadcom's Acquisition of VMWare
- Customer Motivations for Change
- **Option 1:** Azure VMware Solution (AVS) "Lift and Shift"
- **Option 2:** Azure Migrate
- **Option 3:** Azure Stack HCI (Hybrid Cloud)
- Next Steps



Background and Impact of Acquisition

Broadcom Acquisition of VMware: Impact on Licensing, Pricing, and Business Structure



Background

- **Acquisition Date:** November 22, 2023
- **Acquisition Cost:** \$69 billion
- **Objective:** To create a leading infrastructure technology company by combining Broadcom's semiconductor and software capabilities with VMware's virtualization and cloud solutions.

Industry Perspectives

“The acquisition could be seen as a risky bet for Broadcom, whose **track record in software acquisitions has been mixed**. The integration challenges and cultural differences may outweigh the potential benefits.”

The New York Times

“This acquisition may be more about Broadcom’s desire to enter the lucrative software market than about strategic alignment. Broadcom’s historical **emphasis on financial engineering** raises concerns about the long-term viability of its software ambitions.”

The Wall Street Journal

“Broadcom’s approach to acquisition has often been criticized for focusing on **cost-cutting rather than innovation**. The VMware deal may significantly disrupt VMware’s ecosystem and customer base.”

The Register

Sunsetted Products

Broadcom has killed more than 56 VMware products and platforms, including such favorites as:

- VMware vSphere+
- VMware Aria Suite
- VMware NSX

It will also be spinning off VMware's "end-user" computing unit, which includes its **Workspace ONE** and **Horizon** offerings.





Changes to Licensing and Pricing

Licensing Model Transition

Perpetual to Subscription: Broadcom has transitioned VMware from perpetual licenses to a subscription-based model.

Impact: This shift aims to simplify product offerings and provide predictable spending models for customers.

Product Bundling

VMware Cloud Foundation (VCF): Enterprise-class hybrid cloud solution with enhanced support and lifecycle management.

VMware vSphere Foundation: Simplified workload platform for mid-sized to smaller customers.

Price Adjustments: VCF subscription prices have been reduced by half; due to product reclassifications and new purchase requirements, some customers face cost increases of up to 1,200%.

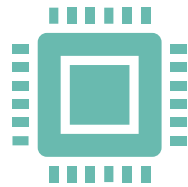
Customer Feedback



COST INCREASES

Subscription Model: Many users report significantly higher costs with the new subscription model than perpetual licenses, especially those with standalone products like vSphere.

Budgeting Challenges: Transitioning from CapEx to OpEx models is problematic for some customers, leading to budget overruns.



COMPLEXITY & FORCED MIGRATIONS

Forced Upgrades: Customers must move to new subscription products, often resulting in higher expenses and operational disruptions.

Support Issues: Reduced reseller involvement has led to concerns over diminished personalized support and increased audit risks.



NEGATIVE SENTIMENT

Customer Dissatisfaction: Frustration with mandatory changes and perceived cost hikes has led some users to consider alternative virtualization and cloud solutions.

Renewals: Purchasing and Support Portals have been unavailable while customers are trying to renew or gain access to tools for support.

Customer Motivation to Migrate

Changes to Licensing and Pricing: Move out or pay up

- Start preparing for your renewal 4-6 months early.
- Organizations are happy if there is **ONLY** a 40% increase. 🤔
- Perpetual licensing is going away.
- Broadcom is emphasizing Enterprise customers and big resellers over SMB*



*ProArch is an authorized reseller of VMWare Solutions under the new Broadcom Agreement

Option 1: Azure VMware Solution (AVS)

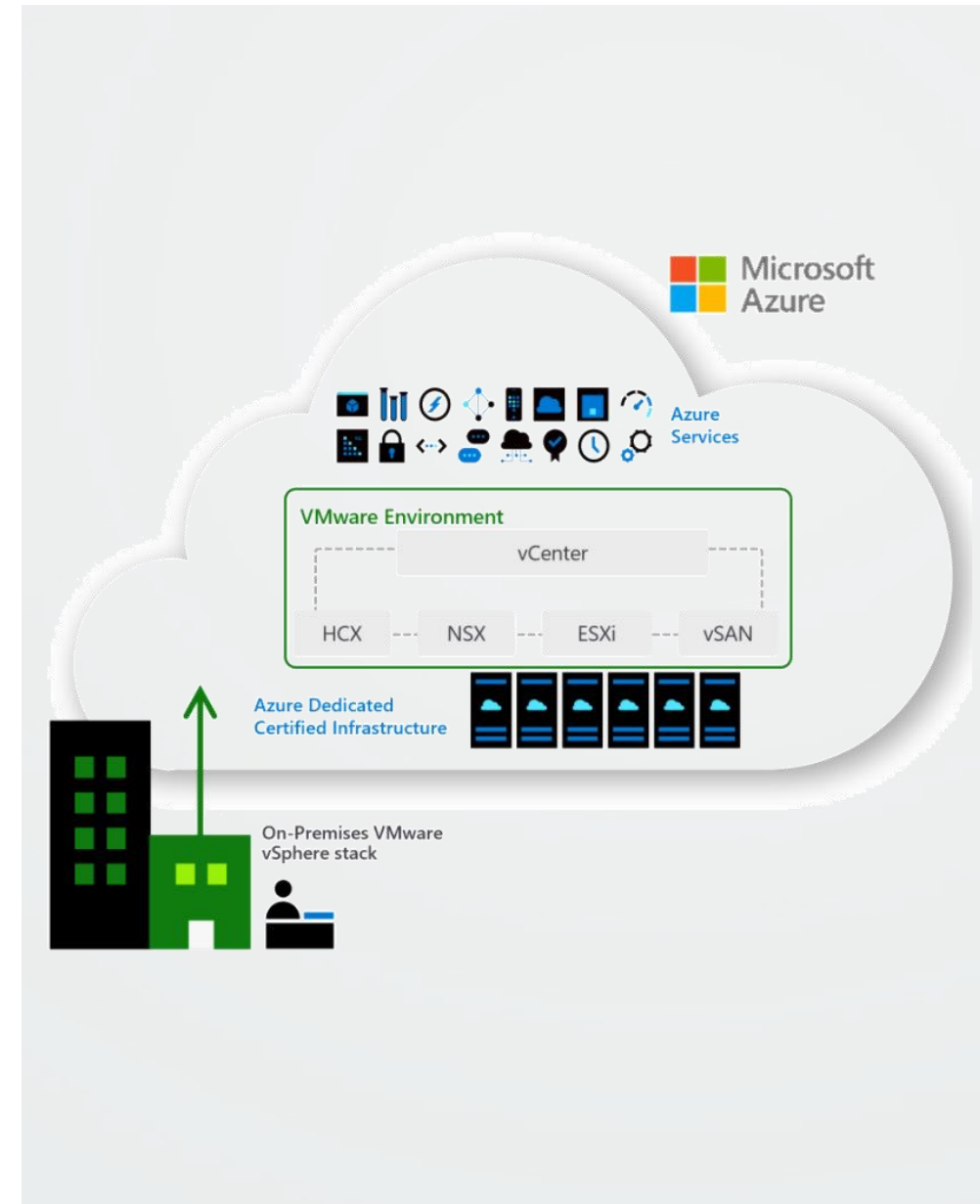


Option 1: Azure VMware Solution (AVS) “Lift and Shift”

- Enables organizations to run VMware workloads natively on Azure.
- Extend or migrate on-premises VMware environments to Azure.

WHEN TO SELECT AVS

Ideal for organizations looking to quickly lift-and-shift VMware environments to Azure with minimal changes while maintaining familiar VMware management tools.



“Lift and Shift” your VMware workloads to AVS

1. Assessment & Planning

- Identify workloads
- Evaluate dependencies
- Develop strategy

2. Prepare Azure Environment

- Provision AVS
- Configure network/security

3. Prepare On-Premises

- Verify tools
- Backup workloads

4. Migrate Workloads

- Pilot and complete migration

5. Post-Migration

- Validate and optimize

6. Decommission On-Premises

- Remove legacy systems

7. Continuous Improvement

- Review and train

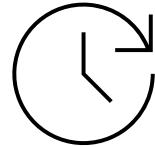


Key Considerations

- ✓ **Compatibility:** Ensure your current VMware setup is compatible with AVS.
- ✓ **Downtime:** Plan for potential downtime and communicate with stakeholders.
- ✓ **Data Integrity:** Verify data integrity and backup strategies throughout the process.
- ✓ **Security:** Maintain stringent security practices during and after migration.

AVS vs. On-premises VMware

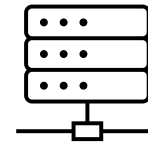
Cost Optimization and Predictable Pricing



Cost Savings: Save and optimize costs by leveraging Azure's pricing models and benefits.

Predictable Pricing: Moving to AVS can provide more predictable and potentially lower costs through Azure's transparent pricing and discount options.

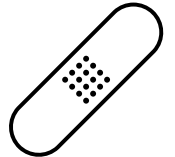
Enhanced Integration with Azure Services



Seamless Integration: Integrate your VMware environments with a wide range of Azure services, such as Azure Active Directory, Azure Backup, Azure Site Recovery, and Azure Security Center.

Extended Capabilities: Enables the use of advanced analytics, AI, machine learning, and other Azure services that can drive innovation and improve operational efficiencies.

Business Continuity and Disaster Recovery



Robust Disaster Recovery: DR options through Azure Site Recovery, ensuring high availability and resilience for critical workloads.

Enhanced Business Continuity: Enhance their business continuity plans, ensuring minimal downtime and faster recovery times in case of disruptions.



VMware Rapid Migration Plan

Microsoft offers licensing benefits for Azure VMware Solution, including a new 20% discount

Get price protection and savings

Use Reserved Instances to lock in pricing for 1, 3, or 5 years*.

The screenshot shows a promotional banner for the VMware Rapid Migration Plan. The banner has a light blue background and a dark blue border. At the top, the text "VMware Rapid Migration Plan" is displayed in a bold, dark blue font. Below this, a horizontal bar is divided into four segments by plus signs. The segments are: "Get price protection" (dark blue background), "Save with existing licenses" (medium blue background), "Get migration assistance" (teal background), and "Get Azure credits to modernize" (light teal background).

*The 5-year Reserved Instance for Azure VMware Solution is only available for a limited time and access ends on December 31, 2024.

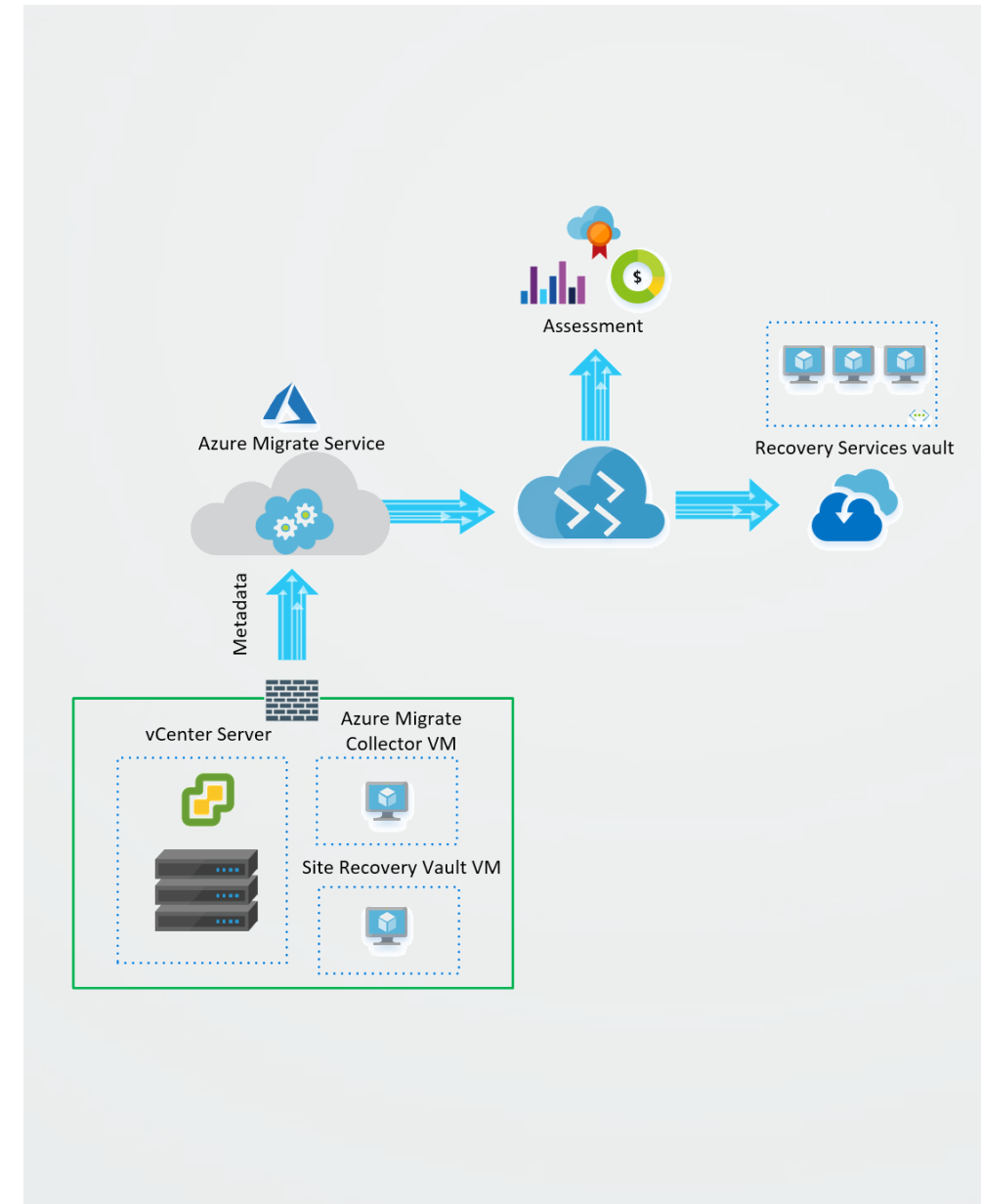
Option 2: Azure Migrate

Option 2: Azure Migrate

- Migrate on-premises, virtual, and other cloud workloads to Azure.
- Includes tools for assessment, planning, and execution of migrations.

WHEN TO SELECT AZURE MIGRATE

Best for companies needing a comprehensive assessment and phased approach to migrate diverse workloads to Azure, optimizing for cloud-native services.



Azure Migrate: How to migrate your VMware workloads to Azure

Example Scenario

An organization plans to migrate its on-premises data center to Azure to reduce operational costs and improve scalability. Using Azure Migrate, they:

1. **Discover** all on-premises servers, applications, and databases.
2. **Assess** the readiness of these assets for migration, identifying any compatibility issues.
3. **Plan** the migration, including cost estimation and dependency mapping.
4. **Migrate** the workloads to Azure using Azure Migrate's integrated tools.
5. **Optimize** and manage the migrated workloads to ensure they run efficiently in Azure.



Benefits of Azure Migrate for VMware Customers

Seamless Integration

Uses familiar VMware tools (vCenter, HCX)

Smooth transition with minimal learning curve



Comprehensive Assessment

In-depth compatibility and cost evaluations

Identifies dependencies for efficient planning



Scalability and Flexibility

On-demand resource scaling

Access to a wide range of Azure services



Enhanced Security and Compliance

Built-in security features

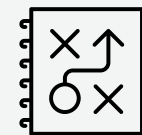
Compliance with industry standards



Simplified Management

Unified management interface

Automation reduces manual effort



Option 3: Azure Stack HCI (Hybrid Cloud)

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Hybrid cloud solution that enables virtualized workloads to run on-premises while integrating with Azure.








Combines the benefits of hyper-converged infrastructure, which consolidates computing, storage, and networking into a single, highly optimized solution, with the capabilities and services of Azure.

WHEN TO SELECT AZURE STACK HCI

Suitable for those needing a hybrid solution with on-premises infrastructure, integrating Azure capabilities for edge computing or modernizing data centers.



Azure Stack HCI: How to Implement Azure Stack HCI

- ✓ **Plan Your Deployment**
-  **Prepare the Environment**
-  **Install Windows Server**
-  **Enable Hyper-Converged Infrastructure**
-  **Cluster Setup**
-  **Install and Configure Windows Admin Center**
-  **Integrate with Azure**
-  **Deploy and Manage Workloads**



Benefits of Azure Stack HCI

Cost Efficiency & Investment Protection



Cost Savings: Use existing hardware investments while benefiting from a hyper-converged infrastructure.

Investment Protection: Minimize the impact of changes in VMware's licensing and support structures.

Enhanced Integration with Microsoft Ecosystem



Microsoft Integration: Use with Azure services, Windows Admin Center, and Azure Arc. for a unified management experience and extends the capabilities of on-premises environments with Azure's cloud services.

Azure Hybrid Benefits: Azure Hybrid Benefit and Extended Security Updates optimize costs and enhance the security of their workloads.

Improved Security & Compliance



Advanced Security: Built-in security such as secure boot, shielded VMs, and integration with Azure Security Center protect against emerging threats.

Compliance and Governance: Provides governance and policy management tools through Azure Arc, helping organizations meet regulatory requirements and maintain compliance in hybrid environments.

Case Studies and Evaluation of Options

Case Studies: Companies that have Made the Leap to Azure

Investors Bank

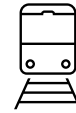


Challenge: Investors Bank needed to address latency issues and refresh their IT infrastructure without compromising their competitive position or customer experience.

Solution: They conducted a cloud economic assessment and used Azure VMware Solution (AVS) to seamlessly migrate their data center to virtual machines in private clouds, including secure storage solutions for their data.

Results: The bank successfully migrated their workloads, optimized costs, and improved collaboration and agility, supporting their digital transformation goals.

Knorr-Bremse



Challenge: Their existing VMware-based infrastructure was becoming costly and complex to maintain. They needed a scalable solution to support their growing data and application needs.

Solution: Utilized Azure Migrate to assess, plan, and execute their migration from VMware to Azure. The process was divided into key phases: Assess, Plan, and Migrate.

Results: Scaled their IT infrastructure to support their business needs without the constraints of physical hardware limitations.

The Co-op Group



Challenge: Faced significant expenses due to maintaining an aging VMware infrastructure. Managing a dispersed IT environment with numerous disparate tools and systems led to operational inefficiencies.

Solution: Co-op Group chose Azure Stack HCI to overcome these challenges.

Results: Significantly reduced IT costs by eliminating expensive VMware licensing fees and leveraging Azure Stack HCI's cost-efficient model.

Evaluating Options for Moving Away from VMware

Uncertainty: What changes might come next? Evaluating alternatives now can help mitigate future risks.

Future-Proofing: Transitioning to Azure-based solutions allows organizations to future-proof their infrastructure with scalable, flexible, and innovative cloud services that adapt to evolving business needs.

Enhanced Integration: Azure Cloud, Azure Stack HCI, and AVS integrate the Microsoft ecosystem. This enhances operational efficiencies and extends capabilities.



Cost Optimization: Azure VMware Solution (AVS), Azure Migrate, and Azure Stack HCI offer cost-saving opportunities through predictable pricing, Azure Hybrid Benefits, and leveraging existing hardware investments.

Improved Security and Compliance: Microsoft solutions offer advanced security features and comprehensive compliance support.

Next Steps and Conclusion

Maintaining the Status Quo (kinda 😬)

Continuing with an on-premises VMware environment can be a sound strategy for stability and control. *However*, proactive preparation for renewal and staying informed about changes in VMware's offerings and policies are crucial to maximizing value and maintaining operational efficiency.

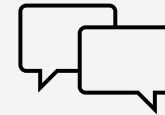
Understand VMWare's Updates

- ✓ Learn about any changes in pricing or licensing.
- ✓ Compare perpetual vs. subscription licenses.



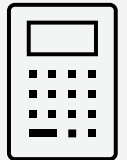
Talk to VMware Early

- ✓ Contact VMware or ProArch early.
- ✓ Negotiate terms and explore discounts.



Prepare Financially

- ✓ Budget for renewal and any new needs.
- ✓ Evaluate funding opportunities



Stay Informed

- ✓ Monitor industry trends and VMware's plans.
- ✓ Learn from other VMware users.



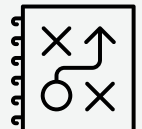
Plan for Support and Updates

- ✓ Review support plans.
- ✓ Ensure your system is up-to-date.



Have a Backup Plan

- ✓ Develop alternatives in case on-premises becomes less viable.
- ✓ Discuss options with ProArch



Next Steps

Evaluating AVS, Azure Migrate, or Azure Stack HCI involves a structured approach that includes:

- **Initial assessments**
- **Stakeholder engagement**
- **Pilot testing**
- **Thorough evaluation of performance, integration, and risks**

Time is of the Essence!

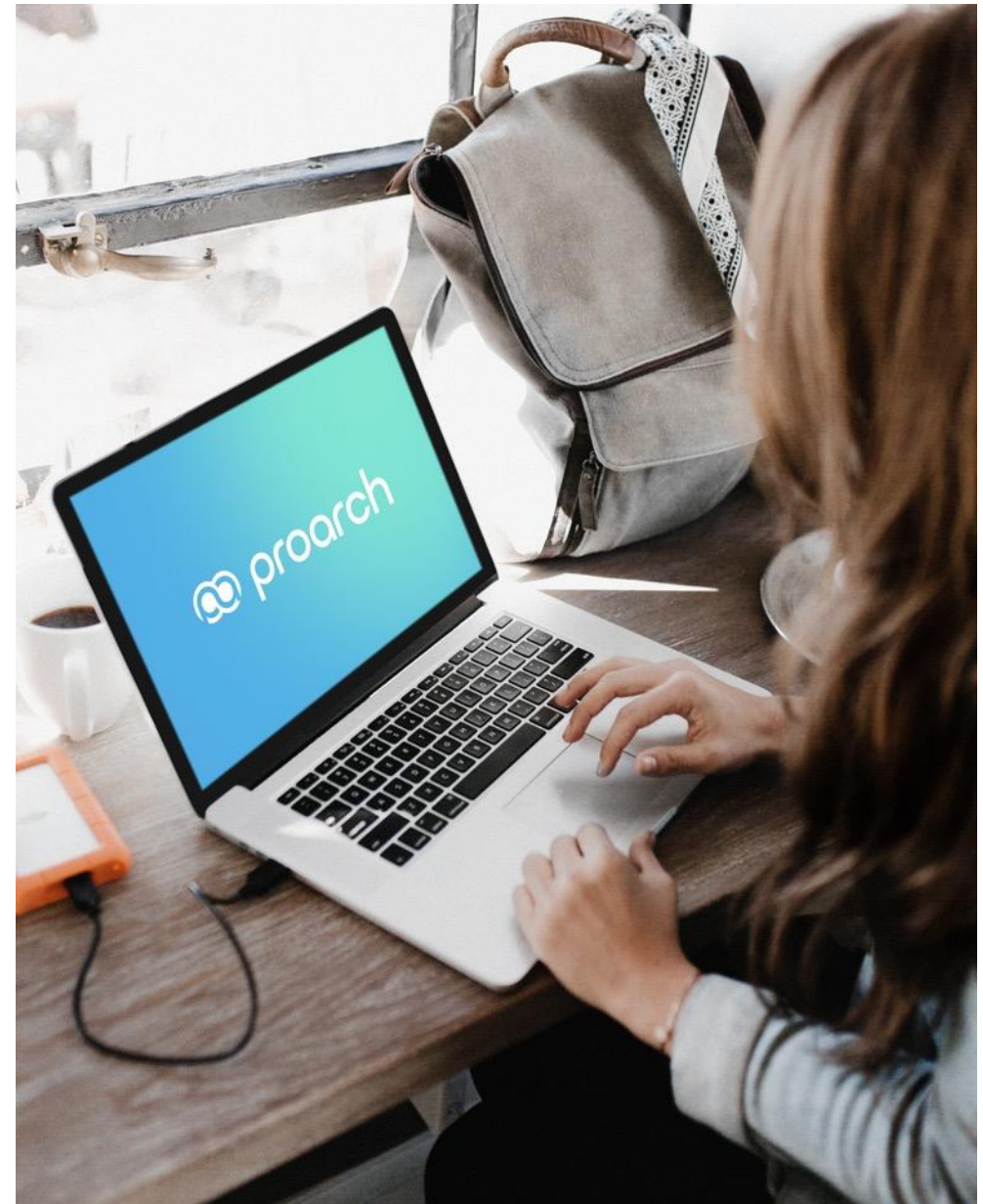




Questions?



MEET OUR PRESENTER

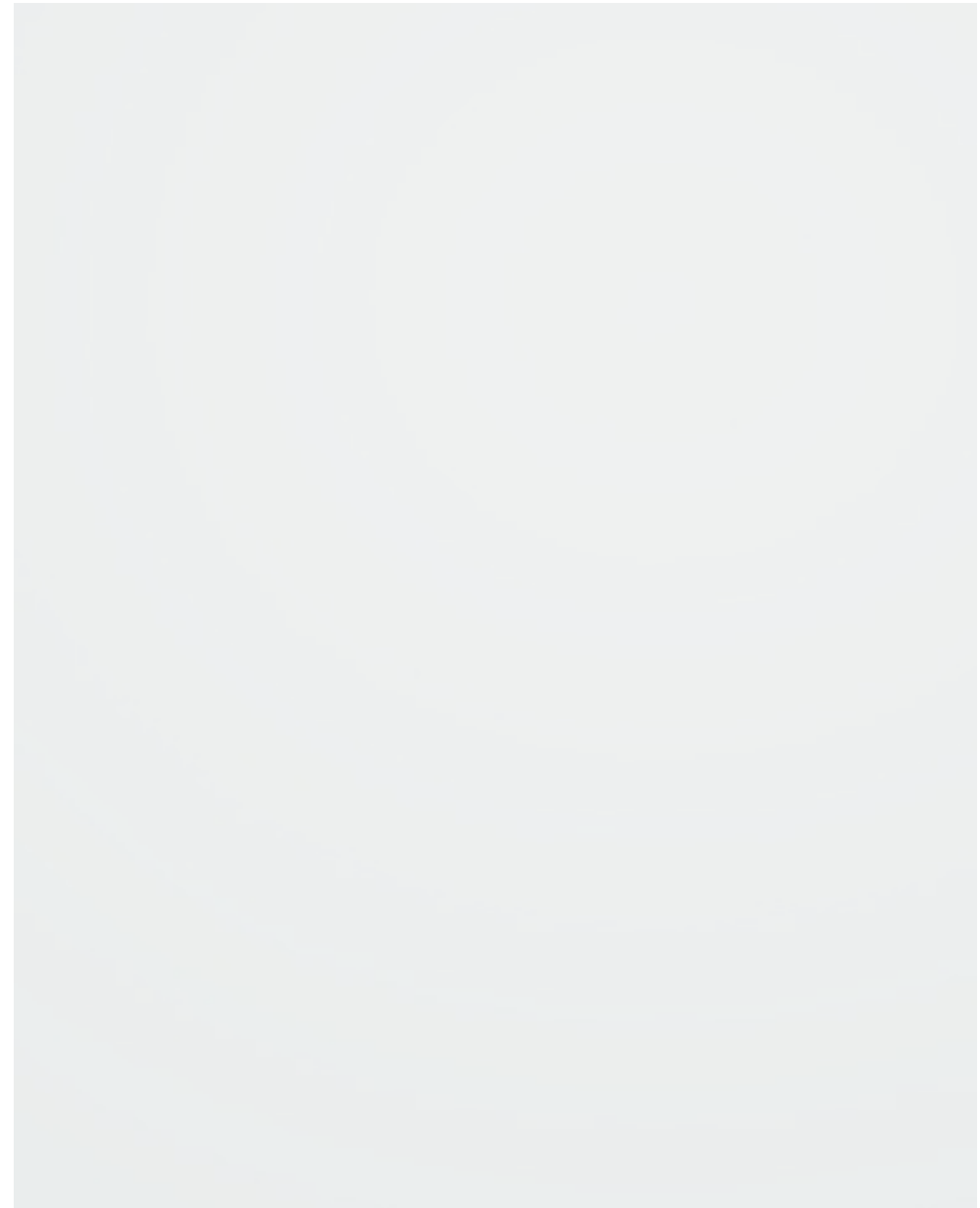


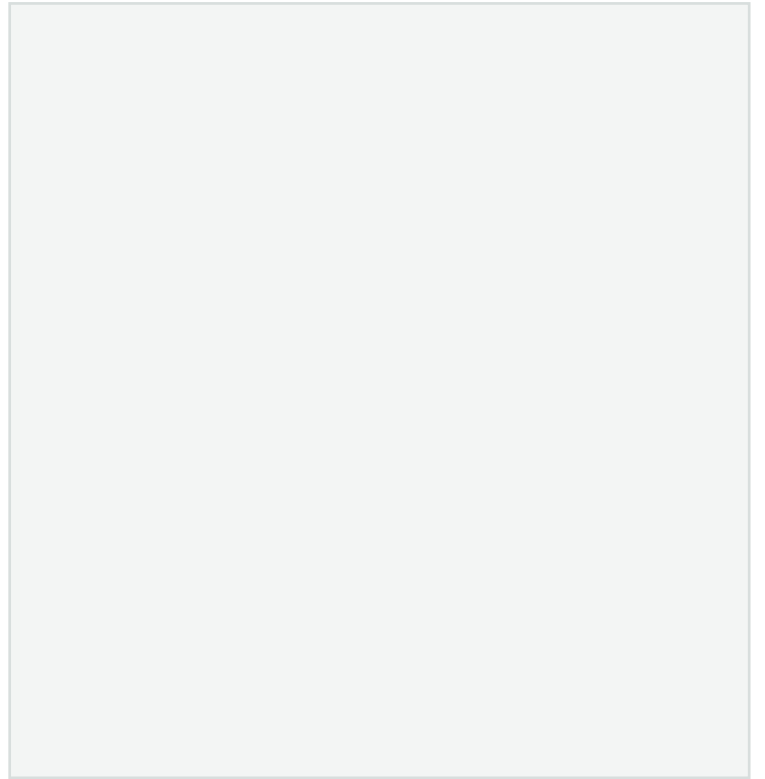
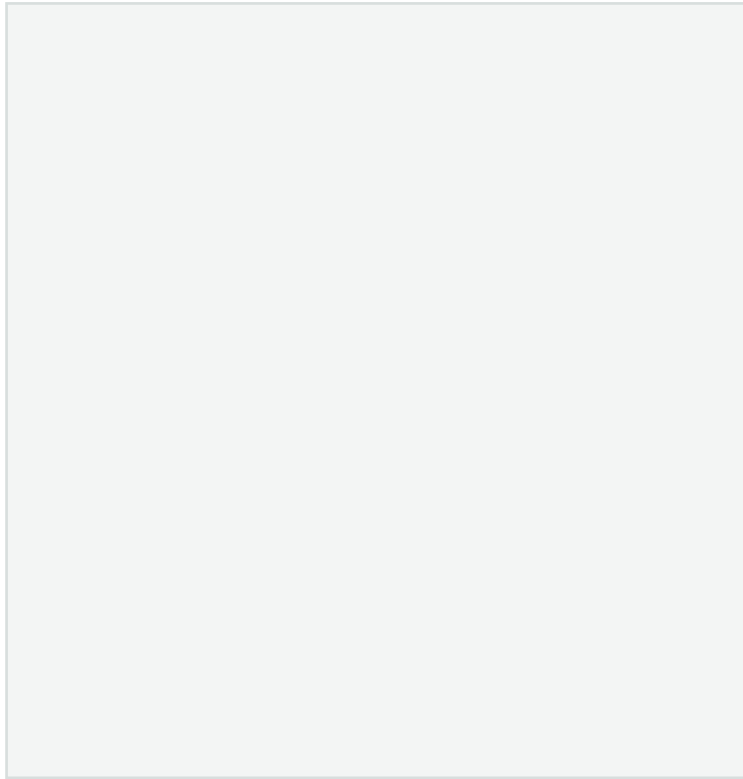
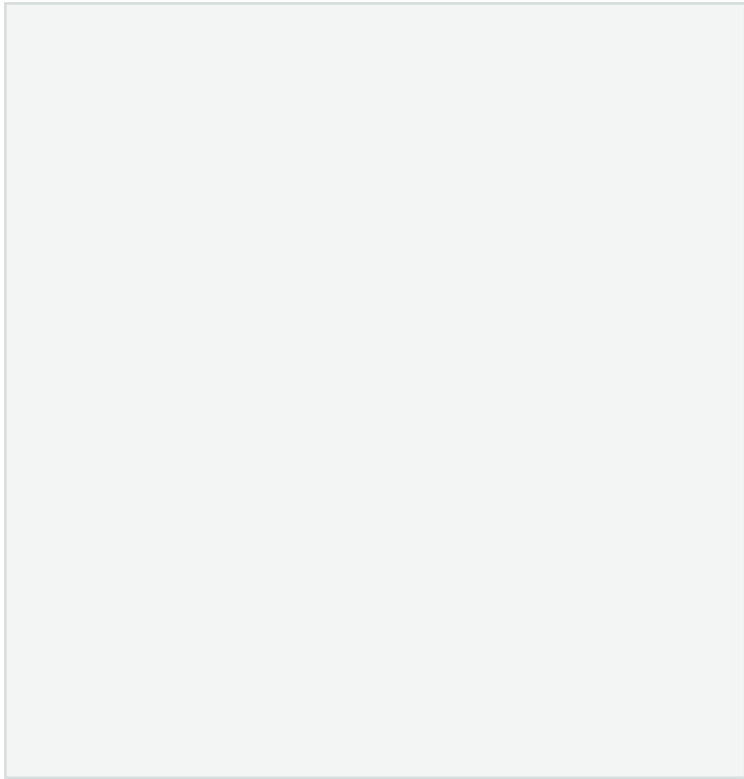
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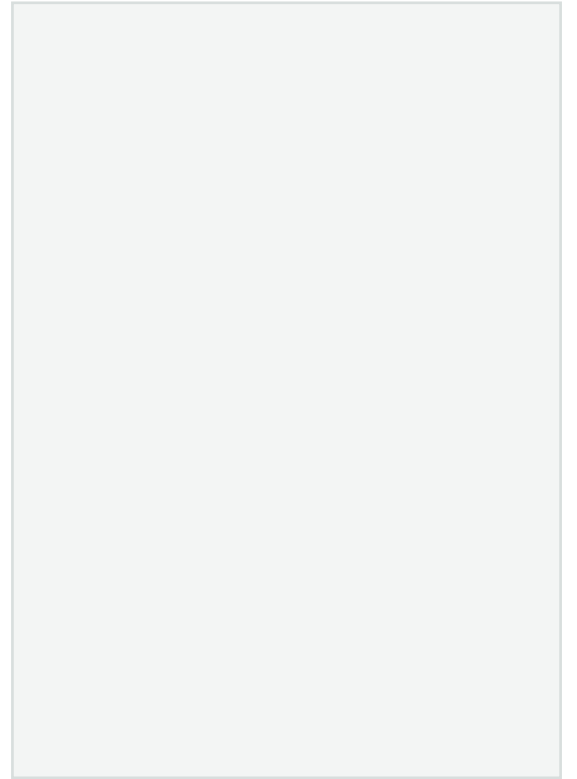
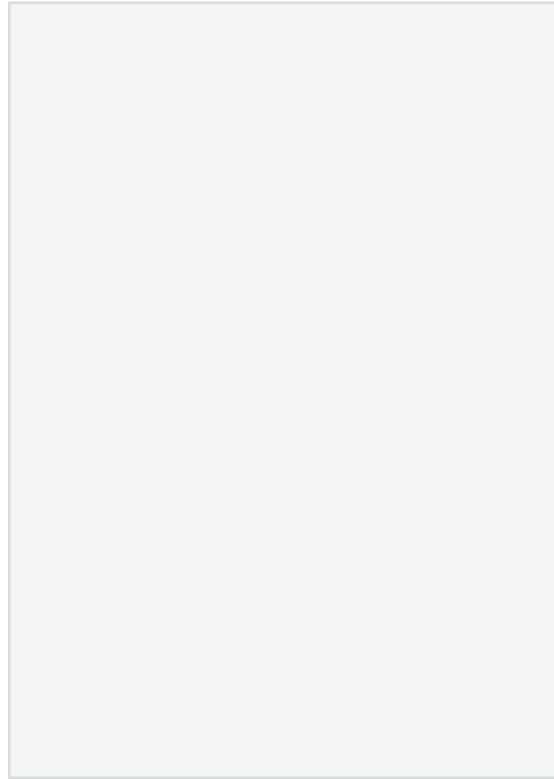
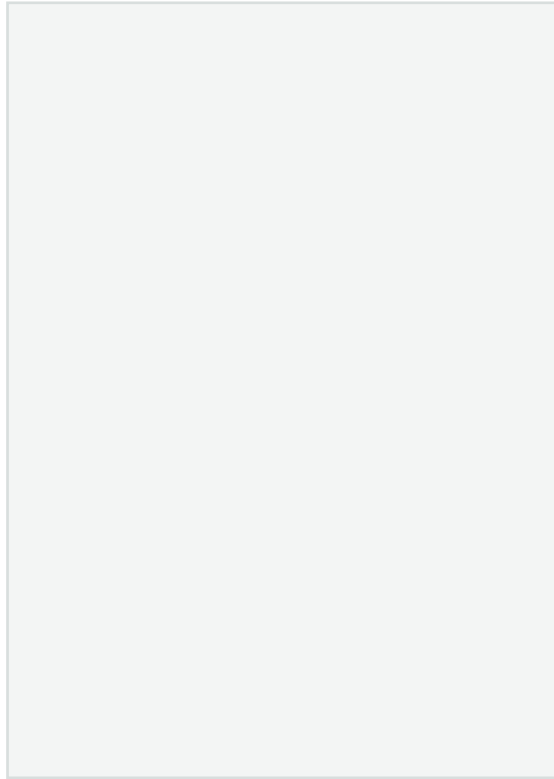
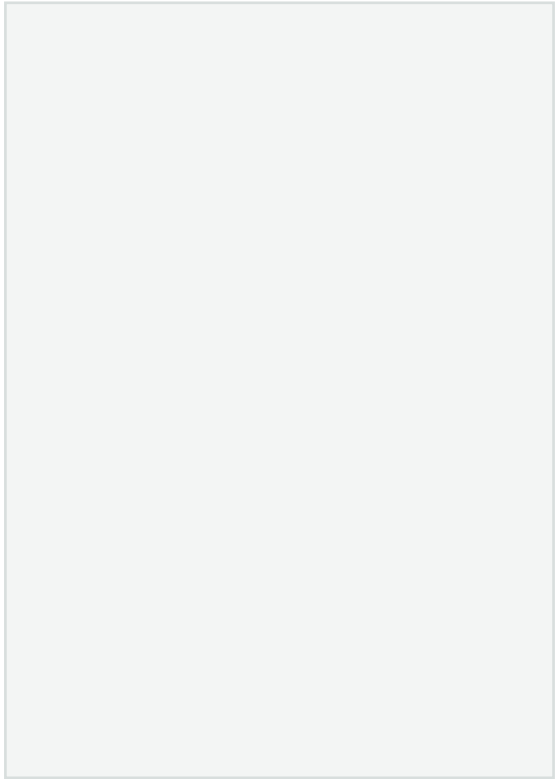


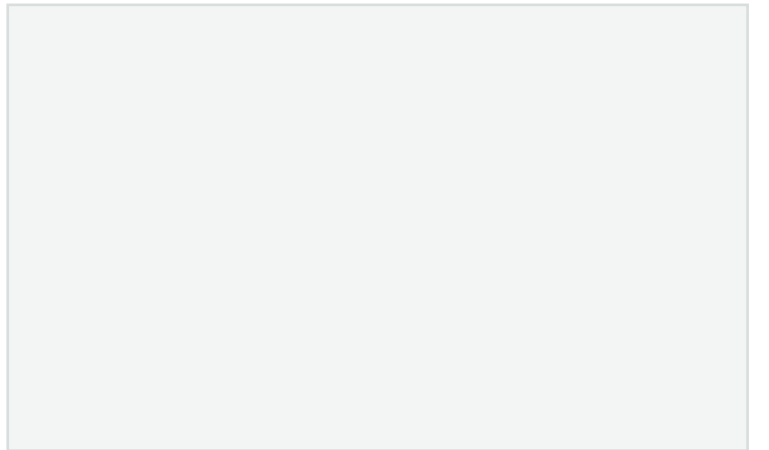
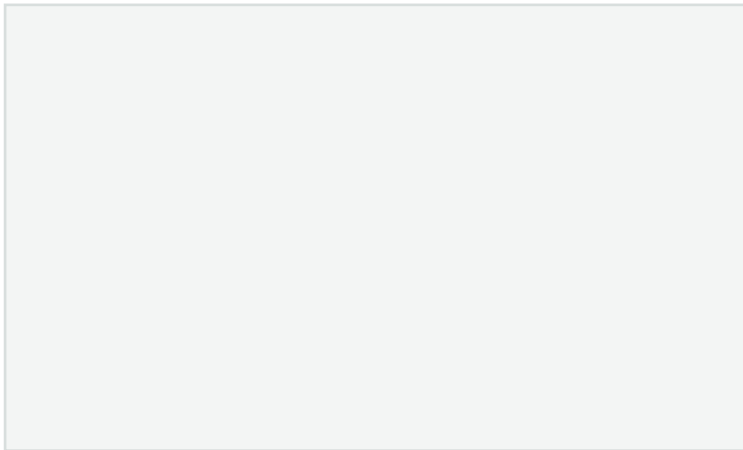
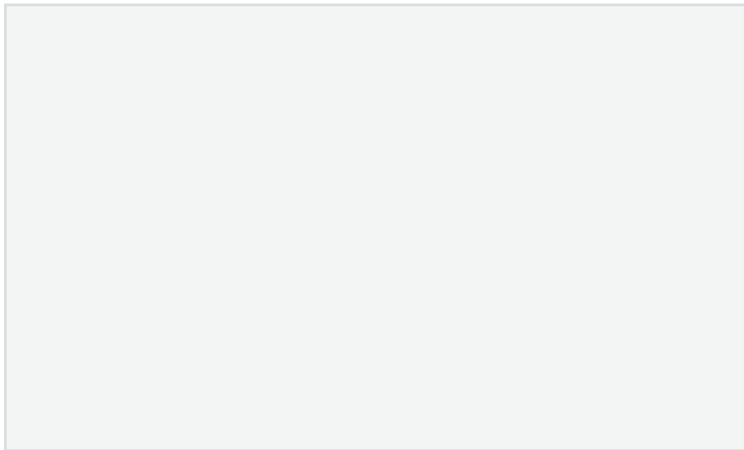
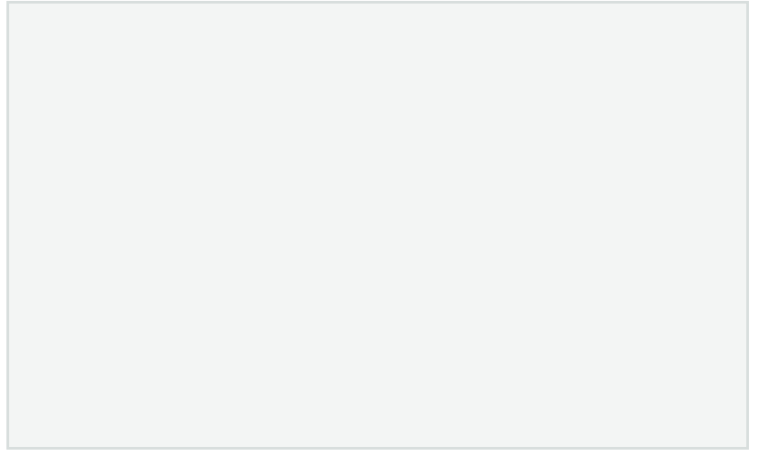
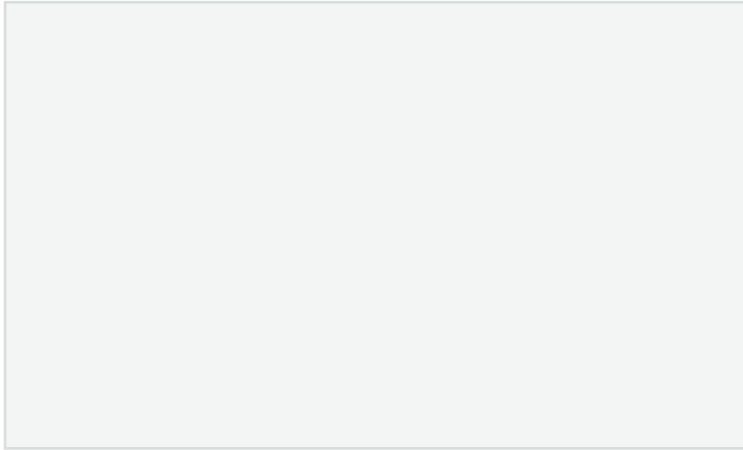
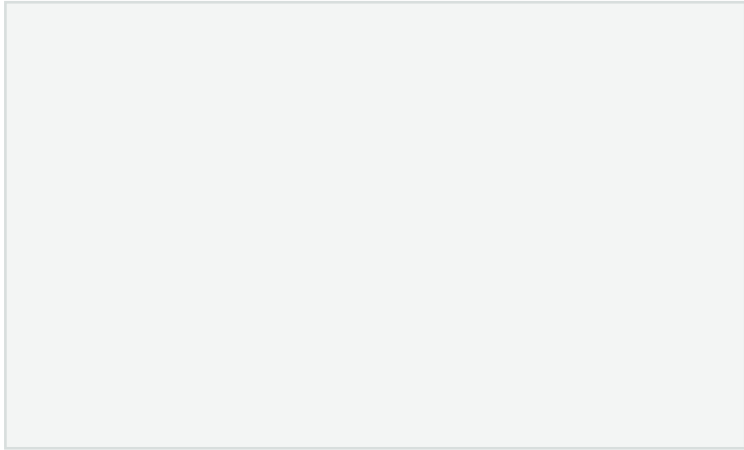




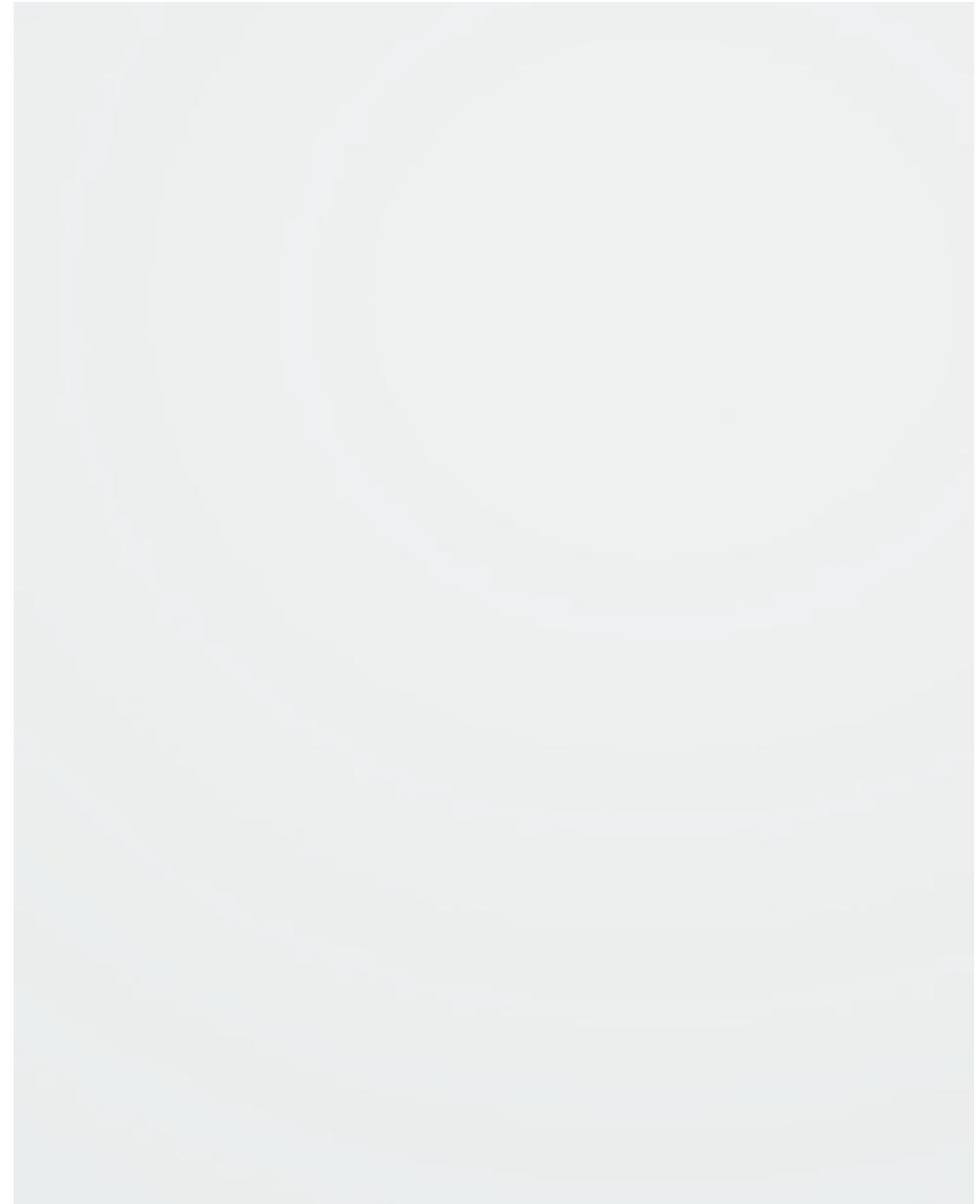








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ISO 27001 Certification

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- Certified Disaster Recovery Planner (CDRP)
- Certified Cloud Security Professional (CCSP)
- Master Business Continuity Institute (MBCI)
- Certified Ethical Hacker (CEH)
- Global Information Assurance Certification Penetration Tester (GIAC-PEN)



CMMC Registered Provider Organization (PRO)

- Certified Information Security Manager (CISM)
- Security+
- Network+
- Certified in Risk and Information Systems Control (CRISC)
- HITRUST Certified Cybersecurity Framework Professional (CCSFP)
- CMMC Registered Practitioner (RP)
- Microsoft Azure Security Engineer Associate
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Rapid time to deployment

In-House SOC

Built, managed, optimized

Operational Technology Expertise

Energy and manufacturing verticalization

End-to-End Incident Response

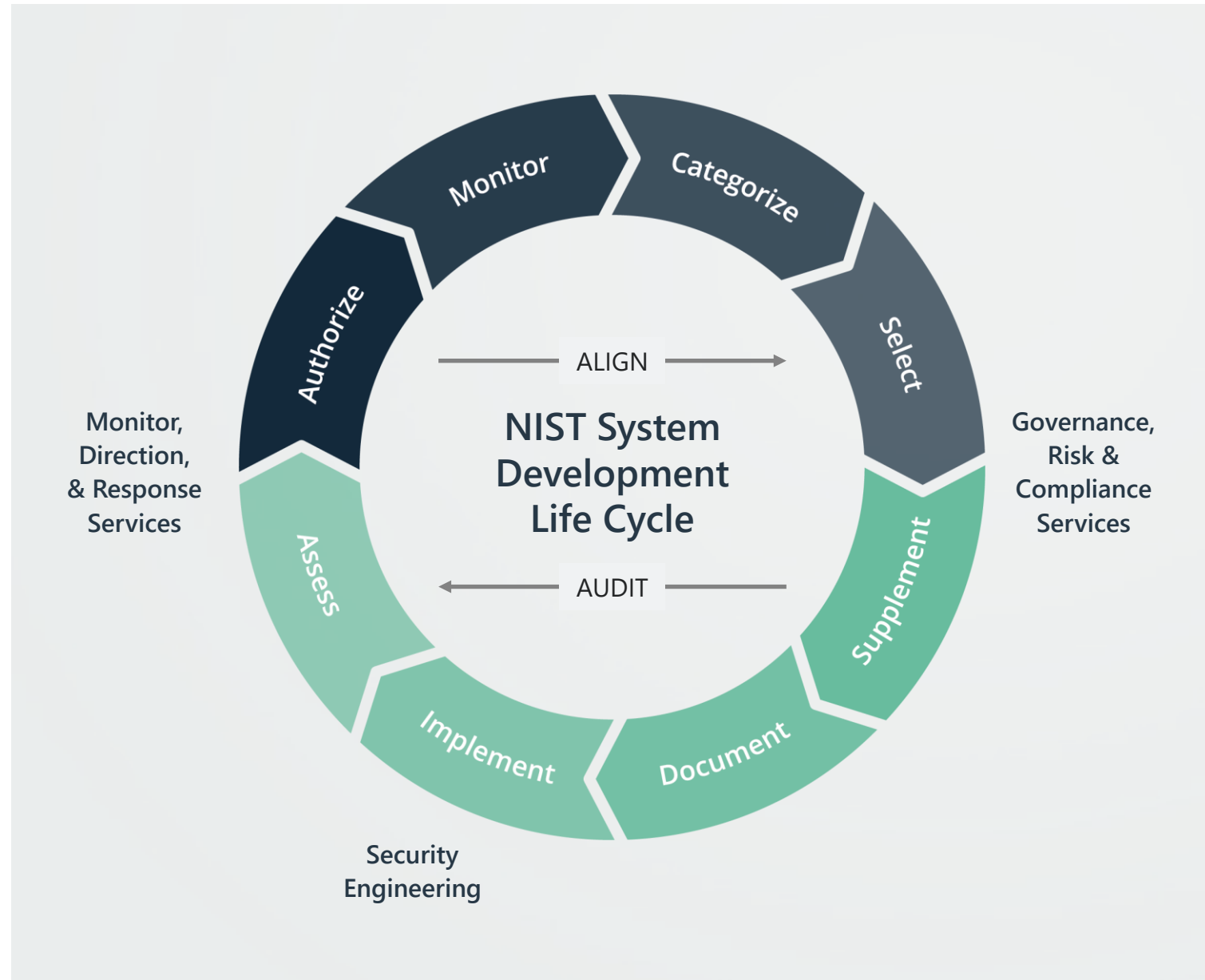
Respond, identify, contain, eradicate, recover, harden

Security & Enterprise Architecture

Cloud, data, AI, app dev, internal team strengths

Services align to NIST lifecycle

Security, services & governance, risk & compliance (GRC)



To inspire new ways technology transforms business.

ProArch accelerates value and increases resilience for our clients

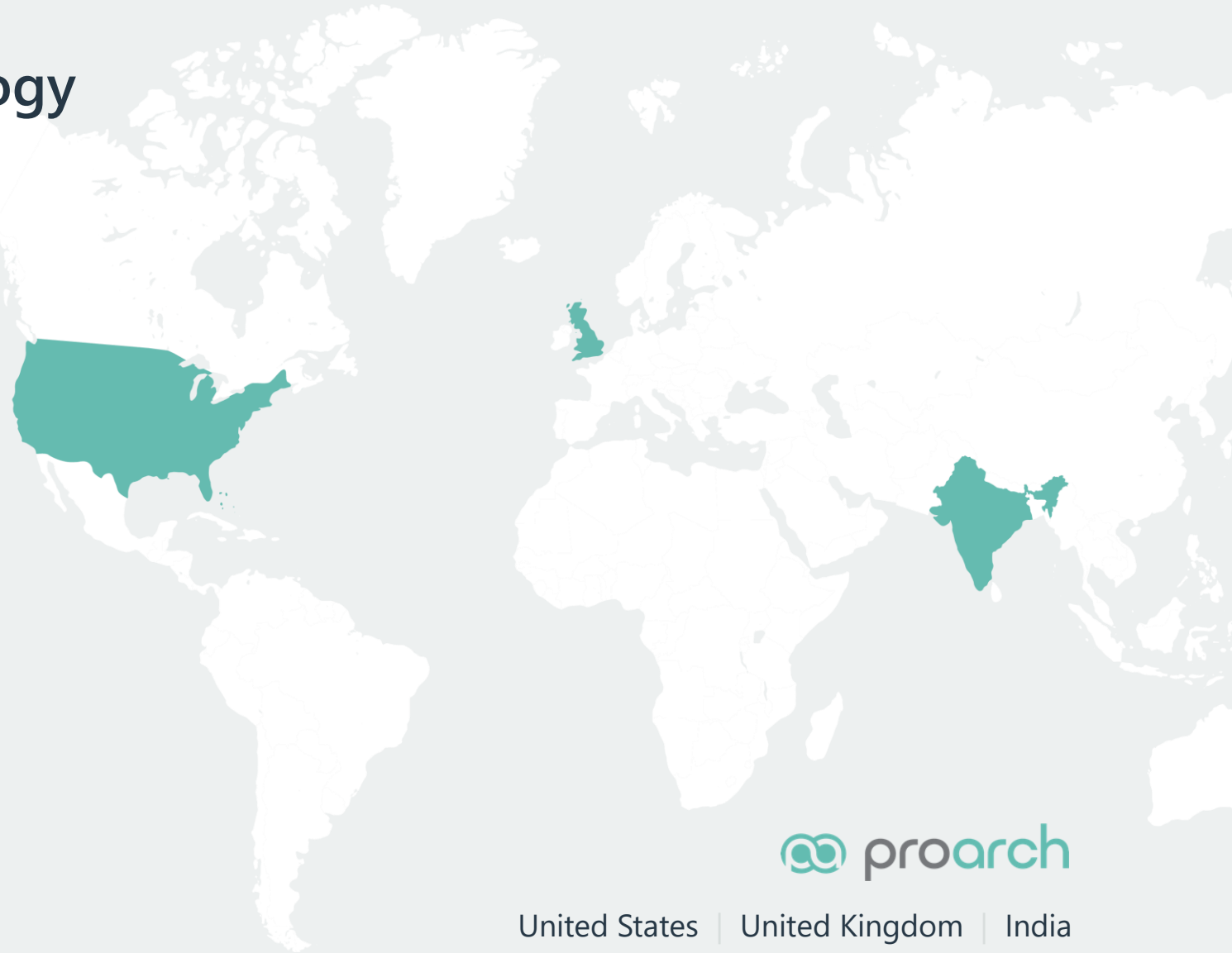
We strive to make the cloud seamless and security prevalent, build products to propel growth, and analyze data to drive decisions that matter.

Founded in 2006

Over 350 clients | Over 450 employees

Microsoft Solutions Partner

- 5 Solution Areas Designation
 - Security, Infrastructure Azure, Data & AI, Modern Work, Digital & App Innovation
- 7 Specializations



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