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Three Trends Reshaping the Hypervisor Market



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1. The Rise of VMware Alternatives

2. Cloud Native and AI Technologies

3. Multi-Hypervisor Environments

4. VMware Strategies

Broadcom's Push Towards a Subscription Model

Forced move to
subscription to maintain
full support

375,000

With nearly 375,000¹ VMware
global customers-forced to move
to subscription licenses to keep
full support²

Market uncertainty

20%

Up to 20% of VMware
customers plan to exit
out of VMware³

Significantly
higher costs

3-10X

Rimini Street clients reporting
3x – 10x price increases
for VMware renewals.

Broadcom partner
tells non-profit —
“I’m sorry, VMware
is not for everyone.’
That is just not how
we view the
world.”⁴

Sources:

1 Gartner - The CIOs Guide to Broadcom's acquisition of VMware 3 April 2024

2 VMware blog post - [VMware End Of Availability of Perpetual Licensing and SaaS Services](#)

3 The Register - https://www.theregister.com/2023/11/08/vmware_customer_forrester_prediction/

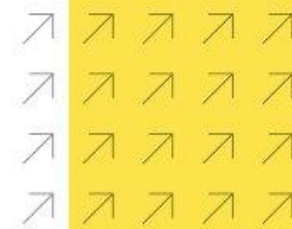
4 CRN - [Broadcom Tells Partner Negotiating For Charity 'VMware Is Not For Everybody'](#)

VMware Market Survey

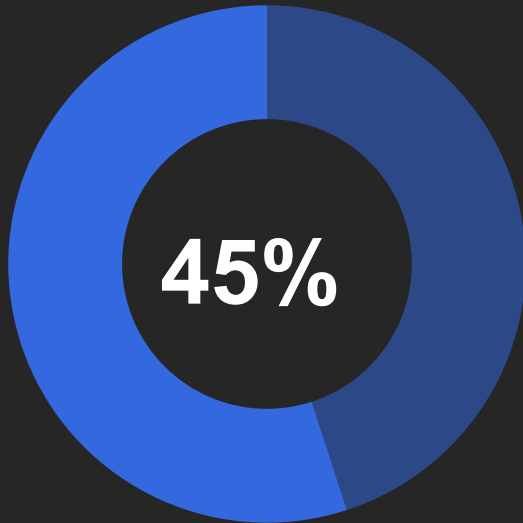
Insights and Strategies on VMware: Navigating the Evolving Hypervisor Market

The acquisition of VMware by Broadcom is reshaping the hypervisor market, prompting customers to explore cost-effective alternatives amid significant increases in costs and push to subscription-based models. This situation is prompting businesses to assess the best path forward for their perpetual VMware investments and navigate new challenges in an evolving hypervisor market.

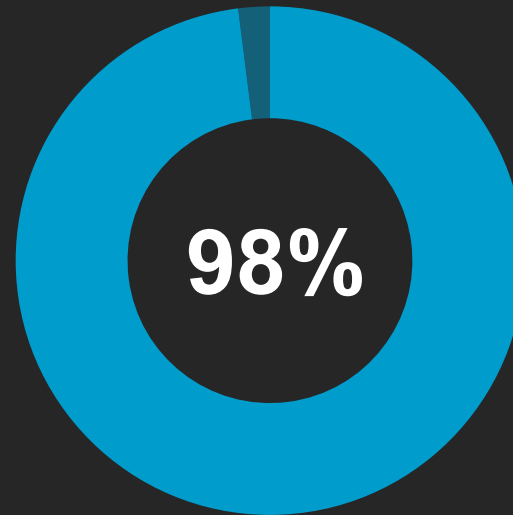
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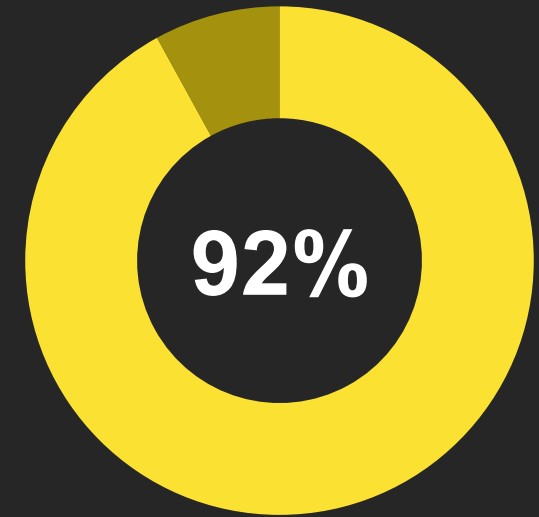
Trend 1: VMware Customers are Exploring and Adopting Alternatives



of respondents citing financial considerations as the key reason for seeking alternatives.



of respondents are already using, planning to use or considering VMware alternatives.

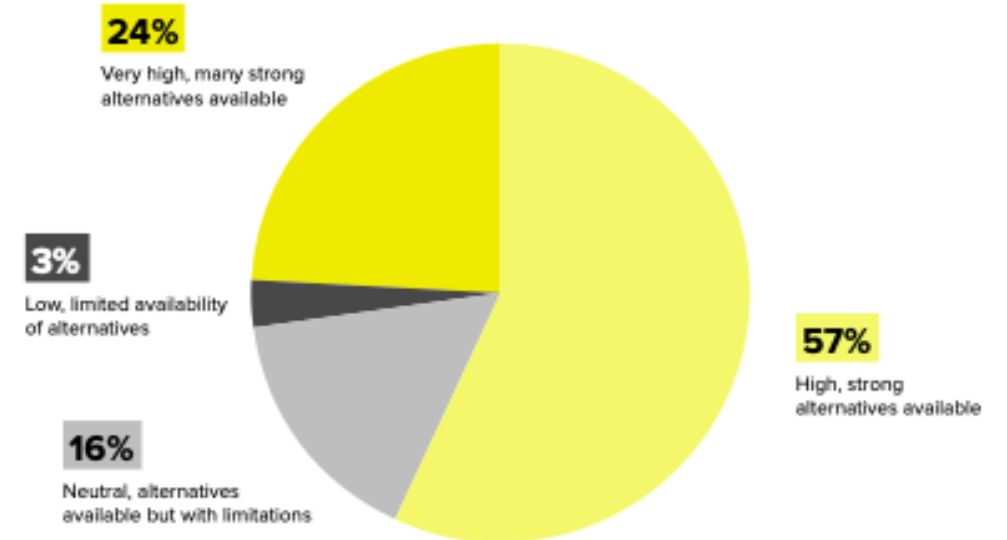


Believe Broadcom will impose additional price increases within the next 12 – 18 months.

Source: Rimini Street VMware Survey, 2024

Trend 1: Cost Effective VMware Alternatives are on the Rise

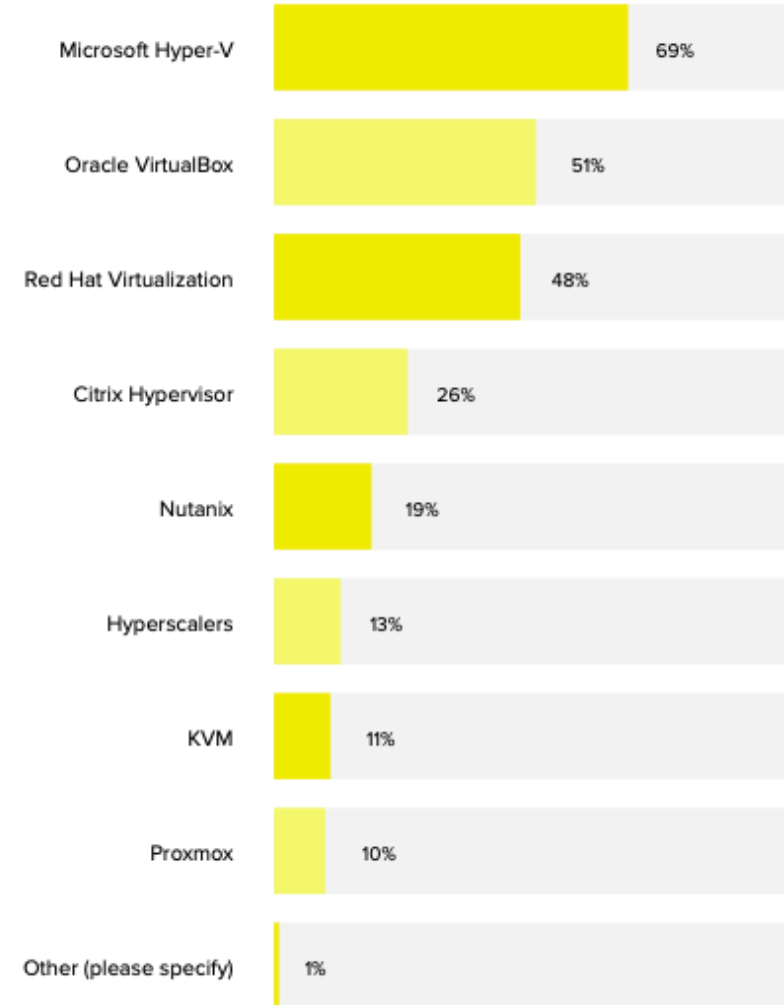
Maturity of VMware Alternatives



Trend 1: Respondents are Actively Evaluating Alternatives

VMware Alternatives that are Currently Being Explored

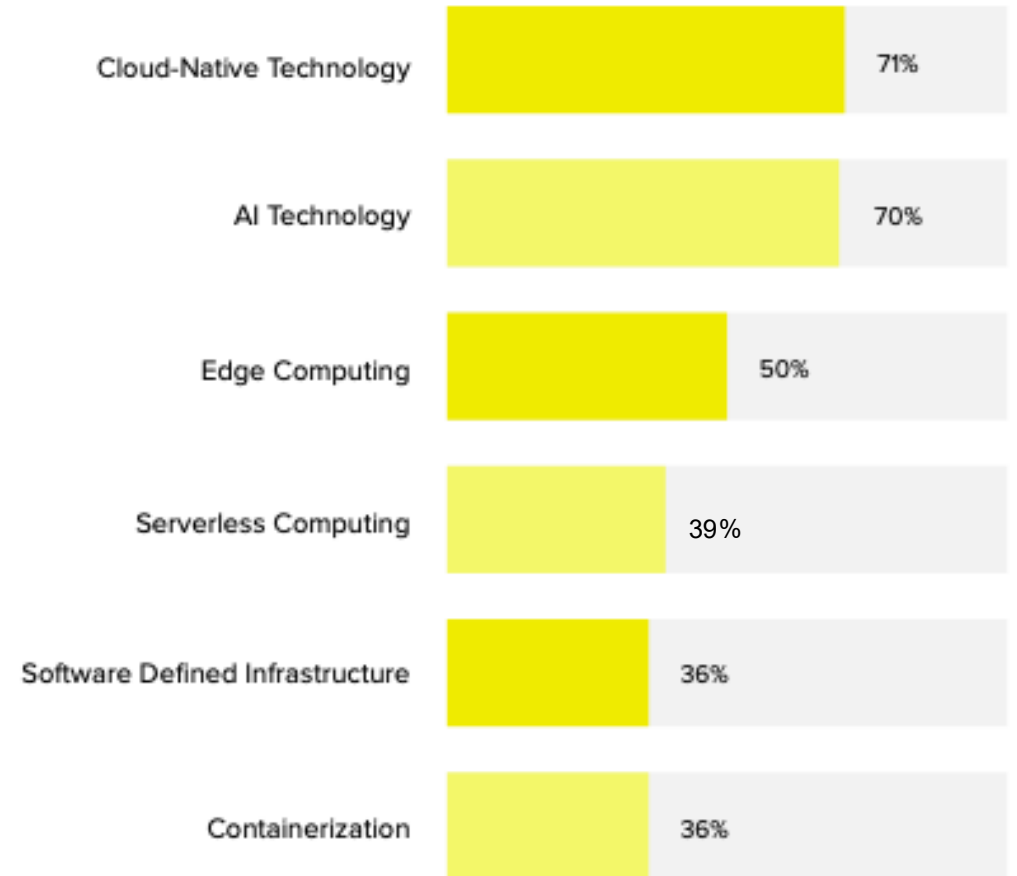
Data represents multiple selections per respondent



Trend 2: Cloud Native and AI Technologies are Shaping the Hypervisor Market

Technologies Impacting the Future of Hypervisors

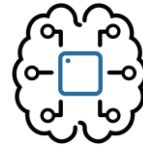
Data represents multiple selections per respondent



Trend 2: The Impact of Cloud and AI



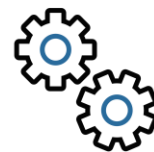
Efficient Workload
Management



Predictive
Analytics

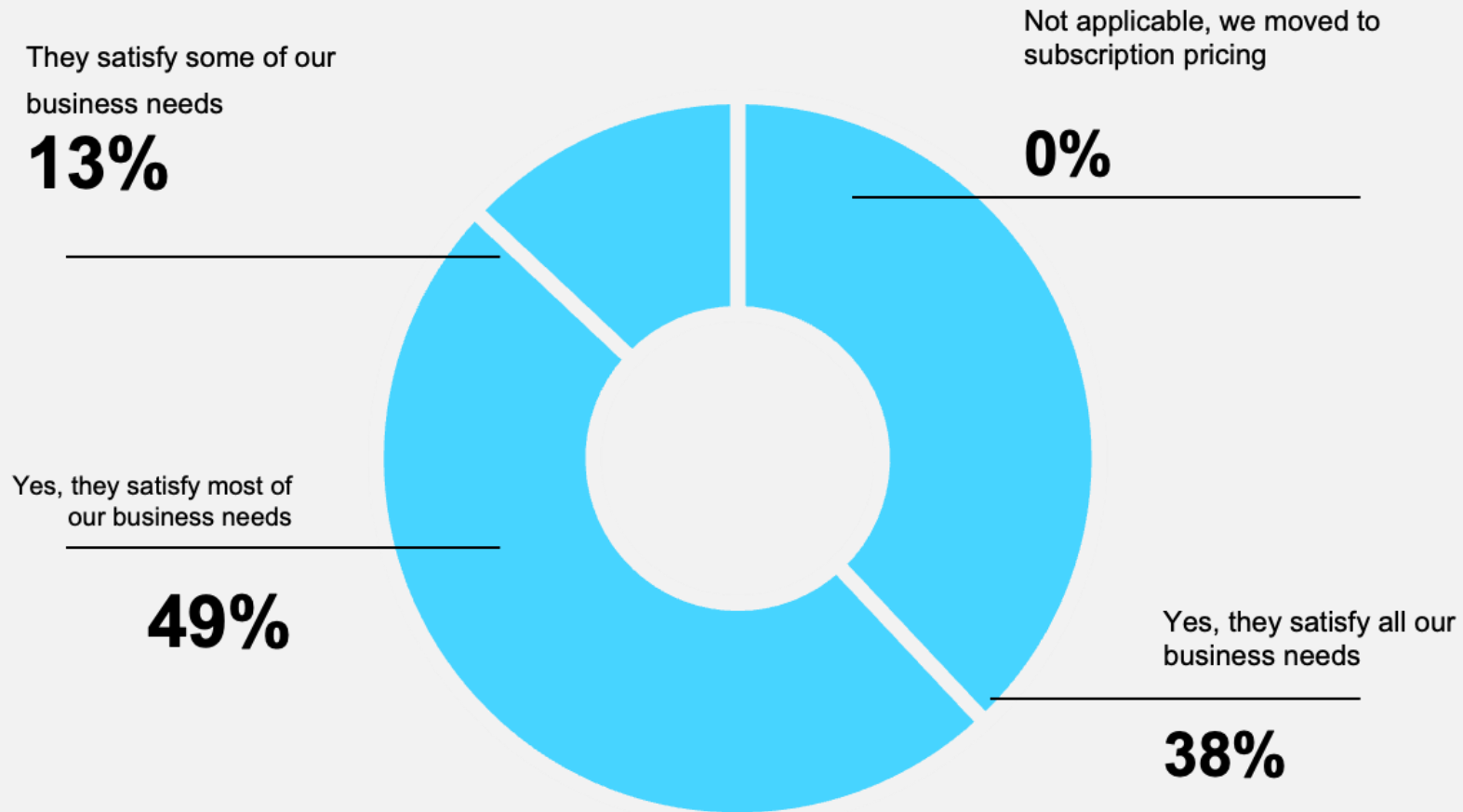


Real-Time
Performance Optimization

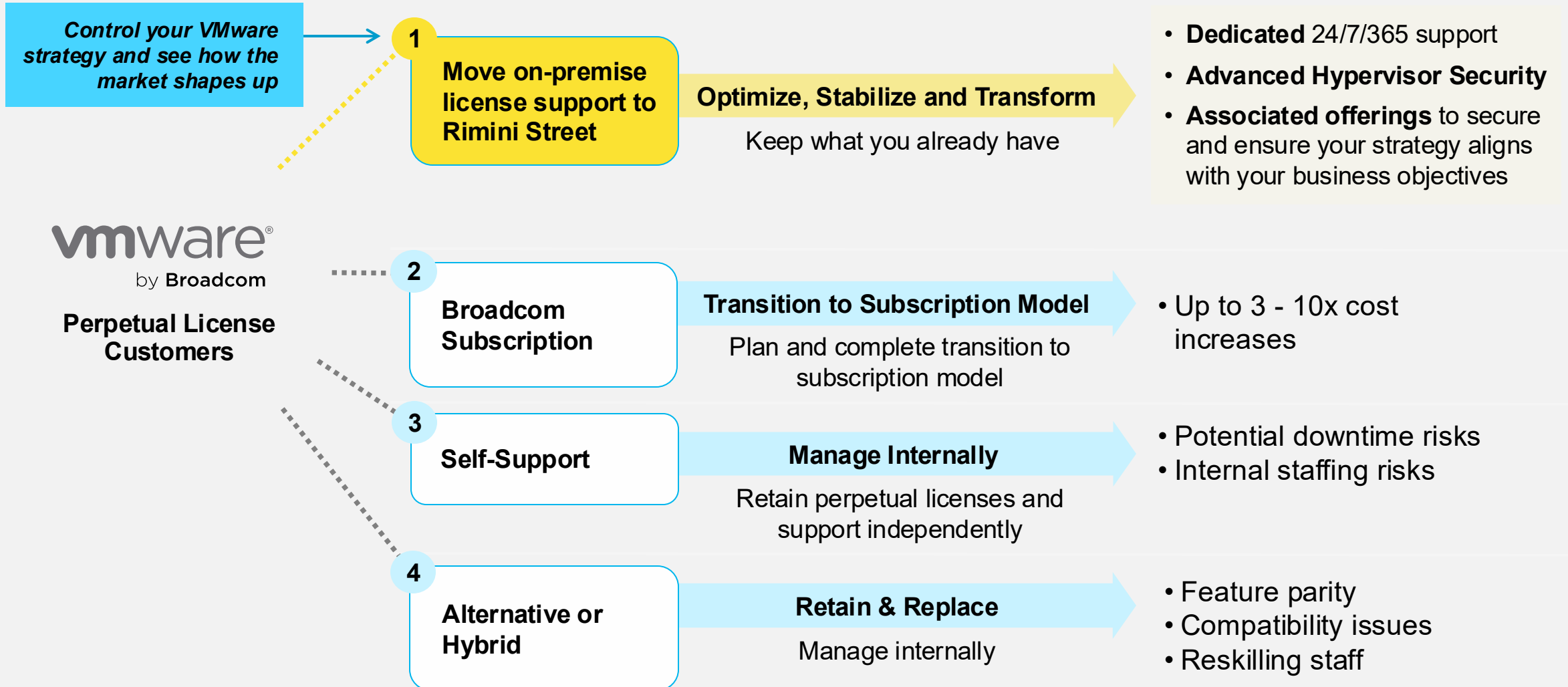


Automated
Resource Allocation

Trend 3: VMware Perpetual Licenses Satisfy Business Needs



Possible Strategies To Employ



Rimini Solutions™ for VMware®

Rimini Support™

Ultra-responsive and comprehensive support services without required upgrades to stay fully supported



Rimini Protect™

Proactive, fast and cost-effective security protection, personalized to your enterprise software environment



Rimini Consult™

Optimize, evolve and transform IT with deep expertise from tenured professionals to meet your business objectives



Perpetual Licensed Supported Products

- vSphere
- vCenter
- ESX and ESXi
- vRealize/Aria Suite
- NSX
- vSAN
- Site Recovery Manager
- Lifecycle Manager
- Workstation & Fusion
- Horizon
- Workspace ONE
- Tanzu
- vCloud Director
- And more...



The Rimini Street VMware support experience is the best we've ever had. We are impressed with both the quality of the support and the depth of services we receive from Rimini Street. We highly recommend business leaders seek them out for their VMware needs.”

— Jean-Pierre Roullin
Alcatel-Lucent Enterprise



VMware Market Survey

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