

# VMware Licensing Support

Mitigating the impact of Broadcom's VMware licensing changes

## The Broadcom impact

Broadcom's \$69 billion acquisition of VMware in late 2023 triggered a seismic shift in how VMware software is priced, licensed, and supported. Perpetual licenses were scrapped overnight. The VMware product catalogue was slashed, with most customers pushed toward two expensive new bundles: VMware Cloud Foundation and VMware vSphere Foundation.

Organizations that declined to renew under Broadcom's terms have now begun receiving cease-and-desist letters, warning them not to apply software updates or security patches. And now, Broadcom has taken it a step further by initiating formal software audits via third-party firms.

For many businesses, this creates a perfect storm of risk:

- Soaring costs
- Loss of support and access to updates
- Uncertainty around compliance, especially where legacy entitlements still exist
- Mandatory reporting requirements that increase exposure if you're unprepared

With audits now underway, inaction could lead to unexpected license costs, reputational damage, and operational disruption.

## At a glance: what's changed?

- The sale of all perpetual licenses has ceased, and existing perpetual licenses cannot be migrated or traded into the new subscription model.
- Much of VMware's product portfolio has been moved to End of Availability, with Broadcom now pushing two main suites: VMware Cloud Foundation and VMware vSphere Foundation.
- For these new suites, Broadcom has introduced a core-based licensing model, with the added complexity of a TiB/GiB metric for the vSAN component of the suite.
- Broadcom has migrated everyone off the VMware Customer Connect portal to the Broadcom Support portal. In this transition "only license keys that have an active support contract" were migrated.
- Broadcom now requires mandatory reporting on core counts, storage usage, deployment data, and any changes in configuration
- All of the above changes have been compounded by large price increases at renewal. Livingstone is seeing uplifts from anywhere between 100-600%.



## Our solution to help you take back control

Livingstone's independent VMware licensing experts can help you respond decisively and confidently. Whether you're months away from renewal or have already received an audit notice, our team gives you the clarity and negotiating power you need. We help you:

- **Build an Effective Licence Position (ELP)** to identify what you're using, what you're entitled to, and where any exposure may exist
- **Explore alternatives to VMware**, including cost-effective migration paths tailored to your business needs
- **Avoid unnecessary uplifts** by challenging inaccurate pricing or bundling assumptions
- **Support audit defence** if Broadcom initiates a review of your estate
- **Model your costs under Broadcom's new bundles**, ensuring you only pay for what you need
- **Comply with mandatory reporting**, reducing your legal and operational risk exposure



### Outcomes & Benefits

- **Avoid audit panic:** Be prepared with a defensible ELP and expert support
- **Protect your IT budget:** Identify and avoid unnecessary costs under Broadcom's inflated pricing
- **Reduce time and effort:** Let our experienced licensing team handle the complexity for you
- **Make informed decisions:** Whether you stick with VMware or move away, we help you plan with confidence
- **Achieve real savings:** We recently helped one customer reduce a proposed renewal quote by over 70%, delivering \$72.7m in savings

## Take control of your VMware position now.

Broadcom's aggressive licensing shift is already impacting organizations globally. Don't wait for an audit letter to find out where you stand.

Contact Livingstone today to book a VMware licensing review or ELP engagement.

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