

APRIL 2025

Services Synergy Newsletter



Introducing the Services Synergy Newsletter - a Broadcom Professional Services Newsletter

Welcome to the inaugural edition of the Broadcom Professional Services Partner Newsletter — our new publication designed to keep our entire Professional Services ecosystem informed and inspired.

This newsletter is built for **you** — our Expert Advantage Partners, Broadcom Services professionals, and Sales teams — to bring you the latest updates, strategic insights, and curated thought leadership that strengthen our shared services culture.

In each edition, you'll find:

- Key updates from Broadcom's Business Units
- Insights from Partner Program leadership
- Enhancements to the **INSIGHTS** platform
- New tools, methodologies, and best practices to elevate service delivery

Whether you're enabling customer success on the front lines or shaping strategy behind the scenes, this newsletter is your go-to resource for staying aligned, enabled, and connected.

A tremendous amount of collaboration went into launching this first issue — and we hope you find it both useful and energizing. As always, we welcome your feedback on how we can continue to evolve both this newsletter and the **Expert Advantage Partner Program** to better serve you.

Kevin Mikalsen

Global Partner Services Program & Marketing

Partner Success & Spotlight

Partnering for Success in 2025

A major focus for 2025 is transitioning professional services from Broadcom-led engagements to partner-delivered services. This shift represents a significant opportunity for our partners to lead and deliver critical implementation, consulting, and optimization services to customers. - Brian Moats, Senior Vice President, Global Commercial Sales and Partners, Broadcom

[Read the full blog](#)



Winner of CRN® 5-Star Rating for Partner Program

CRN® Honors Broadcom 5 years in a row with 5-Star Rating in 2025 Partner Program Guide

Broadcom is being celebrated by CRN®, a brand of The Channel Company, with a prestigious 5-star rating in its 2025 Partner Program Guide.



CRN® Honors the Top IT Channel Leaders for their Innovation and Dedication

The 2025 **CRN Channel Chiefs list** celebrates the executives who work tirelessly to advance the channel's agenda and to deliver innovative and successful partner programs and strategies that strengthen our community. Congratulations to Michael Durkin, Laura McGregor Falko, Aytek Karagozoglu and Tara Fine.

Innovations Driving Partnership Growth

Broadcom Expands Popular Broadcom Knights Program to Include VMware Customers

Traditionally, most software organizations focus on the reselling and delivery of licenses. As products become more complex and the business problems grow larger, consulting services play a much more integral role in the success of adopting the product. Traditionally, services partners were always brought in late as part of the discussion. We learned from our previous acquisitions of the CA and the Symantec products that services partners can make a big difference in terms of making sure customers are getting the most out of the product.

Check out the Blog to learn how Broadcom Knights go even further to improve customer adoption and improved utilization of VMware solutions. You can also find your **KNIGHT on the INSIGHTS platform**.

[Read the full blog](#)

New IMS Channel Chief touts ecosystem strength, partnership & opportunities

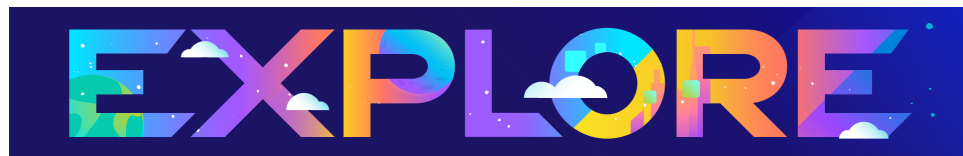
Broadcom IMS recently welcomed Cindy Loyd to the team as their new channel chief. Many will recognize Loyd's name as she has been successful in a wide variety of leadership roles, most recently as an integral lead to the development and execution of [Broadcom's Accelerate Program strategy](#).

While her experience in driving success with partners and beyond is a significant asset to both our IMS division and Broadcom, it is the impact of her leadership which most excites IMS partners. Cindy touts the strength of the IMS ecosystem to deliver both expertise and services to our customers. "In the IMS Division, we have a rich network of certified, highly skilled partners that not only have the skills to help our customers maximize the value and drive adoption of our solutions, but they also have the trust of our customers. We've made a conscious choice to invest deeply in this program to nurture and support these partnerships as we rely solely on our partners to deliver services to our customers."

Renee Kerns (Global Partners & Education Lead | IMS Division) offered additional insights highlighting the significant joint investments made by & with our partners in order to expand the customers IMS experience. "The ongoing investments by our partners ensure our customers will continue being leading-edge. As Broadcom IMS continues to open its portfolio of solutions to an expanded audience, our partners will lead the way in educating, demonstrating, integrating and maintaining these solutions for these transformational customers." Kerns added that the opportunities for our partners expanded growth within IMS is now limitless thanks to the Accelerate Program!

You can learn more about our IMS portfolio on the [Partner Portal HERE](#)

Upcoming Events



VMware Explore 2025 Las Vegas

From August 25 – 28, VMware Explore in Las Vegas will once again be at the Venetian Convention and Expo Center. This year, however, you can look forward to some big updates. Prepare yourself for another jam-packed week full of learning, fun, and networking at Explore, but now with the flexibility and choice to build your personal event experience.

[Read the Full Event Details](#) | [Registration Goes Live April 29](#)

[I want the Calendar Invite](#)

Introducing VMware Explore on Tour – Coming Fall 2025

Coming in fall of 2025, Explore will be going "on tour" across the globe as condensed events that will highlight the top content and insights from Explore in Las Vegas.

[Read the Full Details](#)

Meet our New “SMARTS” Professional Services Partners!

SMARTS and NCM capabilities are now integral to Broadcom's DX NetOps and AppNeta, a modern, AI-enabled network observability solution offering enhanced visibility and improved efficiency in network operations.

To support these new capabilities, we're excited to announce the addition of three new Partners to our NetOps Professional Services ecosystem. Each brings deep expertise, a passion for delivering value, and a commitment to helping our clients thrive. Please join us in welcoming:

Customer First Consulting: Based in Chicago, Illinois. Servicing SMARTS customers in the United States. Customer First has extensive experience in providing services to the US Government. [Learn more](#)

Insitu-IT: Based in Montreal, Canada. Servicing SMARTS customers in North America, Asia and Oceania. Insitu specializes in Smart Assurance and Monitoring & Reporting (M&R). [Learn more](#)

Wingu: Based in Warszawa, Poland. Servicing SMARTS customers in Europe, Africa and Asia. Over the years, Wingu developed core competencies in technologies such as Smarts, Watch4Net/M&R and NCM. [Learn more](#)

Our new partners are already rolling up their sleeves and diving into key initiatives. To learn more about their professional services offerings and customer stories be sure to visit their Partner Profiles at expert.broadcom.com.

Resources & Tools

Professional Services Guide for Customers: Maximizing the Value of Your Broadcom Investment

Unlock Greater Customer Outcomes with Expert Advantage Partners

Broadcom solutions deliver powerful results — but achieving the **full potential** of that investment often requires specialized expertise. That's where our **Expert Advantage Partner Consultants** come in.

Whether you're a **Broadcom seller** looking to accelerate customer success, or a **services partner** helping clients navigate complex transformations, this guide is designed for you and your customers.

Our Expert Advantage Partners are among the world's most skilled Broadcom specialists, helping customers:

- Realize value faster
- Optimize deployments
- Improve business outcomes
- Drive long-term success

The **Broadcom Partner INSIGHTS** platform gives you a single destination to explore our partners' capabilities — featuring:

- Real-world customer success stories
- Technical deep dives and how-to articles
- Knowledge assets and best practices
- On-demand videos and training

Equip your customers with the expertise they need to thrive. Explore the guide and discover how Professional Services can turn potential into performance.

Leverage the Customer eBook

Expert Advantage Team Member Highlight - Tania Lydy, Professional Services Partner Support Specialist

Expert Advantage Team Member Highlight: Tania Lydy

Professional Services Partner Support Specialist

Meet **Tania Lydy**, a dedicated resource supporting the Expert Advantage Partner Program (EAP). Tania plays a key role in helping customers connect with the right professional services partners and ensures EAP partners can access the tools, resources, and relationships they need to succeed.

Working closely with our **Global Partner Help Desk** and **Demand Generation teams**, Tania helps uncover service opportunities through inbound requests and proactively connects those leads with the right partners. She also coaches her team on how to listen for subtle service needs during conversations — turning insights into action.

Her passion for helping customers get the most from their Broadcom investments makes her an invaluable part of our services ecosystem. If you're an Expert Advantage partner, Tania is here to help you unlock new opportunities and elevate your impact - [Click Here](#).



Introducing VCF BILT – Automation Toolkit for VMware Cloud Foundation

VCF BILT is a comprehensive automation toolkit designed to simplify the installation, configuration, and lifecycle management of VMware Cloud Foundation (VCF) environments. Developed in collaboration with VCF experts, it provides an end-to-end solution across all key phases:

- Discovery and Preparation
- Bring-up and Configuration
- Extensibility and Integrations
- Upgrades readiness and Day 2 automation

This complimentary toolkit is designed to centralize key operational tasks into a single interface for VCF Site Reliability Engineering (SRE), Professional Services, and Partner teams, helping to streamline workflows and reduce deployment complexity.

The toolkit supports both **greenfield** and **brownfield** deployments. It also enables customer-specific integrations through execution flow extensibility, allowing teams to introduce additional steps, configurations, or logic to suit unique environment needs.

VCF BILT is available at no cost, offering a consistent and repeatable automation experience for VCF environments while allowing flexibility to adapt to real-world requirements. Expert Advantage Partners with VCF Services can access the tool on **INSIGHTS** under the Resources Tab within their Partner Profile.

Expert Insights & Best Practices



Clients Don't Have a Tool Problem - They Have a Progress Problem

By Luk Smeyers, Founding Partner, TheVisibleAuthority.com

In 2024, in collaboration with Broadcom Software partner leadership, we worked with a wide range of services and software partners supporting enterprise customers. Across the ecosystem, we saw a familiar trend: a default tendency to lead with technology.

It's understandable. Broadcom solutions are powerful, and teams take pride in their technical expertise. But the reality is this—clients aren't struggling with tools. They're dealing with delays, complexity, risk, and performance gaps. The technology isn't the problem, and it shouldn't be the starting point. It's the enabler.

This creates a major opportunity for partners: to shift from tech-first conversations to outcome-first strategies. The highest-performing services teams we've worked with have made this pivot, and it's become their most important differentiator.

Broadcom is encouraging partners to go upstream—to lead the conversation and focus on business progress, not just product capabilities. That shift starts by reordering the conversation.

Issue. Outcome. Tool.

Start by identifying the business problem.

Then define what success looks like.

Only then introduce the technology as the enabler.

When partners adopt this model, they build stronger credibility, get involved earlier in the sales cycle, and deliver more impactful, long-term value.

Here's what we see working among successful Broadcom partners:

- Design services around business problems, not just platform usage.
- Train teams to lead with diagnosis—ask better questions before offering solutions.
- Speak in the client's language—don't assume they understand product features.
- Position technology as the support, not the lead—show progress before the platform.

These shifts raise the quality of the services conversation and lead to bigger deals, earlier engagement, and longer-term customer success.

Clients don't buy tools. They buy outcomes.

Issue. Outcome. Tool. That's the order that wins.