

SERVICES SYNERGY PARTNER NEWSLETTER



Partner Success & Spotlight

Second Edition of the Services Synergy Newsletter - a Broadcom Professional Services Newsletter

Welcome to the second edition of our Professional Services newsletter, your go-to source for staying informed, aligned, and inspired across our ecosystem.

Partner-led delivery through our Expert Advantage program continues to gain momentum and recognition from Broadcom leadership. As Broadcom delivers industry-leading enterprise solutions, demand for partner services grows, and so does the need for trusted experts who drive customer success from implementation through adoption.

Be sure to read the latest insights from our regional sales leaders and explore what's new in this edition:

- Updates from Broadcom's AOD, IMS, and VCF Business Units
- Key news and activities around VMware Explore
- Enhancements to the **INSIGHTS platform**
- A featured article from The Visible Authority, a leading services marketing agency
- Launch of the VCF Education Delivery Partner Locator and Course Scheduler

Whether you're driving customer outcomes in the field or shaping strategy behind the scenes, **INSIGHTS** and this newsletter are here to keep you connected and empowered.

As always, we welcome your feedback and suggestions for articles you'd like to see in this newsletter and for enhancing the **Expert Advantage Partner Program** to better serve you.

Kevin Mikalsen, Global Partner Services Program & Marketing

Driving VMware Partner Program & Ecosystem Evolution to Align with Customer Success

"We are focused on identifying partners who extend their expertise beyond large enterprises, standing up dedicated practices that scale across small and medium-sized businesses (SMBs). Value-based solution providers bring differentiated experiences to every customer they serve, helping maximize adoption, impact, and success across the board."

Brian Moats, Senior Vice President, Global Commercial Sales and Partners, Broadcom

[Read The Full Article](#)

Unlocking Customer Value with Services Partnerships in Asia Pacific & Japan

"At Broadcom, we see professional services partners as strategic enablers for customer success at every stage of customers' journey. They provide deep expertise, local context, and trusted collaboration as an extension of our services capabilities. They help customers navigate the complexity that comes with cloud transformation, support deployment with confidence, and continuously optimize their infrastructure to unlock long-term value."

Sylvain Cazard, President, Asia Pacific and Japan, Broadcom

[Full Blog Here](#)

Innovations Driving Partnership Growth

Why Software Vendors Must Rethink Their Services Strategy

Enterprise clients rarely fail because the software isn't good enough. They fail because the software was never fully adopted, embedded, or aligned to the real business issues.

In many cases, the problem isn't the product—it's the services function behind it. Or more precisely, the lack of one that's designed to drive outcomes. Some vendors haven't built one. Others have one, but it's too focused on technical setup and too disconnected from the client's business priorities.

This article, developed by The Visible Authority in collaboration with Broadcom's Expert Advantage Partner program, presents a compelling case: if a vendor wants to close larger deals, increase adoption, reduce churn, and enhance client outcomes, it must build or improve its professional services function—anchored in a clear, outcome-driven value proposition.

Inside the article:

- Why shelfware is a services problem, not a software problem
- How to shift from product-centric to outcome-led engagements
- What high-performing vendors do differently in service design
- Where the real ROI of professional services comes from
- The strongest vendors don't just ship software. They help clients solve business problems.
- And that starts with rethinking the role—and the value proposition—of services.

→ [Read the full article on The Visible Authority blog](#)

VMware Cloud Foundation Renew and Refresh Campaign

This Commercial customer campaign was paused for messaging and resource updates, and now back in market. Review the Sales Play and Marketing eBook resources available on the Partner Portal to support your efforts to renew customers to VMware vSphere Foundation (VVF) or upsell to VMware Cloud Foundation (VCF). Help them fund their renewal by suggesting an Intel hardware refresh. Find campaign materials [here](#).

vmLIVE Partner Speedcast topics and Schedule

Check out the vmLIVE Partner Speedcast Topics and Schedule for sales & technical webinars and recordings that cover the latest product and program updates.

We have two training series that focused on our AMER professional services subcontracting partners. These sessions are designed for Presales, Delivery Resources, and Project Managers. Recordings are posted to the INSIGHTS portal.

vmLIVE Schedule of Events

NEW* VCF 9.0 Courses and Role-Based Training

VCF 9.0 is now available to customers. Complete role-based training on the Partner Portal today to confidently present and position the VCF 9.0 platform to customers.

- [Sales Playlist](#) and [Pre-Sales Playlist](#) (stage 1)
- [What's New in VCF 9 technical course](#) for Architect, Implement, and Support roles
- Navigate to the Sales and Technical Resources section of the [VCF Partner Portal](#) for additional VCF 9.0 materials.

Additional training will be added to the Partner Portal in the coming weeks. Stay tuned for updates!

Accelerating Agile Transformation: A Partnership with ICON Agility

AOD is excited to share a recent success story highlighting the impactful work of our Expert Advantage (EA) Partner, ICON Agility Services, in helping a large financial organization navigate a complex agile transformation.

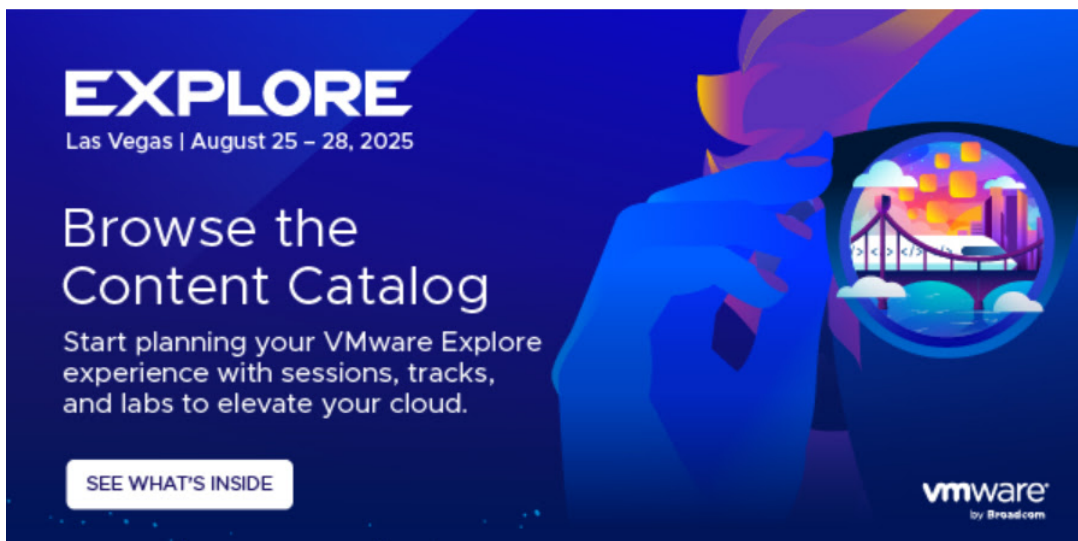
This financial giant, managing over 20 portfolios with a modest internal coaching team, faced significant challenges in scaling their transformation efforts. A primary hurdle was their incredibly complex Jira environment, which boasted over 2,600 statuses, 800 custom fields, and a multitude of outdated records. This made standardization and the aggregation of key performance metrics nearly impossible. Furthermore, SAFe (Scaled Agile Framework) practices were applied inconsistently, and formal training for their teams was limited.

To tackle these formidable challenges, the organization partnered with ICON Agility Services. ICON deployed a dedicated Transformation Coach alongside 10 expert Agile coaches. This team collaborated closely with the client to co-create and execute a robust, scalable transformation plan. Leveraging their deep expertise in SAFe, Rally, and enterprise agility, ICON is providing comprehensive support, including the rollout of Rally, seamless Jira integration, and executive coaching. This strategic partnership is designed to accelerate and sustain the organization's agile transformation, driving consistency and measurable progress across their diverse portfolios.

We are proud to see the significant impact our partners like ICON Agility Services are making in empowering organizations to achieve their agile goals.

Partner Insights - Agile Transformation Services

Upcoming Events



EXPLORE
Las Vegas | August 25 – 28, 2025

Browse the
Content Catalog

Start planning your VMware Explore experience with sessions, tracks, and labs to elevate your cloud.

[SEE WHAT'S INSIDE](#)

vmware
by Broadcom

The banner features a dark blue background with a stylized illustration of a person's profile in shades of blue and purple. The person is wearing glasses, and the reflection in the lenses shows a colorful, abstract cityscape with a bridge and buildings. The text is white and yellow, providing a high-contrast look.

VMware Explore 2025 in Las Vegas | Content Catalog & Room Block

Explore will take place at the Venetian in Las Vegas, August 25 – 28. The [content catalog is now live](#) with partner sessions and hundreds of customer sessions.

- Register today!
- Leverage the email invitation template in this [Marketing Activation Kit](#) to invite your customers to join you at Explore.
- To purchase 5 or more passes for your organization or your customers at a discount, email the [VMware Explore US Registration team](#).

REGISTER TODAY!

The VMware Explore Scheduling Tool Is Now Live

Have you picked your top sessions for VMware Explore 2025 in Las Vegas? Secure your seat in the most popular sessions from the content catalog. Register with the Full Event Pass and grab a spot now to avoid the waitlist. The Partner Track is here: View the Partner-only Sessions. There will also be an Exclusive Partner Lounge where you are invited to come in, relax or meet with Broadcom team members. There will also be mini-theater presentations exclusive to partners - be sure to check daily for topics.

[Save Your Seat](#)

VMware Explore Official 2025 Merch Reveal: See What's Inside

Gear Drop You've Been Waiting For - Every year, the gear gets people talking—and this year is no exception. We're excited to unveil the official backpack and t-shirt for VMware Explore 2025. These exclusive items are included only with a Full Event Pass (no add-ons, no exceptions), and they're designed to help you explore in style—on and off the show floor.

[So, what's in the bag? Let's find out...](#)

Live | Meet The Experts at Black Hat USA 2025

Catch Symantec and Carbon Black at the next stop on our world tour: Black Hat 2025 in Las Vegas, Aug. 2-7.

These are the legends driving innovation and shaping the future of cybersecurity. From endpoint security to DLP, they're the experts behind Symantec and Carbon Black's greatest hits. Find us at Booth 5045.

IMS Things 2 Know

IMS Quarterly Portfolio Channel Update. Please mark your calendars for the next IMS Things 2 Know Speedcast. During the course of the presentation we want to share important information on product roadmaps, portfolio updates and future plans that will have an impact on your business.

[Register Today](#)

[Upcoming Events](#)

Partners Are All-In on Helping Customers Realize Faster Time to Value

"Services Partners are leaning in. Today, partners that lead with services are seeing success. And at Broadcom, we are expecting our partners to lean in and be the services delivery arm for us in most of our accounts. Collective expertise with our platform, hardware and the necessary integration and process enhancements is where partners shine in delivering the full experience for our customers."

Regan McGrath, President, Americas, Broadcom

[Read the Full Blog](#)

Driving Customer Value Across EMEA with Broadcom's Evolving Partner Ecosystem

Service Partners at the Core of Customer Success. "With a select group of premium consulting services partners in the EMEA region, we have built a strong foundation of trusted experts who are deeply engaged in our customers' transformation journeys. These partners bring the strategic insight, technical capabilities, and operational scale required to deliver real, measurable results."

This list is not closed - we continuously evaluate our customers' evolving needs and our partners' capabilities to expand and adapt our ecosystem accordingly."

Luigi Freguia, President, EMEA, Broadcom

[Read the Full Article](#)

Ahead Hiring VMware Services Talent As Sales 'Jump' Via VCF And Broadcom Partnership

Facing explosive demand fueled by VCF and Broadcom's partner-first services strategy, \$4B solution provider Ahead is ramping up its VMware services talent—increasing headcount by 50% across the U.S. and India.

"We've seen a 100% commitment from Broadcom to move services to the partners. For us, it's been a meaningful, needle-moving jump in services demand. That's why we're scaling up aggressively around VCF." — Keith Odom, SVP Services at Ahead | LinkedIn, 2025

With a 25% increase in services sales in 2025, Ahead is doubling down on its investment in VMware-Broadcom services delivery—positioning itself as a key player in this high-growth space.

— Mark Haranas, CRN, May 23, 2025

[Read the Full Article](#)

Meet our New “SMARTS” Professional Services Partners!

We're excited to announce the addition of three new Partners to our AOD NetOps Professional Services ecosystem.

- Customer First Consulting: Servicing SMARTS customer in the US Government.
- Insitu-IT: Servicing SMARTS customers in North America, Asia and Oceania.
- Wingu: Servicing SMARTS customers in Europe, Africa and Asia.

To learn more about their professional services offerings and customer stories visit their Partner Profiles at [INSIGHTS](#).

Resources & Tools

Exciting Platform Update: VCF Education Delivery Partners Coming to INSIGHTS

One of the most impactful enhancements to the platform is the upcoming launch of **rich partner profiles** for our **VCF Education Delivery Partners (VEDPs)**, along with their integration into the [INSIGHTS Partner Locator](#).

As adoption of VCF accelerates, so does the need for both in-person and virtual training. By showcasing VEDPs in the INSIGHTS experience, we're making it easier for customers and channel partners to discover trusted, local training options that support successful implementation and enablement.

Expert Insights & Best Practices



Broadcom Knights and Expert Advantage Program

Broadcom KNIGHTS - a force of technology champions within our EAP community. These folks are instrumental in ensuring that our partners have the resources to define, architect and implement solutions that drive results for our customers. They are the best of our best. And with that in mind having Knights on staff will become a requirement for our VCF Expert Advantage Partners for the 2026 Partner Program. Many of you have already begun staffing up and working towards Knighthood - keep up the great work - you can find your fellow KNIGHTS on the INSIGHTS Platform. Use the filters to hone in on Knights in your region and by product specialty.

For more information on the Broadcom Knights Program and the requirements please review the program overview deck [HERE](#).

INSIGHTS Platform

[Partner Portal](#)

[Portal Registration](#)

[Help Desk](#)

[vmLIVE Speedcasts](#)



When you engage with Broadcom, we take the time to understand what interests you. If we got it wrong, you can update your preferences or unsubscribe through our [Partner Preference Center](#). If you'd like to know more about how we use your personal information, you can [read our privacy statement](#).

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