

Beyond Licensing

AIGO and the Future of VMware Service Delivery

Dejan Antić

29-29. September 2026



The VMware World Changed Overnight



Broadcom's acquisition of VMware in 2023 reset every assumption customers and partners had about licensing, support, and ecosystem structure — and the effects are still unfolding in 2026.

- Broadcom completed acquisition of VMware in 2023, consolidating the portfolio around VMware Cloud Foundation as the single go-forward platform
- Perpetual licensing eliminated; subscription and bundled SKU model introduced, creating significant cost and operational uncertainty
- Partner program restructured: fewer, more qualified partners — emphasis on delivery capability, not volume

"Last time we presented a project. Today we want to step back and explain the environment we are all operating in — because the rules changed."

Key Milestones

2023

Acquisition Closed

Broadcom finalizes acquisition of VMware — one of the largest tech deals in history, reshaping the entire virtualization ecosystem.

2024

Licensing Model Shift

Perpetual licenses discontinued. All customers moved to subscription-based, bundled SKUs — forcing budget, procurement, and planning model changes.

2025–26

VCF Consolidation

VMware Cloud Foundation becomes the sole strategic platform. Standalone products retired. Partners must prove delivery capability, not just sales volume.



What VMware Customers Are Actually Asking

The conversation at the customer table has shifted from "which SKU?" to "what do we do next?" — and that is a fundamentally different and harder question.

- ⤴ *"Should we stay on VMware, or is it time to evaluate alternatives?"*
- ⤴ *"What is a realistic path from vSphere to VCF — and what does it cost operationally?"*
- ⤴ *"What skills, processes, and tooling need to change?"*
- ⤴ *"How do we modernize without disrupting production workloads?"*
- ⤴ *"How do we prepare for AI and private cloud without losing control of data?"*

These are not product questions. They are transformation and risk questions — and they require a delivery partner, not a license vendor.



The Market Reality — Not a Crisis, But a Judgment

Customers are not fleeing VMware en masse — they are creating options, reducing dependency, and preparing before their next renewal cycle.



Stay and Modernize

~50%

Planned phased or partial transitions — abrupt exits are operationally difficult

- Migration complexity and cost make full exits rare
- Technical constraints lock most workloads in place near-term
- Risk appetite in Serbia market favors incremental moves



Reduce Footprint Gradually

86%

Actively reducing VMware footprints — but only 4% fully migrated away

- Reducing dependency without abandoning the platform
- Hybrid postures becoming the default operating model
- Budget reallocation happening before renewals hit



Evaluate Alternatives

55%

Plan to increase IT budgets in 2026 — spending is defensive, not expansionary

- Security, aging hardware, and AI compete for same budget
- Serbia customers demand measurable ROI before committing
- Transition windows open as renewal cycles approach

4% Fully migrated off VMware

50+ IT decision-makers surveyed

The opportunity is not to win a license war — the opportunity is to be the trusted guide through transition.



Why Licensing Alone Is No Longer Enough

In the new VMware ecosystem, selling a license is the easy part — the hard part is making it work, and that is where most partners stop.



What a license gives you

- Rights to run VCF — vSphere, vSAN, NSX, vCenter, Aria as a bundled stack
- Access to Broadcom support portal and documentation
- Subscription entitlement under new bundled SKU model



What you actually need to succeed

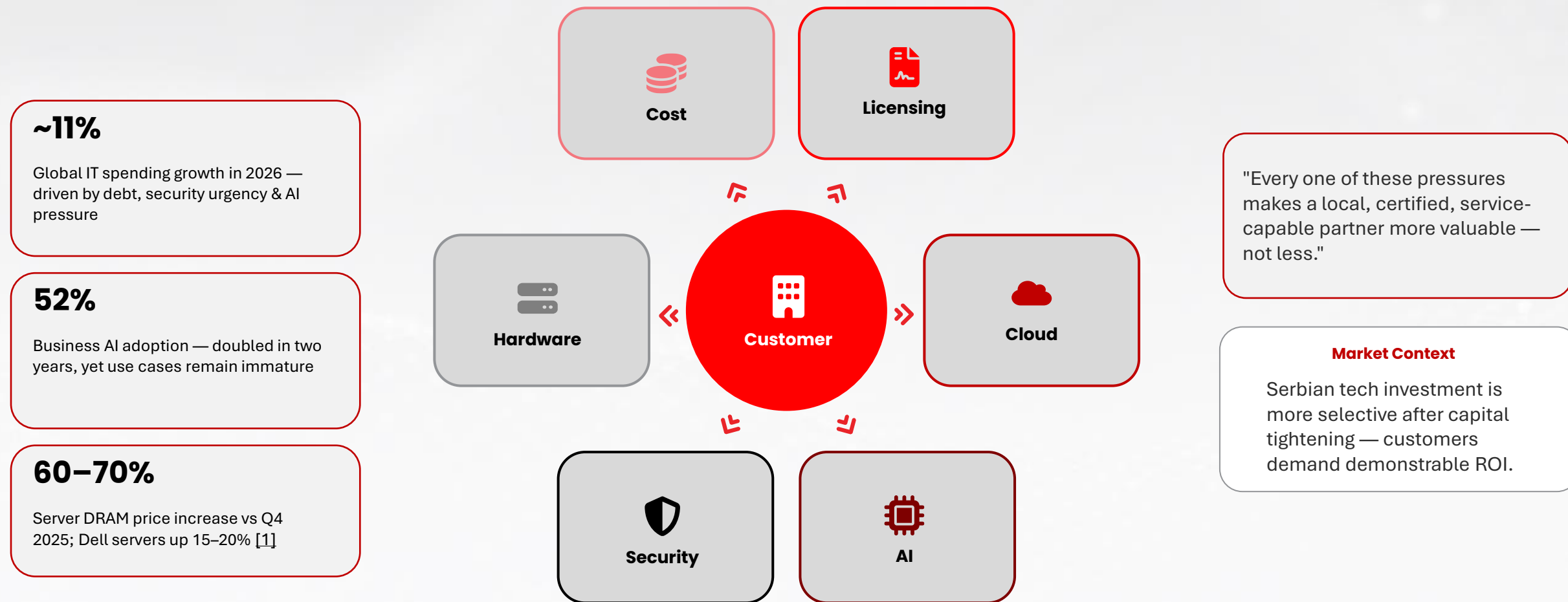
- ✓ **Assessment**
Current environment audit, VCF readiness, skills gap analysis
- ✓ **Design**
Target architecture, migration approach, network and storage topology
- ✓ **Deployment**
Coordinated implementation across all VCF components — not sequential, but integrated
- ✓ **Operations & Optimization**
Lifecycle management, health checks, and automation — qualified VCF admins are scarce regionally

This is why AIGO made a **deliberate investment in service delivery capability** — not because it is easy, but because it is what customers actually need.



The IT Pressure Map in 2026

VMware transformation happens inside organizations already stretched by hardware costs, cloud economics, security demands, and AI expectations.



VCF Platform Stack



AI Services

Private AI Foundation & NVIDIA



Management

vCenter · Aria · Lifecycle Manager



Networking

NSX · Software-Defined Network



Storage

vSAN · HCI · Data Services

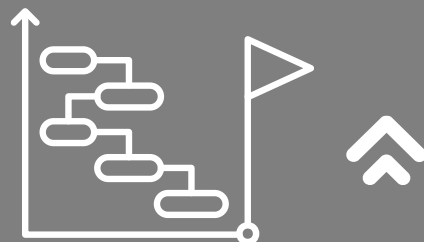


Compute

vSphere · ESXi Hypervisor



Unified Control Plane — VCF 9.x



VMware Cloud Foundation — Where the Platform Is Going

VCF 9.x represents Broadcom's vision of a unified private cloud platform — and understanding it is the prerequisite to advising customers on any VMware decision.

- ⚡ VCF 9.1 positions private cloud as the home for production AI, modern applications, and traditional workloads under a single control plane
- ⚡ VMware Private AI Foundation with NVIDIA enables AI inference, RAG workflows, and LLM fine-tuning in customer data centers — addressing privacy, sovereignty, and compliance needs
- ⚡ Data sovereignty and geopolitical pressure are making on-premises private cloud more strategically relevant in European and regional markets

56%

of organizations running or planning production AI inferencing in private cloud vs. 41% in public cloud — private AI is a real, growing workload category

For Adria customers with existing VMware estates, this is the strategic direction — and service capability is how you get there.

AIGO — Certified, Approved, Ready

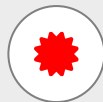
AIGO's value is not a marketing claim — it is grounded in certifications, formal approval, and real delivery capability built for the VCF era.



3

**VCF-Certified
Administrators**

On staff, ready to deploy



MBcomm

**Approved Service
Delivery Partner**

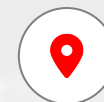
Formal recognition from the
regional
Broadcom distributor



VCF

**VMware/Broadcom
Competencies**

Across VCF platform components



Adria

**Serbia & Regional
Presence**

On-site engagement, local language



What MBcomm Approval Means

Not a self-declared claim — formal technical vetting by the regional Broadcom distributor confirms AIGO has the skills to design, deploy, and operate VCF environments.



What Customers Should Require

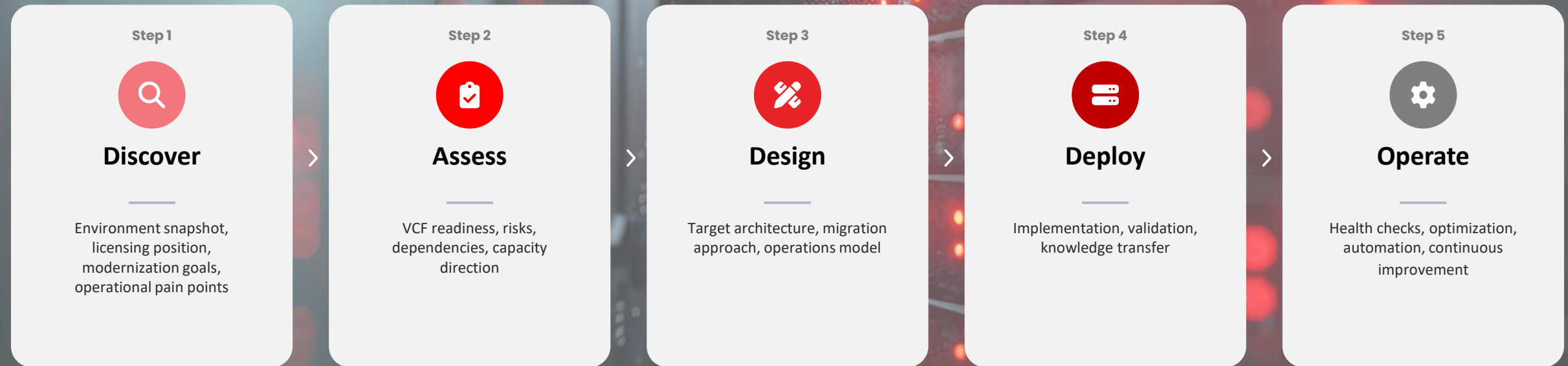
Before committing to a VCF engagement, ask your partner for certified engineers and recognized delivery status — not just a reseller agreement.

“ Many partners can sell licenses. Far fewer are approved to deliver services. That distinction is what Broadcom recognizes — and what customers should require. ”



What AIGO Service Delivery Looks Like

From first conversation to ongoing operations, AIGO has a structured, practical service pathway that matches where VMware customers actually are in 2026.



Why a Regional Delivery Partner Matters

The Adria market has specific characteristics — language, regulation, proximity, and budget — that make a local certified partner categorically different from a remote sales relationship.



Serbia & Adria Region

On-site certified delivery presence across the Adria market

MBcomm-approved · Local engineers · On-site execution



Data sovereignty aligned with VCF Private AI



On-site availability

VCF deployments require hands-on engagement; remote delivery creates risk in production environments.



Local language & market context

Understanding Serbian and regional procurement, compliance, and operational norms is not trivial.



Time-zone aligned support

Critical when something breaks at 2 AM in a production VMware environment.



Regional cost structure

Local delivery is often more economical than international professional services engagement.



Data sovereignty relevance

Adria organizations increasingly require local data handling and on-premises control — VCF Private AI aligns with this.

Large public customer — 2026

Current state

⚡ 30+ vSphere 8 Ent Plus up to date servers, up to date modern shared storage, 25G DC LAN... state of the art HW

Questions they are wrestling with

- ⚡ Limited availability of skilled IT resources in the public sector, combined with concerns around the operational complexity of VMware Cloud Foundation (VCF).
- ⚡ The shift to a subscription-based licensing model creates challenges in securing long-term budget commitments.
- ⚡ Annual budget planning is further complicated by market uncertainty and significant fluctuations in hardware and software pricing.

What they need

- ⚡ A partner who can assess their real situation, design a realistic path, and deliver Migration to New VCF Fleet due to the discontinuation of vSphere Ent Plus without need become VCF experts themselves [\[2\]](#)

"Over the past year, AIGO invested in VCF readiness, certification, and service delivery capability — specifically to be the answer to these questions in Serbia and Adria."



Small Public Customer in Serbia— 2026

Current state

- ⚡ up to 10 vSphere 8 Ent Plus outdated servers, shared storage, up to 10G DC LAN... (obsolete HW, out of support, underscaled).

Questions they are wrestling with

- ⚡ Limited availability of skilled IT resources in the public sector, combined with concerns regarding the operational complexity of VMware Cloud Foundation (VCF).
- ⚡ **Challenges in adopting VMware Cloud Foundation on existing infrastructure due to hardware capacity constraints and the additional 25+ VM needed for VCF platform deployment**
- ⚡ The transition from perpetual licensing to a subscription-based consumption model introduces increased requirements for long-term budget planning and financial predictability.
- ⚡ Annual budgeting processes are further complicated by market uncertainty and continuing increases in hardware and software costs, making future expenditure forecasting more challenging.

What they need

- ⚡ Migration to New VCF Fleet due to the discontinuation of vSphere Ent Plus

"Over the past year, AIGO invested in VCF readiness, certification, and service delivery capability — specifically to be the answer to these questions in Serbia and Adria."



A Real-World View of Serbia's Corporate Market — 2026

Current state

- ⚡ up to 5 vSphere 8 Standard/Ent Plus servers, shared storage, 10G/25G DC LAN... (HW adequate for their business).
- ⚡ Legacy Perpetual-per core license, virtualization platform up to 10% of IT budget

Questions they are wrestling with

- ⚡ Broadcom's core-based pricing model has driven subscription renewal costs up by 3 to 6 times for many enterprises.
- ⚡ Forced to buy massive software suites instead of standalone components.
- ⚡ Major legacy versions like vSphere 8 approach end-of-support milestones, forcing a hard deadline on IT teams

What they need

- ⚡ Buying Time: Staying on VMware Standard While Evaluating Future VMware and Exit Strategy Options

"Over the past year, AIGO invested in VCF readiness, certification, and service delivery capability — specifically to be the answer to these questions in Serbia and Adria."





Start Here — AIGO's Invitation to the Room

Whether you are a customer exploring your next VMware step, or a partner looking for a capable regional delivery ally — AIGO is ready to engage.



For Customers



- ⬆ Book a VCF readiness conversation — bring your current VMware estate and renewal timeline
- ⬆ AIGO brings certified engineers, structured methodology, and MBcomm backing
- ⬆ No commitment required — the right first step is a conversation, not a proposal



For Partners

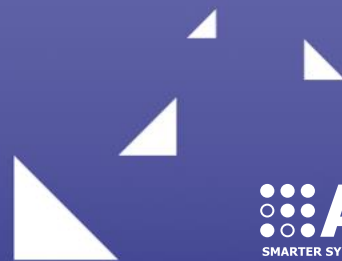


- ⬆ AIGO is open to collaboration where local delivery capability is needed
- ⬆ A certified regional partner adds measurable value to any VMware engagement in Adria
- ⬆ Contact: [AIGO contact details to be added by presenter]

"We are not here to win every deal. We are here to be the most capable VMware service partner in the Adria region — and we are ready to prove it."



THANK YOU!



Adria Forum 2026

