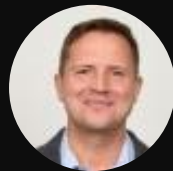


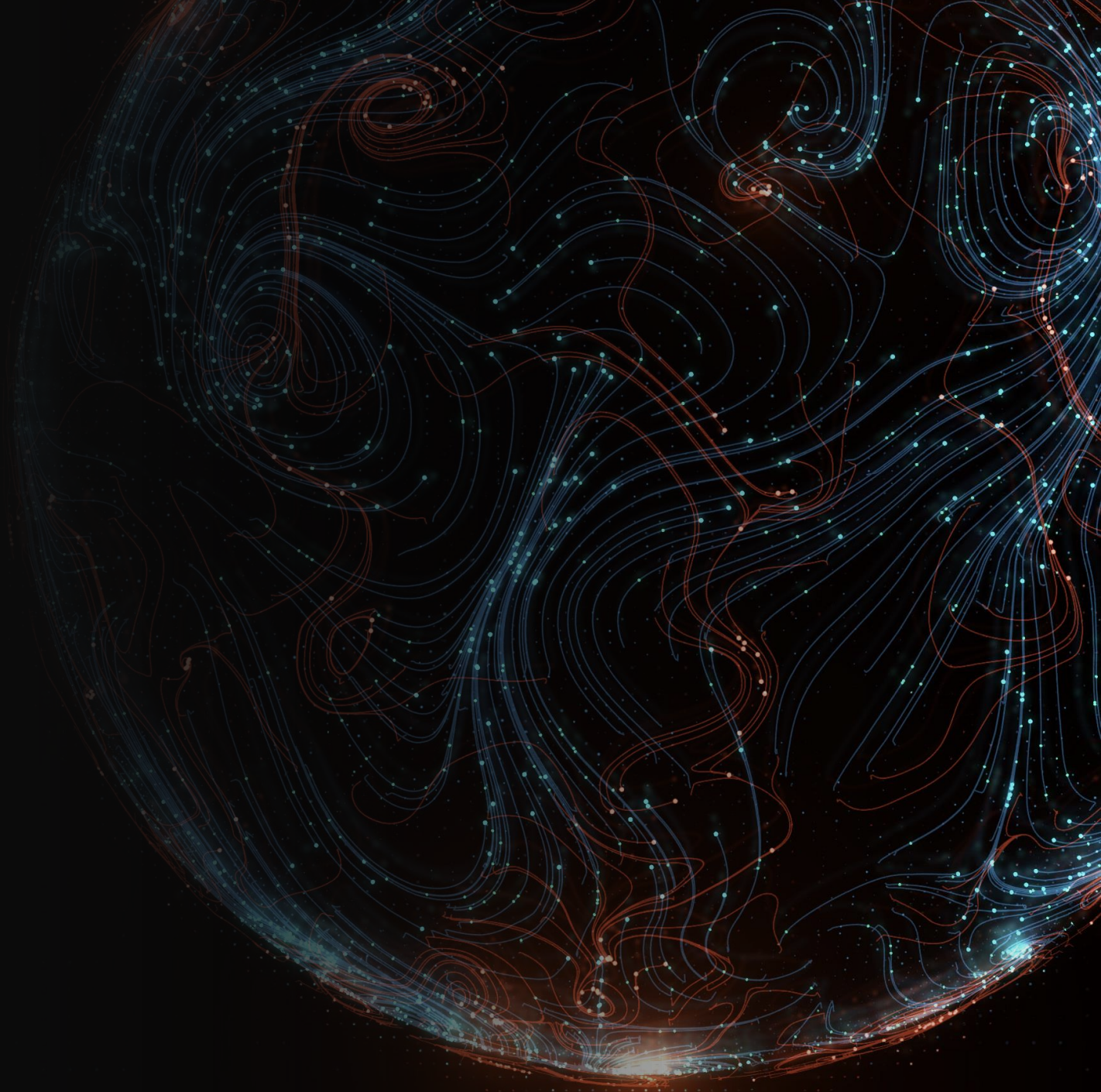
Private Cloud is coming -

A Song of Cost and Control!

A VMware Partner Perspective by



Marco Vogel
Global Partner
Lead, Systems
Management



25 min Elevator Pitch – Expectation Management

- **Business focus — nuts and bolts talk is next door**
- **The field view from SoftwareOne — no slideware glitter**
- **Public cloud savings: myth, reality and invoice shock**
- **On-prem is not private cloud — sorry, server room**
- **VMware choices ahead — T minus 12 and counting**
- **Hybrid wins — if someone actually drives the bus**

OVERVIEW

SoftwareOne - We do cloud in all shades: Private, hybrid, public

80k+

Clients worldwide



30+

Years of expertise in
software & cloud advisory

13k+

Employees who are
experts in their fields



7.5k

Software vendor
relationships

15k+

Certifications on a wide
range of technology
solutions

2030

Net zero ambition for
Scope 1 & 2

Combined global market coverage with
presence across **69** countries

VMware & SoftwareOne: allies since 2001
Pinnacle status across EMEA and beyond
Service Partner Program
~500 VCF certifications
Several thousand VMware customers



Which cloud is cheaper ?

Let us ask the FinOps Foundation....

FinOps Foundation

“...nonprofit organization ...that developes and promotes FinOps best practices, ...industry standards for managing technology and cloud spend.”

“...a 120k+ community across 34k+ companies, including 97 of the Fortune 100.”

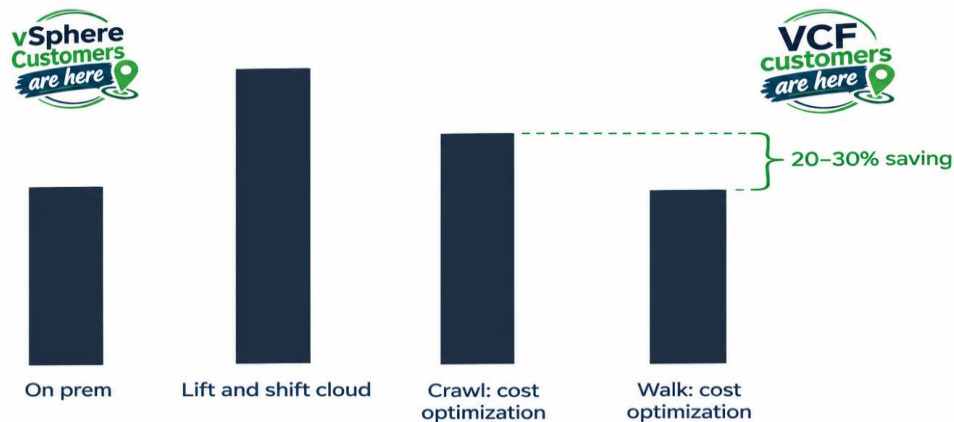
Members



What else

Egress Charges	Latency	Granular Control
Tokenomics/ AI	Data Residency	Dedicated Access
Cost Sprawl	Customization	Hardened Design
Limited influence on QoS	Improved Compliance	Scaling/Cloud Integration

Match the maturity level: public cloud vs. on-prem VMware



Crawl: commitment discounts — Reserved Instances/ Saving Plans

Walk: on/off scheduling, right-sizing, clean-ups

Run (not in picture): new tools, new processes, re-architecture, culture change

On Premise Infrastructure vs. Real Private Cloud

3 years of VCF Focus

„Historically grown“ IT On premise infrastructure – the ultimate excuse

- Installed base is still stable
- Migrations at scale a rare and take years
- Engineers love the bundle; the CFO raises eyebrows
- More people at the table, including management
- A real chance for architecture change
- A clearer roadmap needed

Strategic Shift: Private Cloud is now an alternative to public cloud first

- 70 % of enterprises plan to increase private cloud investment (IDC)
- ~90 % of large orgs still run production workloads on premises (IDC)
- 39 % are investing more heavily in private cloud infrastructure (Gartner Peer)
- Private Cloud Services Market grows by almost 20 % CAGR until 2035 (marketresearchfuture.com)

ONE PLATFORM.
ONE FUTURE.

Winter is coming

- vSphere stand-alone leaves the price list at the end of October 2026
- End of support follows in October next year (vSphere und VCF 5.2)
- vSphere 9 features ship only in bundles (VVF, VCF)
- Plan now — winter does not wait

vSphere only: Only server virtualization

- Time to weigh the new bundles or alternatives
- Factor in high availability, backup & restore and workload compatibility
- **Mystery box: wait for VMware Explore on Tour in October**
- Budget for migration, training and hardware

vSphere plus Aria Operations: VVF is the direction

- Still the de facto standard for many SMB customers
- vSphere Foundation is the logical step
- Full management plus a vSAN appetizer in the hypervisor

More VMware products in production?

- Look closely at VCF — we are happy to help
- Bring storage, network and observability teams in early
- Plan long-term around hardware refresh and renewals
- No need to move at once — leave time for POV/POC
- This is an exec-level decision

Time to act: Assess, Decide, Migrate/ Modernize

VMware Subscription costs vs. Value Add Created



Assess your VMware estate
What do you use/ what not
Match against available bundles



Before „Winter“ hits you, plan ahead: Upgrade or migrate?



Get the most from your investment
Evaluate every tool in the bundle
Match them against your incumbent solutions

Think...Automation, replication, firewall,
segmentation, HA, site recovery, storage

AND additional costs



Count the other costs as well Training, migration,
hardware, cloud connectivity....

Start as soon as possible



Start with a VMware Advisory Service powered
by SoftwareOne
Built up your customized Cloud Strategy with
your trusted partner

Pro Tip: Hybrid Cloud = VMware on Hyperscalers

Thank you!

www.softwareone.com

