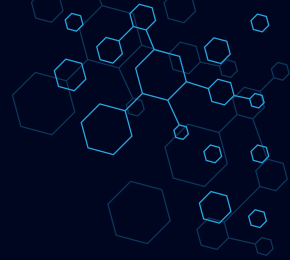




VMware Renewals

An independent perspective on how the commercial landscape has shifted



The Landscape Has Changed

If you're facing a VMware renewal, you've probably noticed things feel different. That's because they are. Since Broadcom's acquisition, the VMware licensing model has fundamentally shifted:

- Perpetual licences phased out - Subscription is now the default
- Aggressive push toward VMware Cloud Foundation bundles
- Minimum core counts - Multiplying costs overnight
- Reduced partner channel concentrating power with fewer resellers
- Compressed renewal timelines creating artificial urgency

We've seen IT leaders receive renewal quotes three to eight times their previous spend. The pressure to sign quickly is intense. The messaging implies there's no room for negotiation.

That messaging is wrong.

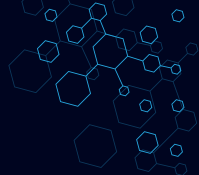
Why Most Organisations Overpay

The challenge isn't that better deals don't exist. They do. The challenge is that most organisations are structurally disadvantaged in these negotiations.

| The Challenge | Why It Matters |
|------------------------|---|
| Knowledge gap | Their reps negotiate VMware daily. You do it every few years. |
| Partner Conflicts | Your incumbent earns margin on your spend, not your savings. |
| Time pressure | Tight deadlines eliminate leverage before you've started. |
| Intentional complexity | Bundles, cores, true-ups - designed to obscure, not clarify. |

Most organisations accept terms far closer to the initial quote than necessary. Not because better wasn't possible, but because they didn't have the knowledge, leverage, or bandwidth to pursue it.

"In our experience, the first quote is never the best quote. The gap between initial offer and final agreement typically ranges from 20–40% if you know how to navigate the conversation."



The Case for Independent Support

There's a reason sophisticated enterprises increasingly use independent advisors for complex vendor negotiations.

- **Objectivity** - No transaction revenue at stake. Our only measure of success is your outcome.
- **Insider Knowledge** - Our team spent a decade at Dell, EMC, and VMware. We know how vendors price, where flexibility exists, and how reps are measured. That changes the conversation.
- **Bandwidth** - Your team has day jobs. We handle the back-and-forth so they don't have to.
- **Leverage** - Vendors negotiate differently when they know the other side understands the game.

How We Work

C4C Group provides independent VMware renewal advisory. We work exclusively on your side. What makes us different:

- We don't transact the deal - no margin interest in your spend
- Flexible engagement we can negotiate on your behalf via Letter of Authority, or work alongside your team as strategic advisors. Whatever suits your situation.
- Our fee is tied to your savings - we succeed when you succeed
- Vendor-side experience: we've sat where their reps sit

Why Vendor-Side Experience Matters

This isn't theory for us. Our leadership team spent over a decade inside Dell Technologies, EMC, and VMware selling enterprise infrastructure to organisations like yours.

Our Track Record

| Metric | Result |
|--------------------------|---|
| Average savings achieved | 37% against initial quotes |
| Fastest turnaround | 2 weeks from engagement to signed agreement |
| Sectors covered | Telecommunications, Financial services, retail & manufacturing, |

Next Step

Complimentary 30-minute consultation. No obligation, no sales pitch just an honest assessment of whether we can help. Drop us a line at: hello@c4cgroup.co.uk or more information here <https://www.c4cgroup.co.uk/services/vmware-strategy-renewal-support/>