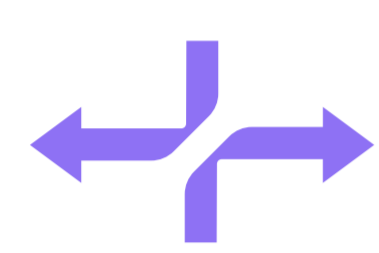




# Turning Platform Disruption into Partner Opportunity

## From VMware to What's Next: A Portability and Resilience Advantage

Foundry recently released a report highlighting research that points to a fast-moving market shift, rising operational risk, and a clear opening for partners to lead with resilience. Below are key themes from the report's data that create opportunities for partners to lead the conversation.



### The Shift is Already Happening

Migration away from VMware is accelerating. Production workloads are moving off vSphere faster than expected, and many organizations still plan to reduce usage further. For partners, this is an active transition market.



### Risk is Accelerating Moves

Cost may start the conversation, but risk drives the decision. Customers quickly move from pricing questions to concerns about predictability, integration, security, compliance, and recovery readiness. That gives partners a strong opening: Engage early, guide the renewal window, and lead with resilience.



### The Challenge is Operational

Customers are not moving into a clean, greenfield environment. They are entering mixed estates across virtual, physical, and cloud platforms, creating fragmentation across tools, teams, and processes.



### Lead with Outcomes, Not Feature Parity

There is no universal replacement platform emerging as the obvious default. Customers are weighing on-premises alternatives and cloud-hosted options at the same time. This creates decision friction and raises the value of partners who can guide evaluation with a repeatable framework. Help customers choose based on predictability, simplicity, recoverability, and compliance.



### Migration is Where Partners Stand Out

Customers will use what they know: Native tools, new-build migrations, or backup-based restore and conversion. What matters most is not just moving workloads. Instead, it's reducing downtime, proving recoverability, maintaining compliance, and keeping rollback options in place.



### Portability is Recovery

Portability is not a buzzword. It is risk control. If data and workloads can move and recover cleanly, customers can diversify with less risk. Many organizations are not confident they can stay resilient during or after migration. That confidence gap is a partner opportunity.

## Recommended Partner Approaches

Turn disruption into repeatable offers that help customers act faster and operate with confidence after a migration.



#### Renewal Window Readiness Workshop:

Help customers act before renewal pressure forces reactive decisions.



#### Multi-Hypervisor Ops Blueprint:

Define the tools, processes, and roles needed to reduce sprawl.



#### Migration Factory:

Deliver migrations in waves with repeatable runbooks and acceptance tests.



#### Verified Recoverability Service:

Prove workloads can recover before, during, and after transition.

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