

VMware Changes Explained: What MSPs Need to Know

From November 2025, Broadcom is resetting the VMware partner model. **Are you ready?**

Key Dates

31 October – 1 November 2025

Broadcom retires the Advantage Partner Programme and the White Label licensing model. MSPs lose the ability to increase existing VMware commitments or provision new environments.

31 March 2027

Existing contracts under the legacy model expire. All VMware Cloud Services must transition to authorised Pinnacle Partner platforms.

1 April 2027

Only Pinnacle Partners will be authorised to provide VMware Cloud Services.

What it Means **for MSPs**



VMware Cloud Services can only be delivered through an **authorised Pinnacle Partner platform**.



No more **White Label licensing** model.



No ability to **scale or increase** existing VMware commitments after October 2025.



Renewals, contracts, and revenue **could be at risk**.



Potential disruption to VMware workload continuity without a transition plan.



Action required:

MSPs must re-platform or collaborate with a Pinnacle Partner to maintain compliance, protect customers, and avoid service disruption.

Why Broadcom is **Making the Change**

Adopting a VMware Cloud Foundation (VCF)-first strategy to deliver a consistent, **modern private-cloud experience**.

Partnering exclusively with Pinnacle Partners to ensure **compliant, sovereign VCF platforms**.

Driving adoption of advanced services: security, data, containerisation, edge computing, and private AI.

Streamlining the ecosystem – focusing on partners with the depth, scale, and technical capability to **unlock the full potential of VCF**.

Where We **Come In**

As one of fewer than eight VMware Pinnacle Partners in the UK, The Iomart Group is authorised by Broadcom to deliver VMware Cloud Services directly to MSPs.

We help MSPs:

- Ensure VMware workload continuity beyond 2027.
- Access UK-hosted VMware Cloud Foundation (VCF) platforms.
- Transition securely to a compliant environment with minimal disruption.
- Gain expertise from certified VMware specialists who understand both the technical and commercial landscape.

Partnership Options **For MSPs**

Co-sell partnerships

Protect revenue and access new opportunities.

Co-branded delivery

Maintain customer relationships and service ownership.

Migration support

Ensure a seamless transition for existing and at-risk customers.

The **Bottom Line**

This is a once-in-a-decade reset for VMware. Don't risk disruption, lost customers, or reduced margins. **Ready to secure your VMware future?**