

F R O S T & S U L L I V A N

2024 COMPANY OF THE YEAR

*IN THE GLOBAL HYBRID
CLOUD MANAGEMENT
INDUSTRY*

F R O S T & S U L L I V A N

BEST
2024 PRACTICES
AWARD

vmware[®]
by **Broadcom**

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. VMware software, recently acquired by Broadcom, excels in many of the criteria in the global hybrid cloud management space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Consistent, Comprehensive Hybrid Cloud Management Helps Businesses Thrive

Businesses are utilizing an increasing number of infrastructure types (cloud and data center, virtualized and physical, public and private) to conduct business. However, the diversity leads to huge management challenges. Visibility across the entire environment is often limited, which makes security, resource and cost optimization, as well as performance assurance, troublesome. With the escalating volumes of compute and storage instances needed for AI and augmented reality, the management burden increases exponentially.

Businesses need to contain IT costs where possible to free up budget for their most important strategic priorities. Nearly a third of businesses surveyed by Frost & Sullivan stated that they were spending more on IT solutions to improve operational efficiencies. Similarly, 26% were investing in technology that would help improve customer experience. In order to provide the robust digital foundation required for such initiatives, businesses must invest in strong management and orchestration tools to ensure that they fully utilize their IT infrastructure.

At the same time, the prevalence of cyber-crime and the ever-evolving nature of threats requires that businesses do more to ensure consistent implementation and management of their security and governance policies across the entire IT environment.

For many businesses, automating the management of their hybrid cloud environment is necessary to ensure that they have the right resources to support their digital transformation initiatives. Automation

also helps businesses employ consistent security and governance policies to protect critical workloads and data across their entire IT landscape. Finally, automated resource optimization policies help keep cloud costs in line with budgets. Automating these processes is more critical now than ever, as businesses struggle with a lack of expertise and staff to handle such tasks manually. Hybrid cloud management automation also reduces the potential for human error and ensures that governance policies are maintained.

VMware Hybrid Cloud Management Solutions Offers Broad IT Management Capabilities

VMware software automates and streamlines cloud infrastructure management with full-stack visibility across private, hybrid and multi-cloud environments, offering customers full-featured, integrated platforms that handle hybrid cloud management from the infrastructure through application layers—

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***- Karyn Price
Industry Principal, ICT***

integrations that few competitors can match. In 2023, VMware integrated its application management tools into the hybrid cloud management platform, enabling IT teams to extend visibility and management across their infrastructure, Kubernetes environments and applications. This new integration eliminates the need for disparate tools to effectively manage all aspects of multi-clouds, from infrastructure through the container and application layers and making it easier for customers to acquire the tools they need to manage the hybrid cloud from a single source. VMware Cloud Foundation now includes VMware Aria cloud

management as part of the platform, consisting of VMware Aria Automation, VMware Aria Operations, VMware Aria Operations for Logs, and VMware Aria Operations for Networks.

VMware was a longstanding hybrid cloud management leader prior to the Broadcom acquisition. In recent years, the company won Frost & Sullivan Best Practices Recognition for its hybrid cloud platform based on the breadth of infrastructures and clouds it was able to manage, as well as for leading the industry in integrating container management capabilities into its platform. VMware took significant steps to unify its public cloud and application management services under the VMware Tanzu portfolio as of August 2023. The VMware Aria cloud management suite is now available only through VMware Cloud Foundation as part of an integrated private cloud infrastructure and management product. Customers that prefer functionality that spans both VMware and native public cloud environments can purchase VMware Cloud Foundation and the VMware Tanzu Platform, which is separately available as an add-on to VMware Cloud Foundation.

VMware software is one of the few hybrid cloud management offerings that supports Kubernetes integrated into the hybrid cloud platform. In 2023, VMware announced enhancements to the security capabilities for Kubernetes clusters, as well as support for Azure Kubernetes Service (AKS) and Amazon EKS clusters in Tanzu Mission Control.

Also enhanced in 2023 is Tanzu CloudHealth, which enables cost and performance optimization in multi-cloud environments. The feature uses machine-learning to forecast costs and right-size dynamic

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Kubernetes clusters based on policy-based triggers. VMware offers integrated support for APAC-based public cloud infrastructure providers and boasts the broadest variety of infrastructures supported on its VMware Cloud Foundation hybrid cloud platform. In 2023, Tanzu CloudHealth added Alibaba Cloud to a lineup that already includes Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform, Oracle Cloud Infrastructure, VMware Cloud on AWS (beta), data center, and containerized environments. Tanzu CloudHealth announced in early November 2023 that it had expanded its Kubernetes reporting capabilities by introducing the ability to right-size Kubernetes environments to optimize cloud-native application environments in addition to the cloud.

VMware Software Embodies Best Practices, Industry Mega Trends in Product Development

VMware software remains a foundation of the cloud. Prior to Broadcom, VMware earned its leadership position in hybrid cloud solutions by continuing to successfully evolve its hybrid cloud business through strategic acquisitions like Mesh7 and SaltStack, balanced by organic product and service development. Acquisitions enabled VMware to quickly enhance platform functionality. In the case of the Mesh7 acquisition, VMware gained important API management capabilities. With SaltStack, VMware improved its event-driven automation and security operations capabilities. As the company's roadmap for continued enhancements around app-aware infrastructure management comes to fruition, the company will experience continual growth as a market leader.

Another strong move was to integrate VMware Tanzu application management into the multi-cloud management platform. With VMware Tanzu Hub, a single pane of glass solution, customers can better understand and access the complete, simplified VMware hybrid cloud management portfolio.

VMware software is also leveraging market megatrends, most notably generative AI. Broadcom is working to deliver generative AI automation features and capabilities under development, showing forethought and leadership in terms of platform growth and evolution.

VMware Cloud Foundation and Tanzu Platforms Bolster Financial Performance

Broadcom is well-positioned to help global enterprises embrace private and hybrid cloud environments with greater choice and flexibility. The strength of VMware Cloud Foundation and Tanzu will continue to drive overall adoption, and planned platform enhancements around AI will bolster growth.

Conclusion

A well-respected hybrid cloud management industry leader, Broadcom has brought to market a streamlined suite of solutions that supports an extensive array of infrastructures and geographies. With its strong overall performance, Broadcom earns Frost & Sullivan's 2024 Global Company of the Year Award in the Hybrid Cloud Management industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other

key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

