

The Effectual logo, featuring a stylized 'E' icon followed by the word 'Effectual' in a sans-serif font.

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Now Is the Time to Modernize:

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# GUIDANCE FOR THE FUTURE OF VMWARE WORKLOADS

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**500,000+**

Number of **VMWARE**  
**CUSTOMERS IMPACTED**



**↑ 10x COST INCREASE**

Under Broadcom, some VMware  
customers have experienced a  
**10X COST INCREASE**

The November 2023 acquisition of VMware by Broadcom ushered in a new era for thousands of customers dependent on the company's solutions for their data center needs. According to [Ars Technica research](#), 35% of VMware workloads are expected to migrate elsewhere by 2028. The urgency is real, but so is the complexity.

That complexity is exactly why this moment represents a once-in-a-decade inflection point within the technology landscape. While this disruption brings new challenges, unplanned changes to IT budgets, and difficult decisions, it also creates a unique opportunity to establish a formal modernization strategy for your VMware workloads. This moment can serve as a catalyst for necessary organizational transformation, including the adoption of modern architectures and cloud-native capabilities.

The introduction of [Amazon Elastic VMware Service](#) (Amazon EVS) from [Amazon Web Services](#) (AWS) has fundamentally transformed the migration landscape. Amazon EVS enables organizations to migrate VMware workloads to AWS while maintaining familiar VMware tools and processes, providing a seamless bridge to cloud modernization without the traditional barriers of rearchitecting applications or retraining teams. This breakthrough makes the path to the cloud more accessible and practical than ever before.

"Some people don't want to hear this, but on a certain view, client-server does start to look like a legacy infrastructure. That's not how modern architecture works. Modern architecture is service-centric; it's cloud-based. So, I think the conversation that should be happening is, if I have this workload that's running on VMware today, can I make it serverless? Can I containerize it? Can I push that out to the cloud and get in a more modern architecture?"

— Paul Delory, Vice President, Analyst, and Research Portfolio Manager, Gartner Inc.

In Part I of this e-book, we'll examine how the Broadcom acquisition and resulting changes are shaping decisions for VMware customers. In Part II, we'll explore why cloud solutions present a compelling path forward—and how innovations like Amazon EVS are accelerating successful transitions.

# PART 1

## How the VMware Landscape Has Evolved

The technology infrastructure landscape has undergone a significant transformation since Broadcom's November 2023 acquisition of VMware, prompting organizations to fundamentally reassess how they manage their IT environments. In many cases, this evaluation has become the catalyst for a broader modernization journey.

### BROADCOM TRIGGERS A MARKET SHIFT

Following Broadcom's acquisition, customers experienced substantial changes to contract terms, pricing structures, and product bundling. Some legacy components were discontinued or transitioned to third-party vendors, requiring organizations to reevaluate their infrastructure strategies. Many customers, facing renewal deadlines, secured 12-month agreements to maintain continuity while exploring their long-term options.

As licensing models and infrastructure requirements evolved, IT leaders recognized that maintaining the status quo might no longer align with their operational or financial objectives. This realization accelerated interest in cloud migration and modernization as organizations sought more flexible, cost-effective solutions.

“Even if you are going to move to a different hypervisor platform there is a certain amount of re-engineering that you are going to have to do. Do I want to spend a bunch of money, and spend a bunch of time and effort re-engineering onto something that ... best case scenario is exactly what I have today? Or, if I accept the premise that I'm going to be re-engineering my applications, do I want to have a conversation about how to modernize my application portfolio so that maybe I don't need a VM?”

— Paul Delory, Vice President, Analyst,  
and Research Portfolio Manager, Gartner Inc.



## AMAZON EVS OFFERS A BRIDGE TO MODERNIZATION FOR VMWARE CUSTOMERS

In parallel with these market dynamics, AWS had been advancing work to create more seamless integration between VMware workloads and native AWS services. This ongoing innovation culminated in the 2025 introduction of Amazon EVS—a solution designed to address the very challenges organizations were facing.

EVS represents a strategic evolution in how VMware workloads can operate in the cloud. Rather than forcing an “either-or” decision, EVS provides a bridge that allows organizations to leverage their existing VMware investments and team expertise while unlocking the full benefits of AWS. This approach gives IT leaders the flexibility to modernize at their own pace, without disrupting operations or requiring wholesale infrastructure replacement.

The convergence of market transformation and technical innovation created an unprecedented opportunity: organizations can now chart a clear path forward that balances operational continuity with strategic modernization.



# A Healthcare Company Makes a Rapid “Lift and Shift” From VMware to AWS

With a renewal of its VMware Cloud on AWS subscription pending in only seven months, a certain healthcare company decided to investigate alternatives that would bring both cost savings and the benefits of operating in a native cloud environment.

The company contacted AWS Partner Effectual to research options and recommend a course of action. Based on the company's tight budgetary and timeline constraints, a “lift and shift” was the right course of action. Effectual installed necessary guardrails to ensure that the migration had minimal impact on company business processes before implementing a rapid lift and shift to the AWS Cloud.

Only six weeks after the start of the project, the customer was fully operational in the AWS Cloud. The new environment immediately satisfied all of the company's

security, performance, and stability standards. With the migration over, the company could then decide when and how to reconfigure its applications to take advantage of cloud-native services and additional capabilities.

This customer's experience is a classic example of not letting perfect be the enemy of progress. Despite not having the time or money for a textbook migration, the company moved quickly, maintained compliance with security standards, and began benefiting immediately from the cost savings and operational efficiencies of the cloud.

**6**  
**WEEKS**

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# PART

## Modernization Becomes a Strategic Imperative Amid VMware Changes

In Part I, we explored how the VMware landscape evolved following Broadcom's acquisition. CIOs and IT leaders are weighing their options: continue with their current VMware approach or embrace cloud migration and modernization. In Part II, we'll examine two factors—cost and risk—that have fundamentally shifted to make cloud modernization the strategic choice for future-ready organizations.

### 1 | COST: DON'T LET “PERFECT” BE THE ENEMY OF “PROGRESS”

Traditionally, IT leaders viewed cloud migration as a complex task requiring a complete overhaul of processes and systems to achieve a “cloud optimized” environment—an expensive and time-consuming initiative. The alternative, the lift-and-shift approach, often felt inadequate since it moved existing inefficiencies to the cloud without realizing its full potential.

In today's landscape, waiting for the perfect cloud setup means missing opportunities for immediate value. The lift-and-optimize approach delivers near-term cost savings while establishing a foundation for continuous improvement. Rather than delaying for an ideal setup, migrating strategically and optimizing progressively—aligned with your VMware renewal timelines and IT roadmap—positions your organization for sustained competitive advantage.

With migration costs now more favorable than maintaining the status quo, the conversation shifts from “Can we afford to migrate?” to “How do we manage the transition effectively?”—which leads us to the next consideration.

#### THE EVOLUTION OF THE MARKET HAS TRANSFORMED THIS EQUATION

With evolving pricing models and the introduction of solutions like Amazon EVS, cloud migration has become the most cost-effective path forward for many organizations. Even if you carry some inefficiencies in the short term, strategic migration now presents a more sustainable and flexible option for long-term success.

## 2 | RISK: THE STRATEGIC VALUE OF PLATFORM STABILITY

All change comes with inherent risks, but there's a key difference between changes you can control—like planning a cloud migration—and those outside of your control, such as shifts in your vendor landscape. The former allows for proactive decision-making, giving you control over the process. The latter requires adapting to external changes as they unfold.

The recent evolution in the VMware market has prompted many organizations to prioritize long-term platform stability in their infrastructure decisions. As a result, IT leaders are increasingly focused on building upon foundations that offer sustained predictability and strategic control. Cloud platforms like AWS have spent decades building stable, reliable infrastructure designed to operate independently of vendor dynamics. With a consistent track record of innovation, transparent pricing, and extensive compliance frameworks, AWS provides the kind of platform stability that allows organizations to modernize with confidence—making it a compelling option for VMware workloads seeking a dependable path forward.



# Moving to the Cloud is Low-Risk

While migrating to the cloud, like any operational shift, carries some risk, cloud providers like AWS have made huge strides in reducing the dangers. Here are four cloud-migration risks that CIOs commonly worry about—and how AWS helps mitigate them.



## SECURITY

Data security is of paramount importance to all CIOs—but today it is easier to stay secure in the cloud than it is on-prem. Since AWS Cloud has built-in security features and automates the patrolling of the security perimeter, security becomes a shared responsibility between provider and customer, reducing the burden on your data security team. Getting comfortable with this new paradigm can take time for data security teams. Since an important aspect of this team's job is saying “no” to perceived risk, it's essential to get their buy-in as early as possible about why the cloud migration is essential—and secure.



## COMPLIANCE

Having worked hard to ensure compliance for their current infrastructure will undoubtedly make some IT teams reluctant to switch to a new, cloud-based environment. Migrating to a global cloud provider like AWS can allay these concerns. Since AWS serves highly secure sectors (including finance, government, and healthcare), it has built some of the most stringent security and compliance standards into its infrastructure, like HIPAA, FedRAMP, and CMMC. Migrating to AWS lets organizations immediately benefit from those same compliance frameworks—helping them achieve compliance faster and maintain it with less operational overhead.



## BUSINESS DISRUPTION

The prospect of moving thousands of virtual machines (VMs) to the cloud feels daunting to many CIOs—who are worried about downtime and the disruption to core business functions—not to mention the expense of running old and new systems at the same time. Time is of the essence, which is why reaching out to a cloud expert is often the fiscally responsible choice. Working with an experienced AWS Partner drastically reduces both disruption and downtime during a migration—and can help avoid many common pitfalls along the way.

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## CAPABILITIES

A new system is only valuable if you're able to operate it, and IT leaders considering a cloud migration often worry about their in-house team's lack of expertise to manage a new, cloud-based system. Acquiring that skillset internally takes time and money—both of which are in short supply. Here, too, partnering with a cloud expert can be a migration gamechanger. AWS Partners like Effectual are equipped to assist not only with migration but also with upskilling staff during the process. Depending on your level of need, they can even act as an extension of your internal team, managing your new system, removing the administrative burden, and allowing staff to focus on projects that drive business value.

## CLOUD BECOMES A MUST-HAVE



**↑ MORE THAN 1/3**

of VMware workloads will **RUN ON ANOTHER PLATFORM** by 2028



**55% OF ENTERPRISE ORGANIZATIONS**

will **INITIATE PROOFS OF CONCEPT** for alternative DHI products to replace VMware by 2028 — up from just 15% in 2025

## Leveraging an Inflection Point To Build for the Future

The VMware landscape shift represents a strategic inflection point for organizations to chart their infrastructure future. The momentum toward cloud is undeniable and accelerating. According to [Gartner](#), 55% of enterprises will initiate proofs of concept for alternative distributed hybrid infrastructure (DHI) products to replace their VMware-based deployments by 2028, up from just 15% in 2025.

The benefits of cloud adoption, including operational efficiencies, scalability, and access to emerging technologies such as AI, are well documented, and numerous success stories

showcase organizations that have successfully made the shift. With alternatives maturing rapidly and the market in active transition, the direction is clear, and the window to act strategically is now.

For VMware customers, this moment offers more than a response to vendor changes—it presents an opportunity to build infrastructure that supports tomorrow's capabilities. Organizations that embrace cloud transformation now position themselves not just to adapt to change, but to lead in an increasingly cloud-centric business landscape.

## About Effectual

Effectual is the leader in VMware-to-AWS migration and optimization. Our teams are adept at solving disruptive market changes with urgency. We work with customers to turn pain points into opportunities, standing by their side as a partner to ensure their success and confidence in the path forward.

Learn more about our capabilities at [effectual.ai](https://effectual.ai)

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