

**The way forward**

**HPE** aruba  
networking

# Save Your VMware Software Budget with HPE Aruba's Data Center Switching Solutions

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# Before we begin...

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- Listen by computer audio or dial-in



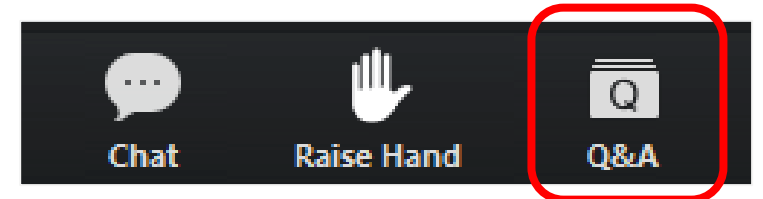
- All lines are muted during the webinar



- *Ask questions by selecting “Q&A” and to report any webinar difficulties*

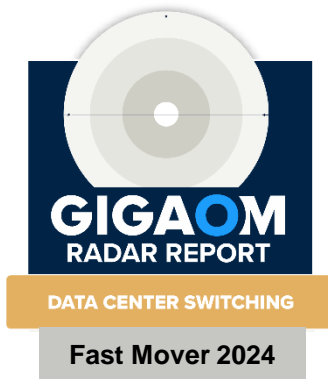


- Webinar is being recorded & will be emailed to all attendees



# Award Winning HPE Aruba Networking Data Center Solutions

*“One of HPE Aruba’s differentiating features is its Distributed Services Switch, which provides stateful firewall services at every top-of-rack configuration.”\**



QR - Get the Reprint

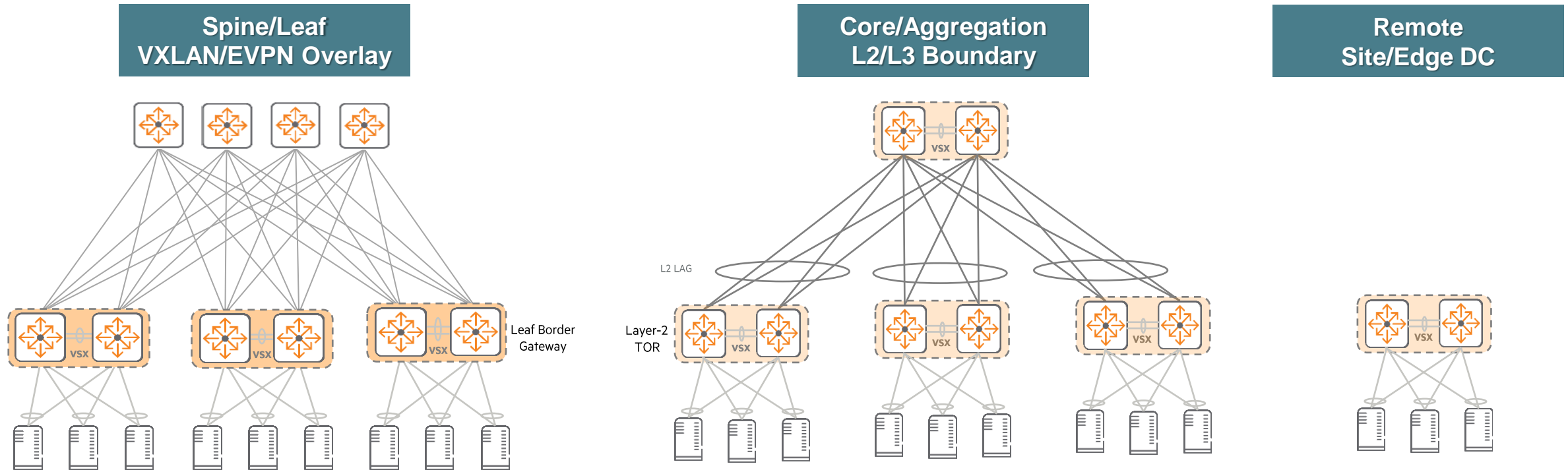


\*\*GigaOm Radar for Data Center Switching™. 2/16/24.

<https://research.gigaom.com/reprint/gigaom-radar-for-data-center-switching-hpe/>



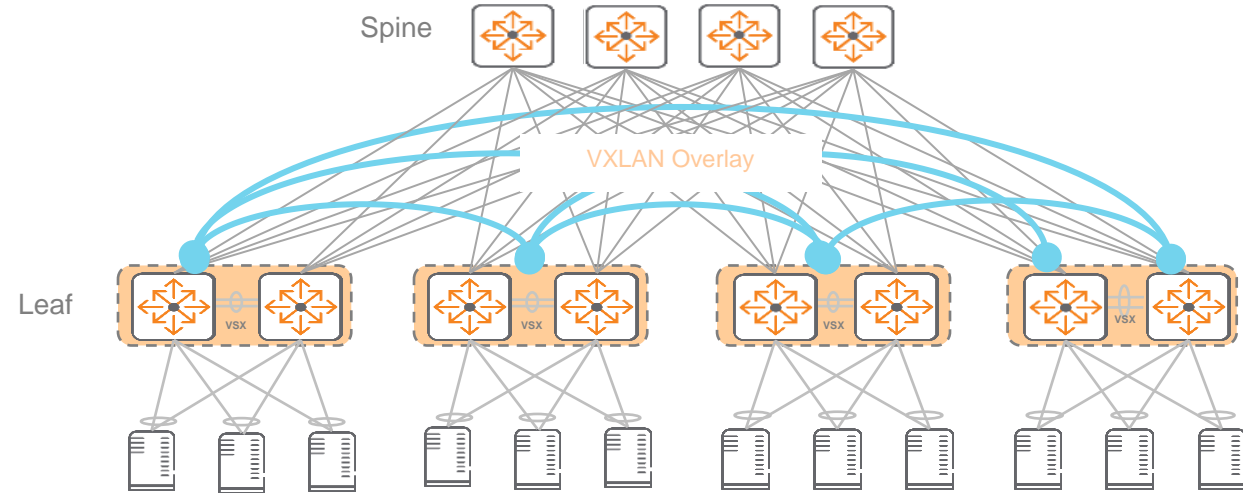
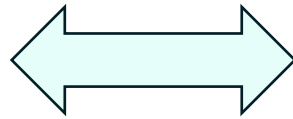
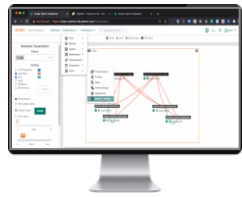
# Solutions for Data Centers of All Sizes



HPE Aruba Networking data center product lined is optimized for the environment



# Data Centers Deployments – Made Easy!

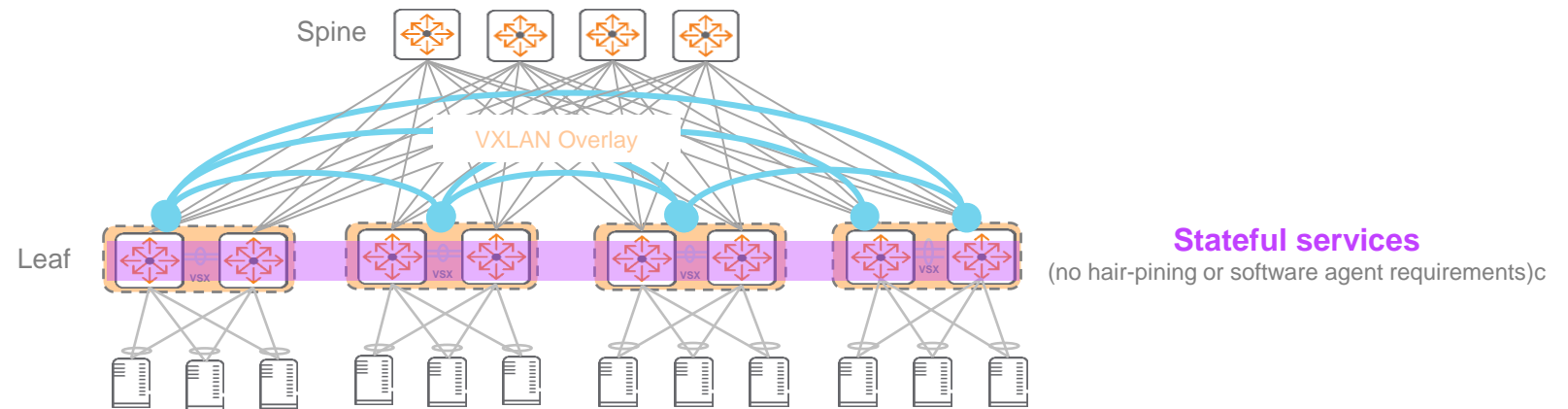
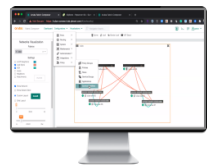


Automate deployments  
Maintain, monitor & optimize

**With less than 30 minutes of training, an engineer with basic networking knowledge can implement a complex topology in under 5 minutes.**



# Distributed Services Built Into the Fabric

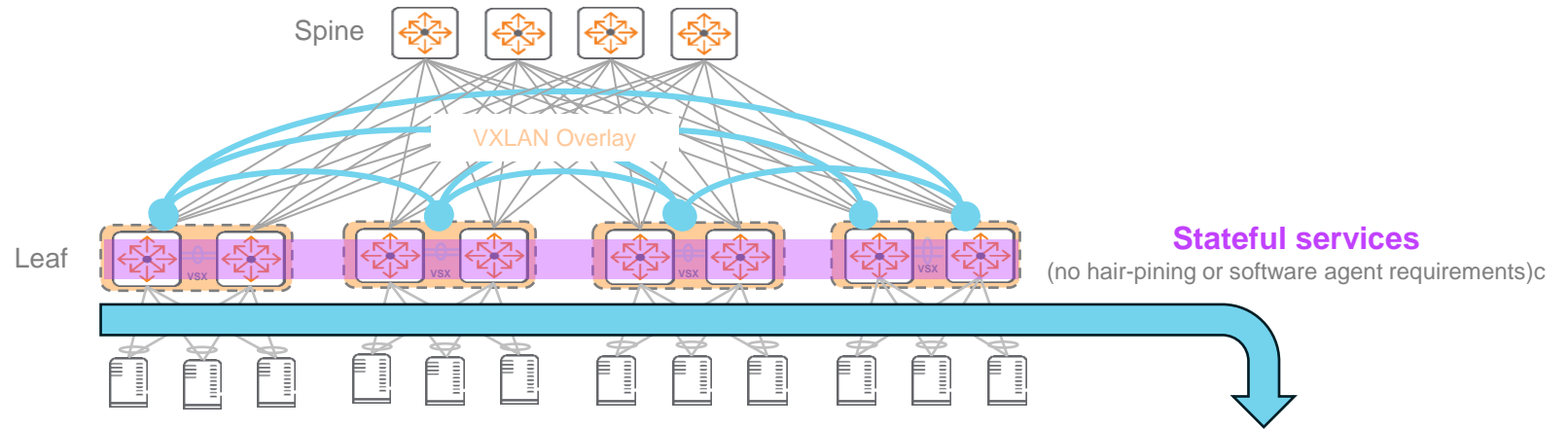
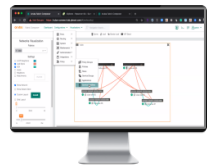


Automate deployments  
Maintain, monitor & optimize


**Quickly deploy services close to the workload without requiring complicated packet redirection.**



# Built In Visibility



Automate deployments  
Maintain, monitor & optimize

  
Machine Learning /  
Analytics engine

**Toolsets**  
Security/XDR  
App Dependency App  
Performance  
Sniffer

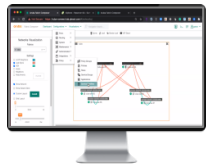
Minimize infrastructure and agents, save costs, reduce complexity,  
and effectively utilize your current toolset.



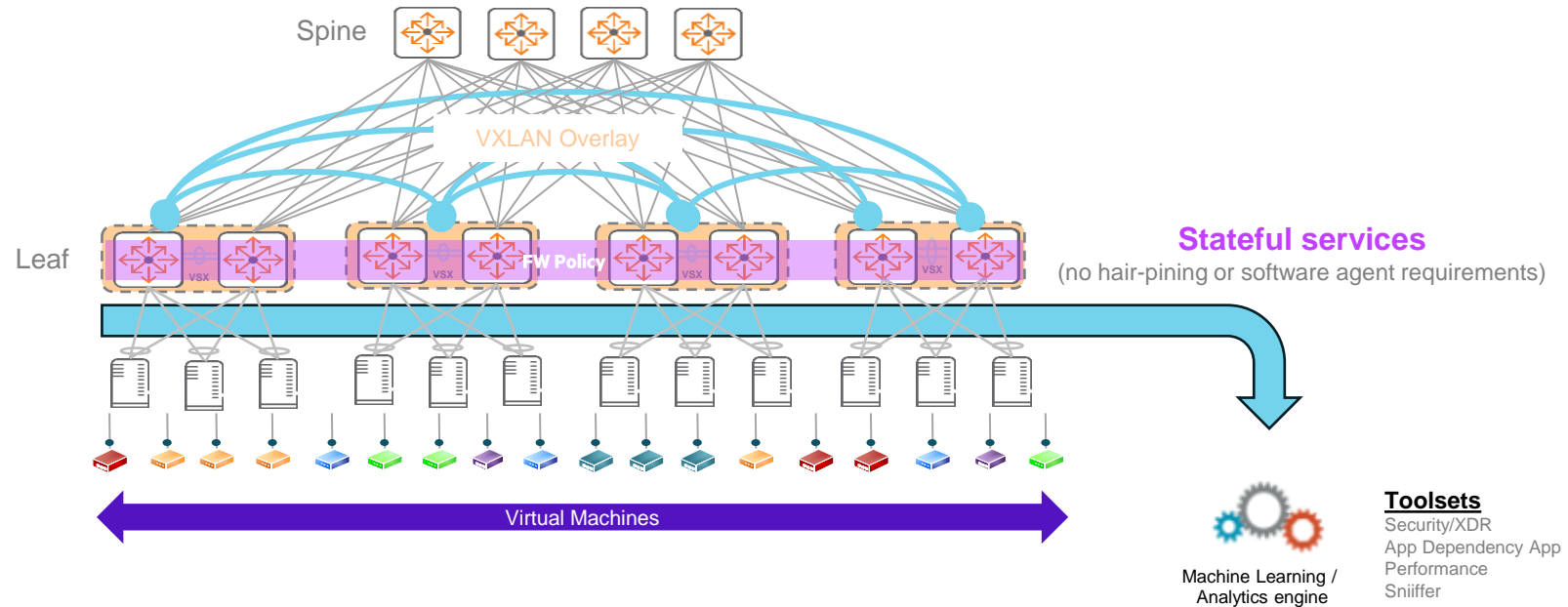
# Enhance Your Data Center Ecosystem



Dynamic provisioning  
E2E visibility



Automate deployments  
Maintain, monitor & optimize



**HPE Aruba Networking simplifies integrations by providing complete visibility and Connecting seamlessly with leading data center technologies.**





# Aruba CX10K

## Distributed Services Switch

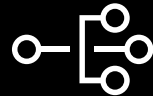
**HPE** aruba  
networking



**Full Network functionality, plus 800G embedded Stateful Services**



**Firewall**  
Macro/Micro-Segmentation



**DDOS**



**Visibility/  
Telemetry**



**Encryption**



**NAT**

### Aruba CX-10000



**DPU**



**DPU**

400G

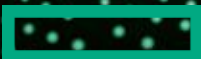
**800Gbps  
Stateful Services**

400G

Broadcom Trident 3 ASIC

48 x SFP28 / 6 x 100G

**Unified services platform**  
Broadcom T3 and AMD/Pensando DPU



**POLL**



# Customer impact and industries response to Broadcom/VMware's license changes

**ars TECHNICA** BIZ & IT TECH SCIENCE POLICY CARS GAMING & CULTURE STORE FORUMS SUBSCRIBE SIGN IN

*SORRY, NOT SORRY* —  
**VMware admits sweeping Broadcom changes are worrying customers**

Broadcom has cut VMware products, perpetual licenses, and its partner program.

SCHARON HARDING · 2/15/2024, 3:33 PM

**tangoe** Products Consulting Partners Resources About

February 8, 2024

## Price Hikes of 100%: VMware® Subscription Model Triggers Cloud Cost Contention

**Paolo Sellari**  
Sr. Product Manager

**THE CHANNEL CO. CRN** News Video Companies Awards & Lists Events

HOME > NEWS > VIRTUALIZATION > 2024 > BROADCOM CEO HOCK TAN: FOCUS ON UPSELLING VMWARE'S

Virtualization ▶

## Broadcom CEO Hock Tan: Focus On Upselling VMware's 'Largest 2,000' Customers Proves 'Very Successful'

BY O'RYAN JOHNSON  
MARCH 8, 2024, 6:15 PM EST

Tan says Broadcom expects double-digit revenue gains from its VMware Cloud Foundation as it is focused on providing resources, support and upselling for VMware's 'largest 2,000 strategic customers.'

**STH** FORUMS AI SERVER 5G EDGE STORAGE NETWORKING WORKSTATION SOFTWARE GUIDES

Home > Software > Virtualization > VMware VCSF Customers Seeing 10x or More Cost Increases Under Broadcom

## VMware VCSF Customers Seeing 10x or More Cost Increases Under Broadcom

By Patrick Kennedy · February 19, 2024

Articles / Analysis

## Broadcom slammed by European cloud group for VMware moves

**Dan Meyer** | Executive Editor  
March 27, 2024 12:20 PM

Thursday, March 28, 2024

**sdxcentral**

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MAR 07, 2024

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MAR 07, 2024

## How VMware's Controversial Product Changes Could Impact SMBs

New licensing and bundling policies are set to hit smaller, non-enterprise customers the hardest.

Andy Patrizio | Feb 01, 2024

Thursday, February 29, 2024

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Articles / Analysis

## Broadcom's VMware acquisition brings surprising consequences — how to prepare

**Emma Chervak** | Reporter  
January 22, 2024 2:06 PM

## Order/license chaos for VMware products after Broadcom takeover (Jan. 2024)

Posted on 2024-01-13 by [guzeni](#)



[English] These are currently difficult times for customers and resellers of VMware products who want to reorder, extend licenses or simply activate product licenses. After the Broadcom takeover, absolute chaos reigns. Dealers have been terminated, orders via OEMs are sometimes impossible, and the end customer portal for license activation has been shut down. After reporting on problems for the first time a few days ago, I now have internal information that confirms this. Incidentally, this is not the first incident in which Broadcom products and dealer/customer relationships have been "badly strained", to say the least, as I discovered when searching the blog.

**It's FOSS News**

IT'S FOSS MAIN NEWSLETTER QUIZZES & PUZZLES COMMUNITY

ENTERPRISE

## Broadcom Drops A Hammer on VMware Customers After Acquisition

VMware customers may not like the intention behind the changes made.

ANKUSH DAS  
December 19, 2023, 5:20 PM — 4 min read

Forrester Research said it expected up to 20% of VMware customers to defect to other virtualization platforms, or at least consider it.

## Highlights:

**Broadcom acquired VMware, November 2023 – changed licensing model December 2023**

### •End of Perpetual licensing – with a new subscription model being imposed →

- Massive cost increase for many over 200%
- VVF license does not allow add-on distributed firewall functionality (micro segmentation)
- Customers must subscribe to VCF to be able to add-on security features
- Many customers rely on micro segmentation as a critical part of their security compliance framework
- Moving away from VMware in the short term to be very difficult

**VMware Cloud Foundation (VCF) License**  
License to access the flagship hybrid cloud solution, tailored for large enterprises.

\$\$\$

**VMware vSphere Foundation (VVF) License**  
License to access enterprise-grade workload platform, geared towards mid-sized to smaller businesses.

\$

### •Eliminating third-party resellers to reduce channel margins... the slice of cash resellers take for distributing VMware services. (Approx \$650M)

- VMware informed their OEMs they will no longer accept quotes, new orders, new Enterprise License Agreements (ELAs), or renewals.
- Change affects major hardware vendors and long-time VMware partners such as HPE, Dell Technologies, and Lenovo
- Internal HPE Sales messaging – **“Changes affecting joint HPE & VMware solutions”** - link  
  - “DO NOT place new quotes, place new orders, and/or renew support contracts for VMware products into HPE ordering tools.”*

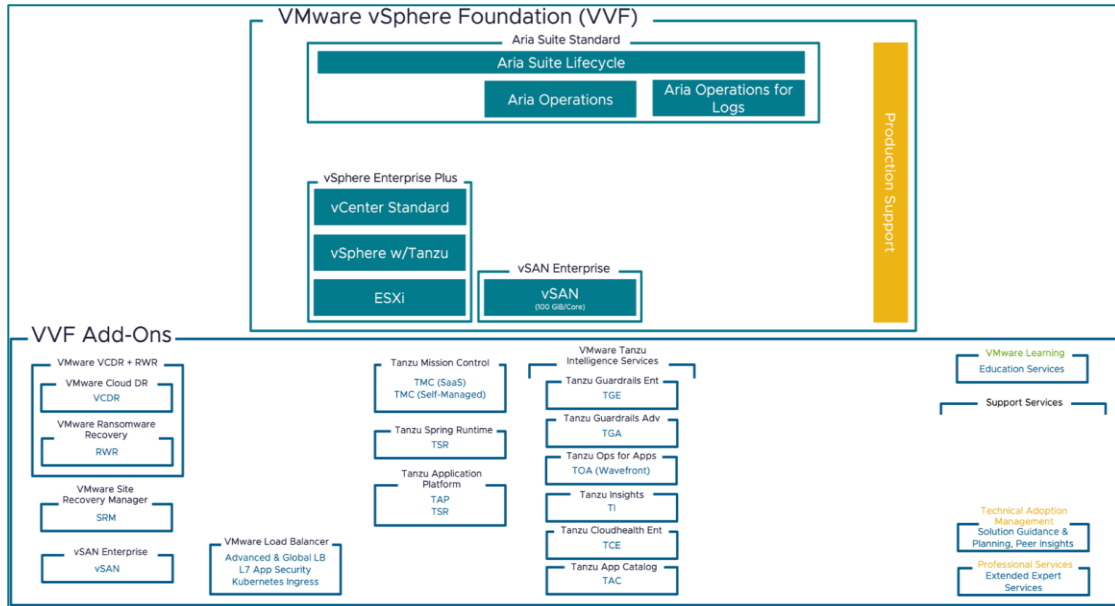
### •Shifting focus to the top 2000 global enterprise customers, and de-prioritizing small/mid-sized customers.

- Small/mid-sized customers are being priced out – BC avoiding the cost of servicing smaller customers.  
  - \* *“They want big customers, and they want to make as much money as they can from big customers all day long.”*



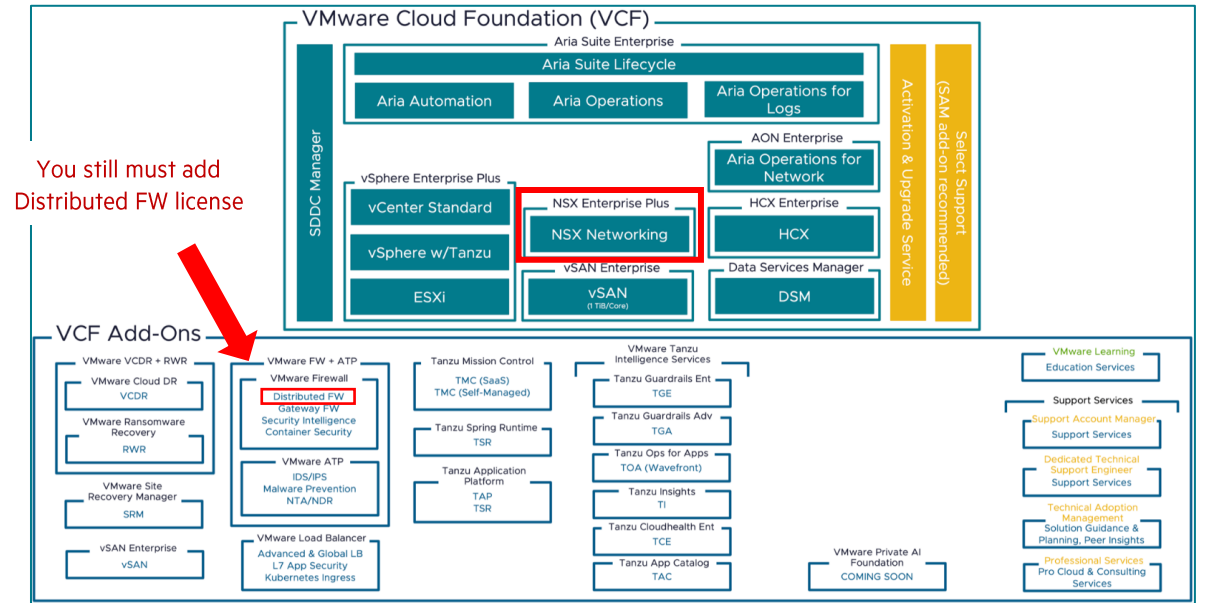
# VMware VVF and VCF Architectural Comparison

## VMware vSphere Foundation (VVF)



Where is NSX?!

## VMware Cloud Foundation (VCF)



You still must add Distributed FW license

Forced to VCF, even if the other features are not needed/desired

# Optimize Your Licensing Costs Micro-segmentation

Deploy a new data center – **Greenfield deployment**

*VMware Cloud Foundation (VCF) + Distributed Firewall License*



*VMware vSphere Foundation (VVF) + CX10K (DSA)*



*Data based on a five-year TCO analysis for **greenfield** data center deployments of **500 servers per site, single socket 16 cores***

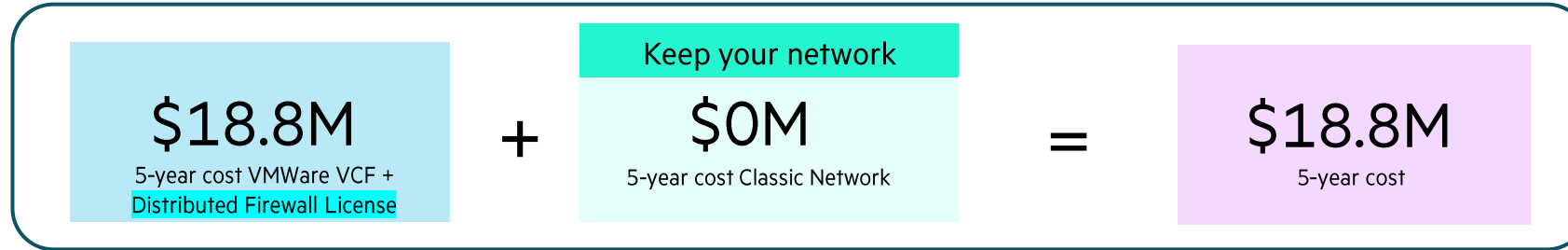
**HPE Aruba Networking Distributed Services Architecture is 65% more cost-effective, DSA network pays for itself in 5 months and returns ~US\$2.6M to the yearly budget**



# Optimize Your Licensing Costs Micro-segmentation

Retrofit an existing data center – **Brownfield deployment**

*VMware Cloud Foundation (VCF) + Distributed Firewall License*



*VMware vSphere Foundation (VVF) + CX10K (DSA)*



Data based on a five-year TCO analysis for *brownfield* data center deployments of **500 servers per site, single socket 16 cores**

**HPE Aruba Networking Distributed Services Architecture is 63% more cost-effective, DSA network pays for itself in 8 months and returns ~US\$2.4M to the yearly budget**



# Optimize Your Licensing Costs Micro-segmentation

The network is free

VMware Cloud Foundation (VCF) + Distributed Firewall License



VMware Cloud Foundation (VCF) + CX10K (DSA)



Data based on a five-year TCO analysis for *brownfield* data center deployments of **500 servers per site, single socket 16 cores**

Eliminating the need for distributed firewall license saves \$3.2M over 5 years,  
**twice the cost of the network**





# HPE Aruba CX 10000 vs. Agent-based Firewall, Security (e.g., VMware NSX)



HPE Aruba CX 10000 Distributed Services Switch	Design and TCO Considerations	Virtualized software security agent
Security/network services embedded into network fabric	<b>Architecture</b>	Software-agents deployed across 100-1,000's servers
✓ Distributed E-W Firewall, Microseg, NAT, IPsec	<b>Security functionally</b>	✓ Distributed E-W Firewall, Microseg, IDS
<b>None</b> - DPU based acceleration	<b>Impact on servers</b>	<b>High</b> - 20-30% CPU Tax
✓ 800G Stateful Firewall	<b>Performance</b>	○ Limited to server CPU/NIC
<b>Low</b> - up to 65% less when compared to software-agents	<b>Overall TCO</b>	<b>High</b> – based on costly, annual server licensing subscriptions
Simple integration into any virtual, bare metal or brownfield DC	<b>Deployment flexibility</b>	Hypervisor dependent, admin complexity for brownfield DC



# Leverage the VMware Disruption in Your Favor!

## What You Should Know

- **HPE-Aruba's Distributed Services Architecture (DSA) allows advanced services to be embedded directly into the network.**
- **Customers can stay with VMware's lower-cost VVF option while moving micro segmentation to the network!**
  - ✓ DSA has dramatically better performance at half the cost.
  - ✓ DSA does NOT require agents to be run per server/VM
  - ✓ DSA reduces the need for other expensive "bolt-on" services (firewall hair pinning)
  - ✓ DSA will simplify the overall DCN architecture

**Customers are looking for alternatives and they want to hear from you.**

SI customer... When asked what they are hearing from their customers...

*"This topic is top of mind, every customer is concerned and looking for alternatives."*

# Leverage the VMware Disruption in Your Favor!

**Who  
should  
you talk  
to?**

## **Customer profile:** Any customer running VMware

- **Small to mid-sized companies are most affected by these changes.**
- Larger customers may require some of the functionality in the VCF package, so the cost savings maybe less in those cases.
- Regardless of the cost savings, lessening dependencies on VMware has become a well received talking point

## **Optimal customer point of contact:**

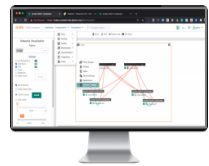
- Titles: CIO, CTO, CISO, VP of infrastructure/networking, Data center architect/admin
- A few more ideas: CFO, VP/Director of Procurement

**Ask, “How have the recent changes in VMware licensing affected your operations?”**



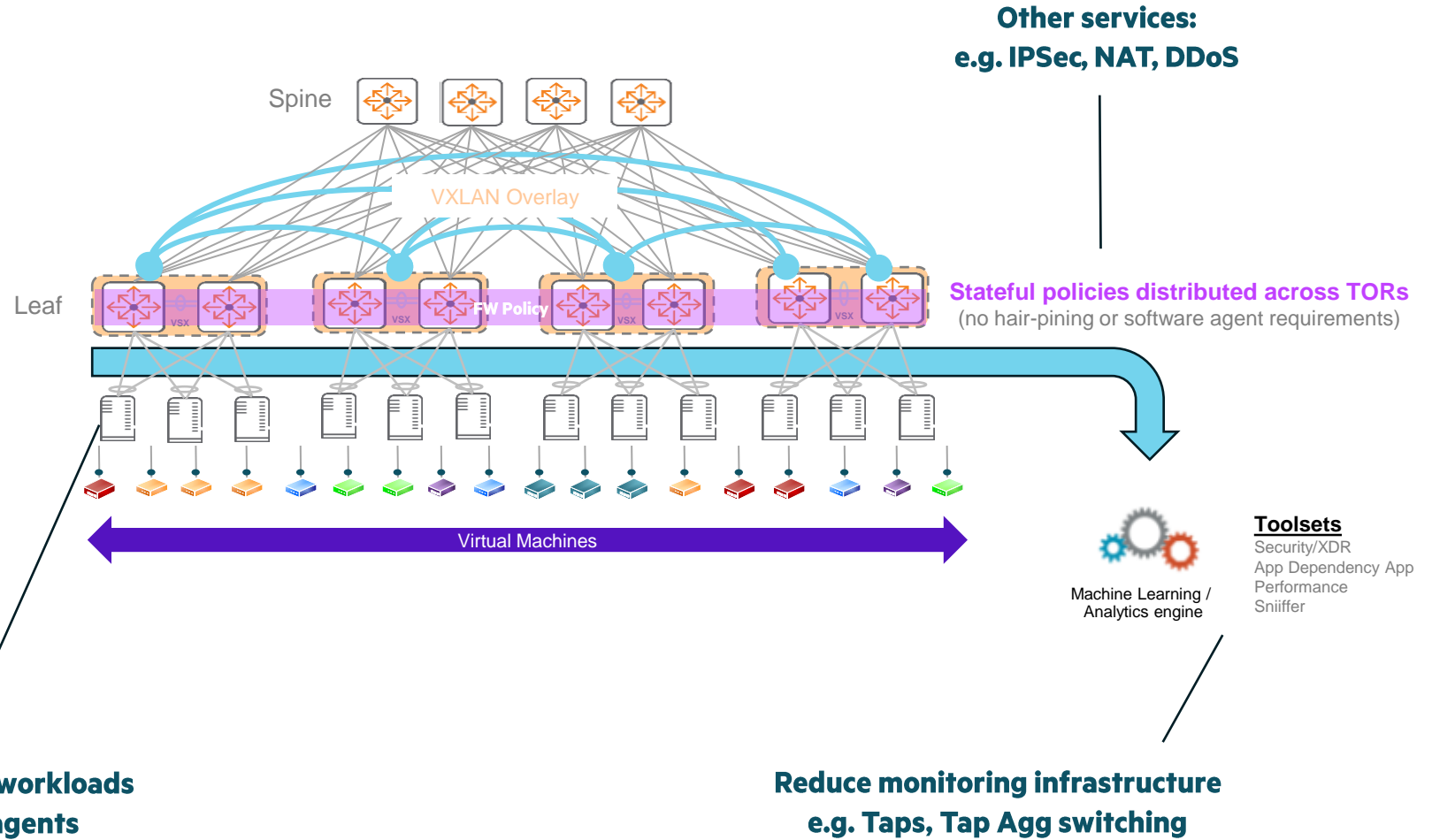
# Where can help optimize?

**Streamline operations**



Automate deployments  
Maintain, monitor & optimize

**Optimize server workloads**  
e.g. Reduce agents



# “Secure Network Fabric” Solution

## Results:

### Optimized footprint

- Up to **83%** reduction in data center network security infrastructure footprint

### Accelerated onboarding

- **>60%** reduction in time to onboard/migrate customer Workloads

### Secure workloads

- **>70%** increase in workload security posture

### Simplified operations

- Up to **30%** increase in telemetry data visibility and **>50%** reduction in operational efforts

## Benefits:

### Reduced cost

- Reduces physical data center devices by 45% to 50% and lowers costs associated with space, cooling and power requirements.

### Automation at the core

- 100% configuration and security policies deployment through a fully integrated orchestrator.

### Simplified operations

- Greater visibility, centralized control and integration with data-driven intelligent automation platforms.

### High performance with uncompromised security

- 10x better performance with tighter security controls and policies.



# Questions

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# Resources

For YOU



## SalesEdge

- [Aruba Data Center Networking WinBook](#)

**Aruba Data Center Networking (DCN) WinBook**

Aruba's data center solutions help simplify IT operations, accelerate service delivery, and streamline IT deployment. These outcomes are achieved with:

- New orchestration software for Aruba CX switches that bring a cloud-like-operations to the data center edge
- New Aruba CX switch models designed for flexible, right-sized, cloud-managed switch options
- New pre-engineered HPE and partner solutions that integrate compute, storage, and networking infrastructure

Below you will find the key, strategic assets you need to understand and sell Aruba Data Center Networking.

[Conversation Prep](#) [Share with Customers](#) [Sales Training](#) [Demos](#) [Support Services](#)

Share with CUSTOMERS



## arubanetworks.com

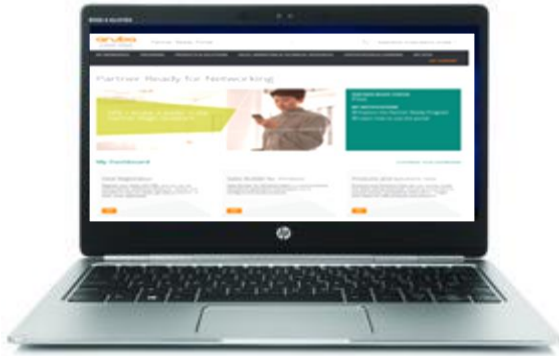
- [Modern data center networking](#)



## YouTube

- [4th Generation Data Center Fabric \(4 mins\)](#)
- [4th Generation Data Center Fabric \(10 mins\)](#)

# RESOURCES



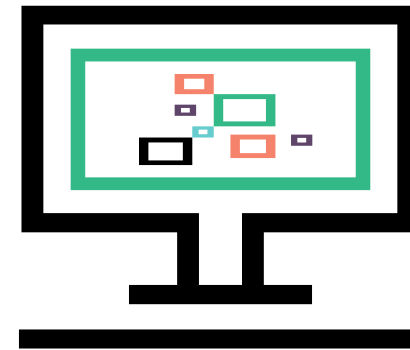
Partner Ready for Networking portal  
([Click here](#))



Channel Account Managers (CAMs)  
Regional channel support



My Learning / The Learning Center  
([Click here](#))



Arubapedia for Partners  
([Click here](#))







**Thank You**

