“Trust, not features, is the real deficit”: VMware tries to appease SMBs

For many small-to-medium-sized businesses (SMBs), VMware has become too expensive.

Broadcom’s acquisition of the virtualization firm brought the end of perpetual license sales and the arrival of pricey, stacked, subscription-based bundles that priced out many SMBs.

The most obvious is VMware Cloud Foundation (VCF), VMware’s flagship private cloud bundle that has been Broadcom’s primary focus since taking over VMware. Many SMBs find that VCF is unaffordable and stuffed with unnecessary offerings. However, numerous customers have reported online that VMware sales representatives have still pushed them toward VCF, with some claiming that sales reps have told them that the lower-priced edition of VMware’s virtualization platform, vSphere Standard, was no longer available.

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