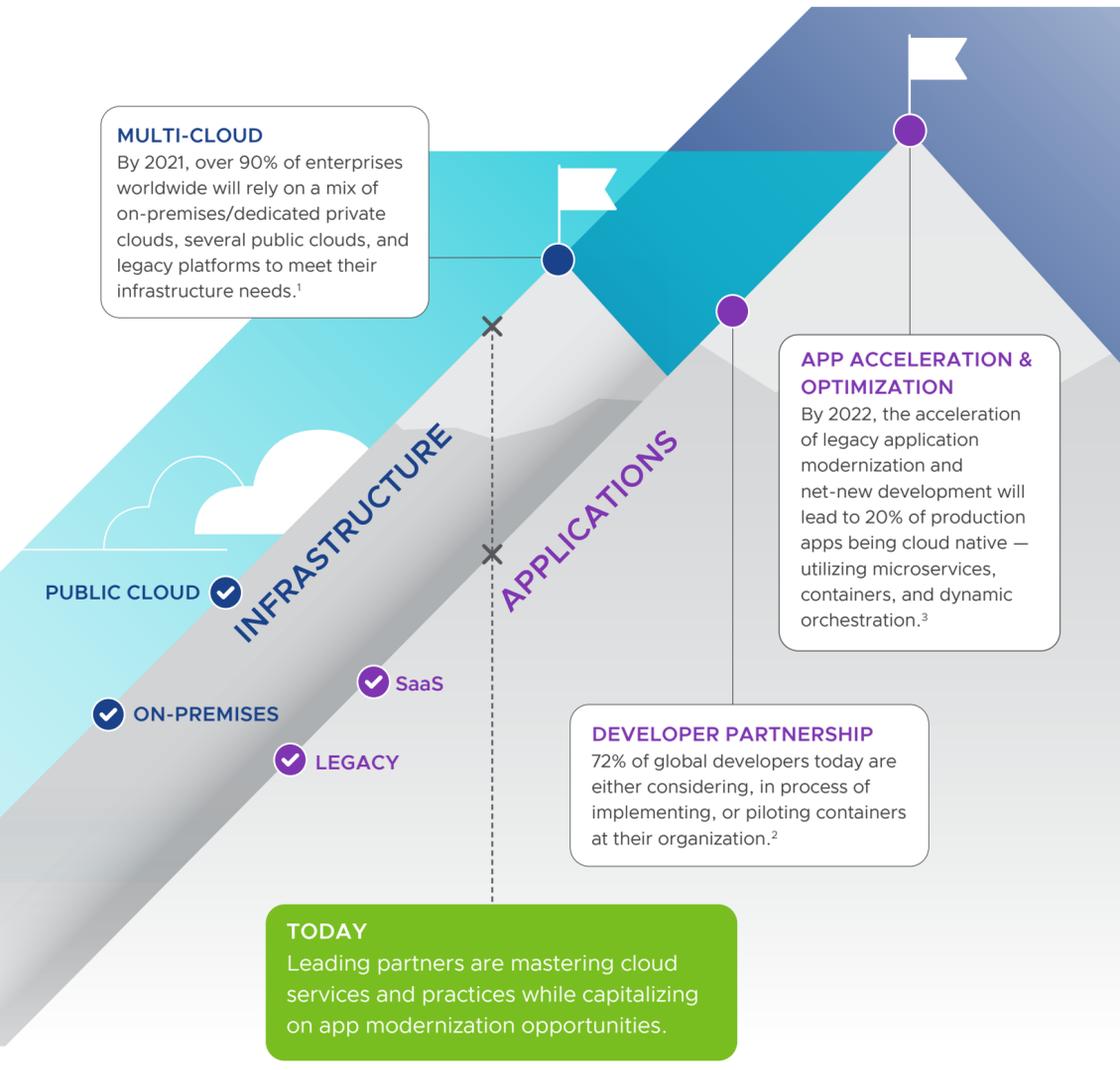


# Key Insights and Opportunities for Partners

Learn where your peers are focused and how you can prioritize your next steps

Increasingly complex customer journeys require partner investment in **multiple focus areas**



## INFRASTRUCTURE

45% of partners cite customers' top challenges when migrating to cloud are around internal skills gaps.<sup>4</sup>

CIOs rank #1 most effective solution to chronic talent shortage as developing strong outsourcing relationships<sup>5</sup>



But, partners can't help enterprises meet their needs because less than half (45%) of customers have a fully optimized cloud business<sup>4</sup>

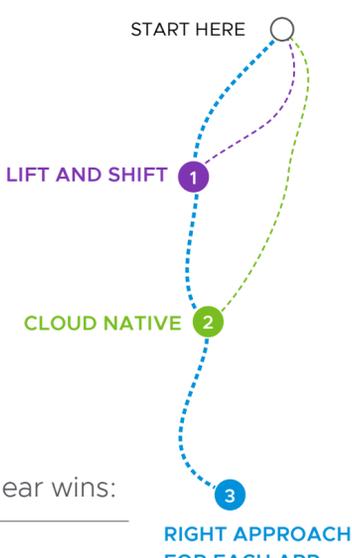
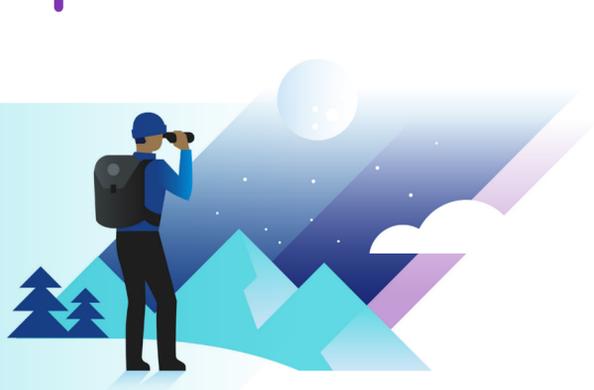
While most partners are investing in multi-cloud, is your organization grabbing the **right footholds?**

Most important steps to establishing multi-cloud practices, according to **highly profitable cloud partners**<sup>6</sup>

- Developing specific offering packages around a vendor technology
- Hiring new / experienced technical talent
- Investment in specific training and education
- Establishing a separate sales and business unit
- Attending vendor events and training sessions to learn about technology

## APPLICATIONS

Leverage **cloud and app migration services** successes to fund and build expertise in cloud native



Prioritize these **app modernization routes** for clear wins:

### Lift and shift

49% of highly profitable partners' applications practices focus on migrating legacy apps<sup>6</sup>

**Take advantage today:** Remember one-time app migrations are *not* a recurring, strategic engagement.

### Cloud native

Partners cite cloud native customer needs are nearly as common as rewriting and replatforming today<sup>6</sup>

**Capitalize on customers' increasing investment:** 74% of IT executives plan to invest significantly in their application portfolio over the next three years.<sup>8</sup>

### Right approach for each app

81% of IT executives cite that matching the best platform to each application is a major challenge<sup>7</sup>

**Use the revenue from lift & shift to fund development in cloud-native expertise:** A diverse, innovative application practice enables partners to be an objective authority for solving their customers' app challenges.

### Top partner actions when establishing an app modernization practice<sup>6</sup>

1. Hire new/experienced technical talent
2. Customize compensation/incentive plans for sales and technical staff
3. Develop specific offering packages around a vendor technology
4. Secure additional funding specifically to grow the practice
5. Invest in specific training and education



1. IDC, FutureScape: Worldwide Cloud 2020 Predictions, Doc # US44636519, October 2019  
 2. IDC, PaaSView and the Developer 2019: Worldwide Banner Tables, Doc # US45567619, October 2019  
 3. IDC, FutureScape: Worldwide Developer and DevOps 2020 Predictions, Doc # US44640719, October 2019  
 4. VMware, "Global SISO & Alliance Executive Summit Post-Event Survey," N=30, 2019  
 5. Forbes Insights, "The CIO Of 2025: Driving Fundamental Enterprise Change," EMEA CIOs, 16% rank "develop strong outsourcing relationships" and as the best approach to counter technical talent shortage, N=252, 2019.  
 6. ESG custom research, Partner Multi-cloud, Modern App, and Security Sentiment Survey, Commissioned by VMware, Feb 2020  
 7. Forrester Consulting on behalf of VMware, "Improving Customer Experience And Revenue Starts With The App Portfolio", N=303 Senior-most IT decision maker in the firm (e.g., CIO, CTO); Top Two Box, "Very Challenging, Extremely Challenging" selected  
 8. Forrester Consulting on behalf of VMware, "Improving Customer Experience And Revenue Starts With The App Portfolio", N=303 Senior-most IT decision maker in the firm (e.g., CIO, CTO); Top Two Box, "Moderately Agree, Strongly Agree" selected