

VMware Technical Account Management Services enable organizations to accelerate and maximize the value of their VMware investments

VMware Technical Account Management Services enable organizations to maximize and accelerate the value from their VMware investments through industry-specific strategic guidance, best practices, advocacy, and peer insights. This results in better alignment between IT and the business, yielding cost savings, productivity savings, and fewer instances of business disruption.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed 13 representatives with experience using VMware Technical Account Management Services. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single [composite organization](#) — an industry-agnostic organization with revenue of \$10 billion per year.

INVESTMENT DRIVERS

The interviewed companies looked to VMware Technical Account Management Services due to the following challenges:

- **Time-to-market for VMware-adjacent strategic projects.** Interviewees noted that several projects related to VMware investments, such as solution deployments and updates, data center migrations, consolidations, and setup, modernization efforts, and other strategic initiatives, often took longer than necessary due to suboptimal planning, direction, and/or execution.
- **A need to optimize infrastructure and license costs.** As organizations' application portfolios



ROI
531%



Net present value (NPV)
\$3.19M USD

expanded amid growth, the related virtual machine, infrastructure, and licensing cost to support this portfolio also increased. Infrastructure and licensing investments were often overprovisioned, resulting in extra cost initially and in the future to support and maintain these investments.

- **Unplanned business disruption.** Given the time and expertise limitations of the interviewees' organizations' IT administrators and operations teams, the resiliency of VMware-adjacent applications and infrastructure was often overlooked. This led to suboptimal performance, outages, and minor to major business disruption, representing significant cost.



READ THE FULL STUDY

VMWARE TECHNICAL ACCOUNT MANAGEMENT FEATURES:

- Enables a proactive, rather than reactive, approach to VMware solution management for IT organizations.
- Assists organizations in rightsizing and optimizing infrastructure, public cloud, and support costs adjacent to VMware solutions.
- Provides peer insights and best practices to instill confidence in current and future technology and strategic approaches.
- Offers a window into the work of VMware's product teams to foster a collaborative approach to feature and functionality requests.

Our TAM provides guidance and visibility into strategies that similar companies have followed and the best practices that they learned along the way. That's invaluable to us.

Director of IT infrastructure and cloud services, information management industry

KEY RESULTS

The interviewed organizations articulated the following quantitative benefits to Forrester:

[Benefit 1]. Improved infrastructure utilization by over 16%, saving hardware refresh and licensing costs valued at \$1.5 million.

- The composite organization saves an average of \$616,000 annually in global infrastructure refreshes, 80% of which is attributable to infrastructure planning and consolidation activities led by the TAM.

[Benefit 2]. Increased IT project velocity by 33% and associated productivity savings of nearly \$1.3 million.

- Working with a TAM shortens IT project timeframes through TAM-led strategic guidance,

industry expertise, and best practices gleaned through their TAMs, saving the composite organization nearly \$1.3 million over three years.

[Benefit 3]. Reduced impact of business disruption by 50%, or nearly \$1 million.

- TAM-led activities such as proactive health checks, technology roadmap planning, readiness assessments, best practices, and industry insights help the composite organization to avoid both major and minor business disruption events annually. This saves the organization more than \$391,000 annually in lost revenues and user productivity.

[Unquantified benefits]. The following benefits were articulated by VMware's customers, but not quantified for this report:

- **Access to VMware product teams and other resources.** TAMs serve as a conduit between organizations and product teams within VMware, enabling access to product roadmaps, additional product resources, and dialogue around product or functionality development.
- **Improved security posture.** TAMs can provide guidance around potential security vulnerabilities that need reinforcement or strengthening that may help organizations avoid security risk now and in the future.
- **Solution validation through ongoing technology planning.** TAM guidance goes beyond the day-to-day management of the VMware environment and expands into longer-term discussions about the future of the environment and strategies around solution management and readiness.
- **A powerful advocate within VMware.** Every interviewee described the relationship with their TAM as a true professional partnership that deepens over time.

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ Of VMware Technical Account Management Services,” a commissioned study conducted by Forrester Consulting on behalf of VMware, July 2022.

STUDY FINDINGS

Forrester interviewed 13 decision-makers at organizations with experience using the Technical Account Management Services and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- Improved infrastructure utilization by over 16%, saving hardware refresh and licensing costs valued at \$1.5 million.
- Increased IT project velocity by 33% and associated productivity savings of nearly \$1.3 million.
- Reduced impact of business disruption by 50%, or nearly \$1 million.



Return on investment (ROI)

531%



Net present value (NPV)

\$3.19M USD

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.¹

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by VMware and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in VMware Technical Account Management Services.
- VMware reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester’s findings or obscure the meaning.
- VMware provided the customer names for the interview(s) but did not participate in the interviews.

ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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