

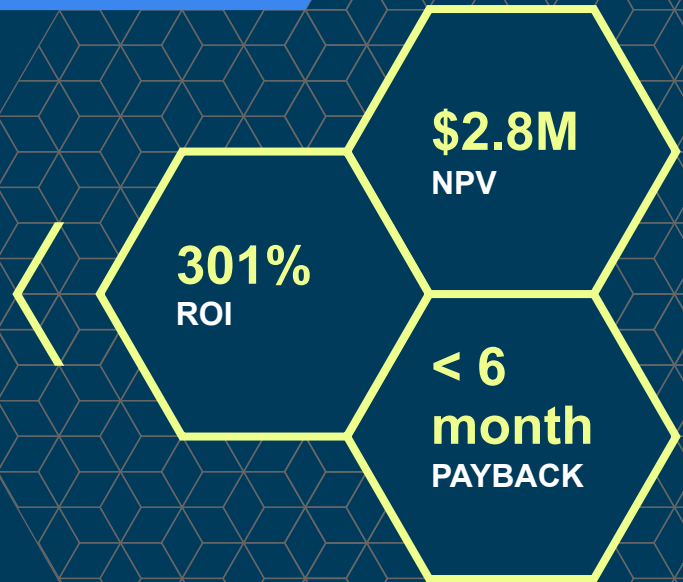
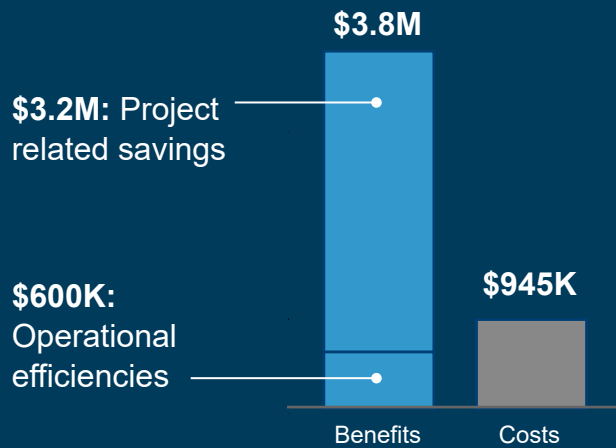
The Total Economic Impact™ Of VMware Technical Account Manager (TAM) Service

FORRESTER®

Through in-depth customer interviews and data aggregation, Forrester concluded that VMware TAM has the following three-year financial impact.

FINANCIAL SUMMARY

Three-year risk-adjusted



KEY BENEFITS OF VMWARE TAM



\$2.5 million

Total CapEx savings (present value)



10%

VMware-related internal effort reduction



Unquantified benefits

- Better access to VMware resources
- Better strategic planning
- Better VMware solution utilization and performance

VOICE OF THE CUSTOMER

“We were going down a rabbit hole because of our mentality and past experiences. Our TAM kept us from continuing down the wrong path which saved us time and money.”
Cloud team manager, technology

“Our TAM gets us access to senior level managers at VMware when we are having problems or need changes to a product. We would otherwise not have access to them.”
Sr. manager, telecom

“My TAM provides me ongoing guidance on what we have to do from a technology perspective to achieve our business objectives. The VMware TAM service has paid for itself many times over.”
Datacenter manager, airline