GUIDE

Navigating private cloud after the **Broadcom partner changes**

A practical guide for VMware customers in Europe

advania

The tech company
with people at heart

What happened

On January 26, 2026, Broadcom confirmed it would not renew VMware Cloud Service Provider partner contracts in the Broadcom Advantage Partner Program for a large number of providers in Europe, moving to a smaller, invite-only set of retained partners. [1] [2] [3]

In addition, Broadcom has discontinued the VCSP white-label program. If your provider was affected, this change has likely already been communicated. [4] [5]
The timeline is specific:

Note: This timeline reflects the information available at the time of writing. Dates and milestones may change as plans evolve. We recommend that you double-check key dates with official sources as the year progresses.

26 January 2026:
Partner contracts not renewed

31 March 2026:
Deadline for partners to close open opportunities

31 March 2027:
Many existing VCSP hosting agreements reach end-of-term

From April 2027:
All workloads must be transitioned to authorized platforms

While the transition may raise questions about existing investments, Broadcom's approach aligns with a broader market shift that was already underway: private cloud, to compete with public cloud, needs to be delivered by providers with the operational depth to make it work. Broadcom is consolidating around regional partners who can deliver VCF as a complete platform, not as a licensing pass-through.

The question for customers isn't whether this strategy makes sense for Broadcom.
The question is what it means for you.

[1] The Register coverage of Broadcom VCSP changes (31 Jan 2026).
[2] SDxCentral: Broadcom ends VCSP program / partner consolidation (2 Feb 2026).
[3] ShapeBlue write-up quoting partner notice text (re: non-renewal after 26 Jan 2026).
[4] RCP Magazine summary mentioning VCSP White Label sunset (30 Sep 2025).
[5] Otava VCSP Transition FAQ referencing White Label sunset timeline.

Where the market is headed

Regardless of what you decide about VMware, the market is moving in a clear direction.

In 2026, cloud strategy is being rewritten around cost discipline and sovereignty. Organizations are actively rebalancing where workloads run: Flexera's State of the Cloud reporting found 21% of cloud workloads have been repatriated from public cloud back to on-prem or private environments, even while overall cloud use continues to grow. [6]

At the same time, sovereignty has moved from a compliance detail to a procurement driver in Western Europe. Gartner reports that 61% of CIOs and IT leaders will increase their reliance on local or regional cloud providers, and forecasts European sovereign cloud infrastructure services spending will more than triple from 2025 to 2027, a clear sign that it is now a strategic decision where workloads run and who controls them. [7] [8]

This is why "private cloud" is no longer synonymous with "on-prem": for many organizations, the most practical path is dedicated private cloud capacity hosted by a regional sovereign provider with modern platform operations.

The destination is a modern take on an old idea: a genuine private cloud – sovereign infrastructure with modern capabilities, predictable economics, and operational maturity. The organizations that move first will reduce both cost volatility and deadline risk.

[6] Flexera: State of the Cloud 2025 (repatriation + cost governance).
[7] Gartner press release (12 Nov 2025): geopolitics driving 61% of Western Europe CIOs toward local/regional cloud providers.
[8] DatacenterDynamics summary of Gartner forecast: European sovereign cloud infrastructure services spend to more than triple 2025–2027.

You're closer than you think

What often gets lost in the disruption: if you're already running VMware, you're not starting from zero.

VMware Cloud Foundation 9 is positioned as a full private cloud platform: integrated compute, storage, networking, security and operations, with automation and Kubernetes capabilities built into the stack. VCF 9 also expands the private cloud story into modern workloads, including reference architecture and an integrated approach to Private AI Foundation with Nvidia. [9] [10] [11]

Most VMware environments have historically been run as hypervisors, not as private clouds. The technology has been capable, but the operating model stopped at lifecycle management and tickets instead of self-service, policy, and automation. The gap is exactly where private cloud economics either work or collapse.

Re-platforming alternatives can be a valid strategy, but it typically means new tooling, new skills, and a multi-quarter migration program before you regain platform maturity. The point is not "never migrate". It's that, for many organizations, the shortest path to a modern private cloud starts with fully adopting what you already own.

Stability now

The April 2027 transition milestone creates urgency. But urgency shouldn't mean rushing into a multi-year re-platforming project while your current environment goes unsupported and under-developed. The real risk isn't the wrong long-term decision, it's indecision while the clock runs down.

Advania retained VMware Cloud Service Provider status in the Broadcom Advantage Partner Program. In practical terms, that means a supported path exists now for customers affected by the VCSP consolidation. License continuity, support alignment, and a platform operation model that matches Broadcom's direction of travel (fewer providers delivering the full platform outcome, not pass-through licensing). [12]

Advania Sweden also recently achieved NVIDIA Elite Partner status, recognizing our production deployments of Private AI on Cloud Foundation. So "private cloud with AI readiness" can be approached as an adoption path rather than a reseach project.

What this means for you: stability is available now, not after eighteen months of re- building internal VCF expertise or completing a re-platforming journey. If you're uncertain about your next steps, we can help you evaluate options without pressure. Our services are designed for exactly this transition.

[9] VMware blog: What's New in VMware Cloud Foundation 9.0 (17 Jun 2025).
[10] VMware product page: VMware Cloud Foundation
[11] VMware blog: Generative AI with VMware Private AI Foundation with NVIDIA on VCF 9.0 (17 Jun 2025).
[12] Advania: retained VMware Cloud Service Provider partner status (27 Jan 2026).

Where you might be

If you're an MSP whose white-label agreement has ended:
VCF as a Service provides the VCSP-backing you need to continue serving your customers. We handle licensing, support, and compliance. You maintain your customer relationships.

If you're a VMware customer weighing your options:
Advania Private Cloud offers consumption-based pricing on sovereign VCF infrastructure in Nordic datacenters. No long-term lock-in. Private AI built in. Your workloads have a home while you decide, or as your permanent solution.

If you're an enterprise looking for elastic private cloud capacity:
Advania Private Cloud can extend to your infrastructure. Supplement your existing environment with sovereign, on-demand resources. Run AI workloads without building the platform yourself.

If you're looking to modernize your existing VMware environment:
Accelerated VCF Adoption gets you to VCF 9 on your own infrastructure. We build the platform with you and hand it over production-ready.

Next steps

The deadline is real. So is the path to stability.

Navigating the Broadcom changes is only the first step. To assess which adoption path best supports your operational, financial and governance requirements, go ahead and explore our whitepaper **Advania Private Cloud Journey.**

If you want to talk through your situation, **we're here.**

Ready for Advania Private Cloud?

Advania is a VMware Cloud Service Provider in the Broadcom Advantage Partner Program. Advania Sverige AB is an NVIDIA Elite Partner, delivering VMware Cloud Foundation with Private AI across Northern Europe.

advania

The tech company
with people at heart