

VMware Reseller Transition FAQ

This document provides answers to frequently asked questions for VMware Resellers who are not continuing as authorized partners.

Updated July 15, 2025

General

Q: Why is Broadcom making a change to its partner ecosystem at this time?

A: Broadcom is evolving its partner strategy to work with a focused group of partners who are deeply invested in delivering customer success with VMware Cloud Foundation, as demonstrated by their historical performance levels, technical and other relevant expertise, and ability to make the investments necessary to offer customers the levels of service they expect and deserve.

Q: What will happen to terminated partners?

A: On July 15, a subset of partners in the EMEA region will be sent a termination notice via email giving them a 60 days' wind-down period of their VMware reseller authorization. Terminated partners will not be able to transact any new contracts or renewals beyond September 12, 2025.

Q: Can I contest the termination decision?

A: EEA partners who wish to contest their termination will have 30 days to share their business justification to remain an authorized VMware reseller by submitting the form linked in their letter. Broadcom will review submitted contested termination request and respond by September 5, 2025. Submitting a request does not guarantee reinstatement of your VMware reseller authorization.

Q: What will happen to my access to systems, locators, and portals regarding my VMware business?

A: As a terminated VMware reseller, access will be disabled on September 13, 2025.

Q: I am an authorized partner for another division of Broadcom, will those other authorizations be impacted by this decision?

A: No, this termination notice is specific to your authorization as a VMware reseller only.

Q: Can I still transact VMware solutions through a VAO or OEM?

A: No, VAO or OEM partners can only transact solutions with authorized resell partners.

Q: Can I transact through an authorized VMware reseller?

A: No, Broadcom does not allow three tier transactions between resell partners. In an approved multi-tier transaction, all partners in all tiers need to be authorized resellers and distributors in the program to transact.

Q: Does the termination decision of my VMware reseller authorization impact my ability to transact VMware solutions in other routes to markets?

A: No, the termination of your VMware reseller authorization does not impact your ability to transact VMware solutions in other routes to markets if you have existing authorizations to transact in those routes.

Q: Will the Broadcom Support Portal account privileges for terminated partners be removed after September 12, 2025?

A: If the partner was only a VMware reseller and is terminated, Broadcom will disable their partner account access but not their basic OKTA access. In this case, the terminated partner can still access the support portal, however, only if they have access to a particular site ID.

Customer Support

Q: What will happen to customers that were managed by a terminated partner? What options do customers of terminated partners have to maintain access to VMware solutions going forward?

A: Customers will work with their account team to select an authorized reseller for their VMware business. Broadcom is actively working to ensure a smooth transition for customers whose current partners may no longer be authorized to transact.

Q: Will customers still have access to their customer support portal if their partner was terminated?

A: Yes, customers will still have access to their customer support portal as the termination decision only impacts access to the terminated partner.

Can I still transact with my customer as a terminated partner?

A: No, terminated partners are not authorized to transact with customers.

Orders and Quotes

Q: What is the last day Broadcom will accept orders for a terminated VMware reseller partner in the EMEA regions?

A: All orders for terminated VMware resellers must be processed by Broadcom by 6PM CET September 12, 2025.

Q: What will happen to active approved deal registration under my account?

A: All active approved VMware deal registrations under your partner account will expire on September 12, 2025.

Q: What will happen to my active contracts with future billings on September 13, 2025?

A: Partners are responsible for payment through the end of those active contracts.

Q: What is the guidance on in-flight quotes where the Terminated Partner has quoted? When do these in-flight quotes expire?

A: In flight quotes for terminated partners must be submitted to order and processed by Broadcom by 6PM CET September 12, 2025. Any quotes not submitted by this time will expire.

Public Sector –

Q: If I received a termination notice, can I still submit RFPs in Public Sector?

A: The order cutoff deadline for terminated partners is September 12, 2025. No exceptions will be made for late orders. Partners should understand the customers purchase timeline before submitting an RFP response.

Q: If I received a termination notice, can I still submit RFQs in Public Sector?

A: The order cutoff deadline for terminated partners is September 12, 2025. No exceptions will be made for late orders. Partners should understand the customers purchase timeline before submitting an RFQ response.

Q: If I responded to an RFP and was awarded the same during the 60-day notice period, can I still fulfill the obligation?

A: Yes, the terminated partner can fulfill the specific business that the RFP was submitted and awarded for. All RFP's must have been submitted before September 12, 2025.

Support & Resources

For additional guidance regarding the termination decision or specific transactions, please contact your Partner Business Manager or the [Partner HelpDesk](#) or visit link on the partner portal for future FAQ.

