

# Upgrade to VMware vSphere+




Switch to a VMware vSphere+™ subscription and supercharge your VMware vSphere® environment.

- Supercharge productivity with admin services.
- Accelerate innovation with developer services.
- Transform on-premises infrastructure with cloud integration.



Streamlined OpEx consumption  
Pay-as-you-grow subscription

## Customer benefits

-  **Do things faster with new cloud services** – Leverage the VMware Cloud Console to quickly assess needs, better provision virtual machines, and expedite virtual-machine upgrades.
-  **Simplify management and administration** – Consolidate all VMware vCenter® instances to the VMware Cloud Console for a 360-degree view into the entire vSphere estate.
-  **Enjoy similar pricing as support renewal** – Leverage new capabilities and ongoing updates that simplify operations for expanding infrastructure needs—all with no need to reinstall.

## Target audience



**Primary:**  
IT Infrastructure Leaders (Managers, Directors, VPs)



**Secondary:**  
IT Architect, IT Admin, Application Developer, DevOps Manager

## Ideal customer



New, greenfield or existing vSphere customers who need to renew licenses or who are reaching end of service for older editions

## Customer success stories

- [VMware vSphere+ Sparks Lexmark's Multi-Cloud Transformation](#)
- [East London NHS Foundation Trust Closes the Gap Between Technology and the Point of Care](#)



“We use vSphere+ to help reduce complexity—now I don’t have to stand up separate teams for each environment. I can have a holistic team that manages all these infrastructures as one.”

—Vishal Gupta, Global CIO and CTO, Lexmark

# Qualify the customer

## Customer challenges

- **Sluggish innovation and operations**
  - Challenges in responding quickly to changing demands
  - Slow app development and time to market
  - On-premises workloads lacking cloud benefits
- **Complex management and administration**
  - Fragmented infrastructure
  - Poor visibility and control across different locations
  - Complicated license key management
  - Unclear if security has been addressed across the IT estate
- **Budget constraints and rising costs**
  - Difficulty justifying CapEx purchases
  - Costly and disruptive infrastructure maintenance

## Discovery questions

- How many instances of vCenter do you run and what are your on-premises infrastructure plans?
- How much time and money could you save on operations if you had a centralized view of your vSphere infrastructure and the ability to lifecycle manage all vCenter instances from a single location?
- Do your developers deploy and manage container-based workloads? How are they managed?
- What is your process for updating and patching?
- How do you manage your license keys?

## Cross-sell discovery questions

- What are your plans for moving workloads to the cloud?
- What are your plans around refreshing hardware (server and storage)?

## Objection handling



### Objection: Why should I upgrade to vSphere+?

**Response:** vSphere+ provides more value and includes the most up-to-date version of vSphere. You no longer need to purchase vCenter separately, and you can deploy as many instances as you need. Additionally, VMware will add new cloud services in the future, and subscribers will get access to them more quickly than nonsubscribers.



### Objection: Lifecycling vCenter is not a pain point for us.

**Response:** Lifecycling and reporting from a central location is only one capability of vSphere+. You'll also streamline platform management with integrated logging, registry, monitoring, ingress and more, plus increase security and governance of your Kubernetes clusters. And you can activate add-on hybrid cloud services that expedite disaster recovery, ransomware protection, capacity planning and more.



### Objection: We like what we are seeing with vSphere+, but we don't want to go all-in yet.

**Response:** You can convert an entire instance of vCenter and its vSphere hosts to vSphere+ so that there are no perpetual licenses in that instance of vCenter. That said, if you do this, you will need to run separate instances of vCenter to manage the environments separately.

## Next steps



Contact vSphere customers and promote vSphere+ instead of SNS renewal.

Register deal with VMware to take advantage of opportunity discount.

Quote vSphere+ subscription based on infrastructure needs.

Cross-sell additional VMware solutions and services.

Follow up in 9 to 12 months for additional footprint or XSUS conversation.