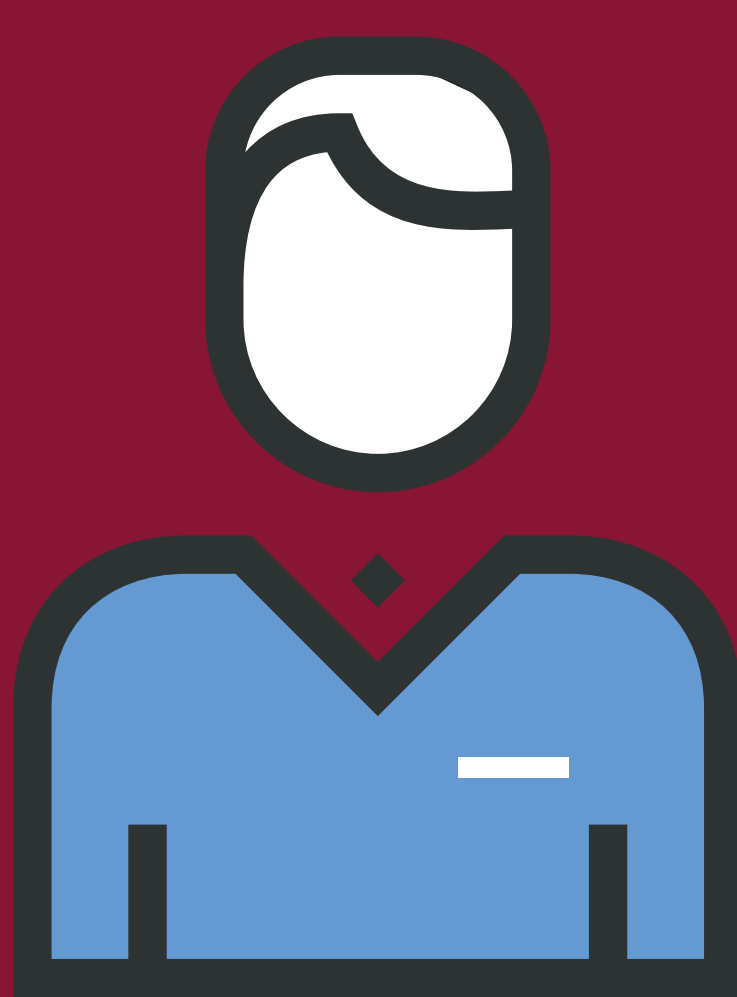
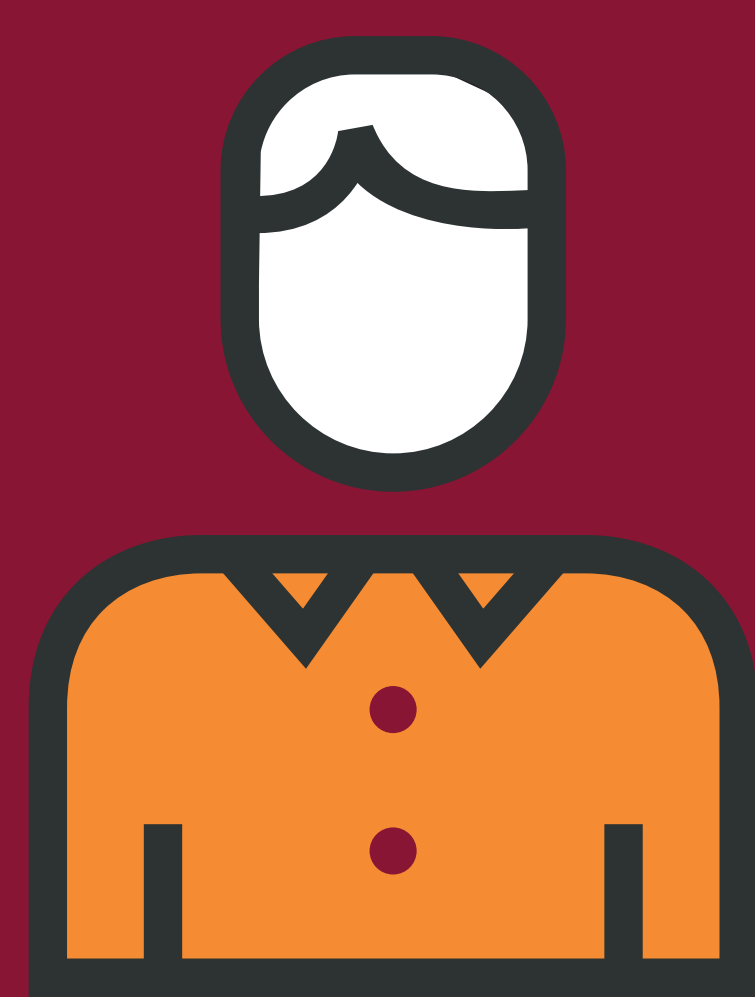


# WHICH TYPE OF VMWARE CUSTOMER ARE YOU?



**NON-ELA CUSTOMER**

Interested in the advantages that a VMware ELA (Enterprise License Agreement) can bring to your organization? See for yourself.



**ELA CUSTOMER**

## NUMBER OF LICENSES TO MANAGE



Technically, unlimited. Typical enterprises have 25-50 licenses that must be managed individually.



**ONE**

## EASE OF ADDING EXTRA LICENSES

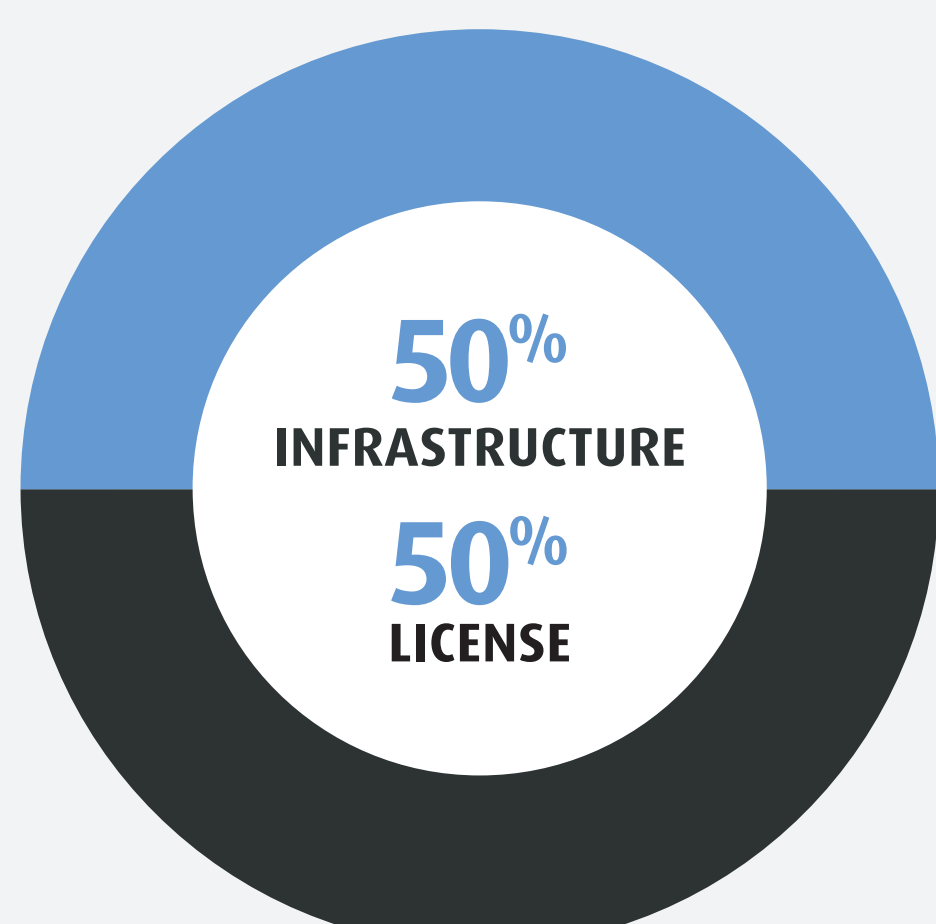


**Complicated and Time Consuming**  
Each license has its own contract, terms and conditions, and expiration date. Procurement delays often add weeks to the process.

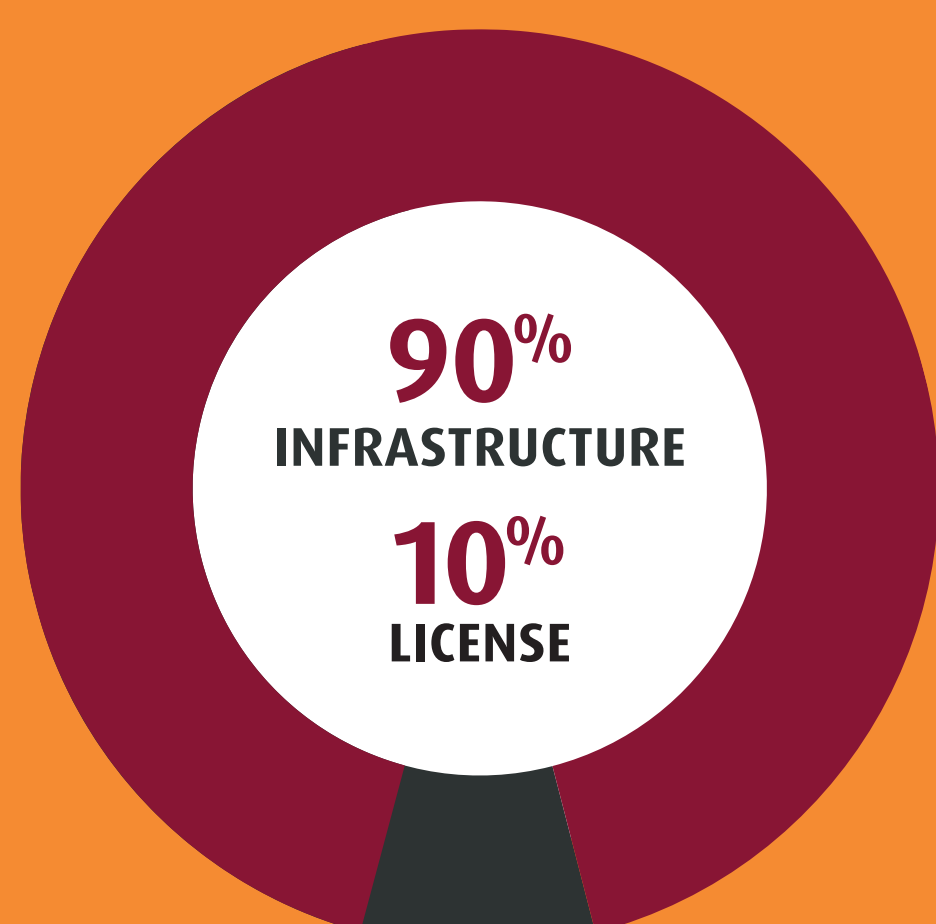


**Simple and Fast**  
New licenses can be activated (often using tokens) and added to an existing contract—which has one expiration date—in minutes.

## TIME SPENT MANAGING INFRASTRUCTURE VS. LICENSES (estimated)\*



Significantly less time dedicated to managing the infrastructure due to contract/license management requirements.



With an ELA, the majority of time can be spent optimizing your VMware infrastructure and meeting the needs of the business.

\*Time estimate based on previous Softchoice experience working with hundreds of VMware customers.

## EXAMPLE COST COMPARISON

Customer currently has 50 hosts (2 CPUs each) with 100 vSphere Enterprise and vCenter licenses as well as support costs. Customer is looking to manage virtual machines with vRealize Suite and has plans to expand to VSAN within the next 3 years.

### Year One - \$444,800

Cost for 100 new vRealize licenses and one year of support

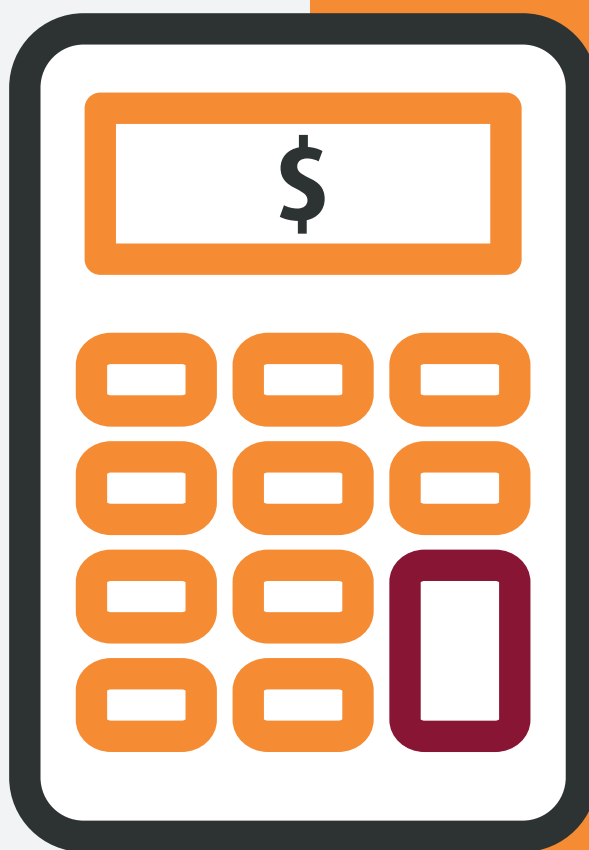
### Year Two - \$158,300

Price for an additional year of support for existing licenses

### Year Three - \$209,740

Cost for 10 new licenses of VSAN and one year of support

**Total Costs: \$812,840**



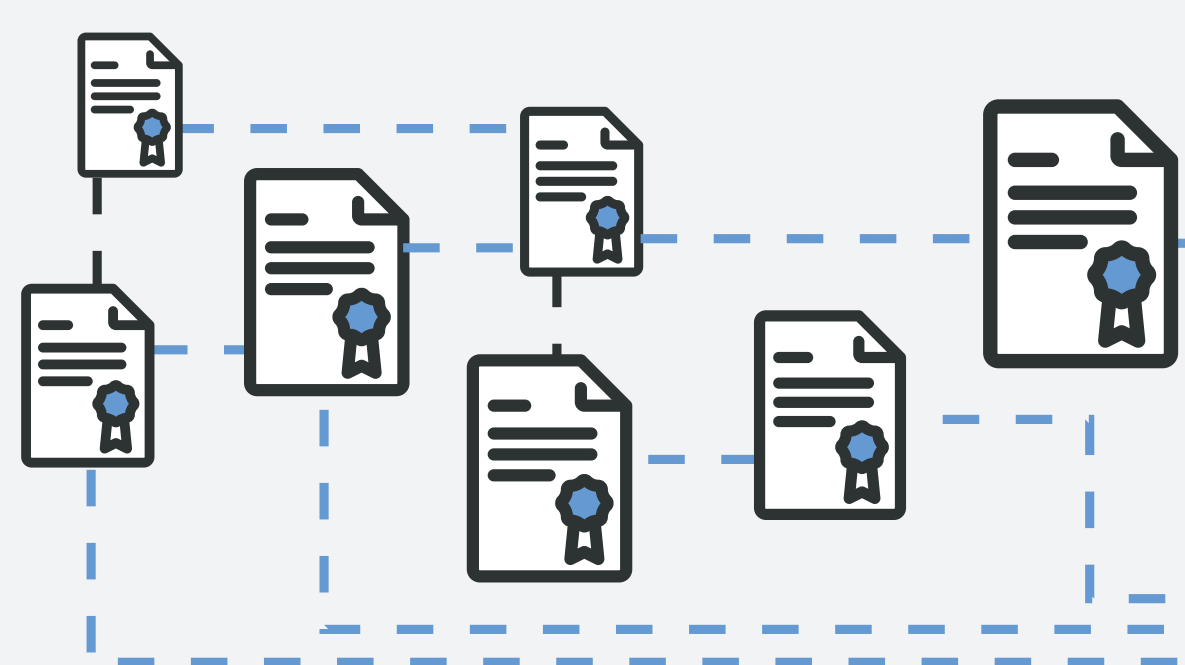
### Year One - \$650,000

(Customer signs three-year ELA. Costs are paid upfront in year one.)  
Price includes:

- ✓ Three years of support on existing software
- ✓ 100 new vRealize licenses with three years of support
- ✓ Tokens to deploy 10 new VSAN licenses over next three years

**Total Costs: \$650,000**

## AUDIT RISK

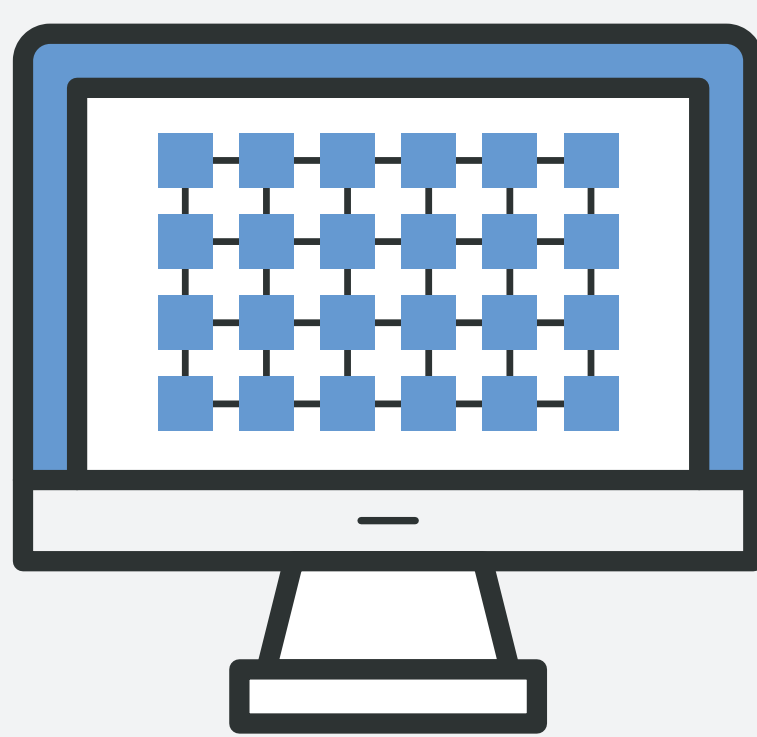


Extensive due to multiple licenses and contracts to review.



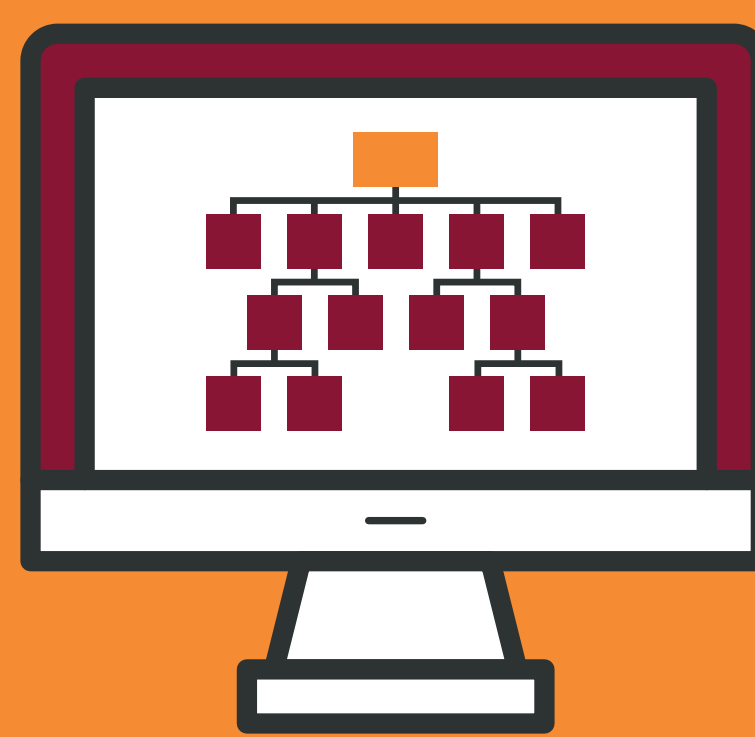
Minimal due to single license used in ELA.

## CENTRALIZED MANAGEMENT



**No**

Depending on the organizational structure, individual LOBs or divisions can purchase and manage separate licenses and installations.



**Yes**

Super users can be identified to manage overall solution and determine where separate installations are deployed across an enterprise.

## Make the most of your VMware solution with Softchoice.

As one of VMware's largest premier corporate resellers, Softchoice is the smart choice for helping your organization get the most out of its enterprise license agreement (ELA). With solutions from desktop to cloud, we are committed to deliver the industry-leading consultation and partnership you need to reduce costs and improve productivity and agility across your enterprise implementation.



**Enterprise Contract Experts**

20+ years of Enterprise Contract Management experience to help structure an ELA that works best for your organization.



**Software Asset Management (SAM)**

Complete SAM consulting and gap analysis to ensure complete governance and compliance protection.



**Renewal Strategy & Process**

Work closely with our enterprise contract experts to successfully negotiate and deliver the infrastructure that meets the needs of your growing business.



**Solution Design, Delivery & Mentorship**

Take advantage of our highly skilled mentors and informative bootcamps, workshops and more to educate your team on the latest VMware products and innovations.



**VMware Technology Consultations**

Position your VMware implementation for success now and in the future with our intensive, top-to-bottom analysis of your licensing and infrastructure.

To learn more about VMware solutions, visit [vmware.softchoice.com](http://vmware.softchoice.com)

