

Broadcom Compete Partner Demand Center Resources

Whether VMware customers are looking to enhance their existing IT infrastructure strategy by adopting a dual-vendor approach, migrate to the cloud or migrate to a VMware alternative, Nutanix is the ideal choice.

Nutanix Cloud Platform seamlessly integrates infrastructure and management to enable smooth operations of data and apps across clouds. Our software-defined architecture adapts to various hardware and cloud options to provide consistent operations and data services across cloud, edge, and core environments.

Who to Target

VMware customers looking to:

- Diversify their VMware environment
- Transition from VMware
- Extend to the cloud

Broadcom Compete Sales Resources

Utilize the resources to position what Nutanix offers versus Broadcom to your customers, including the efficiency, simplicity, and flexibility of unified hybrid multicloud management.

Key Resources

- [Surge Account Mapping Tool](#)
- [Marketing Intelligence Report](#)
- [Access Sales Resource](#)

Broadcom Compete Demand Generation Resources

Demand Create [TOF]

- [Email Nurture](#)
- [Organic Social Syndication](#)
- [Organic Content Syndication](#)
- [Paid Content Syndication](#)
- [LinkedIn Advertising](#)
- [Digital Direct Mailer](#)
- [Demand Generation Kits](#)
- [Test Drive Partner Center](#)

Demand Capture [MOF]

- [Live event programs – Taste of Nutanix](#)
- [ABM Lead Accelerator](#)
- [Digital Meeting Makers](#)
- [3-Month Lead Accelerator](#)
- [Premium Mailer](#)
- [Event-in-a-Box Kits](#)
- [ABM Retargeting Program](#)

Demand Convert [BOF]

- [Customer Offers & Promotions](#)

Get started in the Partner Demand Center

To get started or get in touch with your Nutanix Channel Marketing Manager