

IT Market Insights: Two major players in the IT market, Broadcom and Salesforce, have been making waves. Broadcom’s acquisition of VMware triggered major licensing changes that are forcing customers to reevaluate their strategies or seek alternatives. Meanwhile, Salesforce is turning heads with its Summer ’25 Release, with a major acquisition and price increase due to rolling out AI-powered digital agents, industry-specific tools, and expanded integration across its cloud platforms. Below we explore both suppliers and what the changes mean for IT decision-makers.



July 2025

Broadcom VMWare Licensing Changes

Broadcom’s May 2025 VMware licensing overhaul is making serious waves—and not the gentle kind. Here's a breakdown of the **key changes** and what they mean for customers:

Tighter Compliance & Enforcement

- Mandatory compliance reports every 180 days: Miss the deadline, and by day 270, VMware functionality begins to degrade.
- All physical cores must be licensed, even if they're disabled or unused. This rule existed before, but Broadcom is now enforcing it more aggressively.
- Minimum core purchase has jumped from 16 to 72 cores, significantly raising costs for smaller environments.

Licensing Model Overhaul

- No à la carte licensing: You can’t license just vSphere or NSX anymore. Everything is bundled into VMware Cloud Foundation.
- No partial portability: VCF components are locked together. Want to move just one? You’ll need a new license.
- Perpetual licenses frozen at version 5.x: No patches, upgrades, or support unless you switch to a subscription.

Hosting & Cloud Restrictions

- Third-party hosting is prohibited under VCF licenses.
- Cloud workloads are restricted to approved providers: Azure VMware Solution, Google Cloud VMware Engine, and Oracle Cloud.

These changes are part of Broadcom’s broader strategy to streamline offerings and drive subscription revenue, but they’re hitting small and medium business and edge deployments especially hard. Many are now exploring alternatives like Nutanix, Red Hat or Hyper-V.

Salesforce Making Waves

Salesforce has **acquired Informatica** in an \$8 billion deal to strengthen its AI and data infrastructure capabilities. The acquisition was officially announced on **May 27, 2025**, after months of speculation and private discussions.

Key Details of the Acquisition

- **Purchase Price:** \$25 per share in cash for Informatica’s Class A and Class B-1 common stock.
- **Expected Impact:** Strengthens Salesforce’s Data Cloud, MuleSoft, and Tableau offerings, enabling autonomous AI agents to operate more effectively.
- **Closing Timeline:** The deal is expected to be finalized in **early fiscal year 2027** (beginning February 2026).

Salesforce CEO Marc Benioff described the acquisition as a “**transformational step**” in delivering enterprise-grade AI that is safe, responsible, and deeply integrated with data.

Salesforce Announces 6% List Price Increase:

Salesforce has announced a 6% increase in List pricing for its Enterprise and Unlimited Editions across Sales Cloud, Service Cloud, Field Service, and Industry Clouds, effective August 1st.

What’s Changing:

- Enterprise and Unlimited editions will see a 6% price hike.
- The new Agentforce add-on starts at \$125 per user/month.
- The all-in-one Agentforce 1 edition is priced at \$550 per user/month.
- Slack Business+ is increasing from \$12.50 to \$15 per user/month.

Salesforce is leaning into automation and digital agents in a big way, and this pricing shift reflects that strategic focus.



Fiscal Year Ends

Supplier	Fiscal Year End
Cisco	July 31, 2025
Nutanix	July 31, 2025
Palo Alto Networks	July 31, 2025
Accenture	August 31, 2025
Apple	September 27, 2025
Avaya	September 30, 2025
F5	September 30, 2025



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