



EXPERT
ADVANTAGE
PARTNER
PROGRAM

EBOOK

PROFESSIONAL SERVICES GUIDE FOR CUSTOMERS

Maximizing the Value of Your
Broadcom Investment

THE CHANNEL CO.

CRN

PARTNER PROGRAM GUIDE



WINNER 2025



The Advantage of Leveraging Professional Services

Broadcom solutions can help you reach your goals faster and more economically while improving business outcomes. But maybe you need some additional expertise to get you there.

Expert Advantage Partner Consultants can be critical to your digital transformation. Our Expert Partners are some of the world's greatest Broadcom solutions specialists who help customers achieve their desired business results.

[The Broadcom Partner INSIGHTS platform](#) is designed to help you learn more about our Partners' resources, including customer stories, technical articles, knowledge documents, and videos.

This guide is a compass in the digital transformation journey. It will connect you to the right Expert Advantage Partners who will accelerate your time-to-value and serve as trusted advisors.



Introducing our Expert Advantage Partners

The **Expert Advantage Program (EAP)** mobilizes an elite team of innovative and thought-leading consulting Partners to serve as Broadcom’s professional services extension. They help identify opportunities for growth, aligning our solutions to your outcomes. They then apply their expertise and knowledge to accelerate your business change.

Our Expert Advantage Partner Consultants are carefully selected from the industry’s most certified, experienced, and knowledgeable experts; you are connecting with the best of the best.

THEY PROVIDE

Strong technical and services capabilities. They carry numerous certifications, specializations and Broadcom Knights on staff.

Extensive experience in delivering value-based solutions.

Up-to-date industry knowledge. They stay current on the latest technology offerings, challenges, and compliance regulations.

Insights into product roadmaps and technical resources from our product management and professional services teams.

Decades of field experience to understand your particular needs for a tailored solution.

Creativity to work with your existing technology and to find the solutions that mesh to meet your critical goals.

Expertise in services implementation with unique access to our product, customer success, and leadership teams.

Ability to assess customer challenges and identify opportunities to exploit and risks to mitigate using Broadcom products.

Expertise to customize architectural designs and implementations that save time and money.

Unique knowledge of Broadcom’s product integrations and processes that improve customer outcomes.

When to Engage with Expert Advantage Partner Consultants

Our Partner Consultants have the expertise to help you overcome any roadblocks that jeopardize a successful implementation. They make sure you don't underutilize products or processes which could hamper future company growth.

Do any of these problems sound familiar?

- Rapid changes in technology affect our competitiveness.
- Our current software doesn't perform the way we need it to.
- We need more expertise to accelerate our time-to-value.
- We don't have the staff.
- There are important skills gaps in our IT team.
- We need to maximize our investments.
- We don't use our technology to create a competitive advantage.
- We have process inefficiencies because we are slow to adopt new tech.
- We need tools and expertise to combat competitive pressures.
- It's hard to keep up with compliance requirements and cybersecurity threats.

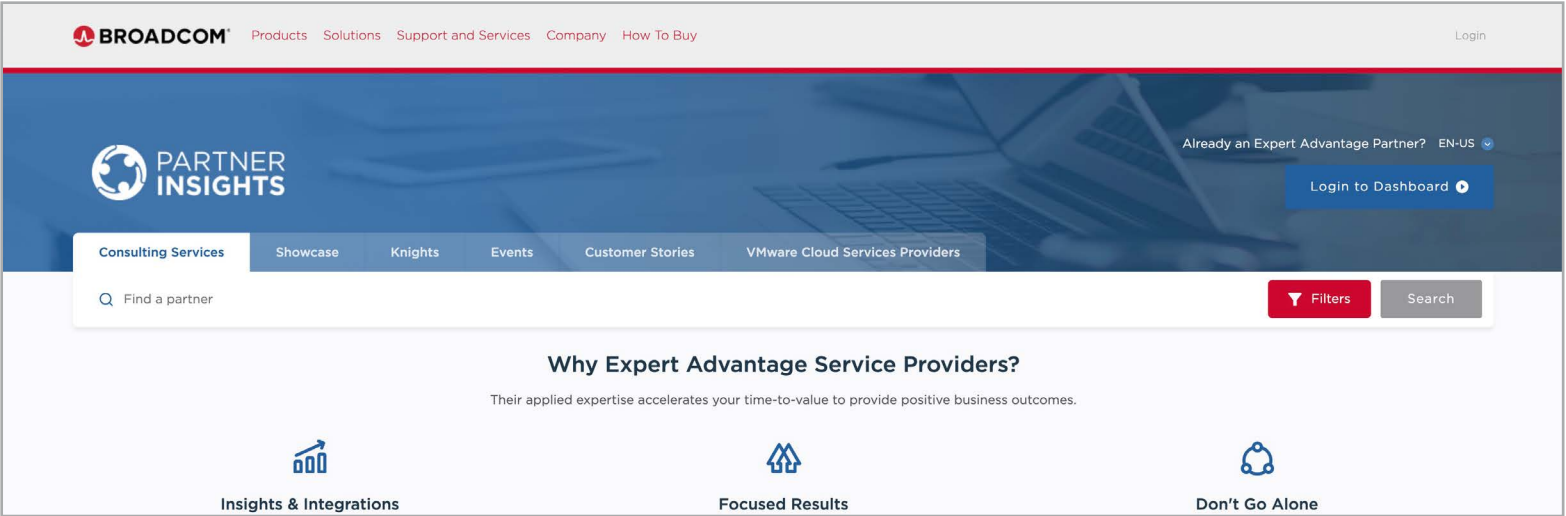


Clients can Engage with our Partner Consultants at any Point of a Solution Deployment



Accelerated Solution Adoption	Optimize Your Environment	Maximize Value of Investment
ASSESSING YOUR NEEDS	MID-WAY	LATER STAGES
Speed up adoption with health checks, assessments, or proof-of-concept	During implementation or migrations to help optimize performance	Identify complementary applications that create value and achieve larger strategic outcomes

Welcome to Partner INSIGHTS



The INSIGHTS platform is designed to help you learn more about the expertise our Expert Advantage Partners provide. Showcasing each Partner’s value, capabilities, IP, events, and customer stories.

Browse through the Partners, explore the solutions they serve, and dig into their different customer stories to learn more about each Partner’s experience, service offerings, geo coverage, languages, credentials, and more.



INSIGHTS
PARTNER FINDER



INSIGHTS
CUSTOMER STORIES



INSIGHTS
SHOWCASE



BROADCOM
KNIGHTS



INSIGHTS
EVENTS

Search for Partners whose profiles fit exactly what you need.

Review their **credentials, recognition of excellence, and experience with Broadcom’s solutions.**

Find and review Partner-led success stories that relate to your own situation.

See which **Partners have experience in your implementation.**

Explore Partner-created IP about Broadcom’s product integrations and processes that can **improve your outcomes.**

Connect with technical experts and evangelist - the Knights are the pinnacle experts of Broadcom’s Partner technical community.

Find **local, national, and international events** sponsored by Broadcom and Partners.

Quick Links to Partners and Related Customer Stories

Enterprise Solutions

NetOps	Automation	ValueOps
Partners Customer Stories	Partners Customer Stories	Partners Customer Stories

Virtualization and Cloud Management

VCF	VVF	VSF
Partners Customer Stories	Partners Customer Stories	Partners Customer Stories

Network and Application Security Solutions

API Security	Application Development	Essentials	Identity and Access Management	IT Operations Management
Partners Customer Stories	Partners Customer Stories	Partners Customer Stories	Partners Customer Stories	Partners Customer Stories

Symantec Cybersecurity Solutions

Partner Sales/Technical Sales
Partners Customer Stories

Modern Application Development

Tanzu
Partners Customer Stories

Not sure how to get started?

Here are some ways...

Broadcom's Partner ecosystem includes resourced teams to help you connect with our Expert Advantage Partner Consultants. Your first step should involve a [visit to the Partner INSIGHTS portal](#). There, you'll find the Partner Consultants who are right for your operation and can guide you to your successful strategic outcomes.

Not sure how to get started, here are some ways to get paired up with the right Expert Advantage Partner Consultant for you:



REACH OUT

to the Partner Help Desk
partner.helpdesk@broadcom.com



CONTACT

your Broadcom Sales
Representative



EMAIL

expert-advantage-partner.pdl@broadcom.com

THANK YOU!

