BROADCOM | 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 2026



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 discover and learn more about the resources and expertise offered by our Expert Advantage Partners. Explore customer stories, technical articles, knowledge documents, videos, events, and more to gain a deeper understanding of each Partner's value, capabilities, intellectual property, and service offerings. Browse Partners by the divisions they serve and explore their profiles to learn more about their expertise, geographic coverage, languages, credentials, and customer success stories.

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**

Broadcom Software's Expert Advantage partners offer strategic IT consulting services designed to accelerate many of the worlds largest businesses thorugh their digital transformation journeys

Our expert Advantage Partners are uniquely equipped to help you drive innovation, deliver powerful customer experiences, accelerate your growth, optimize for efficiency, and keep everything portected.

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**

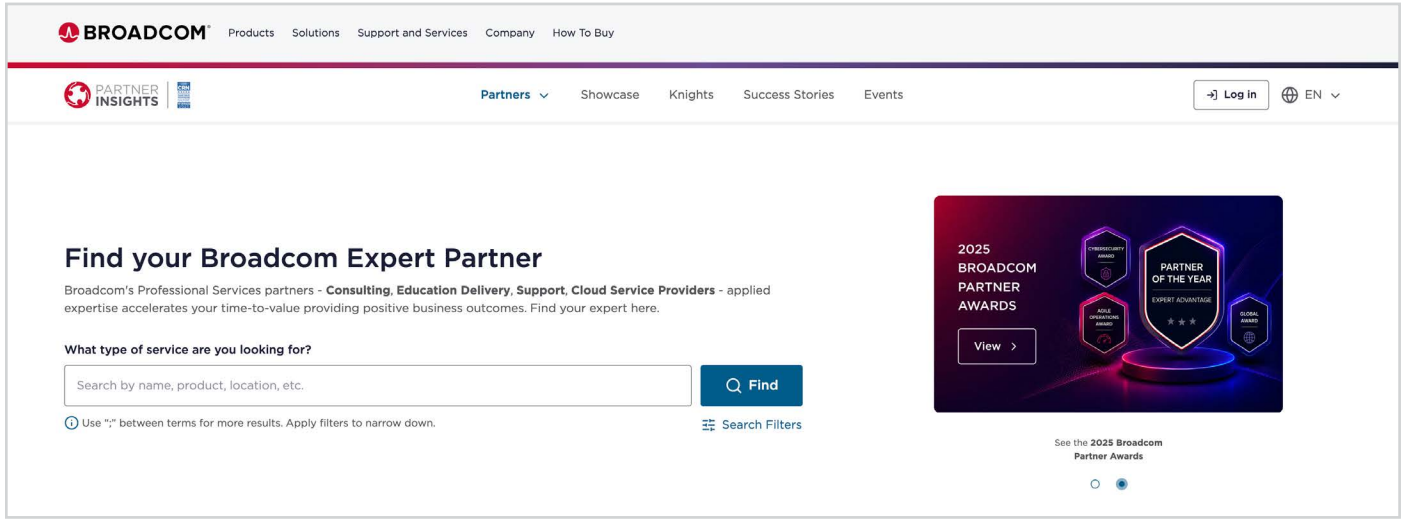






Accelerated Solution Adoption	Optimize Your Environment	Maximize Value of Investment
ASSESSING YOUR NEEDS	MID-WAY	LATER STAGES
Speed up adoption with health checks, assessments, or proof-of-concept	During implementation or migrations to help **optimize performance**	Identify complementary applications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

Search for Partners whose profiles fit exactly what you need.

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

INSIGHTS CUSTOMER STORIES

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

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

INSIGHTS SHOWCASE

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

BROADCOM KNIGHTS

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

INSIGHTS EVENTS

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

Symantec Cybersecurity Solutions

Partner Sales/Technical Sales
Partners Customer Stories

Virtualization and Cloud Management

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

Modern Application Development

Tanzu
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

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.

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THANK YOU!

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