

COMPANY OF THE YEAR



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Visionary Innovation and Performance

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

BROADCOM (VMWARE) THRIVES AS A HYBRID CLOUD LEADER, BLENDING STRATEGIC ACQUISITIONS WITH ORGANIC DEVELOPMENT. WITH A FOCUS ON APP-AWARE INFRASTRUCTURE MANAGEMENT, THEIR ROADMAP PROMISES SUSTAINED GROWTH, SOLIDIFYING THEIR POSITION AS A MARKET LEADER.

**- KARYN PRICE,
INDUSTRY PRINCIPAL, ICT**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company's future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.



Through its acquisition of VMware, Broadcom stands in a strong position to support worldwide enterprises in adopting private and hybrid cloud environments, providing increased options and flexibility. VMware Cloud Foundation and VMware Tanzu portfolios will play a key role in driving widespread adoption, while upcoming platform enhancements focused on AI are expected to further stimulate growth. As a highly regarded leader in the hybrid cloud management industry, Broadcom (VMware) has introduced a comprehensive suite of solutions tailored to various infrastructures and geographic locations.

With its strong overall performance, Broadcom (VMware) earns Frost & Sullivan's 2024 Global Company of the Year Award in the Hybrid Cloud Management industry.