

## **SoftwareOne continues as VMware by Broadcom Pinnacle Partner following partner program restructuring**

*Pinnacle status places SoftwareOne among a select group of partners supporting customers through VMware ecosystem changes*

Stans, Switzerland, April 14, 2026 – SoftwareOne, a leading global software and cloud solutions provider, today confirmed that it continues as a VMware by Broadcom Pinnacle Partner, the highest tier in the VMware partner program.

Following Broadcom's restructuring of the VMware business and partner ecosystem, the partner status designation now applies to a select group of partners with demonstrated scale, expertise, and strategic alignment. SoftwareOne's continued Pinnacle Partner in EMEA status reflects its VMware capabilities and ongoing collaboration with Broadcom.

"VMware customers are navigating a period of significant change," said SoftwareOne Chief Partner & Sales Officer Gudmundur Adalsteinsson. "Our continued Pinnacle Partner status reflects long-standing VMware expertise and enables us to support customers with continuity and clarity as they manage licensing transitions and make informed decisions about their private cloud environments."

Recent changes to the VMware partner landscape have introduced new complexity for customers, particularly around licensing models, renewals, and long-term private cloud strategy. As a VMware by Broadcom Pinnacle Partner in Europe, Middle East, and Africa, we work directly with Broadcom, providing customers with prioritized access, licensing expertise, and technical support across VMware-based private cloud offerings.

SoftwareOne supports organizations globally affected by changes to the VMware partner ecosystem, including customers whose existing partners can no longer transact or provide renewal support.

SoftwareOne combines VMware expertise with an ITAM-led approach to optimization. We are a six-time Gartner Magic Quadrant Leader for Software Asset Management Managed Services and applies this expertise to help customers maintain compliance and optimize as VMware licensing models and VMware subscription offerings continue to evolve under Broadcom. More information on our VMware transition support is available at [www.softwareone.com](http://www.softwareone.com).

### **ABOUT SOFTWAREONE**

SoftwareOne is a global software and cloud solutions provider and distributor. With a presence in over 70 countries and a team of about 13,000 professionals, we combine global scale and local expertise to help partners and customers optimize costs, source and procure, accelerate growth, and navigate complex IT environments with confidence. Leveraging deep capabilities in cloud, software, and data and AI, the company empowers organizations to modernize, innovate, and unlock the full value of their technology investments. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange and Euronext Oslo Børs under the ticker symbol SWON. SoftwareOne Holding AG, Riedenmatt 4, CH-6370 Stans