

Our core principals

As a reminder, our core principles are anchored around:

Customer for life

Going beyond satisfaction and earning our customers' loyalty, ensuring we're collaborating on building a great experience and delivering value and capability at all stages collectively.

Platform ecosystem

Our evolving ecosystem design and focus on customers for life necessitates that partners are enabled and can effectively transact as well as drive lifecycle success across all platforms.

Partners ARE our GTM

A capable partner ecosystem is our centrepiece. Our Partner organization will continue to focus and serve all of VMware.

Insights-driven

Embedding analysis, data, and reasoning into our decision-making process, every day as we move forward on our sprint to excellence to drive greater business impact.

Automation for scale

Create significant scale through intelligent automation for increased productivity and efficiency that will allow us to move in an agile and nimble way.

These principles will ensure we stay focused whilst ensuring we take advantage of the collective synergies.

WPCO Strategic Objectives

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Accelerate solutions platform growth



Enable cross-solution platform capabilities



Build cloud and services ecosystem



Scale value selling with use case-based offerings



Operating at scale with a world-class team