

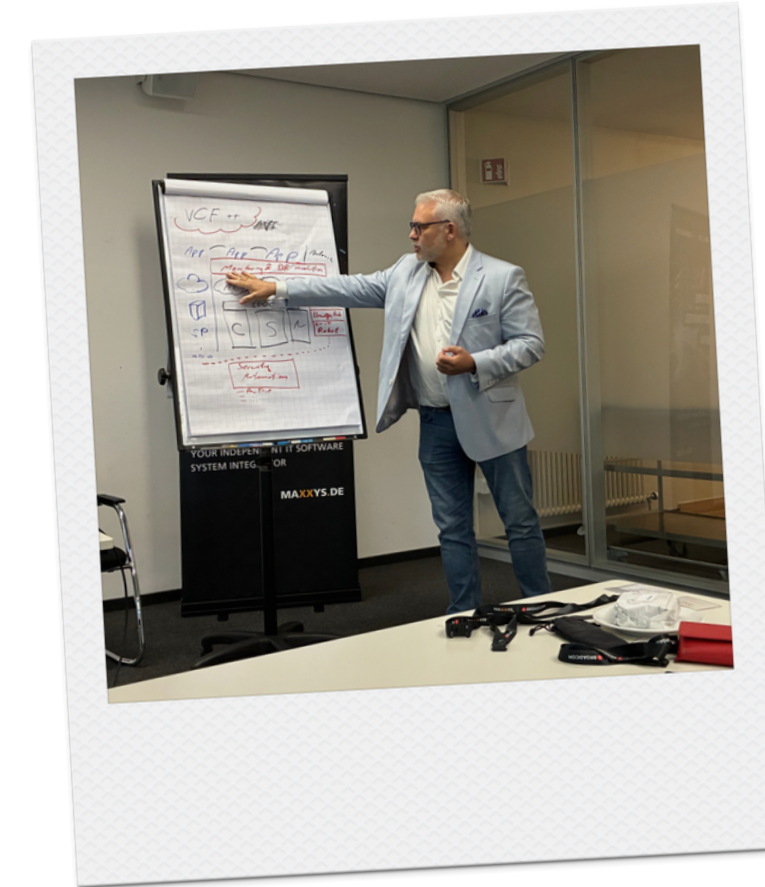
PARTNER INNOVATION CHALLENGE

MAXXYS Partner Day
9-10. July 2026

MAXXYS | Broadcom Partner Innovation Challenge

Turning cross-functional expertise into new business opportunities

How do you bring together experts from different disciplines, encourage fresh thinking, and generate ideas with real business potential—all within a limited amount of time?



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Partner Innovation Challenge

Our Approach

Rather than running a traditional brainstorming session, we created a friendly competition.

- Cross-functional teams combining different expertise and perspectives
- One strategic business challenge per team
- A limited time to develop a compelling idea
- A short pitch to present the concept
- Voting and discussion to identify the most promising opportunities

The Goal

The objective was not to develop fully defined projects, but to spark new thinking.

Ideas could include:

- New go-to-market approaches
- Service or solution concepts
- Customer value propositions
- New ways of positioning existing technologies
- Business opportunities worth exploring further

The Outcome

In less than an hour, the teams generated three practical concepts, each addressing a different strategic opportunity for Broadcom and its partners.

Innovation Idea #1

NetOps: The Foundation for Digital Business

Core insight

Every digital service depends on a reliable network. If the network fails, VCF, Automation, AI, email and business applications fail with it.

Proposed business value

- Position NetOps as a business enabler rather than a networking tool.
- Demonstrate integrated use cases across VCF, Automation and AI.
- Lead with customer references and business outcomes instead of technical features.

Opportunity

Shift customer conversations from network monitoring to business resilience and platform reliability.



Innovation Idea #2

Bringing Enterprise Automation to the SME Market

Core insight

Millions of small and medium-sized businesses have IT processes to automate, yet enterprise automation solutions rarely address their needs.

Proposed business value

- Develop simplified Atomic blueprints for SMEs.
- Validate common automation scenarios through customer pilots.
- Partner with Managed Service Providers to scale adoption across thousands of customers.

Opportunity

Open a new growth market by making enterprise automation accessible to the SME segment.



Innovation Idea #3

Extending VCF with Automation Blueprints

Core insight

VMware Cloud Foundation provides the infrastructure platform, but many operational processes still require manual coordination and decision-making.

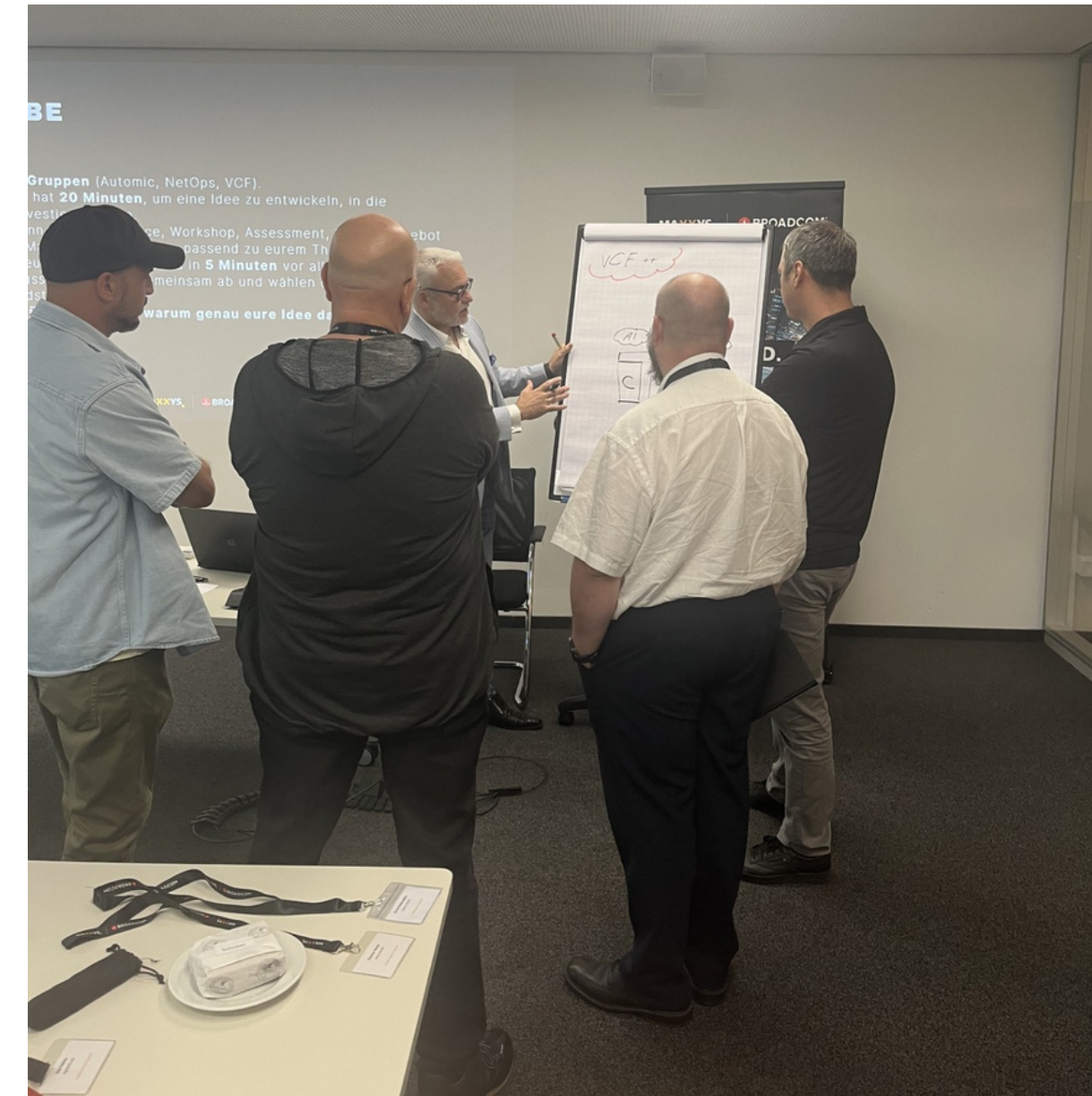
Proposed business value

Develop reusable automation blueprints for VCF, including:

- Disaster Recovery orchestration
- ITSM automation
- DevOps automation
- Cross-platform automation
- Security automation

Opportunity

Differentiate VCF through packaged automation solutions that deliver immediate business value beyond infrastructure.



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Turning innovation into action

Protect it → NetOps

Extend it → VCF Automation Blueprints

Scale it → SME/MSP Market

Recommended next steps

- Form a small working team for each opportunity.
- Prioritise the ideas based on customer demand and business impact.
- Validate assumptions with customers and partners.
- Develop a roadmap for pilots and go-to-market activities.
- Review progress together and decide which concepts move into execution.

THANK YOU!