



**Reclaim control:
Redefine virtualization
for flexibility, resilience,
and innovation**

Creating a resilient foundation—without disruption or compromise—requires a strategic approach, not just a hypervisor swap.

Virtualization has long been the backbone of efficient, scalable IT operations. Yet today, the virtualization landscape is being upended by rapid change and mounting complexity.

- **Rising costs and licensing shocks:** Unexpected licensing changes and higher costs from major vendors have left organizations facing budget uncertainty.
- **Vendor lock-in:** Restricts flexibility and stifles innovation due to proprietary platforms.
- **Tool sprawl:** A mix of management platforms adds layers of complexity, making it harder for IT teams to maintain visibility and control.

These disruptions are forcing enterprises to confront a perfect storm of challenges.

- **Escalating, unpredictable expenses** strain IT budgets as teams pay for features and capacity they may not need.
- **Proprietary ecosystems** hinder adaptation to dynamic business requirements, complicate workload repatriation, and make migration efforts cumbersome.

Meanwhile, the evolution toward hybrid and multi-cloud environments—and the rise of AI workloads—demands unified management, consistent governance, and agile, scalable infrastructure. For IT leaders, regaining control and preparing for the future has never been more urgent.

The great virtualization reset—redefine your future

Today's rapidly evolving technology landscape presents new challenges—and opportunities—for organizations seeking to modernize their IT environments. The market is moving beyond traditional virtualization, urging businesses to rethink legacy strategies and embrace greater flexibility and clarity for the future. This is not simply about switching technologies, but about leveraging a pivotal moment to realign virtualization approaches with current and emerging business needs, all without compromise.

This is an opportunity for organizations to confidently adapt to hybrid cloud models, AI-driven workloads, and whatever innovations lie ahead. By responding to these market-driven shifts, businesses can gain the freedom to select the most effective tools, take back control of their IT environments, and create a resilient, future-ready foundation.

All of this is at the heart of the Great VM Reset¹—a bold, strategic reimagining of virtualization designed to restore flexibility, clarity, and readiness for the next era of IT.

Unlock cost relief, eliminate lock-in, and simplify VM operations with HPE's integrated platform for hybrid cloud environments

Today's reality

Rising license and support costs and forced product bundles

New workloads driving increasing heterogeneity

Tool sprawl and siloed operations

Limited readiness for data-intensive AI

Tomorrow's possibility

Predictable economics and flexible consumption

Freedom to deploy into any mix of hardware, runtime, and cloud

A cloud operating model with end-to-end workload orchestration

A secure foundation of IT for AI plus built-in intelligence to apply AI for IT



Figure 1. From mid-sized organizations facing new virtualization costs to larger organizations advancing to full hybrid cloud orchestration and automation, HPE solutions deliver autonomy, cost savings, and enterprise-grade flexibility.

¹ ["The Great Virtualization Reset: Why It's More Than Just a VMware® Question"](#), HPE, 2026

1. Gain immediate cost relief without disruption

One of the standout benefits of HPE's virtualization strategy is the promise of immediate cost relief without requiring forced migration. Powered by **HPE Morpheus VM Essentials Software**, organizations can realize double-digit reductions in total cost of ownership, driven by up to 97% lower VM licensing costs² and simplified hybrid cloud operations.

Traditional virtualization vendors often rely on opaque pricing models, complex licensing terms, and costly add-ons. In contrast, HPE's approach emphasizes predictable and transparent economics. With clear pricing and flexible consumption options, organizations can better align costs with actual usage, eliminate waste, and plan IT investments with confidence.

Leveraging predictable per-socket economics and the integrated HVM hypervisor, HPE helps organizations avoid unpredictable expenses and disruptions common to legacy platforms. Seamless coexistence with VMware means you can diversify your hypervisor landscape without risk or downtime, freeing up budget for modernization initiatives.

This model not only reduces financial pressure but also avoids the disruption typically associated with switching platforms. HPE's solutions are designed to integrate seamlessly with existing environments, enabling organizations to transition at their own pace while minimizing risk. The result is a smoother path to modernization, with tangible savings from day one.

By unifying management and embracing flexible, transparent pricing, HPE empowers you to accelerate innovation while maintaining control and efficiency.

2. Eliminate vendor lock-in at every level with unified VM operations

HPE's virtualization strategy focuses not only on cost reduction but also on eliminating vendor lock-in. **HPE Morpheus Enterprise Software** provides a centralized platform with built-in application awareness, enabling teams to provision, manage, and orchestrate workloads across any hypervisor, container platform, or cloud. **HPE OpsRamp Software** builds on this, delivering advanced operational visibility through unified observability, automated incident response, and AI-driven insights, helping ensure resilient day-to-day operations in hybrid environments.

No longer constrained by proprietary tools or limited integrations, you can break down silos, simplify management, and choose the best infrastructure for each workload. This flexibility extends beyond

day-to-day operations, making it easier to adopt new technologies, migrate workloads, or respond to changing business needs. With HPE, you can diversify existing VMware environments where it makes sense. Keep critical workloads where they are, and manage everything through a single control plane, delivering more choice with a "solution that can provide an escape route."³

By delivering unified automation, orchestration, and governance across VMware, HVM, Nutanix AHV®, Hyper-V, Kubernetes®, and major public clouds, HPE solutions empower IT teams to optimize spend and minimize waste. This approach helps avoid unnecessary add-ons, transforming your virtualization economics from day one and placing control firmly back in IT's hands.

3. Simplify the hybrid cloud operating model for the age of AI

In recent industry analysis, a growing number of experts have argued that the rapid rise of AI is fundamentally reshaping cloud strategy. What was once a straightforward "cloud first" mandate is now being reconsidered as organizations confront the cost, performance, and data gravity challenges of AI workloads.

This shift has led analysts and technology leaders to highlight hybrid cloud as the more resilient and economically viable model for the AI era. As ZDNET recently summarized: "**AI killed the cloud first strategy. . . hybrid computing is the only way forward now.**"⁴

As AI fundamentally transforms IT priorities and the "cloud-first" approach gives way to hybrid strategies, organizations need solutions that deliver simplicity and agility across increasingly complex environments. The **HPE CloudOps Software** suite was created to address these evolving needs, offering a unified approach for managing, governing, and optimizing hybrid cloud operations—today and as demands grow more dynamic in the future.

This solution brings together the strengths of HPE Morpheus Enterprise Software and HPE OpsRamp Software, each with a distinct and complementary role.

— HPE Morpheus Enterprise Software provides a platform-centric control plane that empowers IT teams to provision, govern, and orchestrate workloads across virtual machines, containers, and cloud platforms. This unified self-service experience breaks down silos, enforces policy, and streamlines day-to-day operations.

² ["The Economic Benefits of HPE Private Cloud Business Edition, now built with HPE Morpheus VM Essentials Software,"](#) ESG, TechTarget, September 2025.

³ ["HPE offers escape route from VMware with VM Essentials,"](#) IT Daily, February 2025.

⁴ ["AI killed the cloud-first strategy: Why hybrid computing is the only way forward now,"](#) ZDNET, December 2025.

- Working alongside HPE Morpheus, HPE OpsRamp Software delivers advanced operational awareness with unified observability, automated incident response, and AI-driven insights. HPE OpsRamp Software enables IT teams to monitor, diagnose, and resolve issues across hybrid environments, reducing operational overhead and improving uptime.

Together, they provide a comprehensive, cohesive solution—helping IT leaders accelerate innovation, provide resilience, and maintain control as their infrastructure evolves.

For organizations embracing AI, this level of agility is essential. AI workloads are dynamic and resource-intensive, often requiring rapid scaling and specialized infrastructure. With a unified hybrid cloud model, IT teams can efficiently provision and manage AI environments, ensuring optimal performance, real-time observability, and cost-effectiveness.

Reset your virtualization strategy

The virtualization landscape is undergoing a seismic shift, driven by rising costs, increased complexity, and the demands of hybrid cloud and AI workloads. Sticking with outdated strategies means missing out on greater efficiency and powerful advancements. HPE offers a compelling alternative—one that delivers immediate cost relief, eliminates vendor lock-in, and simplifies the management of hybrid cloud environments.

There's no better moment than now for IT leaders to rethink virtualization. By choosing HPE, your organization gains agility, control, and lasting value—empowering you to lead confidently in the AI era and beyond.

Learn more at

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