

FOR IMMEDIATE RELEASE

VMUG Expands to Cover Adjacent Technologies VMware Users Already Run

VMUG remains an independent VMware user community while expanding its support to include the non-hypervisor tools members rely on in their production environments.

LAS VEGAS — VMUG, the largest independent user community for VMware and Broadcom technologies, is expanding its footprint to support the full reality of technologists' product usage, while continuing to support VMware users.

Today's IT professionals manage a mix of platforms, tools, and technologies every day. VMUG is evolving to help technologists tackle the broader, more complex challenges shaping today's IT landscape.

The problems we are helping VMUG members solve:

- Managing rising infrastructure costs and increasing platform segmentation
- Turning AI strategy into a practical, scalable implementation
- Keeping pace with evolving compliance requirements
- Closing technical skill gaps across teams
- Evaluating vendors and successfully implementing new solutions

Technology practitioners can find the answers they need and the community to back them up through VMUG's Global Virtual Events, webcasts, industry conference events, and in person at VMUG Connect.

Unveiling at VMware Explore

VMUG's presence at Explore, Las Vegas will showcase all the ways this commitment will come to life – from a presentation delivered by Brad Tompkins on **"Real Talk: What the VMUG Community Is Seeing in the VMware Ecosystem"** to our booth's spin to win game with exclusive giveaways and a member reception gathering members together – attendees will understand what it means to have a global tech community in your corner and what being a better technologist can look like with a VMUG membership.

[Real Talk Presentation](#): Wednesday, September 2, 3:00 PM, Hub Theater | Booth #205 in the Hub | [Member Reception](#): Tuesday, September 1, 5:30-7:30 PM, Wakuda

See the commitment in action at [VMUG Connect Orlando](#) this October with affordable all-in ticket options, expanded content tracks that cover current industry trends, and a location destination that can't be beat. Virtual programming, including [Modernize & Scale: Future Architectures & Career Ready Skills](#), is also available to global members. Explore all upcoming events on the [VMUG website](#).

"As a VMUG member for more than a decade and the current VMUG VP – I'm excited about how the organization is expanding content and events to mirror the realities of the tech landscape. As part of our commitment to expand with our members, VMUG Orlando is shaping up to be one of our best events yet; the caliber of sessions and the community we're bringing together will deliver on our promise to power Better Technologists like never before."

— Justin Sider, VMUG Vice President

About VMUG

VMUG is an independent, global, customer-led organization, created to empower technologists through knowledge sharing, training, collaboration and events focused on maximizing their use of VMware Cloud Foundation and the broader technologies needed in their ever-evolving role.

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