



# AVS LICENSING

Navigate Licensing Changes Before October 15, 2025

Microsoft has announced a critical change to Azure VMware Solution (AVS) licensing: starting October 15, 2025, VMware licenses will no longer be bundled with AVS Reserved Instances. Instead, customers must bring their own Broadcom license—potentially triggering renewal costs 2–3x higher than current rates. This shift introduces budget uncertainty and procurement complexity for organizations relying on AVS as a migration path.

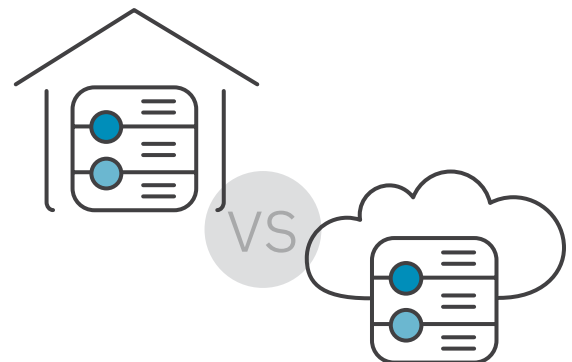
To avoid these cost spikes and secure up to 35% in Microsoft incentives, businesses must purchase and provision AVS Reserved Instances before the deadline.

3Cloud is here to help you act fast—assessing your VMware footprint, aligning migration plans, and unlocking funding to ensure a smooth, cost-effective transition.

## On-Premises vs. Cloud Options

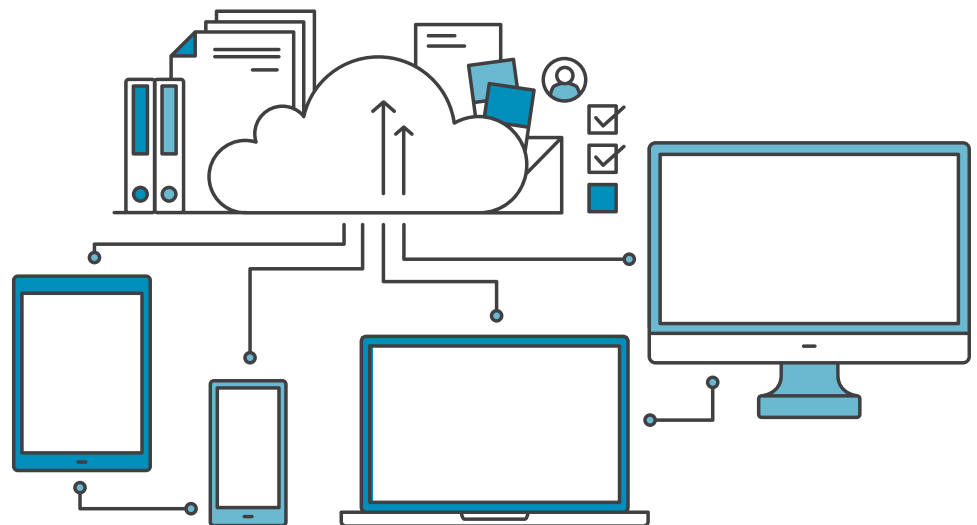
**Azure VMware Solution (AVS):** Offers a seamless migration with familiar tools and operations, potentially reducing costs and simplifying the transition to a cloud environment.

**Azure Native:** Transitioning directly to Azure native services provides an opportunity to reduce technical debt and optimize licensing costs.



## Technical Debt & Licensing Concerns

Migrating to a cloud solution may present an opportunity to address accumulated technical debt by leveraging the advanced capabilities of cloud architectures.



# 3Cloud is Your Top Choice for AVS Licensing

**Azure Experts:** Deep experience in cloud adoption, infrastructure, security, governance and FinOps.

**Fast-Track Migration:** Quickly build business cases for AVS, including ACR ramp, migration costs and funding.

**Smarter Tools:** 3Cloud 360 delivers faster, more accurate AVS assessments.

**Proven Success:** Trusted by clients to migrate from VMware to Azure with cost and efficiency gains.

**Microsoft Partnership:** Exclusive FinOps partner and Microsoft's Solution Assessment Partner of the Year.



Both AVS and Azure Native offer significant cost-saving opportunities compared to the rising costs of VMware renewals. This financial advantage is paired with the flexibility to either maintain existing VMware workflows or to embrace the scalability and innovation of Azure's cloud-native services. As VMware licensing fees climb, the urgency for cost-effective alternatives becomes critical for budget-conscious organizations. This moment presents a strategic opportunity to shift toward cloud solutions that deliver both financial and operational benefits.

3Cloud helps customers navigate this transition with clarity—explaining cost implications, technical considerations, and migration options. Our goal is to empower informed decisions that align with your financial and technical roadmap.

**Don't let budget cycles dictate your technology strategy.** Contact 3Cloud to explore your options and start planning a smooth, cost-effective move to Azure.

## Act Now to Lock In AVS Pricing before October 15, 2025!

## Accelerate Your Azure Journey with 3Cloud

3Cloud is the premier pure-play Azure partner in the ecosystem with unparalleled expertise in all things Azure. We specialize in delivering top-tier Azure infrastructure, cutting-edge AI, robust data & analytics and ground-breaking app development. Leveraging our extensive experience, advanced tools and customized accelerators, we ensure the quickest time to value for your Azure-based projects.



\*Microsoft Partner Top Honors since 2017. Visit [3cloudsolutions.com](https://3cloudsolutions.com) for a full list of awards.