

**NOBODY BUYS CAPABILITY
ANYMORE.
THEY BUY A PROMISE.**

A FIELD NOTE ON VENDOR TRUST



RACK2CLOUD
Think Like An Architect.
Build Like An Engineer.

Think Like An Architect. Build Like An Engineer.

EVERY VENDOR CLEARS THE CAPABILITY BAR



The scorecard still gets filled out.
It just doesn't decide anything anymore.



WHAT BUYERS ACTUALLY EVALUATE

1

PRODUCT

The roadmap keeps shipping.

2

SUPPORT

The team stays resourced.

3

ECOSYSTEM

Partners keep investing.

4

COMMERCIAL

Pricing isn't restructured on you.



SAME MECHANISM, THREE MARKETS

1

AI INFRASTRUCTURE

Can the vendor survive its
own market's volatility?

2

VIRTUALIZATION

Did ownership change the
deal you thought you made?

3

CLOUD STRATEGY

Is repatriation a cost
correction — or a trust
correction?



CAPABILITY DOESN'T DISAPPEAR. TRUST DOES.

Vendor acquisition



Commercial

Licensing model change



Commercial

Product abandonment



Product

Strategic pivot



Product / Ecosystem

Ecosystem collapse



Ecosystem



HOW ARCHITECTS EVALUATE VENDOR TRUST

1 Leadership stability

2 Roadmap behavior

3 Ecosystem health

4 Commercial consistency

5 BEHAVIOR DURING STRESS

The strongest signal of the five — and the one procurement templates never ask for directly.



Capability gets a
vendor shortlisted.

Trust gets
them selected.



**CAPABILITY OPENS
THE CONVERSATION.**

**CONFIDENCE IN THE FUTURE
CLOSES THE DEAL.**

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