The Virtualization Market Just Split Into Three Camps

It's not VMware vs. the alternatives anymore.

CAMP ONE

The Consolidators

> *"We don’t want to own the platform problem."*

- Stay on VMware. Absorb the Broadcom subscription economics.
- Buy stability — the vendor keeps owning the complexity.
- Least visible drama. Most invisible risk.

CAMP TWO

The Replacers

> *"We still want a platform — just not this vendor."*

- Move to Nutanix, Proxmox, or another hypervisor.
- Buy independence — same operating model, different console.
- A vendor swap wearing the costume of a migration.

CAMP THREE

The Absorbers

> *"Virtualization becomes a capability, not a platform."*

- Fold VMs into a Kubernetes-native control plane.
- Buy convergence — the platform team absorbs virtualization.
- The only camp that actually changes organizational shape.

THE PATTERN

Same Decision.
Three Owners.

CAMP	OWNS THE COMPLEXITY	TYPICAL CHOICE
Consolidator	Vendor	VMware
Replacer	Infrastructure Team	Nutanix, Proxmox
Absorber	Platform Team	KubeVirt, OpenShift

The Hypervisor Isn’t The Real Decision.

It’s which invoice you get at the end of a decision you already made — about who owns the risk.

WHY NOW

Inertia Just Stopped Working.

Renewal cycles. Subscription transitions. Audit exposure.

The market isn't splitting because people found alternatives — it's splitting because later stopped being an option.

ARCHITECT'S VERDICT

The camp you're in was chosen by what you can operationally sustain —

not by a feature comparison.

The Virtualization Market Is Splitting Into Three Camps

Full breakdown at Rack2Cloud.com