

The Great Infrastructure Reset Overview



The Great Infrastructure Reset is happening now. Four connected market pressures are reshaping infrastructure—and creating an urgent opportunity for organizations to address these challenges, strengthen resilience, and prepare for what comes next.



Rising infrastructure costs and capacity constraints



Accelerating AI adoption and infrastructure demands



Shifting VMware economics



Evolving cyber threats and resilience requirements

Together, these pressures represent a defining market shift that is challenging long-standing assumptions about how organizations own, operate, and consume infrastructure. Here are the four market pressures unpacked: why they matter now and the challenges they are creating for organizations today.

1

Rising Infrastructure Costs and Capacity Constraints

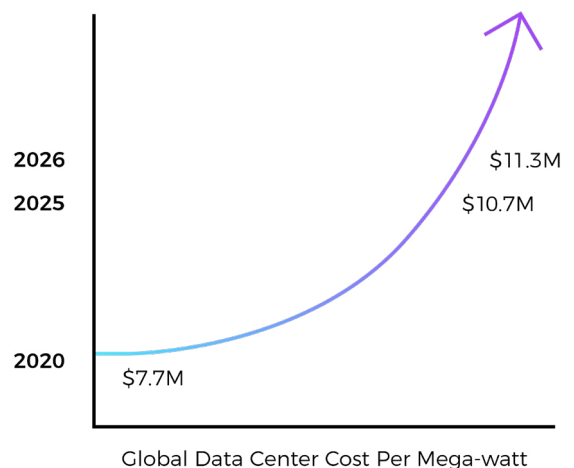
Organizations need more performance and resilience, but the economics of infrastructure are getting harder to predict.

- Data center capacity is tighter
- Power and equipment costs are rising
- Growing demand is increasing pressure on memory, grid resources, and deployment timelines

Why This Matters Now

Customers need to understand how rising costs and tightening capacity could affect their infrastructure plans before market constraints limit their options.

Assessing their requirements now can help them make more deliberate decisions about performance, resilience, and long-term cost.



2

Shifting VMware Economics Are Reshaping Private Cloud Strategy

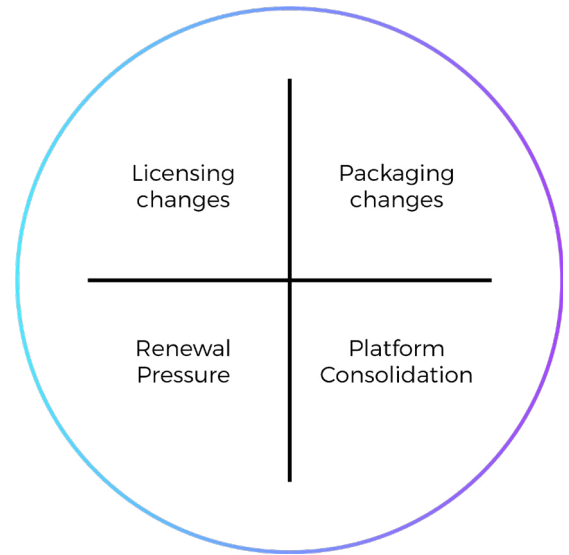
Changes in VMware economics are turning strategy into broader cost, compliance, architecture, and timing decisions. Organizations need to reassess their current environment, stabilize what needs to remain in place, and plan for the right path long-term.

Organizational considerations:

- Cost
- Compliance
- Private cloud strategy
- Workload placement
- Migration readiness
- Long-term architecture

Why This Matters Now

Customers need to understand their options before they are forced into a rushed migration or an unexpected investment. Assessing their environment now can help them stabilize what they have, preserve flexibility, and make more deliberate decisions about what comes next.



3

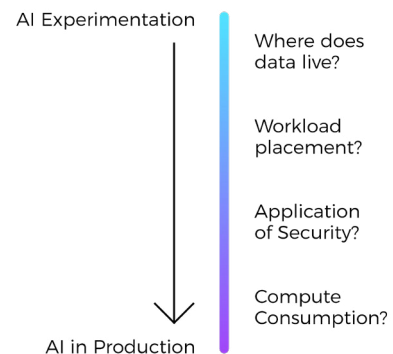
Accelerating AI Adoption Is Becoming an Infrastructure Strategy Decision

As AI demand grows, it can increase cost and capacity pressure while changing requirements for workload placement, security, recovery, and governance. Organizations need to evaluate whether their infrastructure can support AI reliably, securely, and at a sustainable cost.

Why This Matters Now

Customers need to understand how AI could affect their infrastructure before workloads outgrow capacity or create unexpected cost, security, and recovery gaps. Assessing AI readiness now can help them plan for compute, data, governance, and protection needs.

AI Changes Infrastructure Support Needs



4

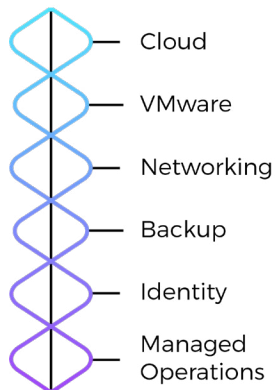
Evolving Cyber Threats Are Making Resilience an Infrastructure Requirement

Cyber resilience is no longer a standalone security or recovery issue. It depends on decisions across cloud, VMware, networking, backup and recovery, and managed operations. As a result, it must not and cannot be separated from the larger infrastructure plan.

Why This Matters Now

Customers need confidence that they can recover cleanly and continue operating after a cyber event. Assessing resilience across the full infrastructure environment can help identify gaps in protection, recovery, and operational readiness before an incident exposes them.

Cyber Resilience



Infrastructure Requirement

Unified Strategy

Organizations cannot afford to wait for these pressures to force their next infrastructure decision. 11:11 Systems can help bring these four market pressures into one unified strategy—so organizations can modernize what needs to evolve, protect what they cannot afford to lose, and manage critical applications and data with greater clarity, resilience, and control.

11:11 SYSTEMS