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Sangfor Sharpens Focus on Germany as Enterprises Reassess Virtualization and Infrastructure Costs

Company brings 12,000+ VMware migrations, enterprise-grade virtualization expertise and simpler, more secure cloud infrastructure to German organizations

Frankfurt, October 27, 2026 - [Sangfor Technologies](#), a global provider of virtualization and IT infrastructure solutions, is strengthening its presence in **Germany**, supporting organizations as they modernize their IT environments, optimize infrastructure costs and seek greater efficiency, resilience and flexibility through virtualization.

Sangfor is represented by a dedicated team of **seven professionals** led by Andrew Liu, Chief of DACH Region, covering channel management, sales, pre-sales, field engineering and marketing.

Sangfor reaches the market through a network of **20+ partners and resellers** and **three distributors**.

Globally, Sangfor serves more than 100,000 customers across 70+ countries and regions. Within its infrastructure business, the company supports **more than 28,000 virtualization customers worldwide** and has helped **12,000+ organizations migrate from VMware to Sangfor**.

Germany is one of the most important IT markets in Europe, and organizations here expect infrastructure that is easy to operate, smooth in migration, predictable in cost, and built for long-term stability, all without compromising flexibility and control. This is what we aim to deliver to the market. We are ready to offer a more competitive option to benefit our partners, end users, and ultimately the entire market and industry ecosystem. Over the next three years, we have set ambitious goals: to exceed 100 partners, to be recognized as one of the industry's leading players with strong brand awareness in the DACH region, and to achieve annual growth of over 100 percent» – says **Andrew Liu - Chief of DACH Region**.

According to [Gartner](#), IT spending in Europe is forecast to reach **US\$1.4 trillion in 2026**, up 11.1% from 2025, with AI, cloud and cybersecurity driving the increase. Data center systems are forecast to grow **18.8% to about US\$99.3 billion**.

This market shift is creating new opportunities for infrastructure providers that can help organizations simplify operations while balancing performance, security and cost.

Sangfor's portfolio in Germany is centered around the **Sangfor Virtualization Stack**, including **Sangfor aSV Hypervisor** and **Sangfor Cloud Platform**, with **Sangfor HCI** as its flagship hyperconverged infrastructure offering, to support server virtualization, private cloud environments, and AI-enabled infrastructure.

Sangfor Virtualization Stack brings together data center capabilities, including computing, storage, networking, virtualization and built-in security, within a unified platform. With **data locality**, organizations can keep their data within their designated locations and maintain greater control over where data is stored and processed, helping address data sovereignty and compliance requirements. For **enterprises**, this integrated approach helps reduce infrastructure complexity, simplify IT management and provide a scalable foundation for evolving business needs.

Many mid-sized and large enterprises are evaluating **alternatives to VMware**. As organizations reassess virtualization licensing, operating costs and long-term infrastructure strategies, Sangfor is positioning itself as an enterprise-grade option for customers seeking greater flexibility and more predictable total cost of ownership.

Sangfor's position in this market received further recognition when the company was named, on September 14, a **Visionary in the 2026 Gartner® Magic Quadrant™ for Server Virtualization Platforms**.

The company has also introduced capabilities intended to support smoother infrastructure modernization.

Sangfor aSV hypervisor is now supported by **Veeam Backup & Replication 13.1**, allowing organizations already using Veeam to maintain familiar backup and recovery processes when moving workloads to Sangfor infrastructure. This can help reduce disruption and support business continuity during virtualization migration.

Sangfor is also highlighting its **Memory Tiering technology**, which is designed to help organizations make better use of existing server resources. By combining traditional server memory with high-performance NVMe storage, the technology can help suitable workloads expand effective memory capacity while reducing the need for additional DRAM investment.

Both developments support a broader focus on infrastructure efficiency and total cost of ownership, an increasingly important consideration as enterprises balance modernization with tighter control over technology spending.

Sangfor Cloud Platform is also receiving growing customer recognition. The platform currently holds a **4.6 out of 5 rating on G2 based on 119 reviews**, with users highlighting areas such as centralized management, reliability, ease of use and cost efficiency.

In the DACH Region Sangfor focuses on infrastructure solutions through its Sangfor Virtualization Stack, helping enterprises modernize their IT environments while strengthening operational resilience, business continuity and data locality.

As organizations seek greater efficiency in their IT infrastructure, Sangfor aims to support enterprises with integrated, scalable and cost-effective solutions that simplify infrastructure management, support data locality and help meet data sovereignty requirements.

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About Sangfor Technologies

Sangfor Technologies is a global leader in server virtualization and IT infrastructure solutions. Through innovative technologies and an extensive network of certified partners, Sangfor supports companies in modernizing and simplifying their IT infrastructure, helping them make virtual environments and data centers more efficient, flexible, and secure. Sangfor is considered as VMware alternative by their mid-to-large enterprise customers. Till now Sangfor has 28,000 cloud customers worldwide, where more than 12,000 virtualization customers migrated their VMware Infrastructure to Sangfor Cloud Platform. With a well-established presence in Germany and the DACH region, Sangfor is able to meet the needs of companies of different sizes, accompanying them on their digital transformation journey through integrated solutions and a prompt, professional service. Founded in 2000, Sangfor Technologies today has more than 7,000 professionals across more than 70 offices worldwide. For more information, visit the official website at www.sangfor.com/de

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