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TERMS
VMWARE DOES NOT PROVIDE ANY WARRANTIES COVERING THIS INFORMATION AND SPECIFICALLY DISCLAIMS ANY LIABILITY FOR DAMAGES, INCLUDING, WITHOUT LIMITATION, DIRECT, INDIRECT, CONSEQUENTIAL, INCIDENTAL, AND SPECIAL DAMAGES, IN CONNECTION WITH THIS GUIDE OR THE PROGRAMS REFERENCED HEREIN.

THIS GUIDE HAS BEEN INCORPORATED BY REFERENCE INTO AND IS SUBJECT TO THE TERMS OF THE TECHNOLOGY ALLIANCE PARTNER PROGRAM ENROLLMENT AGREEMENT BETWEEN VMWARE AND YOU. THIS GUIDE IS SUBJECT TO CHANGE AND MODIFICATIONS WILL TAKE EFFECT UPON POSTING TO PARTNER CENTRAL. VMWARE RESERVES THE RIGHT TO ADMINISTER AND MODIFY THE PROGRAMS REFERENCED HEREIN AT ITS DISCRETION. IF ANY UPDATE TO THIS GUIDE IS UNACCEPTABLE TO YOU, YOUR SOLE AND EXCLUSIVE REMEDY SHALL BE TO EXERCISE YOUR TERMINATION RIGHTS UNDER YOUR VMware TECHNOLOGY ALLIANCE PARTNER PROGRAM ENROLLMENT AGREEMENT WITH VMware.

PROGRAM BENEFITS AND REQUIREMENTS ARE APPLIED BASED ON THE PARTNER TYPE AS DETERMINED BY VMware, AND THE REGION IN WHICH YOUR PRINCIPAL PLACE OF BUSINESS IS LOCATED AS CAPTURED ON YOUR TAP APPLICATION FORM.

VMware Program Policies

Program Enrollment and Compliance
To join a VMware Partner Program, a Partner must complete an application and execute a VMware Partner Program enrollment agreement. Benefits and requirements vary by the program membership level. Program membership is annual and requires that Partner pay the annual fee as well as meet program requirements. Partners should contact tapalliance@vmware.com with questions about the renewal process. VMware reviews program compliance at least once a year, and reserves the right to re-level Partners that exceed or no longer meet the requirements of their membership level.

Legal Entity and VMware Program Membership
Parent companies, affiliates, subsidiaries, or acquired companies of a program member are not program members and do not qualify for program benefits unless each individually satisfies the program membership requirements. Company name, DBA (Doing Business As), or AKA (Also Known As), or other naming convention identified by the program member can be used to establish distinct legal status.

In the case of acquisitions, mergers, and/or other business combinations, the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity. If for example, a TAP member at the Access level is acquired by another TAP member (say at the Elite level), and the acquired company is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure, the newly formed entity and its subsidiaries will be held to the membership criteria applicable to the parent company. If however, the acquisition does nothing to change the business focus or operations of the TAP Program, the acquisition will not affect the membership status.

Partner Information
By joining the Technology Alliance Partner Program, a Partner consents to receiving program-related information from VMware for the following purposes:

a) Administering the program;
b) Providing information to the Partner about the program, including events and training opportunities;
c) Inviting Partner to participate in surveys and research; and
d) Providing the Partner with information and materials to support its efforts to deliver VMware solutions, including security information, technical information, and sales and marketing materials and resources.
Overview

By partnering with the global leader in virtualization and cloud infrastructure, you will promote your solutions to over 300,000 VMware customers worldwide. Teaming with VMware offers access to a broad range of learning, development and marketing resources for you to build and deploy solutions that accelerate your business results.

Created exclusively for application, infrastructure and hardware vendors, as a member of the Technology Alliance Partner program, you can enjoy the following advantages:

• Accelerate product development and support. Take advantage of development assistance with software license bundles, service toolkits and developer support to help you optimize your investment.

• Expand market awareness. Build brand awareness, press release support and application support with VMware as a channel.

• Increase your sales to VMware customers. Leverage your investment with VMware’s online marketplace—the VMware Solution Exchange (VSX). The VSX enables customers to engage with VMware partners and discover, evaluate and rate partner solutions including virtual appliances and other partner dependent agents or plug-ins. The VSX provides partners with a self-service portal to publish rich content compatible with VMware products. VMware Partners are provided with customer leads directly.

Full Program Details

This document lists benefits and requirements for the different levels of membership. For a brief overview of the TAP program and benefits, visit http://www.vmware.com/partners/tap-access

Getting Help

Each partner will have access to a Named TAP Account Manager, who can guide the partner through their TAP Program benefits, available resources and provide answers to related questions. Other sources for receiving help:

• For TAP Program registration questions, contact: tapregistration@vmware.com

• For general TAP Program questions or feedback, please contact: TAPAlliance@vmware.com

• For questions about the TAP press release templates or the review process, please reach out to alliancepr@vmware.com.

• For assistance with submitting a statement of support, please reach out to isvsupport@vmware.com.

• Partners in North America can call 866-524-4966 toll-free.

• Elite members can submit technical questions related to products or the TAP Program to a VMware Technical Alliance Manager at taptech@vmware.com

How to Apply for TAP Program Membership

To apply for the TAP Program membership, each Partner has to join the VMware Partner Network at the free Enrolled Tier level. TAP is one of the Route-to-Market programs that a Partner can choose to apply to after joining at the Enrolled Tier level.

When joining the VMware Partner Network, a partner joins at the Enrolled tier, and does not need to specify a specific Route-to-Market program. The Enrolled tier allows partners to:

• Learn more about the different Route-to-Market programs

• Take time to decide what Route-to-Market program is right for their business model, and start acquiring the needed sales & technical solution skills with free online training to accelerate their time to the first transaction.

• Once enrolled in the VMware Partner Network, you will get access to Partner Central and be able to apply to join the TAP Program. For any questions contact tapalliance@vmware.com.

Please note that partners in the Enrolled tier do NOT have resell rights. Enroll in the VMware Partner Network.
TAP Membership Levels

New members who have joined the VMware Partner Network at the free Enrolled tier level or those who are already enrolled in other VMware Partner Programs can apply to the TAP program at the Access level or the Elite level. You can see the option to join once you log into your account in Partner Central.

**Note:** If fees are not paid, you will not have access to the TAP program. If conditions and requirements are not met within a year after making your payment, you will no longer have access to the program, and you will not be able to renew support for your licenses. TAP Global is an invitation-only program.

**Access Level**
This level of the TAP Program prepares and guides companies who are establishing a technology relationship with VMware.

**Key benefits:**
- Product Licenses
- Training
- Marketing Opportunities
- VMware Ready Certification (ISV Application and vCloud Air Only)

For joining the TAP Program at the Access level, the primary contact submits the TAP enrollment form online after joining at the Enrolled Tier level.

Upgrading to the Elite Level and its richer resources and opportunities is an option available through payment of the difference in fees (USD$6,750.00). The upgrade fee must be remitted before the renewal date for the Access Level.

For more information, send email to TAPAlliance@vmware.com.

**Elite Level**
The Elite level is ideal for partners seeking integration of their products with VMware products. Hardware, Infrastructure and software vendors receive benefits designed to enable partners to learn, build and deploy their solutions on VMware platforms as well as provide support to mutual customers. Most partners who need technical help and who want to certify and market their products on VMware platforms join at the Elite level. There is a $7,500 annual fee to join at this level. Partners must have at least one VMware Technical Sales Professional (VTSP) or VMware Certified Professional (VCP) on staff by the end of their first year of membership to renew membership.

Global Level
VMware is pleased to announce the TAP Global Level. Membership in the TAP Global program is by invitation only.

The Global level is ideal for partners seeking a strategic relationship with VMware. The relationship should drive measurable revenue for both the partner and VMware.

Partners should meet at least one, and preferably more or all, of the following criteria to be considered for invitation to the Global level.

**Eligibility Criteria:**
- Must be a TAP Elite partner for at least one year, prior to application
- At least one partner product must be certified as VMware Ready
- Partner must have Global sales distribution in at least two major geographical regions
- Partner must commit up front to driving measurable joint partner-VMware revenue, must drive measurable direct or indirect revenue back to VMware

A Partner must complete a TAP Global application and submit it to VMware for approval. To receive an application please email tapalliance@vmware.com.

VMware will select from among eligible applicants based on the best opportunities for deploying successful joint solutions into the market in light of available resources.

**Key Benefits:**
- There is a $30,000 annual membership fee at this level and some of the key benefits at this level are:
  - Named VMware Executive & Business Unit Sponsor
  - Named Alliance Manager
  - Privileged access to the NFR (Not for Resale) License Portal
  - Listing on the Global Alliances [vmware.com](http://vmware.com)
  - Cross-mapping and enablement of key channel partners to drive joint solutions into the market

For more information, send email to TAPAlliance@vmware.com.
Benefits of TAP Membership

TAP membership benefits are described in the following lifecycle tables: Learn, Build, Deploy and Support, they are summarized below

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<th>TAP BENEFIT</th>
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<th>ACCESS</th>
<th>ELITE</th>
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<tr>
<td>Access to Partner Central</td>
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<td>TAP Program Webinars</td>
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<td>TAP Program Newsletter</td>
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<td>Access to Partner Focused Communities</td>
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<td>Exclusive NDA Product Roadmap Sessions</td>
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<td>Training via Partner University</td>
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<td>Training Discounts</td>
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<td>Certification Planning Sessions</td>
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<td>Annual Business Planning Session – Elite Program members can request one annual business planning session.</td>
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<th>BUILD</th>
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<tr>
<td>Access to APIs via SDKs and Toolkits</td>
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<td>Eligible to participate in Beta programs</td>
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<td>Free Software Licenses</td>
<td>Access Bundle</td>
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<td>Discounted Developer Licenses</td>
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<td>Technical Alliance Manager</td>
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<td>Product Manager Access</td>
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<td>Access to Co-Development Programs</td>
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<tr>
<td>Developer Technical Support</td>
<td>5 Incidents</td>
<td>Unlimited</td>
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<tr>
<td>30% Discount of additional Developer Support Subscription</td>
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<td>Dedicated NFR Portal</td>
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<tr>
<th>DEPLOY</th>
<th>ACCESS</th>
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<td>(Application ISVs only)</td>
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<td>Placement in VMware Solution Exchange (VSX)</td>
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<td>TAP Program Membership Logo</td>
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<td>Sponsorship Opportunities</td>
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<td>Ability to bundle (OEM) VMware Software</td>
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<td>Publicity Support</td>
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<tr>
<td>VMware Ready Solution Brief</td>
<td>1 Per Year</td>
<td>3 Per Year</td>
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<tr>
<td>Listing on <a href="http://vmware.com">vmware.com</a> Global Alliances Page</td>
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<tr>
<td>Joint Webinars</td>
<td>1 Per Year</td>
<td>2 Per Year</td>
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<tr>
<td>Joint Whitepaper</td>
<td>1 Per Year</td>
<td>2 Per Year</td>
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<tr>
<th>SUPPORT</th>
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<tr>
<td>Product Support</td>
<td>5 Incidents</td>
<td>Basic SNS</td>
<td>Basic SNS</td>
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<tr>
<td>Developer SDK Support</td>
<td>5 Incidents</td>
<td>Unlimited</td>
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<td>TAP Alliance Program Support + Named TAP Account Manager</td>
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<td>Named VMware Executive and Business Unit Sponsor</td>
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<td>Named Alliance Manager</td>
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TAP Program Requirements

To join the TAP Program, partners must agree to the TAP terms and conditions in the TAP program agreement and pay the Annual membership fee for either the Elite, Access or Global levels. There are additional requirements that must be met during the first Year of membership.

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<tr>
<th>PROGRAM REQUIREMENTS</th>
<th>LEVEL</th>
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<td></td>
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<td>VMware Partner Program Agreement</td>
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<td>Public Support Statement (Software Vendors Only)</td>
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<td>Reciprocal Treatment in Partner’s Alliance Programs</td>
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<td>VMware Solution Exchange Published Listing</td>
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<tr>
<td>Product Listing: VSX*</td>
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<tr>
<td>Primary Contact</td>
<td>Alliance Champion</td>
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<tr>
<td>Technical Contact</td>
<td>Engineering and Beta Contact</td>
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<tr>
<td>TSANet Membership (“VMware Ready”)</td>
<td>&quot;VMware Ready” Requirement</td>
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<tr>
<td>VMware Sales Professional</td>
<td>Recommended</td>
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<tr>
<td>VMware Technical Sales Professional (VTSP) **</td>
<td>Recommended</td>
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<tr>
<td>VMware Certified Professional *(VCP) **</td>
<td>Recommended</td>
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<tr>
<td>Annual Program Fee</td>
<td>$750</td>
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</table>

* TAP Access, Elite and Global members must post at least one solution listing on the VMware Solution Exchange during their first year of membership. Solution listings on the VSX should contain a clearly defined joint value proposition between the partner company and VMware. To publish a listing on the VSX, TAP partners should register, then log in and click “Administration” in the upper right hand corner. All listings must be approved by VMware before publication.

** TAP Elite members must have at least one VMware Certified Professional (VCP) or one VMware Technical Sales Professional (VTSP) on staff in order to renew their yearly TAP membership. TAP Global members must have at least three VMware Certified Professional (VCP) or two VMware Technical Sales Professionals (VTSP) on staff in order to renew their yearly TAP membership. The same person can be certified as a VCP or VTSP.
VMware TAP Program Agreement
An authorized representative from the company applying for membership must complete the VMware TAP Program agreement as part of the application process. The agreement, along with the TAP Program guidelines and the TAP Program Web pages, defines the relationship between VMware and the TAP member. Applications are not processed until the authorized representative signs the agreement.

Annual Program Fee
The annual TAP Program fee for Access members is USD$750.00. The annual TAP Program fee for Elite members is USD$7,500.00 (TAP Access members may upgrade to TAP Elite membership upon payment of USD$6,750.00, which is required to by members who qualify before the TAP Access Membership renewal date). The annual TAP program fee for TAP Global partners is USD $30,000.

Payments instructions are given to members upon acceptance of application. Payment is not accepted prior to approval.

Nonpayment of TAP membership fees places the member account into inactive status, and discontinues product support for all NFR licensed products. The member is returned to active status and resumes NFR support when program fees are paid.

Primary Contact
Each TAP member must designate one person to be the primary contact during the TAP application process. The primary contact must be an authorized legal representative of the company and will have access to all appropriate TAP Level benefits after the application is approved and the fees are paid. This person submits the TAP application, receives all VMware TAP communications, and also manages the company information, contacts and membership level.

Technical Contact
Each TAP member designates one person from their company as the technical contact during the TAP application process. The technical contact will be able to access all appropriate TAP benefits once the TAP application is approved and the fees are paid.

Upon authorization, the NFR licenses provided as a TAP benefit are ordered and sent to the listed Technical Contact. If a Technical Contact is not listed the Primary Contact will be considered the Technical Contact.

Support Statement (Software Vendors Only)
TAP members of any level that are software vendors must post a public support statement that they fully support their application on the VMware virtual platform, as well as on a physical platform. This statement must be sent to VMware within the first year of membership, and must also be communicated to customers in the same way that the vendors customarily communicate support for other products. For more information about submitting a support statement, see http://www.vmware.com/partners/tap-access/isv-center.html

Reciprocal Treatment in Partner’s Alliance Program(s)
If Partner has its own program that is similar to TAP in offering access to learning, development or marketing resources intended to encourage interoperability with or expanded ecosystem opportunities for Partner’s products and/or services, then Partner must offer to VMware, in a non-discriminatory way, comparable opportunities to join such program and participate in events under its auspices as VMware extends to the Partner through TAP.

Solution Listing In VSX
TAP Access, Elite and Global members must post at least one solution listing on the VMware Solution Exchange (VSX) during their first year of membership. Solution listings on the VSX should contain a clearly defined joint value proposition between the partner company and VMware. To publish a listing on the VSX, TAP partners should register, then log in and click “Administration” in the upper right hand corner. All listings must be approved by VMware prior to publication.

VCP or VTSP Staff
TAP members must have at least one VMware Certified Professional (VCP) or VMware Technical Sales Professional (VTSP) on staff in order to renew their yearly TAP membership. The same person can be certified as a VCP or VTSP. VCP training is also available through Partner University (TAP Elite members automatically receive a 20% discount when they sign up) and must be repeated when a new version of vSphere is released.

Certification Testing (Storage/OEM Vendors Only)
TAP Elite members that are storage and OEM vendors must test their storage or OEM products with applicable VMware products during their first year of membership.

TSANet
All TAP members are recommended to join TSANet to ensure timely customer support in a multi-vendor situation. TAP members get TSANet/VMware TAP portal membership at a significant discount to the standard TSANet membership. TSANet membership is required for VMware Ready programs.

Questions
If you have any questions regarding TAP Program requirements, please send an email to: TAPAlliance@vmware.com
LEARN

Benefits of TAP Membership

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<th>TAP BENEFIT</th>
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<tr>
<td><strong>Access to Partner Central</strong>: Partner portal offering extensive technical resources, marketing tools and program info.</td>
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<td><strong>TAP Program Webinars</strong>: VMware holds quarterly webinars designed to help TAP Members understand and navigate the benefits available under the program. The webinars are designed to cover a range of topics of interest to the TAP Members such as available product licenses, press release processes, and other frequently asked questions. TAP Members can access previously recorded webinars for playback via Partner Central.</td>
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<td><strong>TAP Program Newsletter</strong>: Published regularly, the TAP newsletter features business and technical articles on a variety of topics, helpful tips, sponsorship opportunities and important partner-focused announcements. We also provide important, time-sensitive information via TAP News Flash.</td>
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<tr>
<td><strong>Communities</strong>: Access to various partner-focused communities on vmware.com.</td>
<td></td>
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</tr>
<tr>
<td><strong>Partner Exchange</strong>: During the summer VMware hosts a Partner Exchange exclusively for VMware partners. All TAP members will be invited to attend. At this event, VMware will offer brief NDA roadmap sessions to all TAP partners. To secure a spot at the Partner Exchange the TAP members are required to be registered.</td>
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<tr>
<td><strong>Exclusive NDA Product Roadmap Sessions</strong>: TAP members are invited to on-site NDA Product Roadmap Sessions hosted in Palo Alto. The on-site sessions are by invitation only. The session will also be available via webcast.</td>
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<tr>
<td><strong>Training via Partner University</strong>: Partner University gives you online access to a variety of courses focused on education, deep technical dives and training certification.</td>
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<tr>
<td><strong>Receive Training Discounts</strong>: Get a 20% training discount on selected courses offered by VMware, including VCP (VMware Certified Professional) certification. Be sure to register with your company email domain to receive the discount. Note: Inquire about training discounts prior to registration. Courses taught by our authorized training partners will not qualify for the 20% discount.</td>
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<tr>
<td><strong>Certification Planning Sessions</strong>: Webinars offered on a regular cadence to TAP Elite and Global partners, these sessions will provide an overview of VMware’s various certification programs, with the goal of helping partners to navigate and plan their certification path within VMware.</td>
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</table>
Using Partner Central

All TAP members have a Partner Central account that allows TAP members to manage their TAP memberships. Important account information is on this site, such as the Partner ID, current primary contact, other contacts, and the number of VMware-certified users in the company.

The Partner Central site also contains training materials, details on Marketing benefits and new TAP announcements. TAP members can also order additional discounted NFR software licenses through this site.

VMware sends a Partner Central login and other instructions when a New Partner joins the VMware Partner Network at the Enrolled tier level. Partners have limited access to resources until TAP membership is authorized.

TAP Partner ID

Each TAP member has a unique Partner ID. The Partner ID is listed in Partner Central under the Account Details section of My Company.

Updating Company Information

Company information is accessed in the My Company section of Partner Central. Select the “Update Personal Profile” link under the Your Profile section.

Adding Users in Partner Central

Members can open additional Partner Central accounts for other users in the company. Each new account must use a valid company email domain.

Users may create a Partner Central profile by following these instructions:

• Go to http://www.vmware.com/partners/partners.html

News and Communications

Click on the link “Register” in the following screen type in your company name and click on the search button. Please ensure you select the account tied to “Technology Alliance Partner”.

Once you have located and selected the company, you will need to fill out the user form and submit.

The user receives an email confirmation with the login credentials.

Removing Users from Partner Central

To terminate user access to Partner, send an email to TAPAlliance@vmware.com with the subject title “Inactivate User.” Please include the user’s name and email address.

TAP Member Events

VMware hosts several events to provide TAP Partners with additional resources. These events include

VMworld

Each year, VMware hosts a users conference where thousands of loyal VMware customers and prospects attend sessions providing current, in-depth information on VMware virtual infrastructure products and solutions.

Featuring numerous track sessions, user group meetings, guest speakers, a Solutions Expo, and evening events, the VMworld conference is a unique learning and networking opportunity for you. This event is a terrific opportunity for TAP members to directly interact with and present their solutions and services expertise to customers and the press.

VMware Partner Exchange

VMware Partner Exchange is now part of VMware’s annual VMworld conference and provides partner-only access to VMware’s road map and industry vision, previews of next-generation products and programs, and training that helps VMware Partners to accelerate business with VMware. All TAP Partners will receive an invitation to exclusive roadmap sessions as part of this event.

NDA Product Roadmap Sessions

The TAP team hosts Product Roadmap sessions on-site and via Webex during the summer months in Palo Alto. These are typically full-day sessions with multiple speakers followed by Q&A. The objective is to prepare partners for future development cycles, to guide them in better planning and to assist them in kick-starting visionary projects. A TAP partner must receive an invitation to attend these sessions. Not all partners will receive an invitation.

Certification Planning Sessions

As part of their participation in the TAP Program, TAP Elite and Global members have the ability to join various certification programs within VMware. Certification Planning Sessions are conducted at twice a year via Webinar, and are designed to assist partners in determining which certification programs are appropriate for their product sets, as well as to provide clear instructions on how to enroll. The sessions will be recorded, and posted on Partner Central for playback. Invitations to the Certification Planning Sessions will be sent via a TAP update to qualifying partners.
News and Communication
VMware strives to provide TAP members with relevant and timely information. To that end, members have access to key communication vehicles including:

**VMware Partner Newsletter**
VMware publishes a bi-monthly newsletter that provides TAP members with up-to-date information on new developments at VMware. Updates include product updates, Partner Program updates, new program benefits, promotion information, BETA information and more.

**VMware Partner Flashes**
VMware provides TAP members with occasional news flashes about product and program updates. These short emails highlight beta programs, event information and any critical product updates.

Opt In: To opt in of TAP member communications, log in to Partner Central and change your setting in the Communication Preferences section of My Contact Details.

**Social Media**
Get updates and insights and communicate with our customers by participating in our social media opportunities. Sign up now!

**TAP Blog**
http://blogs.vmware.com/tap
TAP members can access the TAP blog for the information about events, products, beta, upcoming Webinars, TAP-specific Roadmaps, etcetera.

**TAP Twitter**
http://twitter.com/#!/vmwaretap
TAP members get the latest updates via our TAP Twitter account.

**VMware Community**
http://communities.vmware.com/index.jspa
A dynamic space where partners meet peers online, get virtualization question answered, share ideas, find sample codes and much more.

Education, Training and Certification
An important element of the TAP Program is knowledge transfer through education and training. Product knowledge is a key factor in enabling members to effectively sell, deploy, and support VMware virtual infrastructure solutions.

Elite members must certify and maintain a VTSP or VCP on staff to be eligible to renew their yearly TAP membership. Some VMware Ready programs require additional trained staff (see the VMware Ready Program Guide). TAP members can take advantage of certification training courses at their own discretion. Depending upon the program level, members may receive a discount on VMware-delivered training.

You can see the steps to getting certification, including recommended and required courses, class schedules, and testing center locations, under the Partner University section of Partner Central: http://www.vmware.com/partnercentral.

Members seeking to refine and deepen technical skills, and achieve service accreditations and certifications, will benefit from VMware’s extensive catalog of training opportunities. VMware courses present introductory through advanced product information using online and hands-on exercises, preparing members for the VMware accreditations and Certified Professional certifications.

Some VMware Ready product certifications require certain technical or sales staff to be certified. These requirements are described in the VMware Ready Program Guide and additional information can be found in Partner Central under the VMware Ready tab.

**Maintaining Training Levels and Certification**
Accreditation and Certification requirements and curriculum may change as VMware products and requirements change. As a result, members may need to get additional training and certifications to keep their product skills current. To the extent that new certifications or accreditations are released, VMware recommends that members complete the latest version available.

**Note:** Members cannot be more than two releases behind in their accreditation or certification.

**Note:** Members who do not have the correct number of individuals with a current training status risk temporarily having their membership suspended.
VMware Partner University

The virtual campus of VMware Partner University is your portal to the high-quality training, education and support that you need to accelerate sales of VMware products, services and solutions. Partner University unifies VMware training under one framework, meeting the unique skill sets of sales, pre-sales and post-sales professionals through comprehensive, role-based, easily accessible training plans. VMware Partner University provides industry-recognized accreditation and certification programs to help you to:

- Develop your virtualization and cloud infrastructure expertise to increase revenue streams and accelerate your services business.
- Meet training needs with customized role-based training plans.
- Differentiate yourself in the marketplace.

Get started with Partner University at: http://www.vmware.com/partners/partner-learning/partner-learning.html

VMware Technical Sales Professional (VTSP) Accreditation for Pre-Sales Professionals

VTSP (VMware Technical Sales Professional) is an online, self-paced technical accreditation that uses guided tours, demonstrations and quizzes to teach technical pre-sales personnel about VMware products and solutions.

VTSP accreditation is a springboard for technical people new to selling VMware, virtualization and cloud infrastructure.

It includes overviews, basic installation instructions, initial configurations and technical best practices for VMware products.

VTSP’s are required to maintain their skills and knowledge base to retain their accreditation.

VMware Certified Professional (VCP) Certification for Post-Sales and Services Professionals

As an important element of the VMware TAP Program, the industry-recognized VMware Certified Professional Program (VCP) offers members the knowledge, skills, and credentials to deploy and maintain VMware virtualization and cloud infrastructure technology.

VCP is designed for any technical person who wants to demonstrate verifiable, peer-reviewed expertise in virtual infrastructure as a significant step in increasing their visibility and value in the career market. You are also privileged to use the trusted and valuable VCP logo on your business card or website.

To become a VCP, individuals must attend an instructor-led training course to learn best practices and gain hands-on experience on VMware products. They then must demonstrate their knowledge and skills to the satisfaction of VMware to become VMware Certified and must be certified within two major releases. There is a fee to take this hands-on training course.

Receive Training Discounts

TAP Elite and Global members receive a twenty percent discount on selected courses offered by VMware, including courses required for VMware Certified Professional (VCP) Certification. To take advantage of this discount, TAP Elite and Global members must login to Partner Central at http://www.vmware.com/partners/partners.html and click on the Partner University tab.
BUILD

TAP Benefit: Build Table

<table>
<thead>
<tr>
<th>TAP BENEFIT</th>
<th>BUILD</th>
<th>ACCESS</th>
<th>ELITE</th>
<th>GLOBAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to APIs via SDKs and Toolkits</td>
<td>Access various SDKs/APIs via VMware’s Developer Center.</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Eligible to participate in Beta programs</td>
<td>Participation in many of our beta programs is by invitation only. Members must complete a form that will be reviewed by Beta Management team.</td>
<td>•</td>
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</tr>
<tr>
<td>Free Software Licenses</td>
<td>Licenses (w/support) for several VMware products to enable development, integration and testing.</td>
<td>Access Bundle</td>
<td>Elite Bundle</td>
<td>Global Bundle</td>
</tr>
<tr>
<td>Discounted Developer Licenses</td>
<td>Ability to purchase deeply discounted licenses for development use. Quantity restricted.</td>
<td>•</td>
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</tr>
<tr>
<td>Developer SDK Support</td>
<td>TAP Elite and Global members receive a number of free incidents of standard SDK support.</td>
<td>5 incidents /year</td>
<td>Unlimited</td>
<td></td>
</tr>
<tr>
<td>Technical Alliance Manager</td>
<td>Access to Technical Alliance Manager for various technical questions related to the program and products.</td>
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<tr>
<td>Product Manager Access</td>
<td>Annual access to a Product Manager for discussion around a product or solution. Based on submission of a business case and approval by VMware.</td>
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</tr>
<tr>
<td>Access to Co-Development Programs</td>
<td>Access to source code, driver development and certification, storage and server certifications. Separate application required.</td>
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<td></td>
</tr>
<tr>
<td>Developer Technical Support</td>
<td>Incident-based developer support for questions related to integration with our SDKs and API toolkits.</td>
<td>5 Incidents</td>
<td>Unlimited</td>
<td></td>
</tr>
<tr>
<td>30% Discount on Additional Developer Support: Developer Support Subscription-Get unlimited developer support for one year.</td>
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</tr>
<tr>
<td>Dedicated NFR Portal: Dedicated NFR Portal</td>
<td>NFR portal is a website at which Global Level Partners can submit requests for any amount of Not For Resale (NFR) or Evaluation Licenses for VMware products.</td>
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</table>

Access to APIs Via SDKs and Toolkits

VMware provides SDKs (Software Development Kits) consisting of published APIs that can be used by TAP members to integrate their products with VMware vSphere or VMware View. Such integrations allow members to configure and monitor the parameters in a virtual environment, including VM inventory, VM life cycle, host/network/storage configurations, performance monitoring and alert management. While SDKs provide a set of published APIs that are sufficient for most tasks related to management of a virtualized infrastructure, some uses require members to access, adopt or collaborate in the development of specific APIs. These programs provide access to specific APIs and R&D resources for collaborative development purposes.

Meeting with a VMware Product Manager

TAP Elite and Global Members have the privilege of requesting an annual meeting with a VMware Product Manager. They can use the meeting to discuss an idea or seek input for a product or a solution, provided that they do not disclose any information that is deemed confidential. Applications must be made by completing a business case template available in Partner Central and are subject to VMware approval. Not every application requesting a meeting will be approved.

The criteria for business case consideration is internal to the VMware Product Management organization and may change based on business needs. Meetings with VMware product managers will be held annually in conjunction with the NDA Roadmap series in Palo Alto. Invitations and requests for applications will be sent to Elite & Global Partners prior to the event. Teleconferencing is available during this event for those partners unable to attend in person.
Access to Co-Development Programs
TAP members have privileged access to developer resources through Co-Development Programs, including:

- Products
- Content
- Services
- Source Code Access

Programs include:

- SDK (Software Development Kit): For all TAP members.
- IOVP (I/O Vendor Program): Available to qualified IHV (Independent Hardware Vendor) partners. An additional agreement is required.
- Specific API Programs: Program-dependent. Additional due diligence required.
- Community Source Program: Based upon a proposal. Requires additional due diligence.

Architecture Roundtables
VMware periodically conducts architecture roundtables led by a VMware Expert; these are forums for engaging partners in an in-depth discussion on a selected technology topic.

Note: Not every Elite or Global TAP Partner will receive an invitation to participate in a roundtable. The invite list, frequency, subject matter and geographical location of the roundtables are the sole discretion of VMware.

Eligibility to Participate in Beta Program
VMware runs multiple Beta programs that span product lines in the cloud infrastructure to help partners test next-generation features, add technical skills and understand the direction of the Virtualization industry. These programs also let partners prototype a solution and be ready for deployment when VMware products reach General Availability. The objective of VMware’s Beta Programs is to gain Partner feedback on our products.

Partners who qualify and are interested in testing our software and giving feedback are invited by the VMware Product team to participate. Members who have completed the VMware Ready certification are given priority.

NFR Software
All software licenses provided through the TAP Program are considered not for resale (NFR) licenses. Acceptable uses of TAP NFR Licenses are solely for the purposes of demonstrating, developing, testing and supporting interoperability and integrations between partner products and VMware software.

TAP NFR Licenses are not available for any production use. Production uses of the licenses include, but are not limited to,

- Using VMware NFR Software for the Partner’s own information processing or computing needs,
- The demonstration, development, testing or support of Partner products that have not been developed or integrated with VMware software, pursuant to the TAP Program.

NFR Licenses are not perpetual and will expire upon termination of the TAP Partnership. Partner’s use of any NFR licensed product shall be subject to the Partner’s compliance with the terms and conditions of the TAP Agreement.

For further details about free and discounted, refer to the “NFR Software Information for Technology Alliance Partner (TAP) Program”.

The level of access to the NFR Software Licenses varies by TAP partner type.

Dedicated NFR Portal for Global Partners
TAP Global Partners will have access to a dedicated NFR Portal at which Global Level Partners can submit requests for any amount of Not For Resale (NFR) or Evaluation Licenses for VMware products.

The program will require a business case/justification to be submitted, and the licenses will be made available after approval. The licenses will be governed by usage conditions detailed in the TAP NFR Program Guide.
Developer SDK Support

SDK support gives you access to VMware vSphere API expert engineers for integration and development support. With years of experience using the powerful vSphere APIs with third-party solutions, they can explain what the SDK can do, describe best practices, help with your project, and troubleshoot your code.

For information on how to submit a support request, support alerts, updates and more, see: http://www.vmware.com/support/services/sdk.html

SDK Support Levels

Two levels of SDK support are available.

- Standard SDK support: responds within two business days.
- Premium SDK support: responds within one business day.

Products Supported

Products for Administrators

- VMware vSphere PowerCLI
- VMware vSphere Command Line Interface
- VMware vSphere Management Assistant
- Products for Software Developers
- VMware vSphere Web Services SDK
- VMware vSphere SDK for Perl
- VMware vSphere Guest SDK
- VMware VIX API
- VMware vCloud API
- VMware vCloud SDK for Java
- VMware ThinApp SDK
- VMware Virtual Disk Development
- VMware CIM SDK (SMASH—SMI-S)
- VMware vSphere Client Plug-ins
- VMware vCenter Orchestrator API (custom plugins/workflows)

The up-to-date list of products supported is available at http://developercenter.vmware.com/sdks

Free SDK Support

Upon joining, the TAP Elite members receive 5 free Incidents of SDK support. Global members receive free unlimited SDK support. Renewal of their TAP membership gives TAP Elite members another set of free standard SDK support incidents. Unused incidents expire one year after issue and cannot be extended, transferred, or used after an Elite or Global member leaves the TAP program.

Purchased SDK Support

Any user (including non-TAP members) can purchase an annual license for unlimited 12x5 SDK support at the Standard level. Additional SDK support should be purchased through the appropriate VMware Sales Team, it is not available through the TAP Program. The license expires one year after the date of issue and cannot be transferred or extended. If a TAP member purchases an annual SDK support license and then leaves the TAP program, SDK support is still provided until the license expires.

TAP Elite members receive a discount on purchasing additional SDK support. Sign in to Partner Central and go to the Partner Store for details.

For more information about purchasing an SDK support license, see https://www.vmware.com/support/services/sdk.html

Subscription Programs

TAP partners who meet eligibility requirements as stated in the relevant program guide may join the following subscription programs. These programs encompass all of the key components of our Software Defined Data Center (SDDC) and End User Computing (EUC) product offerings. Please, refer the program guide specific for each program for details on benefits and program fees.
Software-Defined Data Center (SDDC) Program
The software-defined approach extends industry-leading vSphere virtualization beyond compute to network and storage, making data center services as easy and inexpensive to configure and manage as virtual machines. The partner’s can select an option that best supports their business needs:

• SDDC Foundation provides partners with everything necessary to get their hardware (including Servers and Storage) tested against vSphere and obtain official certification and support.

• SDDC Integration includes and builds upon SDDC Foundation. It includes all the necessary tools and development resources to enable TAP partners to design, build, and implement products using VMware APIs, services, and SDKs across the entire SDDC portfolio. Encompassing everything from I/O and advanced storage technologies such as VMware Virtual Volumes (VVols), to management extensions including vRealize Orchestrator and vRealize Log Insight.

End User Computing (EUC) Program
VMware End-User Computing extends the power of virtualization — from data centers to devices — and empowers IT to deliver work at the speed of life. The program has two options, depending on partner’s business needs:

• EUC Foundation includes certification/validation for three types of solutions: Turnkey Appliances; Validated Reference Architectures and Proven Storage solutions. These take the guesswork out of deployment horizon and ensure fast deployments with predictable results and costs. Rapid Desktop Appliances (Turnkey Appliances) with pre-integrated, pre-configured, pre-tested, and validated software, storage and components offer a one-stop shop for Horizon deployment. Validated Reference Architectures provide standard, repeatable, and scalable designs for quickly and easily deploying Horizon with a customer’s vendor of choice.

• EUC Integration includes everything in the Foundation offering and additionally provides information and pre-release materials to partners to enable them to create products that are compatible with End User Computing products.

Up to date, product communications on VMware release dates, certification policies, and product features are provided to all partners. Upon successful completion of certification, the qualifying products will be listed in the VMware Compatibility Guide. VMware Ready™ logo is provided to partners, and it can be used in their marketing and sales of the certified products.
TAP Benefit: Deploy Table

<table>
<thead>
<tr>
<th>TAP BENEFIT</th>
<th>DEPLOY</th>
<th>ACCESS</th>
<th>ELITE</th>
<th>GLOBAL</th>
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<tbody>
<tr>
<td><strong>VMware Ready Certification</strong> – Differentiate your solution by letting</td>
<td>(ISV Application and vCloud Air only)</td>
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<td>your customers know that it has passed the strict VMware Ready testing</td>
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<td>requirements. VMware Ready logo provided upon successful testing of the</td>
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<tr>
<td>application.</td>
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<td><strong>Placement in VMware Solution Exchange (VSX)</strong> – Get exposure to our</td>
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<td>channel and customers by placing products in the VSX. VMware Ready</td>
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<td>products get special consideration.</td>
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<td><strong>TAP Program Membership Logo</strong> – Receive a VMware TAP partner logo that</td>
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<td>puts you in the exclusive club of VMware partners. Get it via Partner</td>
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<td>Central.</td>
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<td><strong>Sponsorship Opportunities</strong> – Get an opportunity to sponsor a variety of</td>
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<td>VMware events, including VMworld, vForums and VMware User Groups</td>
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<td>(VMUG). Global, Elite and VMware Ready partners get a preference over</td>
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<tr>
<td>others.</td>
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<tr>
<td><strong>Ability to bundle (OEM) VMware Software</strong> – TAP members are eligible</td>
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<tr>
<td>to participate in the embedded OEM program. Additional requirements apply.</td>
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<tr>
<td>For information on becoming an embedded OEM partner email oemo - <a href="mailto:program@vmware.com">program@vmware.com</a>.</td>
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<tr>
<td><strong>PR Support</strong> – Ability to get VMware quote for press releases</td>
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<td>describing new program membership and completion of VMware Ready testing</td>
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<td>or a Custom Press Release. Please reach out to the Alliance PR Team to</td>
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<td>begin the review process for PR support.</td>
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<tr>
<td><strong>VMware Ready Solution Brief</strong> – A solution brief is a two-page</td>
<td>1 Per Year</td>
<td>3 Per Year</td>
<td>3 Per Year</td>
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<tr>
<td>document that describes how a partner’s VMware ready product or solution</td>
<td></td>
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<tr>
<td>works with a VMware product. A partner may use a Solution Brief as a</td>
<td></td>
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<tr>
<td>marketing aid for their product or solution.</td>
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<tr>
<td><strong>Joint Webinars</strong> – TAP Elite and Global members who have certified</td>
<td>1 Per Year</td>
<td>2 Per Year</td>
<td>2 Per Year</td>
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<tr>
<td>their product as VMware Ready and completed a Solution Brief are eligible</td>
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<tr>
<td>to do a Joint Webinar with VMware. Requires VMware approval.</td>
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<td></td>
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<tr>
<td><strong>Joint Whitepapers</strong> – TAP Elite and Global members who have certified</td>
<td>1 Per Year</td>
<td>2 Per Year</td>
<td>2 Per Year</td>
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<tr>
<td>their product as VMware Ready, completed a Solution Brief and a Joint</td>
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<tr>
<td>Webinar are eligible to release a Joint Whitepaper with VMware. Requires</td>
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<tr>
<td>VMware approval.</td>
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</tbody>
</table>

**Listing on vmware.com Global Alliances Page** – All authorized Global     | 1 Per Year                                                             |        |       | •      |
| Partners will be listed on VMware’s Global Alliances Page.                |                                                                        |        |       |        |

**VMware Ready Program**

VMware Ready is a comprehensive validation and co-branding program that makes it easy for Technology Alliance Partners, Global OEM Partners, and System Builders to show customers that their solutions have passed VMware-specified integration or interoperability criteria and are technically ready for use with VMware vSphere™, VMware View™ and VMware environment.

Partners who have passed the VMware Ready validation process gain access to exclusive marketing and co-branding resources, and can apply the VMware Ready logo to their hardware or software products as proof that their solutions have been validated by VMware.

Please contact your VMware Alliance Manager or mailto: tapalliance@vmware.com with any questions you have regarding the VMware Ready Program or its requirements. For more information: http://www.vmware.com/partners/tap-access/vmware-ready

**Hardware Certification**

TAP Elite and Global Partners are eligible for hardware certification. Details of the program can be found on the VMware Development & Certification website. VMware will engage in various marketing efforts to promote the VMware Ready brand, as well as partners’ certified VMware Ready products, to VMware customers and channel partners.
Sales & Marketing Tools

Partner Profile and Partner Locator
Partner Profiles provide valuable company information, listed in the VMware Partner Locator. The Partner Locator is a search tool that showcases a TAP member’s relationship with VMware to customers and prospects. From the Partner Locator, customers go to the VMware Solution Exchange (VSX) to browse solutions listings provided by the partner. To update your profile, log on to Partner Central at: http://www.vmware.com/partnercentral

VMware Solution Exchange (VSX)
The VSX marketplace, http://solutionexchange.vmware.com/ is an end-to-end marketplace for VMware partners and developers to showcase their solutions, including virtual appliances vApps and plug-ins for VMware products, vCO plug-ins for VMware products. Leveraging the VSX, TAP members can capture leads from prospective customers and engage with customers on a one-to-one basis.

All TAP members can:
• Create company and product listings
• Upload solution-related resources
• Post support statement

In addition, TAP Access, Elite, Global members can:
• Register multiple VSX users and associate them to the company and solution listings by role (number of unique employees per company subject to limitation)
• Access company sales pipeline (role based)

Using the VSX features, customers, developers and partners create a dynamic community of users. This facilitates discussion, collaboration, and accelerated development and deployment cycles within our collective virtualization ecosystem. The VSX provides a way for customers to locate, evaluate and purchase VMware and partner solutions.

In addition,

TAP Elite and Global members are eligible to apply for a featured spot on the VSX. A featured spot on the VSX provides enhanced visibility for the partner’s product or solution. VMware reserves the right to review and approve the applications for a featured spot. Details of the application and criteria for a Featured Spot on VSX can be found here.

Customers can perform the following functions:
• Browse solutions on the VSX by category, vertical industry, or technology type
• Search for company and solution listings
• Download resources such as white papers, deployment guides, case studies, and data sheets
• Download and evaluate virtual appliances, vCO plug-ins, vApps, and trial software
• Contact a VMware partner
• Rate and review VSX solution listings

Questions about VSX, Email: vsxalliance@vmware.com

VMware Ready Solution Brief
A solution brief is a two-page document that describes how a partner’s VMware Ready product or solution works with a VMware product. A partner may use a Solution Brief as a marketing aid for their product or solution. A partner may request a Solution Brief by completing a VMware template related to the subject area of their product or solution. The existing templates are available at Partner Central. For a subject area not covered by an existing template, a partner may request that VMware create one. Such requests should be made by e-mail to TAPAlliance@vmware.com. TAP Elite members are allowed one request a year and TAP Global members are allowed three requests a year.

VMware Technology Alliance Program Logo
TAP members are privileged to use the VMware TAP logo on web sites, marketing documents, sales documents, slide presentations, and other collateral. The VMware logo and trademark guidelines are in the Marketing section of Partner Central. It is provided in a variety of formats, including EPS.

Note: In accordance with the TAP agreement, members must follow the VMware Trademark and Logo guidelines when using the VMware TAP Program logo. Members who fail to do so are subject to termination of their TAP Program membership.

Joint Enablement of Key Channel Partners
VMware will work with TAP Global Partners on cross-mapping joint enablement of Key Channel Partners to drive joint solutions into the market. Under the program
• VMware will work with each TAP Global Partner to identify top joint resellers in at least two geographies and will conduct training for those joint resellers around identified joint VMware-TAP partner solutions.
• The TAP Partner must have sales-ready collateral, such as a datasheets, whitepapers or other selling materials, to share with reseller as a part of the training process.
Sponsorship Opportunities

Sponsorship opportunities are available for VMware events, such as VMworld, Partner Exchange, regional forums, and online forums.

VMworld
VMworld presents information to professionals in organizations seeking to reduce IT complexity and enable IT as a service through virtualization and cloud computing. VMworld includes hands-on lab training, for technology partners to discuss virtualization best practices, leveraging IT as a service, and more.

Audience: VMware customers, partners, prospects, press, analysts.

Complete event details: http://www.vmworld.com

VMware Forums
VMware Forums are our largest one-day regional prospecting events. Forums consist of a broad industry keynote and breakout sessions covering topics that address solutions for virtualization, cloud infrastructure, management, end user computing, and application development. Customer stories and product experts are featured, and attendees can meet with sponsors and exhibitors in an exhibitor lounge. In Asia-Pacific, vForums are similar to VMworld and run for two days in some cities.

Online VMware Forum
Online VMware Forum is a free event allowing customers to learn about accelerating IT, so that their business can respond more effectively to markets, competitors and customers. VMware experts, industry analysts and IT professionals discuss how virtualization and cloud computing helps organizations reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green.

Audience: IT managers, directors, and architects in the following functional areas: development, application, system administration, datacenter, desktop, security, and database.

Complete event details: http://info.vmware.com/content/VirtualizationForum_WW

Sponsorship preference for VMware events is given to Global, Elite members and VMware Ready partners.

Press Guidelines and PR Templates

VMware supports TAP members in three types of press releases:

• Announcing a Partner is joining the TAP program at the Access, Elite or Global levels.

• Announcing a Partner’s product as VMware Ready certified.

• Providing a supporting quote for a partner press release related to a product or solution that works with VMware products.

Note: Eligibility for a custom press release is one a year for TAP Access Members, two a year for TAP Elite members and four a year for TAP Global Partners.

Application for press releases should be made by reaching out to the Alliance PR team at alliancepr@vmware.com. Any Press Release that mentions VMware must receive final approval prior to release. TAP members who do not follow the press guidelines are subject to termination of their VMware TAP Program membership.

Joint Webinars
VMware will participate in a Joint Webinar on a joint solution offered by a TAP Elite & Global partners to their installed base. It is subject to the following conditions:

• Partner must have completed a solution brief

• Partner must have certified at least one product as VMware Ready

• VMware must have approved the Partner’s business case

• This benefit is limited to one request a year

Joint Whitepapers
VMware supports the publication of a joint white paper on a TAP Elite or Global Partner’s Product or Solution. It is subject to the following prerequisites:

• Partner must have completed a solution brief

• Partner must have conducted a joint webinar

• VMware must have approved the Partner’s business case

• Partner must have submitted a draft no longer than 20 pages

Not all partners may receive this benefit due to limited resources. This benefit is limited to one request a year for Elite members and two per year for Global members. White Papers may be published only after VMware’s editorial review and final approval.
Listing on vmware.com Global Alliances Page

All authorized Global Partners will be listed on VMware’s Global Alliances Page. The Global Alliances page serves as a central location for customers to identify which VMware partners are engaged with VMware at the highest and most strategic level. Representation on the Global Alliances page provides prospective joint customers with the confidence that VMware and the partner are working together to drive joint and supported solutions into the market. It provides details about the partnership that customers can use to make purchasing decisions. To be listed on the Global Alliances page, partners should work with their Named Alliance Manager. The page is located at http://www.vmware.com/partners/global-alliances/.
SUPPORT

TAP Benefit: Support Table

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<tr>
<th>TAP BENEFIT</th>
<th>SUPPORT</th>
<th>ACCESS</th>
<th>ELITE</th>
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<tbody>
<tr>
<td>TSANet – TAP members get a steep discount when they join the TSANet/VMware portal. With the TSANet process, members can collaborate when a multi-vendor support issue arises.</td>
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<tr>
<td>Product Support – Basic installation and configuration product support</td>
<td>5 Incidents</td>
<td>Basic SNS</td>
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<tr>
<td>TAP Alliance Program Support + Named Account Manager – assistance in navigating all TAP benefits</td>
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<td>Named Alliance Manager – Global TAP partners will work closely with a named Alliance Manager at VMware.</td>
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<tr>
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VMware Support Partner Ecosystem (TSANet)

The VMware Support Partner Ecosystem provides TAP members with the ability to collaborate on multi-vendor support issues without finger-pointing. When a customer has bought support and products individually from both VMware and the TAP partner, the Ecosystem provides and obligates both VMware and the Partner to work with each other as opposed to pointing the customer back and forth, leading to a very frustrating experience for our common customer.

Unlike a traditional OEM relationship where there is a back-line support path, the Ecosystem is a two-way relationship and provides the ability for either party to contact on behalf of an entitled customer. This program is strictly a support relationship. Where calls are low in frequency, they are typically high in complexity. The support ecosystem provides the mechanism for both to achieve a higher level of customer satisfaction in what can be a tense and disruptive time for our customers.

The program is implemented via the Technical Support Alliance Network (TSANet) which presents TAP partners with the legal relationship documents. These documents bind both VMware and Partner into a support relationship where each are obligated to work with each other on behalf of the common customer.

The Partner will give VMware (via TSANet) process instructions if the Partner’s customer calling VMware and VMware’s customer support engineers need to collaborate with the Partner.

These instructions should include:

- Information required by the Partner to verify a common customer (customer entitlement).
- A support process that VMware should follow to contact and collaborate with the Partner.
- A method available to VMware if the call needs to be escalated.

This process document is sent into a common portal (TSANet Database). Once the member has completed the process, they will receive an encrypted URL which provides the Partner a link to VMware’s support and escalation process. Further, the Partner’s process is now stored in the TSANet database and can be accessed by VMware.

The system also will automatically generate an email requesting all parties to review and update these records every ninety days. The sign-up support portal is located at https://vmware-tap.tsanet.org

TAP Member Technical Product Support

VMware is committed to delivering enterprise-class, worldwide support to TAP members with a single objective in mind: your success. The main support page is: https://www.vmware.com/support/services/index.html
VMware Basic Support and Subscription (SnS) Service

Basic 12x5 SnS is available for NFR licenses given to TAP Elite and Global members. Critical issues are targeted for a 4-hour response time, and Major issues are addressed within 8 hours. This level of support is designed for non-critical applications and platforms.

VMware global support centers are strategically placed to provide you with fast and efficient access to your regional support center. Each center is staffed with engineers that provide industry-leading expertise in virtualization and years of experience supporting virtual infrastructure products in real-world customer environments.

For more information, or to open a SnS ticket, go to: http://www.vmware.com/support/services/basic.html

Elite and Global members with high-level support issues or certification problems can send an email to TAPTech@VMware.com. The TAP Tech team is a liaison between Elite and Global members and VMware Support Teams, routing your issue to the proper support group.

Knowledge Base & Support Forums

The VMware Knowledge Base is a searchable database that includes resolutions to common technical issues, tips, technical notes and answers to VMware product FAQs. Also, VMware offers support forums, allowing TAP members interaction with other members of the extended VMware community. Support forums are where to go for answers not found in the Knowledge Base. The VMware Support Forums are available at: http://www.vmware.com/support

TAP Alliance Program Support + Named TAP Account Manager

All TAP members will have access to TAP Program support via a Named TAP Account Manager. The TAP Account Manager will answer questions that the partner has regarding all of their TAP benefits. The Account Manager will also engage with the TAP partner to better understand their business and products, and to recommend areas of further partnership with VMware.

Named Alliance Manager

Global TAP partners will work closely with a named Alliance Manager at VMware. The VMware Alliance Manager will serve as a central point of contact for the partner’s work with VMware. The Alliance Manager will communicate with the partner about VMware’s strategy in a given market segment, and, where appropriate, work to facilitate joint development and go-to-market activities.

Named VMware Executive and Business Unit Sponsor

Each Global partner will have the opportunity to work with a VMware Executive and/or Business Unit Sponsor on a defined cadence. The VMware Executive/Business Unit Sponsor will engage with the partners’ executives to define and drive various strategic opportunities within both companies. The engaging executives are key decision makers at VMware, and their support has a significant impact on a partner’s success in working with VMware.

TAP Program Guide