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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 program and, for multi-level programs, by membership level. Program membership will renew automatically for successive one-year terms provided that Partner remains in compliance with all program requirements. 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:

http://www.vmware.com/partners/tap-access

Getting Help

For TAP Program registration questions, contact:

tapregistration@vmware.com

For general TAP Program questions or feedback, please contact:

TAPAlliance@vmware.com

Members 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 first 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.
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 Only)

To join the TAP Program at the Access level, the primary contact person submits the TAP enrollment form online after joining at the Enrolled Tier level. If approved, you will be advised by the TAP team and be able to pay fees and access all Access Level benefits in Partner Central. A $750 fee payment is required with the application.

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).

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.

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 or Access levels. There are additional requirements that must be met during the first year of membership.

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>LEVEL</th>
<th>Access</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMware Partner Program Agreement</td>
<td></td>
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<tr>
<td>Public Support Statement</td>
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<tr>
<td>Reciprocal Treatment in Partner’s Alliance Programs</td>
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<tr>
<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>Authorized legal representative of the Company</td>
<td>Authorized legal representative of the Company</td>
<td></td>
</tr>
<tr>
<td>Technical Contact</td>
<td>Engineering and Beta Contact</td>
<td>Engineering and Beta Contact</td>
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<tr>
<td>TSA Net Membership</td>
<td>VMware Ready</td>
<td>VMware Ready</td>
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<tr>
<td>VMware Sales Professional</td>
<td>Recommended</td>
<td>Recommended</td>
<td></td>
</tr>
<tr>
<td>VMware Technical Sales Professional (VTSP) **</td>
<td>Recommended</td>
<td>1 Required (for renewal)</td>
<td></td>
</tr>
<tr>
<td>VMware Certified Professional (VCP) **</td>
<td>Recommended</td>
<td>1 Required (for renewal)</td>
<td></td>
</tr>
<tr>
<td>Annual Program Fee</td>
<td>$750</td>
<td>$7,500</td>
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</table>

* TAP Access and Elite 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 prior to publication.

**TAP Elite 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.
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).

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 Access Level benefits when 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 Access Level benefits once the TAP application is approved and the fees are paid. Once the TAP membership fee has been received by VMware, the account is authorized. On authorization, the NFR keys are automatically sent to the Technical Contact.

Support Statement (Software Vendors Only)
TAP Access and Elite members 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/issv-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 and Elite 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 On 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
## Benefits of TAP Membership

TAP membership offers many benefits to members, described in the following lifecycle tables: **Learn, Build, Deploy**, and **Support**.

<table>
<thead>
<tr>
<th>TAP BENEFIT</th>
<th>LEARN</th>
<th>ACCESS</th>
<th>ELITE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access to Partner Central</strong> — Partner portal offering extensive technical resources, marketing tools and program info.</td>
<td>•</td>
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<tr>
<td><strong>Invitation to Technology Exchange Conference</strong> — Technology Exchange features sessions on product roadmaps, API overviews and best practices, and business updates. This event is by invitation only.</td>
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<tr>
<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>
<tr>
<td><strong>Communities</strong> — Access to various partner-focused communities on <a href="http://vmware.com">vmware.com</a>.</td>
<td>•</td>
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</tr>
<tr>
<td><strong>Exclusive NDA Product Roadmap Sessions</strong>: The TAP Team hosts Product Roadmap sessions at VMworld and at Partner Exchange exclusively for TAP members. In addition, select TAP members are invited to on-site NDA Product Roadmap Sessions hosted in Palo Alto.</td>
<td>•</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>
<tr>
<td><strong>$500 Annual Credit for VMworld</strong> — Receive annual $500 credit towards participation in this conference for one partner employee. Details are provided to the Primary and Technical contacts when VMworld registration opens for US and Europe events.</td>
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</tr>
<tr>
<td><strong>Receive Training Discounts</strong> — Get 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. <strong>Note</strong>: Inquire about training discounts prior to registration. Courses taught by our authorized training partners will not qualify for the 20% discount.</td>
<td>•</td>
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<td>•</td>
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<tr>
<td><strong>Annual Business Planning Session</strong> — Elite Program members can request one annual business planning session.</td>
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</table>
Using Partner Central

All TAP members have a Partner Central account which 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. Elite members order NFR software licenses through this site.

VMware sends a Partner Central login and other instructions when they join 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, in the Account Details section of My Company.

Updating Company Information

Company information is updated in the section, My Company, of Partner Central.

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
• 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.
• You will then receive an email confirmation with their login credentials.

Removing Users from Partner Central

To delete access by a member of your company to Partner Central, 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 events focusing on TAP members.

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. The Technology Exchange (TEX) Track at VMworld presents a wide variety of informative sessions customized for TAP members. 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.

$500 Annual Credit for VMworld

One representative from a TAP Elite company attending VMworld in the United States or in Europe will receive a $500.00 USD Annual Credit for registration.

VMworld registration discount information and code will be sent to the primary contact on the TAP account before VMworld US and VMworld Europe.

VMware Partner Exchange

VMware Partner Exchange is our annual partner conference that focuses on member education and enablement. Only select TAP members are invited to this event.

TEX Track

The Technology Exchange (TEX) Track at VMware Partner Exchange presents a number of informative sessions exclusively for those TAP members invited to VMware Partner Exchange. The program is designed to deliver content specific to your job role and business needs. Sessions provide you with proven go-to-market selling strategies for VMware solutions, key insights on sales and marketing programs, and in-depth training on VMware technology.

Benefits for members attending the conference include:

• Hear from leaders in business infrastructure virtualization
• Access to VMware executives and experts
• VMware NDA Product Roadmap sessions, and new sales/marketing tools
• How to accelerate your virtualization expertise
• Training opportunities to complete your solution competency requirements
• Networking with peers
NDA Product Roadmap Sessions
The TAP team hosts Product Roadmap sessions at VMworld, Partner Exchange and on-site in Palo Alto to prepare partners for future development cycles, to guide them in better planning and to assist them in kick-starting visionary projects. Only select TAP members will be invited to these sessions, which are focused on various segments within the TAP ecosystem.

Onsite/online Summer NDA Roadmap Series
The TAP team organizes NDA Roadmap Series during the Summer months in Palo Alto at VMware. Partners meet face-to-face with Directors of Product Management and Product Managers. These are typically full-day sessions with multiple speakers followed by Q&A and panel sessions. Only select TAP members are invited to these events.

News and Communications
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 newsletter which sends TAP members up-dates on new developments at VMware, including product updates, Partner Program updates, new program benefits, promotion 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 Out: To opt out 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/#!/vmwareetatap
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: 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.

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 certification to keep their product skills current. To the extent that new certifications or accreditation 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:

• 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:

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. There is a fee to take this hands-on training course.

Receive Training Discounts

TAP Elite 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 members must login to Partner Central at http://www.vmware.com/partners/partners.html and click on the Partner University tab.

Annual Business Planning Session

During this interactive session, we will walk you through the details of various tools and benefits available to you as a VMware partner so you can maximize the value of your alliance with VMware. One main topic of discussion will be the VMware Solution Exchange (VSX), a socially-enabled virtualization and cloud infrastructure marketplace where customers can engage with VMware partners and developers as they discover, evaluate, and rate joint solutions, including virtual appliances, vApps, and vCO plug-ins. At the end of the session, you will have a customized plan with a list of TAP Program offerings most useful for your business segment.

Send an email to: tapalliance@vmware.com to schedule this session.

Note: The session is offered once per membership year, and is available only to Elite members.
<table>
<thead>
<tr>
<th>TAP BENEFIT</th>
<th>BUILD</th>
<th>ACCESS</th>
<th>ELITE</th>
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<tbody>
<tr>
<td>Access to APIs via SDKs and Toolkits – Access various SDKs/APIs. SDK download link.</td>
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<tr>
<td>Eligible to participate in Beta program: Participation in many of our beta programs is by invitation only. Members must complete a form that will be reviewed by our team.</td>
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<tr>
<td>Eligible to participate in Leveraged Services for ISVs — TAP members can apply for free testing and validation services. Upon approval, they gain access to VMware Lab and engineering resources.</td>
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<tr>
<td>Free Software Licenses – Licenses (w/support) for several VMware products to enable development, integration and testing.</td>
<td>Access Bundle</td>
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<tr>
<td>Discounted Developer Licenses – Ability to purchase deeply discounted licenses for development use. Quantity restricted.</td>
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<tr>
<td>Technical Alliance Mgr – Access to Technical Alliance Mgr for various technical questions related to the program and products.</td>
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<tr>
<td>Access to Co-Development Programs – Access to source code, driver development and certification, storage and server certifications. Separate application required.</td>
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<tr>
<td>30% Discount: Developer Support Subscription – Get unlimited developer support.</td>
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<tr>
<td>Developer Technical Support – Incident-based developer support for questions related to integration with our SDKs and API toolkits.</td>
<td>5 Incidents</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 let members 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.

**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.
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 TAP team to participate. Members who have completed the VMware Ready certification are given priority.

Eligible To Participate In SW Validation/Testing Services
VMware provides free engineering and marketing resources to qualified ISVs to validate their solutions on VMware. Resources include access to a VMware test lab, engineering assistance for validation, and marketing assistance to document, publish and promote results. By using these resources, ISVs can:

- Collaborate with VMware to virtualize tough applications that are especially challenging to virtualize
- Adopt best practices on how best to use the VMware platform with a particular application
- Differentiate their offerings by taking advantage of the vSphere platform
- Remove sales blockers
- Increase customer awareness of solutions

VMware makes the following validation services available to TAP members and recommends best practices in each area:

- Performance Validations – Understand the performance characteristics of your application once it is virtualized on vSphere
- VMware View Validations – Confirm that your desktop applications function effectively on the View Platform
- Business Continuity and Disaster Recovery Validations – Increase service levels by utilizing VMware HA and Site Recovery Manager
- Cloud Migration Validations – Migrate existing on-premise applications to cloud-based models such as SaaS

If you are interested in validating your applications, please send an email to tapalliance@vmware.com indicating which validation type you would like to do. 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, pricing on TSA net membership, support alerts, updates and more, see: http://www.vmware.com/support/services/sdk.html

NFR Software
Refer to the “NFR Software Information for Technology Alliance Partner (TAP) Program” document for free and discounted license information.
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, pricing on TSAnet membership, 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)

Free SDK Support Incidents
Upon joining the TAP Elite members get a number of free incidents of standard SDK support. Renewal of their TAP membership gives them 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 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. 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 get a discount. 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
## TAP BENEFIT

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<tr>
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<tr>
<td><strong>DEPLOY</strong></td>
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<tr>
<td>VMware Ready Certification – Differentiate your solution by letting your customers know that it has passed the strict VMware Ready testing requirements. VMware Ready logo provided upon successful testing of the application.</td>
<td>(Application ISVs only)</td>
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<tr>
<td>Placement in VMware Solution Exchange (VSX) – Get exposure to our channel and customers by placing products in the VSX. VMware Ready products get special consideration.</td>
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<tr>
<td>TAP Program Membership Logo – Receive a VMware TAP partner logo that puts you in the exclusive club of VMware partners. Get it via Partner Central.</td>
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<tr>
<td>Sponsorship Opportunities – Get an opportunity to sponsor a variety of VMware events, including VMworld, Partner Exchange, vForums and VMware User Groups (VMUG). Elite and VMware Ready partners get a preference over others.</td>
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<tr>
<td>Ability to bundle (OEM) VMware Software – TAP members are eligible to participate in the embedded OEM program. Additional requirements apply.</td>
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<td>PR Support – Ability to get VMware quote for press releases describing new program membership and completion of VMware Ready Testing. Access via Partner Central.</td>
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<tr>
<td>VMware Services Software Solution Bundle – Provides unlimited access to VMware Health Analyzer, VMware Migration Manager, VMware View Planner, and VMware Capacity Planner.</td>
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<td><strong>ACCESS</strong></td>
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### 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™ and VMware View™.

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 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

Elite members are eligible for hardware certification. Details are on the [VMware Development & Certification](http://www.vmware.com/partners/tap-access/vmware-ready) and the [VMware Solution Exchange (VSX)](http://solutionexchange.vmware.com/). Leveraging the VSX, TAP members can capture leads from prospective customers and engage with customers on a one-to-one basis.

### 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](http://www.vmware.com/partnercentral)

### VMware Solution Exchange (VSX)

The VSX marketplace, [http://solutionexchange.vmware.com/](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 statements
In addition, TAP Access and Elite 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.

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 the VSX? Email to vsxalliance@vmware.com

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.

Sponsorship Opportunities

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

VMware Partner Exchange is VMware’s annual global partner conference for VMware Partners. This event provides partner-only access to VMware’s road map and industry vision, previews of next-generation products and programs, and training that enables VMware Partners to accelerate business with VMware.

Audience: VMware’s global Partner Network including Channel Partners, Technology Alliance Partners, Distributors, and OEMs.

Complete event details: http://www.vmwarepartnerexchange.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 Elite members and VMware Ready partners.
Press Guidelines and PR Templates
VMware supports TAP members in two types of press releases:

• Announcing a Partner joining the TAP program at the Elite or Access level.
• Announcing a Partner’s product as VMware Ready certified.

Note: The TAP Program does not support joint press releases or custom partner press releases. 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.

VMware Professional Services Software Solution Bundle
Available to TAP Elite members, the new VMware Services Software Solution bundle is more than just spreadsheets and templates. These purpose-built standalone software applications automate data gathering and analysis of information to help optimize VMware environments. This bundle includes new versions of proven tools, including VMware HealthAnalyzer, Migration Manager, Capacity Planner, and the new View Planner tool for sizing and validating desktop virtualization designs.

Together, these software applications enable Elite Partners to:

• Identify opportunities to improve the design and performance of their customers’ virtual environments.
• Assist with design and configuration validation and load testing to result in higher performance designs and configurations.
• Automate workflows, eliminate inefficiencies, and decrease the time to gather information, simplifying the process to draw conclusions and develop insight.

What’s Included?
The Services Software Solution bundle subscription includes unlimited yearly access to:

• VMware Health Analyzer: Automates the collection of VMware vSphere inventory, configuration and utilization data; analyzes data and recommends grades; and generates a report card that presents observations, findings and data categorized by VMware Health Check best practices.
• VMware Migration Manager: A web-based migration management application with an easy-to-use GUI that enables you to deliver high-value P2V large migration services quickly and easily.
• VMware View Planner: Simulates application workloads for various user types in a typical Windows desktop environment and quantitatively estimates impacts on systems, network and storage based on various View deployment parameters.
• VMware Capacity Planner: A business and IT capacity planning tool for the datacenter and desktop that provides an integrated set of analysis, planning and decision support functions to enable faster, measurable and more accurate infrastructure assessment services.
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.

**Product Support**
- 2 Incidents
  - Basic SNS

**TAP Alliance Program Support**
- 
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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](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](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 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](http://www.vmware.com/support/services/basic.html)

**TAPTech@VMware.com Queue**

Elite members with high-level support issues or certification problems can send email to TAPTech@VMware.com. The TAPTech team is a liaison between Elite 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: www.vmware.com/support