Why Achieve the Management Operations Competency?

**VMware is the leader in Cloud Management market (IDC)**
- VMware’s leadership position in this as yet untapped market makes it an extremely valuable business opportunity. More than 86% of virtual machines are not currently managed by VMware solutions*.
- VMware Cloud Management is different from legacy IT management solutions, and is purpose-built to address the dynamic nature of cloud workloads and infrastructure.

**Grow sales and services practices**
- Management Operations Competency Partners generate 2-4X in transaction volume vs. partners without the this Competency
- Every $1 in license sales generates 3-5X in services revenue through implementation, architecture, hardware optimization, and cloud deployment opportunities.
- Attain product and solution expertise to execute vSphere Optimization Assessments (VOA). Become eligible for VOA Sales Rewards (not available in EMEA)
- Receive up to 10% Solutions Rewards on license sales

**Strengthen trusted advisor position**
- Deliver superior and consistent management of business critical applications from Microsoft, Oracle, SAP and more - in heterogeneous environments, including those running on Hyper-V and AWS
- Management Operations Competency Partners are highlighted in the VMware Partner Locator

**Customer Benefits with Management Operations**
In addition to the benefits of vSphere, customers can now:
- Optimize vSphere performance and capacity
- Manage infrastructure operations across vSphere, Hyper-V, AWS, Storage, Networking and Physical Servers
- Ensure SLAs of infrastructure and Business Critical Applications, including Microsoft, Oracle and SAP
- Enforce Regulatory Compliance Standards
- Accelerate problem resolution with predictive analytics, using all structured and unstructured machine data for comprehensive visibility in one place.

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* Based upon VMware and industry research
With the Management Operations Competency, you gain:

- **Sales and Technical trainings** to sell, design and deliver cloud and virtualization management solutions with confidence.
- **Solution Enablement Toolkits (SETs)** that help you get to market faster by giving you the tools, templates and rich sales and services IP to create your own unique, branded solutions.

Why Achieve VMware Solution Competencies?
Attaining a Solution Competency gives you a proven route to more revenue and profitability by arming you with the knowledge and tools to:

- Accelerate deals by selling your own, branded solutions.
- Multiply profits with more rebates, larger deals, more volume and greater services margin.
- Lead customers to IT Transformation with the proven leader in virtualization and cloud infrastructure.

Management Operations Solution Competency Requirements
In order to give you flexibility and choice, the paths for Sales and Technical Sales Management Operations Competency trainings consist of self-paced eLearning courses that may be taken as schedules permit. For Technical Post-Sales accreditation, instructor-led trainings are required. Competencies are attained by groups of employees in your company rather than individuals attaining the entire Competency.

Complete 2 VSP, 2 VTSP and 1 Technical Post-Sales accreditation listed below:

<table>
<thead>
<tr>
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<th>VSP - MO (Management Operations) 2 hours free eLearning</th>
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<tbody>
<tr>
<td>Sales</td>
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<tr>
<td>Technical Sales</td>
<td>VTSP - MO (Management Operations) 6.5 hours free eLearning</td>
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<tr>
<td>Technical Post-Sales</td>
<td>VMware vRealize Operations Manager: Install, Configure, Manage (5 day Instructor-led, Online, or On-Demand)</td>
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For the accreditation/certification versions that currently qualify, please go to Partner University.

Associated Products
Partners will earn credit for selling the following solutions: VMware vRealize Suite, VMware vRealize Operations, VMware vSphere with Operations Management, VMware vRealize Operations Insight, VMware vRealize Log Insight.

Next Steps
2. Submit online enrollment form on Partner Central.

Additional Information
- For details on all the Competencies: [www.vmware.com/go/competencies](http://www.vmware.com/go/competencies)
- All other questions, please contact: partnernetwork@vmware.com