Why Achieve the Software-Defined Storage Solution Competency?

Now you can address the rapidly growing Software-Defined Storage market and maximize your customer’s investments in virtualization initiatives. The Software-Defined Solution Competency enables you to:

• Strengthen your position as a strategic advisor to your customers by helping customers reduce the total cost of ownership for storage, automate storage management, and manage storage performance for their key strategic virtualization initiatives

• Identify how to sell and position VMware Virtual SAN™ and unlock sales opportunities that were previously blocked due to high cost of ownership for storage.

• Create incremental storage opportunities and increase revenue with VMware in the growing Software-Defined Storage market

With the Software-Defined Storage Competency, you gain:

• Sales and Technical training to sell, design and deliver Software-Defined Storage solutions such as Virtual SAN 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

Customers are looking to reduce the total cost of ownership in their strategic virtualization initiatives:

Customers are seeking guidance on lowering their cost of ownership for storage while reducing storage management complexity, automating complex tasks, and managing their storage performance efficiently to achieve their business objectives. Partners that can deliver solutions that maximize the value of these environments, while lowering cost and complexity, will realize greater success.

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

THE SOFTWARE-DEFINED STORAGE SOLUTION COMPETENCY IS RIGHT FOR PARTNERS WITH

• Customers seeking to reduce total cost of ownership on storage for VDI, Tier 2 production, BCDR and Test/Dev solutions in their virtualized environments

• A sales/services relationship with a top storage vendor like EMC, NetApp, Dell Equal Logic

OR

• A Desktop Virtualization Competency and/or a significant desktop virtualization business

• A growing Software-Defined or Hyper-Converged storage practice

BENEFITS AT A GLANCE

• Higher and faster ROI with minimal investment required to achieve accreditations

• Greater margin and revenue with Solution Rewards rebates on select products and greater revenue potential with larger deals and overall business growth

• Increase deal size to new customers and sell existing customers more software, services and support.

• Lower your customer’s IT budget by reducing the total cost of ownership for storage

• Create incremental storage opportunities and increase revenue with VMware, in a growing Software-Defined Storage market

• Tools and of resources that help grow and close sales faster including product betas, SETs, GRID campaigns, and more
Business Continuity Solution Competency Requirements

In order to give you and your team flexibility and choice, the path for Software-Defined Storage Solution Competency trainings is primarily free, self-paced eLearning courses. These courses may be taken as schedules permit, with some additional instructor-led training. Competencies are attained by groups of employees in your company rather than by individuals attaining the entire Competency.

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<th>Complete 2 VSP, 2 VTSP and 1 Technical Post-Sales accreditation listed below:</th>
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<tr>
<td><strong>Sales</strong></td>
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<td><strong>Technical Sales</strong></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 Virtual SAN

Next Steps

1. Choose Complete Software-Defined Storage Competency Courses on Partner University.
2. Submit online enrollment form on Partner Central, and then submit approved customer references or prospects through the automated system on Partner Central.

Additional Information

- For more information on the Software-Defined Solution Competency benefits and incentives, visit the Partner Programs Home Page: http://www.vmware.com/go/competency/sds
- For Software-Defined Solution Competency training details, go to Partner University: http://www.vmware.com/go/partneruniversity/sdscompetency
- For more on all the VMware Competencies: www.vmware.com/go/competencies
- All other questions, please contact: partnernetwork@vmware.com

* Based upon VMware and industry research