Why Achieve the Business Continuity Solution Competency?

High priority for customers, high opportunity for you: Improving business continuity and disaster recovery is the highest priority for SMBs and number two for enterprises in 2012 and 2013.* The Business Continuity Solution Competency arms partners to take advantage of this.

- Turn every $1 of VMware software spend into $2-5x of additional hardware and software sales
- Gain $5-10x high-margin professional services for every $1 of software investment
- Realize more recurring revenue around DR to the Cloud and managed services offerings using VMware products

With the Business Continuity Competency, you gain:

- Sales and Technical trainings to sell, design and deliver virtualized business continuity and DR 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

Customers are looking to virtualization to keep business running: Customers are seeking guidance on virtualizing their environments while ensuring seamless business continuity, disaster recovery and avoidance. Partners that can deliver solutions that maximize the value of those environments and prepare customers for growing virtualization requirements 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

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
- Continual revenue opportunities through new or richer cloud-enabled services that deliver long-term profits
- Make your IT customers heroes by helping secure Tier 1 and 2 application availability
- 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 Business Continuity Solution Competency trainings is primarily free, self-paced eLearning courses, which may be taken as schedules permit, with some additional instructor-led training. 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:

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<tr>
<th>Sales</th>
<th>VSP - BC (Business Continuity)</th>
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<tbody>
<tr>
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<td>4 hours eLearning OR ½ day Boot Camp (instructor-led)</td>
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<tr>
<th>Technical Sales</th>
<th>VTSP – BC (Business Continuity)</th>
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<td></td>
<td>5-6 hours eLearning OR 1 day Boot Camp (instructor-led)</td>
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| Technical Post-Sales | Business Continuity Overview and Design 3 hours eLearning AND Business Continuity Implementation Fundamentals 2 day instructor-led |

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® vCenter™ Site Recovery Manager™, VMware vSphere® Data Protection (VDP) Advanced, and VMware® vCloud® Suite Enterprise.

Next Steps
1. Choose and Complete Business Continuity Solution 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 Business Continuity Competency benefits, incentives go to: http://www.vmware.com/go/competency/bc
- For Business Continuity Competency training details go to Partner University: http://www.vmware.com/go/partneruniversity/bccompetency
- For more on all the Competencies: www.vmware.com/go/competencies
- All other questions, please contact: partnernetwork@vmware.com

* Based upon VMware and industry research