Why Achieve the Cloud IaaS Competency?

**$16 Billion Market Opportunity and Growing:** Worldwide, customer spending around building or implementing cloud services should reach an estimated $16.7 billion in 2015, representing a 40%+ annual increase.* This reflects growing demand for infrastructure as a Service and hybrid cloud solutions.

**2.5x More Bookings:** Achieving the Cloud IaaS Competency can help accelerate sales by extending your expertise in VMware hybrid cloud solutions and services. Partners achieving the IaaS Lighthouse have 2.5X more bookings than similar non-Lighthouse Partners. So you profit more while becoming your customers’ clear choice for secure VMware vCloud solutions.

With the Cloud IaaS Competency, you gain:

- Sales and Technical trainings to sell, design and deliver VMware cloud 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

**Greater agility and value through the Cloud:** With the Cloud IaaS Competency, you become your customers’ go-to IaaS partner by giving them greater business agility with secure, reliable cloud solutions. As a trusted advisor, you can help maximize the value of their existing environments and transform their businesses.

**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 CLOUD I AAS COMPETENCY IS RIGHT FOR PARTNERS WITH**

- Plans to expand into Cloud Infrastructure-as-a-Service solutions OR
- VMware Cloud Lighthouse participation OR
- Customers with a high degree of virtualization and are moving into private/hybrid clouds OR
- Both VMware Solution Provider and Service Provider Partner program participation

**BENEFITS AT A GLANCE**

- **Higher and faster** ROI by focusing on the barely tapped cloud services market and driving both new and cross-sell revenue
- **Greater margin and revenue including double Solution Rewards for first-time** sales 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 them gain greater agility, efficiency and cost savings**
- **Tools and resources that help grow and close sales faster** including product betas, SETs, GRID campaigns, Solution Tracks, and more
Cloud IaaS Competency Requirements

In order to give you flexibility and choice, the training path for Cloud Infrastructure as a Service Competency trainings are a combination of free, self-paced eLearning courses, which may be taken as schedules permit, and instructor-led training. Competencies are attained by groups of employees in your company rather than individuals attaining the entire Competency.

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<thead>
<tr>
<th>Prerequisite</th>
<th>Infrastructure Virtualization Competency</th>
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<tr>
<td>Training</td>
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<td>Sales</td>
<td>VSP - Cloud (Cloud IaaS)</td>
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<td>4-hour self-paced eLearning</td>
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<td>Technical</td>
<td>VTSP - Cloud (Cloud IaaS)</td>
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<td>Sales</td>
<td>8-hour self-paced eLearning</td>
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<td>Technical</td>
<td>VMware vCloud:</td>
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<td>Post-Sales</td>
<td>Deploy and Manage the VMware Cloud</td>
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<td>4-day Instructor-led Training</td>
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<td>VCP-Cloud Certification</td>
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<td>Customer</td>
<td>1 Customer Reference or 3 prospects</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® vCloud® Director™, VMware® vCloud® Networking and Security, VMware® vCloud® Suite Standard, VMware® vCloud® Suite Advanced, VMware® vCloud® Suite Enterprise.

**Next Steps**

1. Calculate profit potential with the Competency Opportunity Calculator.
2. Choose and Complete Cloud IaaS Solution Competency Courses on Partner University.
3. 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 Cloud IaaS Competency benefits, incentives go to: [http://www.vmware.com/go/competency/iaas](http://www.vmware.com/go/competency/iaas)
- For Cloud IaaS Competency training details go to Partner University: [http://www.vmware.com/go/partneruniversity/iaascompetency](http://www.vmware.com/go/partneruniversity/iaascompetency)
- For more on all the Competencies: [www.vmware.com/go/competencies](http://www.vmware.com/go/competencies)
- All other questions, please contact: partnernetwork@vmware.com

* Based upon VMware and industry research