

vmware® PARTNER NETWORK

The Power of Partnership



Welcome

Market Leading Virtualization and Cloud Computing Solutions, Award-Winning Programs, Unparalleled Value

By joining the VMware Partner Network (VPN), our comprehensive partner program, your company benefits from market-leading virtualization and cloud infrastructure solutions, combined with award-winning programs that distinguish and reward you. Your company gains exclusive access to resources that help drive both license and service businesses, create new opportunities, increase profitability, and close deals faster.

\$1 = **\$15**

VMware License Sales = Complementary Products and Services

Gain \$15 in Complementary Products and Services for Every Dollar Generated Through VMware License Sales¹

| Product Category | Partner Opportunity |
|-----------------------|---------------------|
| Server Products | \$6.61 |
| Professional Services | \$3.65 |
| Storage Products | \$1.81 |
| Business Applications | \$1.28 |
| Networking Products | \$0.72 |
| Security Products | \$0.54 |

\$20,000 = **\$300,000**

VMware License Sale = Soluton Sale for Partner

¹ Source: Global Touch Data Center Survey, May 2010

Why VMware?

- VMware is the global leader in virtualization and cloud infrastructure, delivering the most customer-proven, reliable, secure and complete platform to build your customer's cloud.
- VMware provides an evolutionary and pragmatic path to your customer's cloud that preserves existing investments, while enabling efficiency, agility and freedom of choice.
- The VPN provides the tools you need to stand out to customers and gain a long-term competitive advantage with your VMware practice.

Top Ten Reasons to Partner with VMware:

1. Align your business with the undisputed industry-leader in virtualization and cloud infrastructure products, solutions, and services.
2. Boost your profits through financial rewards.
3. Take full advantage of the industry's highest attach rate.
4. Accelerate your growth through industry-recognized certification training. **Certification training grows revenue 6x.**
5. Expand your services business.
6. Strengthen customer loyalty.
7. Provide flexible end-customer options by enabling cost savings to your customers.
8. Easily access powerful partner training and sales tools.
9. Gain a solid competitive edge with comprehensive marketing tools.
10. Benefit from the award-winning VMware Partner Network.



Programs Available Under the VMware Partner Network (VPN)

VMware Offers Three Primary Relationships: Resell, Services and Technology

The VMware Partner Network offers **three** primary relationships to differentiate your business and drive growth and profitability for your company:

- 1. Resell Products and Solutions:** Companies that want to sell, market and deliver VMware products and services.
- 2. Offer Services:** Companies who sell and manage services.
- 3. Technology Partners:** Companies that have their own products and technologies and incorporate VMware products.

Resell:

Solution Provider Program

VMware Solution Providers have a primary business model based on value-added reselling and/or services delivery. These partners provide unbiased opinions, combining their technology expertise and services to design, plan, and deploy sophisticated virtualization and cloud computing solutions.

Corporate Reseller Program

Corporate resellers are large partners with national and worldwide coverage in multiple sales segments. These partners are certified in multiple VMware Solution Competencies and offer customers the full range of VMware solutions.

Distribution

VMware Authorized Distributors offer a broad range of services and support for the VMware Partner Network. Value-added services such as credit, marketing support, promotions, and training enable VMware Partners to meet their customer's virtualization and cloud computing needs.

Services:

Service Provider Program (VSPP)

This program is ideal for hosting providers, service providers, Internet Service Providers (ISPs) or other companies that acquire and use VMware software to provide cloud and virtualization infrastructure and operations services to a third-party end customer or multiple third-party end customers in a hosted environment.

Global System Integrators & Outsourcers

This program is at the center of VMware's strategy transforming IT from a basic production environment to a service-based business, through cloud or virtualization and the vCloud initiative. Global System Integrators & Outsourcers help define, implement, and consult on a strategic virtualization or cloud computing platform for all sizes of organizations.

VMware Authorized Training Centers (VATCs)

VATCs are training partners that have been carefully selected by VMware to deliver authorized VMware technical trainings to customers and channel partners.

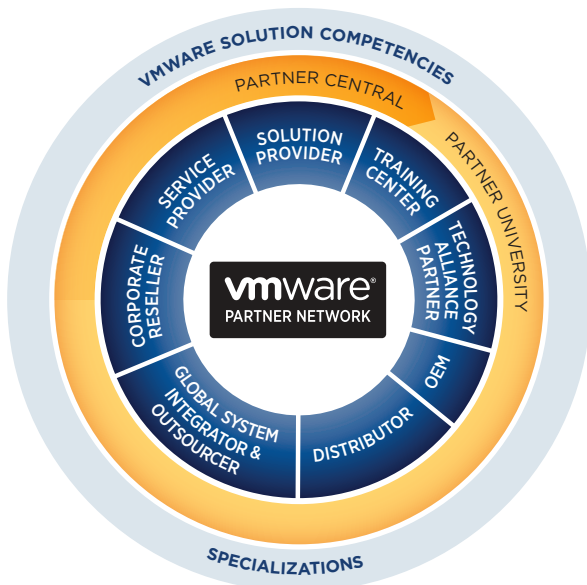
Technology:

Technology Alliance Partner

This program enables commercial software and hardware vendors to develop and market integrated and supported VMware solutions that deliver enhanced value to customers.

Global OEM Alliance Partners

Global Alliance Partners integrate or OEM their hardware and software with VMware technology, support their products running on VMware virtual machines and co-sell and/or resell VMware products.



Earn Rewards Based on Your Membership Level

Your company’s membership level is determined by your investment in VMware training and sales. Increasing your level of expertise and engagement in the program through VMware training and sales moves your company into advanced levels of membership. To better support your company and maximize your business opportunities, we offer three Solution Provider Program levels²: **Professional, Enterprise, and Premier.**

In addition, VMware offers an entry point, Registered, where you can learn more about VMware virtualization and cloud infrastructure solutions. Extend your company’s market reach, build customer credibility and develop your skills with free online training required to move to the Professional level. Registration is simple, and there is no program fee for becoming Registered.

| SOLUTION PROVIDER PROGRAM LEVELS | | | |
|----------------------------------|---|---|---|
| LEVEL | PROFESSIONAL | ENTERPRISE | PREMIER |
| Benefits | Complete the free training to receive additional support and to build your virtualization business. You gain access to the entire product line, plus a listing in the VMware Partner Locator. | Here, you demonstrate extensive VMware technology expertise by earning your Infrastructure Virtualization Competency. Earn financial incentives under the advantage+ opportunity registration program, access additional services IP, and gain extensive support. | The highest level of membership puts you in the ranks of our most qualified partners. You get the most extensive financial benefits, resources for building a successful VMware virtualization license and service practice, and the ability to work closely with a VMware partner manager. |
| Requirements ² | One each: VSP, VTSP Annual Revenue Minimum • \$995 | Two ⁴ each: VSP, VTSP, VCP ³ Infrastructure Virtualization Competency Annual Revenue Minimum • \$10,000 Developed • \$2,500 Developing | Four ⁵ each: VSP, VTSP, VCP ³ Infrastructure Virtualization Competency plus two ⁴ Additional Competencies Annual Revenue Minimum • \$1,000,000 Developed • \$500,000 Developing |

² For a detailed list of requirements for each membership level, please review the Solution Provider Program at <http://www.vmware.com/partners/programs/solution-provider/index.html>

³ VSP = VMware Sales Professional, VTSP = VMware Technical Sales Professional, VCP = VMware Certified Professional

⁴ One for developing countries

⁵ Two for developing countries

Expanding our Market Opportunities with VMware Solution Competencies and Specializations

VMware Solution Competencies and Specializations are two paths that partners can take to expand their VMware business. VMware is strongly focused on Solution Competencies as the #1 way we can move forward together and increase profitability. Partners that have earned Solution Competencies have 2-4 times¹ higher revenue. In addition to sales and marketing benefits (e.g. branding, support), partners can earn additional financial incentives and rebates.

Competencies – Get Recognized for Your Solution Competency

VMware offers three Solution Competencies, developed to clearly differentiate our partners' expertise to customers and maximize the benefits of the VMware Partner Network. Regardless of your company's size, business model, or market focus, our Solution Competencies make it easier for your company to distinguish and deliver virtualization expertise in the marketplace. Earn instant customer credibility, based on knowledge and ability, with the following VMware Solution Competencies:

Infrastructure Virtualization Competency

Earning this Competency is a prerequisite to earning more VMware Solution Competencies, and is based on the demonstrated ability to build a virtualized datacenter environment, starting with server consolidation and including the complete VMware cloud infrastructure solution. Once you earn this Competency, customers can look to your company for solutions that include storage, networking, and security.

Business Continuity Competency

Be the trusted advisor for architecting VMware virtualized datacenter deployments that minimize downtime and protect important data. This Competency recognizes your company's expertise in deploying VMware solutions for data protection, high availability, and disaster recovery.

Desktop Virtualization Competency

Become a VMware universal client solution expert. This Competency recognizes your expertise in deploying VMware solutions for virtualizing desktops and application environments as the VMware sales team's go-to partners for customer engagements.

Specializations – Get Recognized for Your Market Segment Expertise

VMware Specializations recognize a partner's level of expertise in selling VMware solutions into a vertical market segment. These Specializations reward partners for the unique value they bring to customers in that market. Specializations are earned through experience in a specific marketplace plus successful completion of VMware training. Specializations give partners access to market-specific pricing, education, and market information, and help them drive cross-sell and up-sell revenue opportunities in their area of expertise.

Academic Specialization

This Specialization distinguishes and rewards partners who have expertise in the Academic market. You can access unique Academic SKUs, competitive pricing, and market information. This Specialization will further enable you to drive revenue opportunities in the Academic market, provide increased alignment with the VMware Academic sales teams, and offer a higher level of satisfaction to Academic customers.

U.S. Federal Specialization

This Specialization distinguishes and rewards partners who have expertise in the U.S. Federal market. You gain access to sell into the U.S. Federal Government, as well as access to unique Federal SKUs, which represent U.S. Federal certifications, warranties, and U.S.-based technical support. Additionally, you may gain access to specific government market information that provides additional revenue opportunities.

How to Join

1. Go to www.vmware.com/partners and select the program (right hand navigation) that best fits your needs. Click the "Apply Now" button (below the requirements table)
2. Complete the information and accept the Terms and Conditions.
3. After enrollment is finalized:
 - Access Partner University (www.vmware.com/go/partneruniversity) for free online VMware Sales Professional (VSP) training.
 - Register deals and increase profitability through the advantage+ program

