

# VMware Solution Competency

Differentiate Your Skills and Experience to Customers

The virtualization market is expected to approach \$5.5 billion by 2015\*, as customers change how they manage, buy and deploy IT infrastructures and operations. How will your company distinguish itself and reap the potential revenue opportunities in virtualization and cloud computing?

Become a VMware virtualization expert through the VMware Partner Network and expand your company's market reach, selling industry-leading virtualization solutions from VMware.

VMware can help by giving you access to dedicated sales support and marketing resources through VMware Solution Competencies. Earning one or more VMware Solution Competencies validates your company's depth of knowledge, commitment and experience to potential customers and the VMware sales team – therefore, increasing your business opportunities. VMware Solution Competencies give your company the competitive edge with priority access to advanced product news, sales and marketing tools, and affiliation with industry-leading solutions from VMware.

## Capitalize on Expert Status and Customer Credibility

Regardless of your company's size, business model, or market focus, our virtualization solution competencies make it easier for your company to differentiate and deliver virtualization expertise in the marketplace. Earn instant customer credibility, based on your knowledge, sales, and services experience, with the following VMware Solution Competencies:

- Infrastructure Virtualization
- Business Continuity
- Desktop Virtualization
- Virtualization of Business Critical Applications

## Why earn a VMware Solution Competency?

When you earn VMware Solution Competencies, you receive exclusive benefits targeted towards your solution expertise. Achieving a VMware competency helps your company accelerate sales with the following benefits:

### Get Customer Visibility

Market and sell your solutions so that customers can easily connect with you. When you earn a VMware solution competency, you receive a wide-range of marketing and sales support benefits to promote your solution expertise, including unique logo and branding, promotion on VMware.com and VMware Partner Locator. You will also have access to targeted leads and invitations to participate in VMware co-sponsored customer success stories.

### Accelerate Profitability

Take advantage of the Solution Rewards Incentive and increase your margin as you earn VMware Solution Competencies and sell the relevant products. For more details on the financial incentive and product eligibility, please visit Partner Central, [www.vmware.com/partnercentral](http://www.vmware.com/partnercentral).

### Become a VMware Go To Partner

Earning a VMware Solution Competency accelerates your company's business opportunities, because VMware recognizes you as a go-to partner for your virtualization solution expertise. Your company will be recognized as a trusted virtualization solution and services advisor, and VMware Sales can identify and match customers with the right type of partners to solve their business and technical challenges.

## COMPETENCIES

### Infrastructure Virtualization

Earning this competency is your company's launching point to earning more VMware Solution Competencies. The Infrastructure Virtualization Competency recognizes partners for their demonstrated ability to virtualize and consolidate server environments using a VMware virtualization solution.

### Desktop Virtualization

Become a Universal Client Solution Expert by expanding your desktop virtualization practice. This competency recognizes your expertise in deploying VMware solutions for virtualizing desktops and applications.

### Virtualization of Business Critical Applications

Grow your business and strengthen your trusted advisor status with the Virtualization of Business Critical Applications (VBCA) Competency. Take your customers further down the virtualization path and enable them with higher performance and improved quality of service delivery. This competency recognizes your company's expertise in virtualizing business critical applications such as Exchange, SQL, Oracle and SAP.

### Business Continuity

Be the trusted advisor for architecting VMware virtualization 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.

### Strengthen Your Leadership Position

Stay above the competition with access to exclusive information that will keep your company ahead of the curve. With visibility to product roadmaps, exclusive invitations to specialized product and solution sessions, your company receives the necessary resources to retain customers and gain new ones.

### Achieve VMware Solution Competencies

VMware Solution Competencies are available to all Professional, Enterprise and Premier partners.

Partners must achieve the requirements below (See "Requirement Checklist") to become authorized into a solution competency.

### Next Steps

#### 1. Review

- Login to Partner Central [www.vmware.com/partnercentral](http://www.vmware.com/partnercentral)

- Review current training status for the VMware Solution Competency
- Ensure your company's VSP, VTSP and VCP are current or at least one revision back (VI3 or vSphere 4.0)

#### 2. Begin Competency Trainings

- Visit Partner University (Partner Central » Partner University tab)
- Register for the competency trainings.
- Complete training online through VMware directly and/or a VMware Authorized Training Center

#### 3. Submit

- Submit online Competency Enrollment form on Partner Central
- Submit an approved customer reference through the automated system on Partner Central

\* IDC Worldwide Virtual Machine Software 2011-2015 Forecast (August 2011)

	INFRASTRUCTURE VIRTUALIZATION	VIRTUALIZATION OF BUSINESS CRITICAL APPLICATIONS	BUSINESS CONTINUITY	DESKTOP VIRTUALIZATION
Pre-Requisites	<ul style="list-style-type: none"> <li>• VMware Sales Professional (VSP)</li> <li>• VMware Technical Sales Professional (VTSP)</li> <li>• VMware Certified Professional (VCP)</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure Virtualization Competency</li> <li>• VMware Certified Advanced Professional-Data Center Design (VCAP-DCD)*</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure Virtualization Competency</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure Virtualization Competency</li> </ul>
Requirements	<ul style="list-style-type: none"> <li>• Infrastructure Virtualization (IV) Sales Accreditation 5</li> <li>• IV Technical Sales Accreditation 5</li> <li>• IV Technical Post-Sales Accreditation:                             <ul style="list-style-type: none"> <li>- vSphere 5 Upgrade</li> <li>- Assessment Fundamentals 5</li> <li>- Capacity Planner Fundamentals 5</li> <li>- vSphere 5 Design</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Virtualization of Business Critical Applications (VBCA) Sales Accreditation</li> <li>• VBCA Technical Sales Accreditation</li> <li>• VBCA Technical Post-Sales Accreditations** (Min. 1 from A, 1 from B below):                             <ul style="list-style-type: none"> <li>A. Virtualizing <b>Microsoft SQL Server</b> with VMware <b>or</b> Virtualizing an <b>Oracle Database</b> with VMware</li> <li>B. Virtualizing <b>Microsoft Exchange</b> with VMware <b>or</b> Virtualizing <b>Microsoft SharePoint</b> with VMware <b>or</b> Virtualizing <b>SAP ERP</b> Software with VMware</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Business Continuity (BC) Sales Accreditation</li> <li>• BC Technical Sales Accreditation</li> <li>• BC Technical Post-Sales Accreditation:                             <ul style="list-style-type: none"> <li>- Overview and Design</li> <li>- Implementation Fundamentals</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Desktop Virtualization (DV) Sales Accreditation 4</li> <li>• DV Technical Sales Accreditation 4</li> <li>• DV Technical Post-Sales Accreditation:                             <ul style="list-style-type: none"> <li>- VMware View 4 Implementation Fundamentals</li> <li>- VMware View 3 Design</li> </ul> </li> </ul>

VSP, VTSP and VCP are pre-requisites to earning the Solution Competency Accreditations. These pre-requisites can be completed by one or multiple individuals in your company.

\*One VMware Certified Advanced Professional-Data Center Design (VCAP-DCD) certified person on staff is required for any Partner Company taking the VBCA Competency.

\*\*Individual VBCA Technical Post-Sales Accreditations may be completed by 1 or more individuals provided they are a VMware Certified Professional (VCP) or hold an advanced certification that requires VCP.

