

VMware Ready Program Frequently Asked Questions (FAQs)

What is VMware Ready?

VMware Ready designates VMware's highest level of endorsement for products created by our established partners. VMware Technology Alliance Partner members develop their products to meet VMware standards and submit them for qualification testing or self-test review, depending on the category. Products that meet VMware Ready requirements will display the VMware Ready logo.

What Makes a VMware Ready Product Better?

Each VMware Ready Product Category defines specific criteria that a qualifying product must meet. In many categories, these criteria include the proper use of VMware-supplied technology to allow partners to integrate their products with core VMware features and capabilities. This creates a complete product offering that provides functionality not otherwise available. VMware Ready products can do more, and they're built to the standards for reliability that VMware customers expect. VMware Ready products should always be on the short list when evaluating technology.

What is the difference between VMware Ready Product Categories?

Because the criteria for VMware Ready categories are different, it is important to understand the qualifications for products using the logo. Each VMware Ready product is listed in a specific category. Each category is featured on a web page that describes the functions and qualifications for the products in that category, and lists the VMware partners that have met those standards. You can access the VMware Ready category pages from the VMware Ready home page (link back to VMware Ready tab).

How do I know if a product is VMware Ready?

Partners may utilize the VMware Ready logo in association with a qualified product. Products will also be listed in the [VMware Partner Product Catalog](#), and may be easily found by selecting the "View VMware Ready Products" option. Finally, each VMware Ready product category lists qualified products and describes the criteria for that category. The product category pages may be accessed from the [VMware Ready program](#) page.

Why Should I Join?

VMware partners who qualify their products for the VMware Ready logo are able to put their Technology Alliance Partner membership into action. By completing qualifications for a product

under the VMware Ready program, you can enjoy the highest level of benefits under the VMware TAP program.

The VMware Ready program awards a logo and other program benefits for products in specific, well-defined categories that correspond to key areas of VMware technology. Each category has different technical criteria and different strategic goals, and may provide additional specialized benefits above and beyond the benefits available to all VMware Ready products.

How Do I Join the VMware Ready Program?

VMware Ready is built on defined categories that align with core VMware technologies and products. In order to ensure that your product is qualified in the right category, the best way to start is to review the program materials available from VMware Partner Central. This will ensure that time is not wasted on inappropriate testing.

To participate in the VMware Ready Program, partners must be enrolled in the VMware Technology Alliance Partner (TAP) program. Some program categories require enrollment at the Elite level. Visit the [TAP main page](#) for information on the program, how to enroll, or how to upgrade your enrollment.

TAP members can download the VMware Ready Program Guide from VMware Partner Central. The program guide provides an overview of requirements for each category, as well as the acceptable use policy for VMware Ready logo materials. It is the responsibility of the partner to ensure that their use of the VMware Ready logo conforms to VMware policy.

Detailed guidance for specific programs can also be accessed through Partner Central, or as defined by the program. Contact tapalliance@vmware.com if you have questions or need assistance.

What is the cost of participating in VMware Ready?

There is no program fee. There may be validation fees associated with the category that your product will be qualified. These fees vary with the duration and the complexity of testing required. A separate fee may be required for testing virtual appliances.

Why are some VMware Ready categories open by invitation only?

A VMware Ready category may not be open to general participation. This is generally due to the requirements for extended joint development engagements between VMware and the participating partners. Invitations are provided only when sufficient technical resources are available to complete this work. If you would like to be considered for an invitation-only category, please contact tapalliance@vmware.com.

What is a VMware Ready Virtual Appliance?

A VMware Ready Virtual Appliance begins with a qualifying VMware Ready product. Members of VMware's Technology Alliance Partner (TAP) program can download the VMware Ready Program Guide and begin testing their product for this qualification. After approval for the VMware Ready logo, the base software product is built as a Virtual Appliance to VMware Virtual Appliance requirements using VMware Studio or an equivalent product. Following successful evaluation of the appliance by VMware, the appliance will be listed on the VMware Virtual Appliance Marketplace with the VMware Ready logo designation.

The VMware Ready logo qualification is not required to develop a virtual appliance, but it provides the highest level and endorsement and visibility from VMware. Listing a product in the VMware Ready program is strongly recommended as an incremental step to successfully marketing an appliance. You can find VMware Ready Virtual Appliances on the [VMware Virtual Appliance Marketplace](#).