



Purchase Rationale and Justification  
VMware SDK Support Program

Dear \_\_\_\_\_,

As our investment in virtualization technology – specifically, VMware software – grows, we anticipate increased use of the company's SDKs to customize their software to our advantage. I would like to propose we consider purchasing the SDK Developer Support Program from VMware as I think it would help our team reduce time to market and help ensure our application is built according to VMware API specifications.

Over the last \_\_\_\_ months we have run into areas that needed clarification when using the vSphere APIs. We tried using the community forums, but response time was not optimal, and we also wanted to hear from the vendor to understand if we are heading down the correct path. My estimate is that we spent nearly \_\_\_\_\_ hours per month trying to resolve issues with our project.

I recommend we purchase the <Standard or Premium> level of service as it will meet our business objectives for the year. We could also include this in our next VMware Enterprise License Agreement as we start the renewal process. That way, we can keep things simple with a single, comprehensive VMware support contract.

More specifics about this support option are available on the [VMware SDK Support Program page](#).

Thanks for your consideration.

Regards,

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