

VMware Virtual Appliance Marketplace Program Guidelines

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PROGRAM GUIDELINES

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1 Introduction

1.1 Document Definitions

- VAM = Virtual Appliance Marketplace
- ISV = Independent Software Vendor
- TAP = Technology Alliance Program
- Commercial Partner = Partners who develop and sell applications and solutions which are commercially available (e.g. ISVs, hardware appliance vendors, system integrators)
- Non-commercial Partner = Partners who develop applications and solutions which are not for commercial use (e.g. Independent developers, software community members)
- VMware Ready virtual appliances = Virtual appliances validated through the VMware Ready™ Virtual Appliance Program are known as VMware Ready virtual appliances. The VMware Ready Virtual Appliance Program is a validation program designed to ensure the best possible user experience around virtual appliances being deployed in production
- Certified virtual appliances = The predecessor to the VMware Ready Virtual Appliance Program was the Certified Virtual Appliance Program. Virtual appliances certified through that program were known as certified virtual appliances
- Eval virtual appliances = These virtual appliances containing third-party software are created by Partners and are free for evaluation. Some are time-limited versions that can be used to evaluate a specific solution while others are feature-limited.
- Community Contributed virtual appliances = Community Contributed virtual appliances are created by members of the virtualization and application community. These are typically open-source applications packaged into a virtual appliance
- VAM Partner Portal = This is a self-service portal on the VAM enabling commercial and non-commercial Partners to create, edit/update, delete and deactivate virtual appliance listings. The VAM Partner Portal also allows interested commercial Partners to apply for the VMware Ready Virtual Appliance Program.

Throughout this document, Partner and ISV; user and end user have been used interchangeably.

1.1 The Virtual Appliance Marketplace

VAM 2.3 is an end-to-end marketplace for virtual appliances and the virtual appliance ecosystem, enabling end customers to identify research, evaluate, and deploy enterprise software for virtualization platforms. The VAM also enables Partners to market their solutions, with the goal of making it as seamless as possible to the virtual appliance ecosystem. Together, VAM end users and Partners will create a community of virtual appliance members leveraging the wisdom of the crowds through the VAM community features.

End users may perform the following functions:

- Create account and complete profile information
- Update profile information
- Change Password
- Execute a simple search for virtual appliances
- Contribute to user generated content: e.g., reviews, forums
- Read content: collateral, webinars, blogs, podcasts, reviews, forums
- Download VMware Ready virtual appliances directly from VAM

Partners may perform the following functions:

- Create account and complete profile information through VAM Partner Portal
- Update profile information through VAM Partner Portal
- Change Password
- Create virtual appliance listings and submit for approval through VAM Partner Portal
- Modify virtual appliance listings and submit for approval through VAM Partner Portal
- Update virtual appliance listings and submit for approval through VAM Partner Portal
- Apply for the VMware Ready Virtual Appliance Program
- Upload VMware Ready virtual appliance files to be hosted by VAM. Please note here that only VMware Ready virtual appliances are eligible for direct hosting by VMware.
- Respond to forum posts
- Interact with VMware on administrative topics through the VAM Partner Portal
- Create the service listings and submit for approval through VAM Partner Portal
- Modify the service listings and submit for approval through VAM Partner Portal

1.1 The VMware Ready Virtual Appliance Program

The VAM includes the VMware Ready Virtual Appliance Program — a validation program for production-ready virtual appliances. By downloading VMware Ready virtual appliances, end users can be sure they are obtaining reliable, secure, and optimized virtual appliances designed to perform on VMware virtualization platforms. Details on how to list and validate your virtual appliance through the VMware Ready Virtual Appliance Program are available on the VAM at: <http://www.vmware.com/appliances/build/list.html>

The VMware Certified Virtual Appliance Program (CVAP) was the predecessor to the VMware Ready Virtual Appliance Program. As of March 31, 2009, VMware discontinued this program Partner. Details on the transition are available here: https://www.vmware.com/appliances/partner/vmware_ready/certified.html

2. Migration to New Solution Categories

VMware has software solution categories so that Partners can represent their virtual appliances more accurately. This provides end users with a better user experience related to browse and search results. Each virtual appliance belongs to one primary solution category and one secondary solution category. VMware has taken the first step and mapped the existing VMware Ready, Eval, and Community Contributed virtual appliances listed on the VAM to one new primary and one new secondary solution category.

Partners have the ability to modify the primary and secondary solution categories through the Partner Portal by clicking on 'update listing'. Functional details of the VAM Partner Portal are described in section 4.2. A virtual appliance will be listed in the solution category pages it has been assigned to. For example, if a virtual appliance's primary solution category is "Networking"

and secondary solution category is "Secure Content and Threat Management", it will show up on both those category pages. In addition to the two solution categories, each virtual appliance will also be listed in the VMware Ready, Eval or Community Contributed category as applicable.

Partners are ultimately responsible for making sure the solution categories for their virtual appliances are accurately reflected on the VAM. VMware is not responsible for a virtual appliance not showing up in the solution categories the Partner believes are appropriate for that particular virtual appliance. VMware may at its sole discretion, with or without notice, categorize or re-categorize virtual appliances as VMware deems appropriate.

The table below lists the old solution categories along with the current new solution categories.

OLD SOLUTION CATEGORIES	NEW SOLUTION CATEGORIES
Administration	Applications Infrastructure
App/Web Server	Collaboration and Communication
Communications	Content Applications
Content/Collaboration	ERP and CRM
Database	Identity, Access, Vulnerability Management
Networking	Information and Data Management
Operating Systems	IT Administration
Security	Networking
Other	Operating Systems
	Performance Management
	Secure Content and Threat Management
	Storage
	Systems Infrastructure

3. Updating Virtual Appliances

VMware requires all VAM partners (includes providers of VMware Ready, Partner, and Community Contributed virtual appliances) to update their virtual appliances on a regular basis and maintain the virtual appliances so that the tools, operating system, and application(s) in the virtual appliance are reliable, current, safe to use, not outdated or obsolete, and provide a good end user experience overall. Partners have the ability to update their virtual appliance through the “update listing” option in the Partner Portal.

VMware may view the update summary of all virtual appliances on the VAM. Starting May 1, 2009, if a Community Contributed virtual appliance has not been updated in the past 18 months or longer, VMware reserves the right, with or without notice, to de-activate and remove that Community Contributed virtual appliance from the VAM and that Community Contributed virtual appliance and all related information will no longer show up on the VAM.

4. Featured Listings on the VAM Home Page or Directory Listing Pages

Virtual Appliances or service listings may be rotated on a weekly, bi-weekly, or monthly basis on a “Featured Listing” banner on the VAM home page. VMware will select a certain number of listings to feature in the banner per week. VMware reserves the right to decide the calendar for these featured listings.

5. Functional Descriptions and Guidelines

5.1 End User Registration

In order to make full use of the VAM and be able to download a virtual appliance, rate and review appliances, etc, a visitor to the VAM must register with the VAM as a VAM end user. The steps to follow are:

- Sign up for a VAM user account at <http://www.vmware.com/appliances/directory/user>
- If the end user does not have a VMware account, the user will go through the VMware account creation process. If the user has a VMware account, they can register as a VAM user by entering their VMware account username and password.
- Users can then provide a VMware Community user name (which can be used to participate in VMware Communities at <http://communities.vmware.com>), accept the Community Terms of Use and then proceed to accept the VAM user Terms of Use.
- The user will then receive an email with a link in it. Clicking the link will confirm the user’s account information thereby completing VAM user registration.

5.2 Virtual Appliance Listing Page

Each virtual appliance listed in the VAM has a unique listing page. This page will serve as the central repository for all information and interaction on the VAM for that specific virtual appliance. For example, from this page, users will be able to learn more about the virtual appliance, download or link to the virtual appliance (only VMware Ready virtual appliances can be downloaded from VAM), rate and review it, or post to the forums.

5.2.1 Static Content

The listing page will contain static content that is posted and maintained by the Partner through the VAM Partner Portal. This includes appliance logo of the Partner, descriptions of the Partner, descriptions of the product, and links to collateral and detailed technical specifications (e.g., system requirements, components, file size, etc.).

- Each of the fields contained in the static content on the listing page are pre-defined by VMware.
- All listing pages have the same layout, design, and look and feel.
- Fields marked with asterisks (*) are required. If the Partner does not complete these fields, then the listing cannot be submitted as complete and it will not appear in the VAM.
- If the Partner does not provide information for certain fields, then the fields will not appear in the listing page.

- When a new field is added, Partners will be able to complete this field through the VAM Partner Portal and the new content will be displayed on the listing page.

5.2.2 Dynamically Generated Content

Some of the content on the listing page will be dynamically generated and will either (1) pull from other areas within the VAM or (2) be defined by the VAM Admin or determined by aggregate metrics and user behavior as measured or monitored by VMware. Dynamically generated content will:

- Show most recent reviews on the virtual appliance listing page and/or category landing page.
- Show most relevant/popular reviews on the virtual appliance listing page, as determined by the community and/or category landing page
- Show most viewed forum posts on the virtual appliance listing page and/or category landing page.

5.2.3 User Interaction

Each listing page will contain the following links or buttons:

- **Download tab**

Means the user may (a) either download an evaluation version of the virtual appliance as in the case of VMware Ready virtual appliances or (b) link to the website of the commercial or non-commercial Partner offering the virtual appliance as in the case of Eval and Community Contributed virtual appliances.

- **Post a question to the forum**

By clicking on this, the user can post to the VMware forums, provided he/she is logged in.

- **Rate/review**

Clicking on this will take the user to the rating and reviewing functionality, for that particular virtual appliance, where they can enter a new rating and review, provided they have not already done so. The system will first verify whether they have already rated it and if they have, it will notify them that they have already rated it and will not allow them to rate it again. The user will not be able to modify a review or rating once it has been submitted.

- **Contact VMware**

Clicking on this link will take the user to a contact form through which he/she can share feedback, provide suggestions or comments, or ask questions. VMware will evaluate feedback, suggestions and comments and its sole discretion decide on whether and/or how to incorporate them. VMware will reply to the user at its earliest convenience with a goal of 10 business days, depending upon the nature of the message.

- **App On Demand**

User will be able to evaluate a virtual appliance in cloud after accepting disclaimer

5.3 Service Listing Page

Each service listed in the VAM has a unique listing page. This page will serve as the central repository for all information and interaction on the VAM for that specific service. For example, from this page, users will be able to learn more about the service, go to service provider site, rate and review it, or post to the forums.

5.3.1 Static Content

The listing page will contain static content that is posted and maintained by the Partner through the VAM Partner Portal. This includes service logo of the Partner, descriptions of the Partner, descriptions of the product or service, and links to collateral and detailed technical specifications (e.g., system requirements, components, file size, etc.).

- Each of the fields contained in the static content on the listing page are pre-defined by VMware.
- All listing pages have the same layout, design, and look and feel.
- Fields marked with asterisks (*) are required. If the Partner does not complete these fields, then the listing cannot be submitted as complete and it will not appear in the VAM.
- If the Partner does not provide information for certain fields, then the fields will not appear in the listing page.
- When a new field is added, Partners will be able to complete this field through the VAM Partner Portal and the new content will be displayed on the listing page.

5.3.2 Dynamically Generated Content

Some of the content on the listing page will be dynamically generated and will either (1) pull from other areas within the VAM or (2) be defined by the VAM administrator or determined by aggregate metrics and user behavior as measured or monitored by VMware. Dynamically generated content will:

- Show most recent reviews on the service listing page and/or category landing page.
- Show most relevant/popular reviews on the service listing page, as determined by the community and/or category landing page
- Show most viewed forum posts on the service listing page and/or category landing page.

5.3.3 User Interaction

Each listing page will contain the following links or buttons:

- **Go to Service Provider Site**

by clicking on this, user can go to service provider site and learn more about service and the Partner

- **Post a question to the forum**

by clicking on this, the user can post to the VMware forums, provided he/she is logged in.

- **Rate/review**

Clicking on this will take the user to the rating and reviewing functionality, for that particular service, where they can enter a new rating and review, provided they have not already done so. The system will first verify whether they have already rated it and if they have, it will notify them that they have already rated it and will not allow them to rate it again. The user will not be able to modify a review or rating once it has been submitted.

- **Contact VMware**

Clicking on this link will take the user to a contact form through which he/she can share feedback, provide suggestions or comments, or ask questions. VMware will evaluate feedback, suggestions and comments and its sole discretion decide on whether and/or how to incorporate them. VMware will reply to the user at its earliest convenience with a goal of 10 business days, depending upon the nature of the message.

5.4 VAM Partner Portal

The VAM Partner Portal is a secure self-service portal that allows VAM Partners to publish their virtual appliance/Service offering and associated content to the VAM as well as manage their account. Currently, the Partners who are developing and distributing virtual appliances and/or providing services (cloud, hosting). This Partner Portal is separate from VMware's existing Partner Central Portal

5.4.1 Account Setup and Configuration

All VAM Partners must have a VAM Partner account in order to access the VAM Partner Portal and perform any Partner-related functions on the VAM such as creating, editing, updating a listing, etc. In order to set up an account:

- A link/notification on the VAM homepage will prompt VAM users to become a VAM Partner.
- In order to become a VAM Partner, one must first create a VMware account and register as a VAM end user. See section 2.1 for details.
- Partners can use their VAM end user login and password to become a VAM Partner. They will need to answer a series of questions and provide e-signature and accept the VAM Partner Agreement.
- VMware supports single sign-on between a VMware account, VMware Communities, VAM user account, and VAM Partner account.
- In order to be able to take advantage of the functionality of the VAM Partner Portal detailed in section 5.3.3, existing VMware Ready, Partner, and Community virtual appliance Partners must provide VMware with their VAM login ID along with the URL of their virtual appliance listing via the contact form at

<http://www.vmware.com/appliances/contact.html>. Mapping a VAM login ID with an existing virtual appliance listing will allow VMware to make the Partner Portal available to that Partner. The VAM login ID will be used by VMware solely for administrative purposes.

- During the process of signing up as a VAM Partner, the Partner will be asked to indicate 'Partner type' i.e. if they are a commercial or non-commercial Partner. In the event that a non-commercial Partner registers as a commercial Partner, VMware reserves the right to change the Partner's 'software provider type' to non-commercial.
- During the process of signing up as a Partner, the VAM database will also try to validate a Partner's TAP membership by performing a match on the Partner's official email address. The Partner will be presented the results of this search and asked to validate company relationship. If TAP membership is validated using the email address, TAP account information will be pulled from the TAP database and presented for validation. If TAP information is not automatically found, the Partner can submit their TAP information. This information will be sent to the VAM administrator, who will verify it manually. Once verified, the "TAP Validation Status" will be changed accordingly. NOTE: All VMware Ready virtual appliance Partners must be TAP members. Partner is allowed to skip this during the Partner registration and come later with required information to establish the TAP membership.
- Partners will be able to set up global information that will apply to their VAM account and all that Partner's virtual appliance and service listings on the VAM. They will be able to create additional user accounts giving those users (colleagues) and themselves equal administration rights for all virtual appliances and services on the VAM created by their company.

5.4.2 Account Administration

- Partners will be able to modify any VAM account information, including global information that will apply to their account and all listings on the VAM.
- Partner will be able to change their password and modify their company information
- A link is included by which Partners can enter their TAP account information.
- Any additional terms or agreements that are added at a future date will be presented to the Partner upon login and the Partner will be required to accept/click-through the agreement within a fixed number of days. If the Partner does not agree to the new terms, their account will be temporarily placed on hold. Partners may either be sent reminder emails or a notification will be displayed on their VAM Partner Portal account page letting them know the deadline for accepting the new terms is

approaching. VMware reserves the right to suspend accounts for specific Partners who have not accepted/clicked-through on the new terms.

5.4.3 Create and Manage Virtual Appliance or Service Listings

From the VAM Partner Portal, Partners will be able to create new virtual appliance or service listings as well as manage existing ones.

- **Create new listing**

Once the Partner has created a Partner account on the VAM, they can create a new listing. Partner will have to choose which type of listings they would like to create virtual appliance or service. Depending on type of listing Partner will be presented with a series of questions and pre-defined set of fields. When a new listing has been created or an existing one has been updated, it will go into a moderation queue until the VMware VAM administrator approves it. Once the new listing has been approved, it will be posted to the VAM and a notification will be sent to the Partner notifying them that the listing has been published on the VAM. Approved listings from commercial Partners will be published to the Partner category and two appropriate solution categories while approved listings from non-commercial Partners will be published to the Community Contributed category and two appropriate solution categories.

- **Edit/Update listing**

This feature enables the Partner to edit any of the content in their virtual appliance or service listing, upload collateral as well as link to related events, demos, and articles. VMware Ready virtual appliance Partners will also be able to upload their virtual appliance images through this feature so that VMware can host those images. See section 5.4 for details on hosting VMware Ready virtual appliance images. When an existing listing has been updated, it will go into a queue until the VAM administrator approves it. Once it has been approved, it will be posted to the VAM and a notification will be sent to the Partner notifying them that the updated listing has been posted to the VAM. Until the revised listing is approved, the prior version of the listing will remain on the VAM. Therefore, existing listings will not display in the new rich listing format until the Partner completes the "edit listing" process through the VAM Partner Portal

- **Corrupt files**

The VMware Ready virtual appliance image will be uploaded using a secure process and then scanned for viruses and file corruption. If the virtual appliance file is found to have a virus or be corrupted, the virtual appliance file will not be uploaded and an error message will be displayed. If a VMware Ready virtual appliance image gets corrupted while it is being hosted on the VAM, VMware is not responsible for the corruption. VMware may or may not notify the Partner to provide a new corrupt-free image.

- **Delete listing**

If a Partner asks to delete a particular virtual appliance or service listing, they will be prompted to select the reason via a drop down menu and to confirm their delete request. Once the Partner confirms, the listing will be deleted from the VAM and thereon VMware will not be responsible for any data associated with this listing. The forum associated with this listing will not be deleted.

- **Partially completed listing**

Partners will have the option to save a partially completed listing and complete it at a later date. Partially completed listings will not appear in the VAM, nor will they be presented to the VAM administrator for approval.

- **Deactivate listing**

Partners have the option of deactivating an existing virtual appliance or service listing. If a listing has been newly created or has been edited/updated and is in the VAM administrator's queue awaiting approval, a Partner will not be able to deactivate their listing at that point in time. Once the VAM administrator responds to the submission in the queue and the Partner Portal reflects the new status, a Partner can go ahead and deactivate a listing. If the listing is deactivated by the Partner, it will not be searchable on the VAM. A Partner has the capability to activate the listing within 90 business days from the time of deactivation. If the listing is not activated within 90 business days, VMware may at its option delete the deactivated listing. To activate the listing, a Partner can go to the Partner Portal and click on "Activate" under "Options". The forum associated with this listing will not be deactivated.

5.4.4 Adding Coworkers and Merging Listings

An existing VAM Partner has the ability to add co-workers and merge listings through the VAM Partner Portal:

- An existing VAM Partner can enter a coworker's valid VAM Login ID and specify whether the coworker will be a technical or business contact. The notifications listed in section 5.8.3 will then take place. If the coworker is a registered VAM user and has not yet become a VAM Partner and had created VMware Ready, Partner, or Community Contributed virtual appliance listings in the past, those listings will get merged into the existing Partner's VAM Partner Portal.
- Once listings merge, the merge cannot be undone.
- If the coworker is a registered VAM user, had created listings in the past but has already become a VAM Partner, the system will display an error message stating that that VAM username is already a VAM Partner.
- If the listings merge, the existing Partner and the coworker will have equal rights to edit/update, delete, deactivate, and activate each of the merged listings. They both can also apply

for the VMware Ready Virtual Appliance Program for each of the merged listings.

- Once contacts and listings merge in that Partner Portal, the contacts will not be able to delete one another. In the event that a Partner contact needs to be deleted, a coworker can click on “Contact VMware” under “Options” in the VAM Partner Portal and request, along with a reason, for a specific contact to be deleted. VMware will evaluate the request and its sole discretion takes appropriate action.
- Co-workers that have been added to an existing Partner’s VAM Partner Portal will be viewed as associated Partner contacts and will receive the email notifications listed in sections 5.8.2 and 5.8.3

5.4.5 Communicate with VMware

The Partner Portal will serve as the main interface for Partner communication with VMware. It will contain an online form which Partners can fill in to make requests, ask questions, or seek technical guidance.

- Partners will be able to submit simple questions to VMware with To, From, Subject, and Message fields.
- VMware will reply to the Partner at its earliest convenience with a goal of 10 business days, depending upon the nature of the message.

5.5 Hosting VMware Ready Virtual Appliance Images

All VMware Ready Partners will be required to submit evaluation copies of their VMware Ready virtual appliance images once they have successfully completed the VMware Ready validation process. Within 10 business days of a submission, VMware will host the images on the VAM so that users can seamlessly download the evaluation copies of the VMware Ready virtual appliance. The VAM will host evaluation copies VMware Ready virtual appliances of any file size. VMware will not charge users for downloading these VMware Ready virtual appliance images.

All support related issues including support related documentation and materials are the responsibility of the virtual appliance Partner. VMware is not responsible for any support related matters regarding any evaluation copies of the VMware Ready virtual appliance hosted on the VAM and available for download.

5.5.1 End User Login Requirement and Validation

End users are required to be registered with the VAM and to be logged on in order to download a evaluation copy of a VMware Ready virtual appliance.

- When a user clicks on the hosted virtual appliance, the system will first ensure that the user is logged on to the VAM. Users will be required to login prior to being able to download any evaluation copy of a VMware Ready virtual appliance.
- If the user is not logged into the VAM, they will be prompted to login. They should also be offered the option to “Create a New Account” or “Retrieve Login Info”. If the user is not able to login, the VAM will walk them through the steps to create a new account and then login or to retrieve their account information so that they can then login. Once the user has logged in, they will be able to complete their request to download an evaluation copy of a VMware Ready virtual appliance.

5.5.2 Uploading Virtual Appliance Images: New VMware Ready Virtual Appliances

In order to upload the image of the evaluation copy of a new VMware Ready virtual appliance, VMware Ready Partners must follow the guidance below:

- Partners can apply for the VMware Ready Virtual Appliance Program through the VAM Partner Portal. Once VMware confirms that the Partner meets the qualification criteria for the VMware Ready Virtual Appliance Program, the VAM administrator will request the Partner to submit the image files of the prospect VMware Ready virtual appliance by going back to the Partner Portal and clicking on “edit appliance” and “upload file for hosting”.
- Once the Partner uploads the images and pays the fees for validation, VMware will begin the VMware Ready validation process. During this time, the Partner Portal will show as “Applied” under the VMware Ready Program.
- On passing all the validation tests of the VMware Ready Virtual Appliance Program, the VAM administrator will request the Partner to submit the image files, of the evaluation copy of the VMware Ready virtual appliance, through the Partner Portal, “edit appliance” and “upload file for hosting” option.
- Upon submission from the Partner and uploading of the images by VMware, the Partner will be notified via email that they have been approved as VMware Ready, the Partner Portal will show the same status and the evaluation copy of the VMware Ready virtual appliance will now be available for download to the user from the virtual appliance listing page. The email notification will also state that the virtual appliance has been published to the VMware Ready category and the two appropriate solution categories.

5.6 Virtual Appliance and Service Ratings and Reviews

The VAM has a comprehensive rating and review system, enabling end users to both rate listings in a numeric fashion as well as enter text reviews. VMware suggests the following graded scale for virtual appliance and service ratings on the VAM. Ultimately, it is left to the user's discretion on what a rating means to them.

1 star = poor

2 stars = ok

3 stars = good

4 stars = great

5 stars = excellent

5.6.1 Creating a New Rating and Review

- When a user clicks on "rate this listing" or on the stars next to a listing, the system will check (1) whether they are logged in and (2) whether they have already reviewed this listing. If they are logged in and have not previously rated it, they will be taken to a rating form. If they have not yet logged in, they will be taken to a login page and prompted to login or to create a new account. Once the end user successfully completes the login, they will be automatically returned to the rating form so they can rate/review the listing.
- Users will not be able to enter email addresses or URLs into the title or body of the review. When the user hits "Submit", the review will be scanned for URLs and email addresses, and if present hyperlinks or email addresses will be stripped out.
- When a review is submitted, it will be automatically posted within 24 hours to the appropriate listing page.

5.6.2 Integrity in Ratings and Reviews

In order to provide integrity in listing ratings and reviews, note the following guidelines for ratings/reviews:

- Each user will only be able to rate and review each listing once. If a user tries to create a review or rating for a specific listing which they have already rated, they will be presented with a message explaining that they have already entered a review and rating for this listing and cannot enter another one.
- In the event that a Partner replaces an existing listing with a new version of the listing and if a user had rated and/or reviewed the old version, the user will not be able to rate or review the new version of the listing in the listing.
- A Partner has the option, however, of deactivating or deleting a listing (as specified in section 5.3.3) containing the old version of the listing and creating a new listing (as specified in section 5.3.3) with the new version of the listing so that users who had rated and/or reviewed the old version of the listing can now also rate and review the new version of the listing.

- Each review will have a "Report as Inappropriate" button associated with it. Users will be able to click on this to flag a review if they feel that the review is inappropriate. When they click on it, they will be taken to a screen where they need to enter a short explanation of why they are flagging the review or rating. This will be delivered to the VAM administrator. Example of inappropriate content would be having negative and irrelevant remarks, abusive and offensive language related to any reviewer, any review, or any listing.
- VMware reserves the right to either take no action or delete a review or rating. In the event that VMware decides to delete a review or rating, there will be no email notification when the review or rating is deleted.
- If a user tries to create a review or rating for a specific listing which they have already rated, they will be presented with their own rating and review for this listing, which is not editable.
- A Partner will not be able to enter a rating or review for a listing that they themselves uploaded. If they attempt to do so, they will be presented with an error message stating that they cannot rate their own listing.

5.7 Forums

Whenever a virtual appliance or service is published on the VAM, a forum thread is automatically created for that listing in VMware Communities (<http://communities.vmware.com/community/vmtn/vam>) under "virtual appliances" and "virtual appliance marketplace". Posting to the forum does not require users to be logged in to the VAM. However, posting to the forum does require users to be logged into VMware Communities.

5.8 Search

Users have the ability to conduct a basic search with the intent of identifying a particular listing. They can enter search terms and a list of results will be returned. Each virtual appliance or service will only return one result, regardless of the number of times the term appears within the content associated with that listing. Basic search results will return listing results online, not reviews, forums, etc.

Directory listing pages will have search option consisting consist of search terms and solution category. VAM visitors can search for the listings within selected solution category.

5.9 Lead Center

This functionality is only applicable to VMware Ready virtual appliances. Once the virtual appliance becomes VMware Ready validated, the system will start capturing leads. The source of the lead can be download, contact vendor or App on Demand. When a VAM user clicks on a download button, it is captured as a lead for the given listing. Partner can export these leads in CSV format. Leads older than 90 days will be deleted by the system. Partner can have access to the lead center from the Partner Portal page.

5.10 App on Demand

App on Demand capability allows a Partner to upload a trial version of its VMware Ready virtual appliance in cloud. App on Demand significantly simplifies the evaluation of a virtual appliance for users, by allowing them to select a trial version of a virtual appliance and deploy it in the cloud, for 60 minutes per session without incurring hardware and set up costs. This is also a very cost effective and easy way for sales engineers to demo solutions or proofs of concept. With a single click, the trial version of the App on Demand virtual appliance is instantiated. VMware Ready Partners offering App on Demand solutions will be able to view user contact information via the Lead Center in the self-service VAM Partner Portal. App on Demand is a paid program.

This functionality is only applicable to VMware Ready virtual appliances. Partners can apply for App on Demand from their Partner Portal page. Partners need to fill out the application form in order to submit the App on Demand application. Partner can designate an appropriate Partner contact for their application. Once it's submitted, the VAM team will review the application and send an email notification regarding the application.

5.11 Cross Link Listings

The Cross Link functionality is available to all the VAM Partners that have at least one active listing on VAM. It allows Partners to cross link to complementary listings on VAM. Once the cross link is approved by the partner who received the request, the complementary cross link listing will appear on the right hand side of the listing page.

The process is very simple. For example: Partner-A who is a service provider browses through the virtual appliances on VAM finds an appliance that they would like to cross link with, fills out the request form through their listing page which is then submitted to Partner-B for approval. Partner-A receives a copy of the submission email. Partner-B receives a new link request email notification. Partner-B logs into VAM, goes to cross links tab on Partner portal page. Partner-B reads the request and either approves or denies it. Email notification goes out to Partner-A regarding the status of request. If the request is approved by Partner-B a link gets established on both Partners' listing pages. At any point of time either Partner may either Cancel or Decline an existing cross link and may also reestablish a cancelled or declined cross link. Reestablishing cross link process will send out the email notification to both the Partners. VMware reserves all the rights to delete a cross link on VAM if VMware finds it inappropriate without sending any email notification to the Partners.

Cross link can be established between two virtual appliances, between a virtual appliance and a service listing, or between two service listings.

5.12 Email Notifications

Below is a list of some of the emails that get generated by the VAM system. Emails are communications either between VMware and the Partner, VMware and the end user, between two contacts at the same Partner, between an end user and a Partner, or between two Partners.

5.12.1 User Notifications

A user may receive an email notification from VAM or the VAM administrator under the following circumstance:

- When a user creates a VMware account and a VAM user account, an activation URL will be sent to the user to confirm their account information thereby completing the user registration process
- When a user downloads an appliance, an email is sent to the user with a request to write a review for that appliance
- In the event of an unforeseen circumstance not covered by this document, VMware may send one-off emails to individuals or a group of individuals, pertaining to that circumstance, in accordance with VMware Privacy Policy.
- When the end user downloads a virtual appliance, a courtesy email is sent to user to write a review for that appliance

5.12.2 Partner Notifications

Partners may receive an email notification from VAM or VAM administrator under the following circumstances:

- Once TAP membership is verified by the VAM admin, Partners will receive a confirmation email
- A congratulatory email will be sent to the Partner on registering as a VAM Partner
- When a listing is approved and published by the VAM admin, a confirmation email will be sent to the Partner
- If, for some reason, the VAM administrator decides to reject a listing, an email notification is sent to the Partner explaining why the virtual appliance was declined from being published on the VAM
- When a listing becomes VMware Ready, an approval email is sent out to the Partner
- When a virtual appliance fails the VMware Ready validation, an email notification is sent to the Partner with the comments from the VAM admin
- If, for some reason, the VAM administrator deactivates a listing, an email notification is sent to the Partner explaining why the listing was deactivated
- Partner receives an email notification when they submits the App on Demand application

- Partner receives an email notification when their App on Demand application status becomes approved or rejected
- When a Partner submits the cross link request, they will receive an email notification
- Partner receives an email notification when another Partner submits the crosslink request for their listing
- Partner receives an email notification when another Partner posts a message regarding their cross link request
- Partner receives an email notification when their cross link status is changed by another Partner
- In the event of an unforeseen circumstance not covered by this document, VMware may send one-off emails to a Partner or a group of Partners, pertaining to that circumstance, in accordance with the VMware Privacy Policy

5.12.3 Notifications Between Contacts at the Same Partner

Colleagues at a Partner company may receive an email notification from VAM or VAM administrator under the following circumstances:

- When one contact at a Partner company adds a co-worker as a second contact in the VAM Partner Portal, the VAM will send an email to the co-worker requesting that he/she click on a link to accept the invitation to become a contact for that company in the VAM Partner Portal.
- When the co-worker accepts the invitation above by clicking on the activation URL, all the contacts associated with the Partner will receive an email notifying them that the co-worker confirmed becoming a Partner contact for that company in the VAM Partner Portal.

Glossary

VAM	Virtual Appliance Marketplace
ISV	Independent Software Vendor
TAP	Technology Alliance Program
Commercial Partner	Partners who develop and sell applications and solutions which are commercially available (e.g. ISVs, hardware appliance vendors, system integrators)
Non-commercial Partner	Partners who develop applications and solutions which are not for commercial use (e.g. Independent developers, software community members)
VMware Ready virtual appliances	Virtual appliances validated through the VMware Ready™ Virtual Appliance Program are known as VMware Ready virtual appliances. The VMware Ready Virtual Appliance Program is a validation program designed to ensure the best possible user experience around virtual appliances being deployed in production
Certified virtual appliances	The predecessor to the VMware Ready Virtual Appliance Program was the Certified Virtual Appliance Program. Virtual appliances certified through that program were known as certified virtual appliances
Eval virtual appliances	These virtual appliances containing third-party software are created by Partners and are free for evaluation. Some are time-limited versions that can be used to evaluate a specific solution while others are feature-limited.

Community Contributed virtual appliances

Community Contributed virtual appliances are created by members of the virtualization and application community. These are typically open-source applications packaged into a virtual appliance

VAM Partner Portal

This is a self-service portal on the VAM enabling commercial and non-commercial Partners to create, edit/update, delete and deactivate virtual appliance listings. The VAM Partner Portal also allows interested commercial Partners to apply for the VMware Ready Virtual Appliance Program.

Throughout this document, Partner and ISV; user and end user have been used interchangeably.

