

PROGRAM GUIDE

VMware Virtual Appliance Marketplace Program Guide



Table of Contents

1.1	Document Definitions.....	3
1.2	The Virtual Appliance Marketplace.....	3
1.3	The VMware Ready Virtual Appliance Program.....	4
2	Migration to new solution categories	4
3	Updating Community Contributed virtual appliances.....	5
4	Featuring virtual appliances on the VAM home page.....	5
5	Functional Descriptions and Guidelines	5
5.1	End user registration.....	5
5.2	Virtual Appliance listing page	6
5.2.1	Static Content.....	6
5.2.2	Dynamically Generated Content.....	6
5.2.3	User interaction	6
5.3	VAM Partner Portal.....	7
5.3.1	Account set up and configuration	7
5.3.2	Account Administration	8
5.3.3	Create and manage virtual appliance listings	8
5.3.4	Lead Center.....	9
5.3.5	Adding co-workers and merging listings	9
5.3.6	Communicate with VMware	10
5.4	App On-Demand Functionality: Beta	10
5.5	Hosting VMware Ready Virtual Appliance Images.....	11
5.5.1	End user login requirement and validation.....	11
5.5.2	Uploading virtual appliance images: Existing VMware Ready and Certified Partners	11
5.5.3	Uploading virtual appliance images: New/Prospect VMware Ready Partners.....	12
5.6	Virtual Appliance ratings and reviews.....	12
5.6.1	Creating a new rating and review.....	12
5.6.2	Integrity in ratings/review	12
5.7	Forums	13
5.8	Search.....	13
5.9	Email notifications.....	13
5.9.1	User notifications.....	13
5.9.2	ISV notifications.....	14
5.9.3	Notifications between contacts at the same ISV	14

1.1 Document Definitions

- VA = Virtual Appliance
- VAM = Virtual Appliance Marketplace
- VAM Admin = VMware VAM Administrator
- ISV = Independent Software Vendor
- TAP = Technology Alliance Program

- Commercial ISV = Software providers who develop and sell applications and solutions that are commercially available. All commercial ISVs are commercial entities. For example: ISVs, hardware appliance vendors, system integrators
- Non-commercial ISV = Software providers who develop applications and solutions that are not for commercial use. Non-commercial ISVs are not commercial entities. For example: 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 3rd 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 ISVs to create, edit, update, delete and deactivate virtual appliance listings. The VAM Partner Portal also allows interested commercial ISVs to apply for the VMware Ready Virtual Appliance Program

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

1.2 The Virtual Appliance Marketplace

VAM 2.0 will be 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 will also enable ISVs to market their solutions, with the goal of making it as seamless as possible to the virtual appliance ecosystem. Together, VAM end users and ISVs will create a community of virtual appliance members leveraging the wisdom of the crowds through the VAM community features.

End users may be able to perform the following functions:

- Create account and complete profile information
- Modify profile information
- 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

ISVs will be able to perform the following functions:

- Create account and complete profile information through the VAM Partner Portal
- Modify profile information through the VAM Partner Portal

- Create virtual appliance listings and submit for approval through the VAM Partner Portal
- Modify virtual appliance listings and submit for approval through the VAM Partner Portal
- Update virtual appliance listings and submit for approval through the VAM Partner Portal
- Apply for the VMware Ready Virtual Appliance Program
- Upload VMware Ready virtual appliance files to be hosted by VAM
- Respond to forum posts
- Contact VMware through the VAM Partner Portal with questions and comments related to a virtual appliance listing

1.3 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’s virtualization platforms. Details on how to list and validate a 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 April 9, 2009, VMware will be discontinuing this program and all CVAP partners that have eligible virtual appliances may transition to the VMware Ready Virtual Appliance Program. As of April 9, 2009 all CVAP virtual appliances will be listed under the ‘Eval’ category. 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 introduced new software solution categories so that ISVs can represent their virtual appliances more accurately. This will also provide end users with a better user experience related to browse and search results. Each virtual appliance will now belong to one primary solution category and one secondary solution category. VMware has taken the first step and mapped the existing VMware Ready, Certified, 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 5.3. 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.

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. Definitions for each of the solution categories are available on the solution category listing pages on the VAM.

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 Community Contributed virtual appliances

VMware requires all VAM partners (includes providers of VMware Ready, Certified, Eval, and Community Contributed virtual appliances) to update their virtual appliances on a regular basis and maintain the virtual appliances such 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 for the past 18 months or more, 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 Featuring virtual appliances on the VAM home page

VMware Ready virtual appliances may be rotated on a weekly, bi-weekly, or monthly basis on a 'Featured Appliances' banner on the VAM home page. VMware will select a certain number of virtual appliances to feature in the banner. VMware reserves the right to decide the calendar for these featured VMware Ready virtual appliances.

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 ISV through the VAM Partner Portal. This includes logo of the ISV, descriptions of the ISV, descriptions of the product, 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 ISV does not complete these fields, then the listing cannot be submitted as complete and it will not appear in the VAM.
- If the ISV does not provide information for certain fields, then the fields will not appear in the listing page.
- When a new field is added, ISVs 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 – 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 ISV 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 with the VMware Communities site.

- Rate/review – clicking 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 this link will take the user to a contact form through which he/she can share feedback, provide suggestions or comments, or ask questions of VMware. 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.
- Contact Vendor - clicking this link will take the user to a contact form through which he/she can share feedback, provide suggestions or comments, or ask questions of the virtual appliance vendor. Responses along with their turnaround time are left to the sole discretion of the virtual appliance vendor.

5.3 VAM Partner Portal

The VAM Partner Portal is a secure self-service portal that allows VAM partners to publish their virtual appliance offering and associated content to the VAM as well as manage their account. Initially, the partners will be ISVs who are developing and distributing virtual appliances, but may expand to include hosting providers, Systems Integrators, and Value Added Resellers. This Partner Portal is separate from VMware's existing Partner Central Portal as many of the partners who access the VAM might not be VMware Technology Appliance Partner (TAP) program members.

5.3.1 Account set up and configuration

All virtual appliance providers must have a VAM partner account in order to access the VAM Partner Portal and perform any partner-related function on the VAM such as creating, editing, updating a listing, etc.

- A link/notification on the VAM homepage will prompt a VAM user to become/register as 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 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, Certified, and Eval 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 'software provider type' i.e. if they are a commercial or non-commercial ISV. In the event that a non-commercial ISV registers as a commercial ISV, VMware reserves the right, at its sole discretion, 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 be asked to validate the company relationship. If TAP information is not automatically found, the VAM Admin 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.

- Partners will be able to set up global information that will apply to their VAM account and all their virtual appliance 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 on the VAM created by their company.

5.3.2 Account Administration

- Partners will be able to modify any VAM account information, including global information that will apply to their account and all their listings on the VAM.
- 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.

5.3.3 Create and manage virtual appliance listings

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

- Create new listing – Once the ISV has created a partner account on the VAM, they can create a new listing. The Partner Portal will present the ISV 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 queue until the VMware VAM Admin approves it. Once the new virtual appliance has been approved, it will be posted to the VAM and a notification will be sent to the ISV partner notifying them that the virtual appliance has been published on the VAM. Approved listings from commercial ISVs will be published to the Eval category and two appropriate solution categories while approved listings from non-commercial ISVs will be published to the Community Contributed category and two appropriate solution categories.
- Update listing – Existing virtual appliance listings will display in the new rich listing format only after the ISV completes the 'update listing' process through the VAM Partner Portal. The 'update listing' feature enables the ISV to update any of the content in their virtual appliance 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 Admin approves it. Once it has been approved, it will be posted to the VAM and a notification will be sent to the ISV partner notifying them that the updated virtual appliance has been posted to the VAM. Until the updated listing is approved, the prior version of the virtual appliance will remain on the VAM. A partner can apply for VMware Ready validation only after they have completed the 'update listing' process i.e the listing must be in rich listing format for a partner to be able to apply for VMware Ready.
- Edit listing – Once an ISV completes the 'update listing' process, they can modify the content and/or links included in the virtual appliance listing page through the 'edit listing' feature.
- 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 ISV to provide a new corrupt-free image.
- Delete listing - If an ISV asks to delete a particular virtual appliance listing, they will be prompted to select the reason via a drop down menu and to confirm their delete request. Once the ISV confirms, the virtual appliance listing will be deleted from the VAM and thereon VMware will not be responsible for any data associated with this virtual appliance. The forum associated with this virtual appliance listing will not be deleted.

- Partially completed listing - ISVs will have the option to save a partially completed virtual appliance listing and complete it at a later date. Partially completed virtual appliance listings will not appear in the VAM, nor will they be presented to the VAM Admin for approval. Such listings will reflect a 'Not Active' status on the VAM Partner Portal.
- Deactivate listing – ISVs have the option of deactivating an existing virtual appliance listing. If a virtual appliance has been newly created or has been edited/updated and is in the VAM Admin's queue awaiting approval, an ISV will not be able to deactivate their listing at that point in time. Once the VAM Admin responds to the submission in the queue and the Partner Portal reflects the new status, an ISV can go ahead and deactivate a listing. If the virtual appliance is deactivated by the partner, it will not be searchable on the VAM. An ISV has the capability to activate the listing within 90 business days from the time of deactivation. If the virtual appliance listing is not activated within 90 business days, VMware may at its option delete the deactivated virtual appliance. To activate the listing, an ISV can go to the Partner Portal and click on 'Activate' under 'Options'. The forum associated with this virtual appliance will not be deactivated.

5.3.4 Lead Center

The VAM Partner Portal includes a Lead Center available to VMware Ready virtual appliance listings only. At this time, partners will not be charged for leads they receive via the Lead Center. VMware reserves the right to charge for leads in the future and will provide subsequent notice to partners.

- Leads are captured through 3 sources: 1) when a user clicks on the 'Download Now' button on a virtual appliance listing page; 2) when a user clicks on the 'App On-Demand' button on a virtual appliance listing page; and 3) when a user submits information via the 'Contact Vendor' form on a virtual appliance listing page.
- In order to view leads, VMware Ready partners must have completed the 'update listing' process in the VAM Partner Portal.
- If a VMware Ready virtual appliance has not received any leads, the Lead Center will generate a message to that effect.
- If a VMware Ready partner has multiple virtual appliance listings, Lead Center will only capture and display leads related to the VMware Ready virtual appliances.
- The Lead Center table contains the following fields: Name, Company, Email address, Virtual Appliance, Date captured and Source.
- The Lead Center table will display the 5 most recent leads. If there are more than 5 leads, a "View More Leads" button appears on the right. If there are less than five leads, the table will condense accordingly. When a user clicks on the "View More Leads" button, the system prompts a new page where the table expands to show the next 20 leads. If there are more than 20 leads, use pagination to view the next 20 leads. This page also has a "Go to Partner Portal" button.
- In the case of multiple VMware Ready virtual appliance listings, Lead Center will aggregate leads for all those virtual appliances with the most recent leads showing first. The partner, however, can sort these leads based on 'Virtual Appliance' or 'Date Created'.
- Partners may export leads to .csv or.txt (tab delimiter) file formats. During the export process, partners will be asked whether leads once downloaded can be deleted from the system.
- If leads are not deleted, they will remain on the VAM for 90 days. A notification to the same effect is displayed in the Lead Center.

5.3.5 Adding co-workers 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 co-worker's valid VAM Login ID and specify whether the co-worker will be a technical or business contact. The notifications listed in section 5.8.3 will then take place. If the co-worker is a registered VAM user and has not yet become a VAM partner and

had created Certified, Eval, or Community Contributed virtual appliance listings in the past, those virtual appliance listing will get merged into the existing partner's VAM Partner Portal.

- Once listings merge, the merge cannot be undone.
- If the co-worker is a registered VAM user, had created virtual appliance 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 co-worker 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 co-worker 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 take appropriate action.
- Co-workers that have been added to an existing partner's VAM Partner Portal will be viewed as associated partner/ISV contacts and will receive the email notifications listed in sections 5.8.2 and 5.8.3

5.3.6 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.

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

5.4 App On-Demand Functionality: Beta

The App On-Demand functionality is available to VMware Ready virtual appliance listings only. VMware is introducing this functionality as a beta program available to select VMware Ready candidates by invitation only.

- For the selected VMware Ready virtual appliance partners, an 'App On-Demand' button will display on the virtual appliance listing page and the solution category listing pages.
- When an end user clicks on the 'App On-Demand' button and he/she is not currently logged into the system, the system will take the user to the VAM user login page.
- After a successful login, the system will open a new window with the following disclaimer, "You are now going to a section of the VAM that is focused on delivering on-demand environments from the trial and demonstration of virtualized applications. This capability of the VAM is hosted by IT Structures. By checking the box below and clicking 'Submit' you acknowledge that your information will be provided to IT Structures in order to conduct the app on-demand."
- The information provided to IT Structures is solely for the purpose of initiating and conducting the App On-Demand trial and will not be used in any other way.
- Once a user clicks "I Agree" and 'Submit', the user will be directed to the IT Structures site within the same window. Clicking "Cancel" will close the window.
- On entering the IT Structures site, users will be asked to accept the IT Structures terms of agreement and Privacy Policy.
- IT Structures will then instantiate the App On-Demand in its environment. The virtual appliance will be available as a hosted trial for evaluation purposes only. Each instance will last an hour.
- If a user closes the App On-Demand trial before the hour is completed, they may resume the trial at a later time.
- Users have the option of resetting an instance in the event the environment is very slow.

- Users can use the App On-Demand functionality for a virtual appliance for any number of instances.
- At any given time, an end user will be able to run an App On Demand environment for a single virtual appliance listing only.
- The IT Structures App On-Demand portal will include a tab to return users to the Virtual Appliance Marketplace.

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. The submission of these images, to VMware, must be completed by April 3, 2009. 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 ISVs or users for uploading or downloading these VMware Ready virtual appliance images

All support related issues including support related documentation and materials are the responsibility of the virtual appliance ISV. 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 an 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 will be offered the option to 'Create a New Account' or 'Retrieve Login Info'. 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: Existing VMware Ready and Certified Partners

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

- The VAM Partner Portal allows partners to upload their images through the 'update listing' option followed by the 'upload' tab. Partners currently have two ways of providing access to their evaluation copy of a VMware Ready virtual appliance – 1) through a URL which can link directly to the evaluation copy of a VMware Ready virtual appliance download page hosted by the partner 2) by uploading the evaluation copy of a VMware Ready virtual appliance files to the VAM Partner Portal
- If a partner opts for the URL, the VAM Admin will request the partner to submit their images to VMware by June 15, 2009, after which the URL option will no longer be available.
- Once the files are uploaded, VMware will send a confirmation email to the partner notifying them that VMware has received the images and that the evaluation copy of a VMware Ready virtual appliance is available to the user for download 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.

5.5.3 Uploading virtual appliance images: New/Prospect VMware Ready Partners

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

- Virtual appliance listings of prospect VMware Ready partners will be published to the 'Eval' category along with the two appropriate solution categories. Partners can apply for the VMware Ready Virtual Appliance Program through the VAM Partner Portal by clicking on 'Apply Now'. Once VMware confirms that the partner meets the qualification criteria for the VMware Ready Virtual Appliance Program and submits the application form, the VAM Admin will request the partner to email the image files of the prospect VMware Ready virtual appliance.
- Once the partner provides the images, pays the fees for validation, and signs the VMware Ready Virtual Appliance Partner Agreement, VMware will begin the VMware Ready validation process. During this time, the Partner Portal will show as 'Applied' under the VMware Ready Program.
- On successfully passing all the validation tests of the VMware Ready Virtual Appliance Program, the VAM Admin will request the partner to submit the image files, of the evaluation copy of the VMware Ready virtual appliance, through the Partner Portal, 'edit listing' and 'upload' option.
- The image file can be in .zip or .tar format only. The archived file can contain either an OVF or vmdk or both OVF and vmdk.
- 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 an 'Approved' 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 ratings and reviews

The VAM has a comprehensive rating and review system, enabling end users to both rate virtual appliances in a numeric fashion as well as enter text reviews. VMware suggests the following graded scale for virtual appliance 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 appliance' or on the stars next to an appliance, the system will check (1) whether they are logged in and (2) whether they have already reviewed this VA. 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 this virtual appliance.
- 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 virtual appliance listing page.

5.6.2 Integrity in ratings/review

In order to provide integrity in virtual appliance ratings and reviews, VMware will follow these rules:

- Each user will only be able to rate and review each virtual appliance once. If a user tries to create a review or rating for a specific virtual appliance which they have already rated, they will be presented with a message explaining that they have already entered a review and rating for this virtual appliance and cannot enter another one. The un-editable review and rating will also be presented at this time.
- In the event that an ISV replaces an existing virtual appliance with a new version of the virtual appliance 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 virtual appliance in the listing.
- An ISV has the option, however, of deactivating or deleting a listing (as specified in section 5.3.3) containing the old version of the virtual appliance and creating a new listing (as specified in section 5.3.3) with the new version of the virtual appliance so that users who had rated and/or reviewed the old version of the virtual appliance can now also rate and review the new version of the virtual appliance.
- 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 Admin.
- Negative and irrelevant remarks, abusive and offensive language related to any reviewer, any review, or any virtual appliance are some examples of inappropriate content.
- VMware reserves the right to either take no action or delete the review that was reported as inappropriate. In the event that VMware decides to delete that review, no email notification will be sent.
- A partner will not be able to enter a rating or review for a virtual appliance listing they created. If they attempt to do so, they will be presented with an error message stating that they cannot rate their own virtual appliance.

5.7 Forums

Whenever a virtual appliance is listed on the VAM, a forum thread is automatically created for that virtual appliance in VMware Communities (<http://communities.vmware.com/community/vmttn/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 virtual appliance. They can enter search terms and a list of results will be returned. Each virtual appliance will only return one result, regardless of the number of times the term appears within the content associated with that virtual appliance. Basic search results will only return virtual appliance results, not reviews or forums, etc.

5.9 Email notifications

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

5.9.1 User notifications

A user may receive an email notification from VAM or the VAM Admin 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 a virtual appliance, an email is sent to the user with a request to write a review for that virtual appliance
- In the event of an unforeseen circumstance not covered by this document, VMware may send one-off emails to individual users or a group of individual users, pertaining to that circumstance, in accordance with VMware Privacy Policy.

5.9.2 ISV notifications

ISVs may receive an email notification from VAM or the VAM Admin under the following circumstances:

- A congratulatory email will be sent to the ISV on registering as a VAM partner
- Once TAP membership is verified by the VAM Admin, ISVs will receive a confirmation email
- When a listing is approved and published by the VAM Admin, a confirmation email will be sent to the ISV
- If, for some reason, the VAM Admin decides to reject a listing, an email notification is sent to the ISV explaining why the virtual appliance was declined from being published on the VAM
- When a listing becomes VMware Ready, an approval email is sent to the ISV
- When a virtual appliance fails the VMware Ready validation, an email notification is sent to the ISV with the comments from the VAM Admin
- If, for some reason, the VAM Admin deactivates a listing, an email notification is sent to the ISV explaining why the listing was deactivated
- 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.

5.9.3 Notifications between contacts at the same ISV

Colleagues at a partner company may receive an email notification from VAM or VAM Admin 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

