



## VMware VIP Program Benefits and Requirements

Program Benefits*	Professional	Enterprise
<b>Partner Enablement</b>		
Access to VMware product through VMware Distribution	Workstation, ACE, Fusion, and VI3 Starter Edition VI3 Standard and Enterprise available with VSP Sales Accreditation	Full VMware Product Line
Access to VMware Partner Central	✓	✓
Demonstration Software (Not for Resale Licenses)	✓	✓
Discounted Internal Use Software	✓	✓ ✓
Pre-sales Technical Support	✓	✓ ✓
Free On-line Training	✓	✓
Technical Training Courses/Certification Discounts	✓	✓ ✓
Technical Solutions Exchange Invitation	✓	✓
Knowledgebase Access	✓	✓
<b>Partner Support</b>		
Sales and Marketing Tools and Programs	✓	✓
VIP Partner Logo Usage	<b>Professional Partner Logo</b>	<b>Enterprise Partner Logo</b>
Demand Generation Programs	✓	✓
Membership Communications	✓	✓
VMware Partner Locator Listing	✓	✓
Partner Day/ VMworld Invitation	✓	✓
Seminar Tool Kits	✓	✓
Account Management	Assigned	Dedicated
Business Planning		✓
<b>Partner Reward</b>		
Market Development Funds - Proposal-based funding	✓	✓
Access to Promotional Offerings	✓	✓
Volume Purchase Program (VPP)	✓	✓
VMware's Advantage + (Opportunity Registration)		✓

Program Requirements*	Professional	Enterprise
Application Approval	✓	✓
Partner Agreement	✓	✓
Partner Profile	✓	✓
Compliance Review	✓	✓
Sales Accreditation	1	2
VMware Sales Champion	<b>Recommended</b>	✓
VMware-focused Marketing Initiatives		✓
Technical Certification		✓
Annual Program Fee \$1,000 USD		✓

\*Regional differences may apply.