VMware Briefing Center

Accelerate your digital transformation

GET STARTED
What Is a VMware Briefing Center?

We designed each VMware Briefing Center (VBC) to help you get the most out of your VMware technology investment.

During your briefing, you get the opportunity to interact with our thought leaders and the experts behind our products, services and solutions.
Who Should Attend a Briefing?

Briefings are for C-suite leaders and their direct reports. We customize each session to address your unique business challenges.

To request a briefing, contact your VMware account executive.
Why Attend a Briefing?

- Discover new innovations that benefit your business
- Get a personalized experience with a customized agenda
- Participate in meetings and discussions with VMware experts
- Gain insights into leveraging VMware products and solutions
VMware Briefing Center Locations

Our centers are located in key markets around the world.
VMware Discovery Center—Palo Alto, California

It can be difficult to imagine how emerging technologies can solve your organization’s real-world challenges. That’s why we designed the VMware Discovery Center to be a powerful and immersive experience.
Discovery Center Overview

Strategically located in Silicon Valley, the Discovery Center is VMware’s flagship briefing experience.

Equipped with cutting-edge tools like digital whiteboarding, virtual reality (VR) and a personalized experience with RFID, the Discovery Center helps uncover new opportunities for each visitor.

Prepare to be inspired
The Discovery Center’s in-person collaborative meeting spaces feature floor-to-ceiling displays with navigational touch controls. VMware subject matter experts (SMEs) help you visualize 3D representations of proposed solutions, concepts and ideas.

Our subject matter experts help you:
• Create a vision for what your organization can do
• Unpack your specific challenges and constraints
• Design a custom roadmap with solutions that address your top priorities

At the Discovery Center, you will:
• Exchange ideas with VMware experts and get personalized advice and insights
• Experience immersive content tailored to your business’ needs
• Explore new models, possibilities and technologies for digital transformation
• Elevate your understanding of the bigger picture and of which steps to take next
Regional Centers

The VMware Briefing Center comprises nine centers, including the Discovery Center at VMware headquarters. This section covers the eight (8) regional centers in our program.

Each of the Regional VMware Briefing Centers offer a spectrum of tools, resources and experts to help you plan and strategize your digital roadmap. Each features collaborative meeting spaces where you can engage with top minds at VMware and map out strategic solutions.

**AMER**  
Reston, United States  
Located outside of Washington DC, the Reston location caters to government and education clients.

**APJ**  
Bangalore, India  
The Bangalore location features access to top VMware minds for critical and successful engagement.

**Beijing, China**  
The Beijing center offers a strategic location in China to align with VMware experts.

**Singapore**  
One of VMware’s newest centers (2021), the Singapore center features interactive screens and modernized collaborative spaces.

**Sydney, Australia**  
One of VMware’s newest centers (2020), the Sydney center features interactive screens and modernized collaborative spaces.

**Tokyo, Japan**  
Newly updated with interactive displays and digital collaborative tools, this center provides a high-tech experience.

**EMEA**  
Staines-Upon-Thames, United Kingdom  
Located outside of London, the VMware Briefing Center in the UK features interactive touch screens and collaborative spaces.

**Munich, Germany**  
Located in Germany’s business capital, the Munich Briefing Center features interactive touch screens and modernized collaborative spaces.

After you request a briefing, a regional briefing program manager (BPM) will follow up to confirm details and logistics.
VMware Briefing Center: Briefing Formats

The Discovery Center and all regional Briefing Centers offer hybrid, in-person, and online briefings depending upon availability.

Check with your account executive to confirm current offerings.
Online Briefings Overview

Online briefings offer the same world-class attention to detail as our physical briefings. We offer the same compelling, strategic, collaborative and highly effective experiences—all remotely.

Our online format features the same rich, in-depth and effective discussions with our leading minds at VMware, including executives and technical experts.

Online briefings leverage video conferencing and collaborative tools to engage all participants while offering added flexibility.

Why online briefings?

• Enjoy increased flexibility
• Attend from anywhere
• Enjoy world-class content experiences
• Access technical support
• Choose from agendas and timelines (can be hours or days)
• Rest easy with fewer scheduling issues and zero travel hassles

Time commitment: two to four hours
Hybrid Briefings Overview

Hybrid briefings offer a combination of physical, interactive experiences and flexible, remote engagement. We offer the same compelling, strategic, collaborative and highly effective experiences—with a mix of clients attending remotely and in-person. Hybrid briefings leverage physical engagement with interactive touch displays for our in-person attendees (depending on which center you attend), and flexible collaborative tools for online attendees.

Why hybrid briefings?

• In-person attendees benefit from physical collaboration
• Remote attendees benefit from online collaboration tools
• World-class content experiences
• Technical support

Time commitment: one to two days
In-person Briefings Overview

In-person briefings serve as the foundation of our program, offering rich, physically interactive experiences to participants. Featuring one-on-one, in-person collaboration with executives and engineers, in-person briefings take place at dedicated environments with interactive whiteboards and wall-size touch displays.

Why in-person briefings?
- Attendees benefit from physical collaboration
- World-class content experiences
- Technical support

Time commitment: one to two days
Online Briefing FAQ

Q. What is an online briefing?
A. Online briefings use video conferencing technology to connect with VMware subject matter experts.

  Both online and in-person briefings allow for the critical exchange of ideas and concepts to support you in making decisions about VMware technology.

  Just like an in-person briefing, a briefing program manager (BPM) facilitates an online briefing.

Q. What is the benefit of an online briefing?
A. Online briefings prove to be highly effective due to their flexible format. The global VMware briefing program plans to offer online and hybrid briefings for the foreseeable future.

  Additionally, those who could not travel previously can now benefit from an online briefing.

Q. What’s different about an online briefing agenda?
A. Shorter sessions (30 to 45 minutes max) and shorter agendas (3 to 4 hours max). It may be necessary to break a traditional day of content over two or more online briefing days.

Q. What technology do you use?
A. Zoom. We will send you a Zoom meeting invitation that you can share with your team. Zoom has proven to be extremely reliable and very easy to use. Additionally, it has functionality that is particularly useful in an online briefing, such as online backgrounds and polling.

Q. What do you do about briefings that require interpretation?
A. If needed, an interpreter will be identified and scheduled for your briefing.
Post-COVID Resources

As VMware offices around the globe begin reopening, the safety and security of our teams are of paramount importance. We’ve made a number of changes designed to protect everyone’s health and safety.

Check with your account executive to confirm current guidelines and offerings at specific Briefing Center locations.
Contact your account manager to schedule your briefing.