

# VMware Cloud Universal™

Program Frequently Asked Questions

July 28, 2022

## General

### Q. What is VMware Cloud Universal?

A. VMware Cloud Universal is a flexible purchasing and consumption program for executing your multi-cloud or digital transformation strategy. Available subscription-based purchase and consumption options span a portfolio of multi-cloud infrastructure, cloud management, modernizing applications, and premier customer success solutions.

### Q. Why would customers wish to participate in the VMware Cloud Universal program?

A. VMware Cloud Universal offers customers a portfolio of solution choices, combined with purchasing and consumption flexibility, to allow customers to determine their optimal digital transformation path. VMware Cloud Universal:

- Offers a rich set of enterprise-class VMware compute, storage, networking, management, security, and modern application capabilities spanning on-premises datacenters, private, public, local, and edge clouds
- Delivers financial flexibility by allowing the redemption of VMware Cloud Universal Subscription Purchasing Program (SPP) credits toward any eligible product or service
- Unifies access to all VMware Cloud Universal products and services through the centralized VMware Cloud Console™ - allowing customers to redeem SPP credits for eligible VMware Cloud Universal offerings at any time, from any location
- Provides customer choice to build, deploy, manage, and protect multi-cloud environments leveraging solutions across VMware managed local cloud, customer-managed private cloud, and VMware managed public cloud environments
- Enables qualified participants to take advantage of potentially significant, one-time savings through the VMware Cloud Acceleration Benefit™, which is offered exclusively through VMware Cloud Universal
- Is integrated with VMware Success 360™, VMware's premier customer success program that is designed to help ensure that your business achieves desired outcomes throughout its digital or multi-cloud journey

### Q. How does VMware Cloud Universal help to accelerate digital or multi-cloud transformation objectives?

A. VMware Cloud Universal advances achievement of your digital or multi-cloud transformation objectives by delivering four unique benefits.

1. Unifies your compute, network, and storage environments across multiple clouds, traditional & cloud-native applications, and operations
2. Empowers your business with the freedom of solution choice combined with the purchasing/consumption flexibility to achieve your IT transformation objectives
3. Offers the flexibility to apply your VMware Cloud Universal Subscription Purchasing Program (SPP) credits toward any VMware Cloud Universal solution spanning across on-premises, private cloud, local cloud, and public cloud environments during the applicable redemption period.
4. Capitalizes on VMware's customer success expertise for consumption planning, and driving desired business outcomes

### Q. What are the typical business use cases for the VMware Cloud Universal program?

A. We find that customers utilize VMware Cloud Universal to achieve one or more of the following:

1. Datacenter Modernization
2. Cloud Migration
3. Multi-Cloud Expansion
4. Build New Cloud Services across their multi-cloud environment

## Eligible Offerings

### Q. What products and services are currently eligible for VMware Cloud Universal?

A. VMware Cloud Universal customers enter a commitment-based contract investing in Subscription Purchasing Program (SPP) credits that can be redeemed for consumption of any eligible solution or service(s) within the VMware Cloud Universal program during their applicable redemption period. Eligible VMware Cloud Universal offerings include (as of the date of this publication):

#### 1. Cloud Infrastructure

- a. [VMware Cloud on AWS™](#) and [Google Cloud VMware Engine™](#) for public cloud
- b. [VMware Cloud on Dell™](#) for edge cloud
- c. [VMware Cloud Foundation-Subscription™](#) for hybrid/private cloud

#### 2. Multi-Cloud Services spanning multi-cloud infrastructures

- a. Cloud operations and management with the [VMware vRealize Cloud Universal™ Enterprise Plus](#) solution.
- b. Modern applications with [Tanzu Standard™](#)
- c. Disaster Recovery products such as [VMware Cloud Disaster Recovery™](#) and VMware Site Recovery™.

#### 3. Customer Success and Services

- a. For VMCU deals signed before August 4, 2022: [VMware Success 360](#)
- b. For VMCU deals signed on or after August 4, 2022: [VMware Cloud Universal Essentials](#) (visit the [VMware Cloud Universal website](#) for more information)

VMware Cloud Universal is also available through [AWS Marketplace Private Offers](#) or [Consulting Partner Private Offers \(CPPO\)](#). Please contact us at [sm pops@vmware.com](mailto:sm pops@vmware.com) for more information about AWS Marketplace private offers.

**VMware Cloud Universal accelerates your Multi-Cloud journey.**  
Delivering purchase and consumption flexibility in a subscription-based model

VMCU Subscription Purchasing Program (SPP) credits can be applied across any VMware Cloud Universal solution.

<b>Flexible Cloud Management &amp; Operations</b> <i>Suite-Based:</i> vRealize Cloud Universal (vRCU) ENTERPRISE PLUS TIER – <b>NEW</b> with vRNI on-premises option integrated <i>OR Standalone from:</i> vRA-C, vROPS-C, vRLI-C, vRAI-C, vRNI-C	<b>Modern Applications</b> <b>Tanzu Standard</b> Run & Manage Kubernetes	<b>Disaster Recovery (DRaaS)*</b> VMware Cloud Disaster Recovery VMware Site Recovery
<b>VMware Cloud on AWS</b> Public Cloud	<b>Google Cloud VMware Engine</b> Public Cloud	<b>VMware Cloud on Dell</b> Edge Cloud
<b>NEW VMCU Essentials</b> VMware Consumption Tools		<b>Optional Routes-to-Market</b> aws marketplace Private Offers aws marketplace Consulting Partner Private Offers

■ Multi-Cloud Services Available  
■ Infrastructure Offers Available  
Effective August 2022

\* The cloud(s) noted represent the availability of the cloud(s) as a recovery site. More cloud options may be available as protected sites.

**Q. What is VMware Cloud Foundation Subscription (VCF-S), and how do I purchase it?**

A. VMware Cloud Foundation Subscription (VCF-S) is an on-premises term-based subscription offering available through the VMware Cloud Universal program. To procure VCF-S, a customer needs to purchase SPP credits under the VMware Cloud Universal program and redeem those credits for the VCF-S offering.

You can learn more about VMware Cloud Foundation [here](#).

**Q. What is VMware Cloud on Dell?**

A. VMware Cloud on Dell combines the simplicity and agility of the public cloud with the enhanced security and control of on-premises infrastructure, delivered as-a-service to data center and edge locations. This fully managed VMware Cloud service provides a simple, secure, and scalable infrastructure for a customer's on-premises data center and edge locations. VMware's industry-leading compute, storage, and networking software is integrated with enterprise-class Dell VxRail hardware, empowering you to drive any enterprise workload. The unique approach of this service empowers customers to focus on business innovation and differentiation, while VMware operates the entire infrastructure end-to-end.

You can learn more about VMware Cloud on Dell [here](#).

**Q. What is VMware Cloud on AWS?**

A. VMware Cloud on AWS brings VMware's enterprise-class SDDC software to the AWS Cloud with optimized access to AWS services. Powered by VMware Cloud Foundation, VMware Cloud on AWS integrates our compute, storage, and network virtualization products (VMware vSphere, vSAN, and NSX) along with VMware vCenter management, optimized to run on dedicated, elastic, bare-metal AWS infrastructure.

You can learn more about VMware Cloud on AWS [here](#).

**Q. What is Google Cloud VMware Engine?**

A. Google Cloud VMware Engine offers flexible on-demand capacity and full operational consistency for operability across existing on-premises environments and Google Cloud. Your business can harness the power of the complete Google Cloud Platform and accelerate 'cloud-first' business strategies by modernizing applications, workloads, infrastructure and consumption models.

You can learn more about Google Cloud VMware Engine [here](#).

**Q. What is vRealize Cloud Universal, and how does it differ from VMware Cloud Universal?**

A. VMware vRealize Cloud Universal is a SaaS management suite designed to accelerate cloud adoption. It combines SaaS and on-premises capabilities for automation, operations, log analytics, and network visibility into one license to accelerate the business transition to the cloud. It gives the flexibility to deploy SaaS or on-premises interchangeably, without the need to repurchase, for a consistent hybrid and multi-cloud management experience.

Please note that only the vRealize Cloud Universal Enterprise Plus tier is eligible for purchase with VMware Cloud Universal.

*Learn more at [vRealize Cloud Universal FAQ](#).*

**Q. What is NSX Advanced Load Balancer with Cloud Services (also known as Avi PULSE)?**

A. Avi PULSE is a centrally managed, software-based architecture that delivers multi-cloud load balancing, web application firewall, container ingress and application analytics services. Users can manage and optimize how client machines connect to web and enterprise application servers. In addition, the solution elastically scales application service loads, up or down dynamically, based on global demand.

*Learn more at [NSX Advanced Load Balancer with Cloud Services \(Avi PULSE\)](#).*

**Q. What is VMware Tanzu Standard Edition?**

A. VMware Tanzu Standard helps enterprises simplify Kubernetes operation and management across multi-cloud infrastructure. It offers an enterprise-grade, open-source aligned Kubernetes runtime across on-premises, local/private/public clouds, and edge, with a global control plane to help manage your entire Kubernetes footprint centrally and consistently.

You can learn more about VMware Tanzu Standard [here](#).

**Q. What is VMware Cloud Disaster Recovery?**

A. VMware Cloud Disaster Recovery combines cost-effective cloud storage with SaaS based management to protect your business and recover from ransomware attacks. It delivers IT resiliency at scale through a pay-as-you-need capacity model and utilizes VMware Cloud on AWS for failover capacity.

You can learn more about VMware Cloud Disaster Recovery [here](#).

**Q. What is VMware Site Recovery?**

A. VMware Site Recovery protects your mission-critical IT services with hot DRaaS for VMware Cloud on AWS and VMware Cloud on Dell. VMware Site Recovery also includes integrated [VMware vSphere@ Replication®](#) and [VMware Site Recovery Manager®](#).

You can learn more about VMware Site Recovery [here](#).

**Q. What are the supported regions for VMware Cloud Universal?**

A. Not all services are available in each geographic location. Please consult with your VMware sales representative to determine the availability of services within your region.

**Q. How do I purchase VMware Cloud Universal?**

A. To get started, customers will need to sign an Enterprise License Agreement (ELA) and purchase VMware Cloud Universal SPP credits. Customers can retire their SPP credit balance by purchasing VMware Cloud Universal eligible offerings.

**Q. Can subscription terms for eligible offerings extend beyond the VMware Cloud Universal contractual period?**

A. Yes. Customers can start new subscriptions in any eligible offer at any point during the ELA term. For example, those subscription terms (Subscriptions for VMC on AWS or VCF-S) can expire after the end of the ELA term. However, some program benefits will be available only during the ELA term.

**Q. Is there a monthly subscription model?**

A. No. VMware Cloud Universal supports one-year or three-year terms for the eligible services, as well as the ability to pay for the subscriptions either up-front or monthly.

**Q. How does this change my existing VMware Cloud on AWS subscription?**

A. There is no change to the existing VMware Cloud on AWS pricing and subscription model - those will continue to be supported. VMware Cloud Universal is a new program.

**Q. Can I use previously purchased SPP or HPP-S credits for the VMware Cloud Universal program?**

A. No, SPP credits purchased out of the program are not allowed to be used within the program

## Getting Started

### Q. How do I redeem VMware Cloud Universal SPP credits?

A. From the VMware Cloud Console at [www.vmc.vmware.com](http://www.vmc.vmware.com), navigate to the *Subscriptions* menu. From there, you can launch the subscription creation wizard, which will walk you through selecting the service, instance type, and other details for each service that you want to purchase. You can choose one-year or three-year terms, as well as the choice to pay up-front or monthly.

### Q. How do I onboard with VMware Cloud Universal?

A. After you have purchased your SPP credit fund, the fund owner will receive an onboarding invitation link via email. Click on this link and follow the steps to onboard to VMware Cloud. The onboarding process will walk you through establishing your organization that you will use to access the VMware Cloud console and help you link your new SPP credit fund payment method.

### Q. How do I provision infrastructure services with VMware Cloud Universal?

A. After you have onboarded, you will land at the VMware Cloud Console - [vmc.vmware.com](http://vmc.vmware.com). From there, you will be able to select from the available infrastructure services (VMware Cloud on AWS, VMware Cloud on Dell EMC, VMware Cloud Foundation-Subscription). You can provision infrastructure from any of these options, and your SPP credit fund will be charged. Once you have created, ordered, or registered, the services will be represented as inventory in the VMware Cloud Console.

### Q. What happens when my VMware Cloud Universal subscription expires?

A. To ensure that you have service access and no interruption to your workloads, you must maintain active subscriptions for your deployed infrastructure. You will need to renew your subscription or purchase a new one to ensure access to your workloads.

### Q. What if I need support?

A. VMware Cloud Console includes a VMware Launchpad™ experience that is intended to provide self-service support, with introductions for deploying our infrastructure and guides for Migration, Kubernetes, and other solutions. This Launchpad provides step-by-step guides for the solutions and links to other videos and documentation at VMware TechZone. If you need additional support, you can reach out via chat or by opening a Support Request (SR). As a VMware Cloud Universal customer with an active Success 360 service, you might also be entitled to support from a Customer Success Manager, who will be there to help you get started and ensure you are successful on your journey to the cloud.

## Redemption

### Q. Can you explain the redemption process for VMware Cloud Universal SPP credits?

A. Upon booking, you will receive a confirmation email prompting you to create a VMware Cloud Console log-in. Next, you will confirm your order and organization details, select the infrastructure offering, and follow the guided process to complete redemption.

### Q. How long does it take for the subscriptions to activate after ordering?

A. Subscriptions will be activated, and the term will begin once the license keys are delivered by VMware. This process is expected to take 2-5 business days.

## Terms

### Q. Is there a Terms of Service agreement for VMware Cloud Universal?

A. The VMware Cloud Terms of Service can be found [here](#).

Customers' use of the Eligible Offering is subject to the applicable VMware standard terms accompanying or presented in the Eligible Offering, which is the VMware End User License Agreement (EULA) for on-premises offerings, or the VMware Cloud Service Offering Terms of Service (TOS) for cloud service offerings. These terms are available through links on the main end-user terms landing page, at: [www.vmware.com/download/eula](http://www.vmware.com/download/eula).

### Q. What are 'VMware Redemption' Offerings?

A. VMware has designated certain eligible offerings as 'VMware redemption' offerings. That is, VMware is authorized to redeem Subscription Purchase Program (SPP) Credit purchase by the customer, on the customer's behalf, for the eligible offering, to accelerate the provisioning of the offer for the customer and enable the customer to use the offering right away. As of June 21, 2022, only VMware Cloud Foundation is available for 'VMware redemption'.

## VMware Cloud Acceleration Benefit (CAB)

### Q. What is the VMware Cloud Acceleration Benefit™ Program?

A. VMware Cloud Acceleration Benefit, exclusive to the VMware Cloud Universal program, one-time discount to offset the unamortized value of on-premises VMware license investments as you migrate workloads to the cloud. Customers can then apply the up to 20% savings toward VMware Cloud Universal.

Advantages of the Cloud Acceleration Benefit include:

- *Redirect funds toward strategic investment opportunities:* Your business can apply the Cloud Acceleration Benefit toward refocusing its investments on the entire portfolio of VMware Cloud Universal solutions. VMware Cloud Universal offers a comprehensive product portfolio designed to modernize and improve agility across IT infrastructure, applications, services.
- *Accelerate your cloud journey:* The Cloud Acceleration Benefit is designed to address a common financial decision point, particularly when planning for cloud migration. It is part of VMware's commitment to helping your business achieve its desired business outcomes faster.
- *Create agility in your digital transformation journey:* No two businesses are alike, particularly when prioritizing projects and strategic IT initiatives.

The Cloud Acceleration Benefit is accessible at any given point in time during your qualifying VMware on-premises agreement, allowing you to implement your IT transformation strategies at your own pace.

CAB reconciliation events, taking place up to two times per calendar year during the VMCU term, ensure customers receive credit for the actual perpetual licenses they have surrendered, which can be applied towards the VMware Cloud Universal subscription committed to spend.

®Additionally, customers receive credit (no cashback) for any prepaid, unused Service & Support (SnS) balance associated with perpetual licenses they have surrendered at the reconciliation process.

®Your business can leverage the CAB Program at or after the start of your VMware Cloud Universal subscription

### Q. Which VMware perpetual on-premises licenses are eligible for CAB?

A. A comprehensive list of qualifying CAB products and SKUs can be found in the [CAB Program Guide](#).

- Licenses must have an active Service & Support (SnS) agreement on the date of the reconciliation and through the date that customer surrenders those licenses by signing a Software Destruction Agreement
- Hardware lock licenses (example: VxRail), licenses acquired through OEMs, and term licenses are not eligible
- The CAB Program is not available for Unlimited ELAs

**Q. Is the CAB value limited in any way?**

A. CAB provides VMCU customers and the qualifying unamortized value of perpetual on-premises license SKUs, as identified in [CAB Program Guide](#), a one-time discount at the time of the new Enterprise License Agreement (ELA). The value derived when the CAB benefit is applied at the time of the ELA can be up to 20%. The unamortized value of qualifying perpetual on-premises SKUs includes the product and if applicable, the Support and Subscription (SnS) contract.

**Q. What is the 'CAB Reconciliation Event'?**

A. After the initial ELA is signed for VMCU, VMCU customers can also continue to realize the qualifying and unamortized value of their on-premises licenses and SnS contracts by working with VMware to terminate their CAB qualifying products. This process can take place up to two times per calendar year during the VMCU term.

**Q. How long can I use the unamortized perpetual licenses that will be applied toward the CAB?**

A. If you are a new VMCU customer effective June 15, 2022, you will now have a 45-day time period to surrender or discontinue the use of your selected eligible products for the CAB Program. The required Software Destruction Agreement (SDA), which is part of the initial ELA, is used to identify the perpetual on-premises license and SnS products that you will surrender for eligible value through the CAB program.

For VMCU customers who signed their VMCU ELA prior to June 15, 2022, you will continue to have a 90-day time period to surrender or discontinue the use of your selected eligible products for the CAB Program.

**Q. How is SnS treated for deactivated licenses leveraging CAB?**

A. During the reconciliation process, any paid unused SnS associated with perpetual licenses the customer has deactivated as part of the CAB will be credited to the customer's VMware Cloud Universal Credits balance for use in future subscription purchases. The date from which the unused SnS will be calculated is the Software Destruction Agreement signing date.

**Q. What is the annual true-up process?**

A. When you are ready to deactivate your license and at any time during the VMware Cloud Universal contract

- Indicate which licenses will be submitted for CAB and signs a Software destruction agreement (SDA), including details on the license keys to be retired
- VMware will calculate the total CAB value, which is the sum of the CAB license value and unused SnS balance associated with perpetual licenses
- Receive credit for the total CAB value. This credit can be used for VMware Cloud Universal Commitment eligible services.

**Q. How many times will the reconciliation process occur?**

A. The reconciliation process will occur at least once a year and a maximum of twice per year. Both VMware and customers can initiate a reconciliation process at any point in time during the VMware Cloud Universal contract



## VMware Success 360 and VMware Cloud Universal Essentials

### Q. What is VMware Success 360?

A. VMware Success 360 is a comprehensive success offering that guides you through all the stages of your journey with VMware solutions. It provides a consistent way of working with VMware that will help you continually realize the value and achieve outcomes faster from your investments.

A Health Scorecard will provide you with a dynamic view of your overall health using critical metrics. We will track the business value, performance value, and experience value to help us ensure you realize value, and that our products are performing as you expect. We will share progress and stay aligned through regular Executive Business Reviews to ensure stakeholders are completely aligned and in sync at all times.

### Q. What are the components of the VMware Success 360

A. There are several components within VMware Success – Success Planning, Ongoing Adoption Guidance, Design Workshops, and Dedicated and Proactive Support.

- Success Plan - Working together, we will create your personalized Success Plan based on your current state and your desired goals. Your personalized Success Plan provides guidance to help you achieve your outcomes faster from your VMware technology investments. It contains the technical capabilities and activities needed to achieve your outcomes and is continuously updated as new business opportunities arise.
- Ongoing Adoption Guidance and Design Workshops – Provides you with varying levels of support so you can get the right amount of help in the right format at the right time, from onboarding, adopting, and consuming to optimizing your use of VMware technology. Ongoing Adoption Guidance includes self-service resources and on-demand one-to-many enablement sessions. At the same time, Design Workshops offer one-on-one guidance in your environment and build services where a remote certified specialist implements new capabilities for you.
- Dedicated and Proactive Support – Helps you speed issue resolution, minimize downtime, coordinate root cause analysis, and prevent recurring incidents to maximize productivity and uptime.

### Q. Is VMware Success 360 required for VMware Cloud Universal?

A. **Effective June 21, 2022, VMware Success 360 is no longer required with VMware Cloud Universal IF the customer is subject to the VMware Cloud Foundation Subscription 'VMware redemption' offering.**

For customers who have an active Success 360 service as part of VMware Cloud Universal, VMware will honor the agreement for the duration of the subscription period. If you have additional questions, please contact [your assigned VMware Sales Representative](#).

Effective August 4, 2022, Success 360 will be replaced by **VMware Cloud Universal Essentials** as the consumption planning component of VMware Cloud Universal. VMware Cloud Universal Essentials will be a mandatory component of new VMware Cloud Universal agreements executed beginning on August 4, 2022.

### Q. What is VMware Cloud Universal Essentials?

A. VMware Cloud Universal Essentials is a flexible consumption management program that is designed with your business and financial objectives in mind. Customers will receive four hours per week of team-based:

- Consumption guidance and assistance, leveraging VMware's expertise
- On-boarding and credit redemption assistance
- Consumption management and forecasting
- License keys management
- Execution of the qualifying Cloud Acceleration Benefit (CAB)



vmware®

VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 [www.vmware.com](http://www.vmware.com).  
Copyright © 2022 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at [vmware.com/go/patents](http://vmware.com/go/patents). VMware is a registered trademark or trademark of VMware, Inc. and its subsidiaries in the United States and other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: vmw-pguide-temp-word-104-proof 5/19