

# VMware Cloud Universal™

Program Frequently Asked Questions

March 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 uses 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 EMC](#)™ for local cloud
- c. [VMware Cloud Foundation-Subscription](#)™ for hybrid/private cloud

#### 2. Multi-Cloud Services spanning 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 Manager](#)™. Please note VMCU program eligibility of these solutions is available only in conjunction with VMware Cloud on AWS at this time.

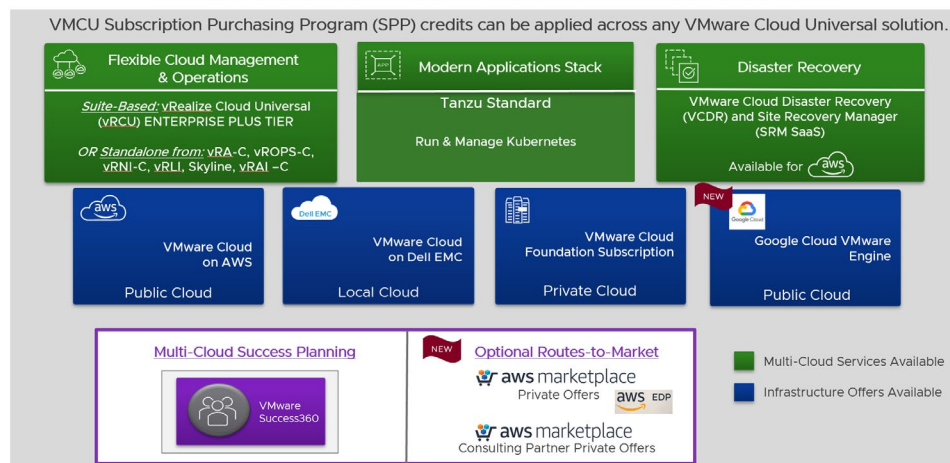
#### 3. Customer Success

- a. [VMware Success 360](#)

VMware Cloud Universal is also available through [AWS Marketplace Private Offers](#) or [Consulting Partner Private Offers \(CPPO\)](#). Please contact us at [hsmppops@vmware.com](mailto:hsmppops@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



**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 EMC?**

A. VMware Cloud on Dell EMC 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 EMC 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 EMC [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 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. *Learn more at [vRealize Cloud Universal FAQ](#).*

**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 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 an SR. As a VMware Cloud Universal customer, 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).

## VMware Cloud Acceleration Benefit (CAB)

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

A. 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.

Reconciliation events 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 CAB 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 CAB eligible product 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
- CAB is not available for Unlimited ELAs

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

A. Customers may only surrender perpetual licenses with a CAB value of up to 20% of the total committed spend on VMware Cloud Universal eligible offers or their actual spend on VMware Cloud Universal Eligible offerings, whichever is higher.

**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.

Learn more about the Cloud Acceleration Benefit by reviewing the program guide [here](#).

**VMware Success 360****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. Yes. VMware Success 360 is required with VMware Cloud Universal to provide you with continuous guidance tailored to your goals and objectives that can be scaled up or down based on the technology you are adopting and the speed and routes you want to take in your journey. Our goal is to provide you with a unified, simplified experience with VMware that helps you:

- Achieve outcomes faster from your technology investments
- Adapt as the business changes
- Take the best next steps toward achieving your goals
- Continually get value out of the investments you've made

**Q. Where can I find more information on VMware Success 360?**

A. Go to [VMware.com](https://www.vmware.com) to learn more about [VMware Success 360](#), where you'll find eBooks, datasheets, and more.





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