

# VMware Cloud Universal™

Channel Frequently Asked Questions

June 28<sup>th</sup>, 2023

## General

### Q. What is VMware Cloud Universal?

A. VMware Cloud Universal is a credit-based subscription program to assist in executing your multi-cloud or digital transformation strategy. Available subscription-based purchase and consumption options span a portfolio of multi-cloud infrastructure and premier customer success solutions.

### Q. How did the VMware Cloud Universal change?

A. VMware Cloud Universal is now focused exclusively on VMware Cloud on Hyperscaler offerings, including VMware Cloud on AWS, Google Cloud VMware Engine, and Azure VMware Solution and associated add-ons (e.g., Disaster recovery, Flexible Storage). Please see the [VMware Cloud Universal Program Guide](#) for an up-to-date solution list.

### Q. Why would customers elect [or “choose”] 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 the public and edge cloud environments
- Delivers financial flexibility by allowing the redemption of VMware Cloud Universal Subscription Purchasing Program (SPP) credits toward any eligible offering
- 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 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 Essentials™ and 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 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. Cloud Migration
2. Multi-Cloud Expansion
3. Data Center Extension

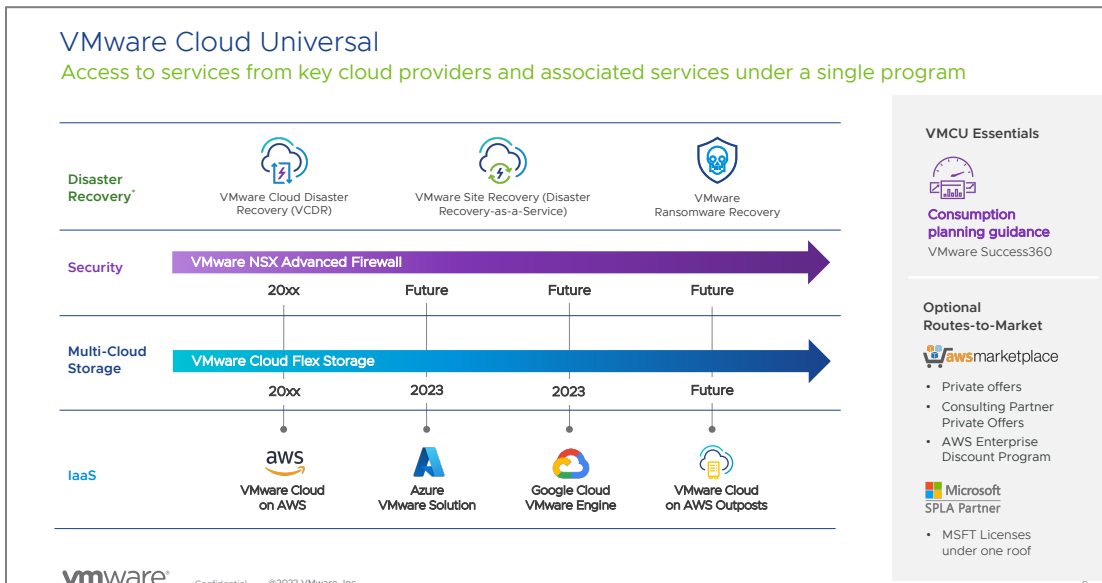
## Eligible Offerings

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

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

1. Public Cloud Infrastructure
  - a. [VMware Cloud on AWS](#)™
  - b. [Google Cloud VMware Engine](#)™
  - c. [Azure VMware Solution](#)™
2. Edge-Cloud Infrastructure
  - a. [VMC on AWS Outposts](#)
3. Multi-Cloud Services spanning multi-cloud infrastructures
  - a. Disaster Recovery products such as [VMware Cloud Disaster Recovery](#)™, [VMware Site Recovery](#)™, and [VMware Ransomware Recovery](#)™
  - b. Cloud storage with [VMware Cloud Flex Storage](#)
  - c. Network security with [VMware NSX Advanced Firewall for VMware Cloud on AWS](#)
4. 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 [hsm pops@vmware.com](mailto:hsm pops@vmware.com) for more information about AWS Marketplace private offers.



**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 Azure VMware Solution?**

A. Azure VMware Solution is a Microsoft Azure service offering a VMware software stack running on dedicated bare-metal servers in Azure regions. Azure VMware Solution enables a fast path to the cloud for seamlessly migrating or extending VMware workloads from on-premises environments to Azure without the cost, effort or risk of re-architecting applications or retooling operations.

You can learn more about Azure VMware Solution [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. VMware Cloud Disaster Recovery is available for VMware Cloud on AWS and for Google Cloud VMware Engine as a source, not a target.

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. 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 is VMware Ransomware Recovery?**

A. VMware Ransomware Recovery is a purpose-built ransomware recovery as-a-service solution that delivers safe, controlled recovery using an on-demand Isolated Recovery Environment (IRE) in the cloud. VMware Cloud Disaster Recovery is available only for VMware Cloud on AWS.

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

**Q. What is VMware Cloud Flex Storage?**

A. VMware Cloud Flex Storage offers a disaggregated approach to storage and compute allowing customers to scale their storage environment without adding hosts and elastically adjust their storage capacity up or down as needed for every application. VMware Cloud Disaster Recovery is available only for VMware Cloud on AWS.

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

**Q. What is VMware NSX Advanced Firewall for VMware Cloud on AWS?**

A. VMware NSX Advanced Firewall is a new set of capabilities enhancing the security offerings for VMware Cloud on AWS. It features Layer 7 Distributed firewalling, Fully Qualified Domain Name (FQDN) Filter List, Distributed Intrusion Detection/Prevention Services (D-IDS/IPS), and Active Directory Based Identity Firewalling. VMware NSX Advanced Firewall is available only for VMware Cloud on AWS.

You can learn more about VMware NSX Advanced Firewall [here](#).

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

A. VMware Cloud on AWS Outposts is an on-premises as-a-service solution, which is powered by VMware Cloud Foundation, that runs VMware's enterprise-class Software-Defined Data Center (SDDC) software on next-generation, dedicated Amazon Nitro-based EC2 bare-metal instances provisioned in AWS Outposts.

You can learn more about VMware Cloud on AWS Outposts [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 purchase VMware Cloud Universal SPP credits. Customers can retire their SPP fund balance by redeeming those SPP credits for entitlements VMware Cloud Universal eligible offerings.

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

A. Yes. Customers can start their subscriptions for any eligible offering at any point during the term of their purchase contract. For example, a subscription term (e.g., for VMC on AWS) can expire after the end of the purchase contract term and/or after the end of the redemption period for the SPP credits. However, some program benefits will be available only during the VMCU purchase contract term.

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

A. Yes. VMware Cloud Universal supports one-year or three-year subscription terms for the eligible service offerings, 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.

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

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

**Q. When will I be able to transact i4i for VMware Cloud in AWS?**

A. I4i is GA as of October 2022.

**Q. When will I be able to transact Azure VMware Solution (AVS) in VMCU?**

A. VMware hopes to offer AVS as an eligible VMCU offering in H1 FY24.

## Getting Started

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

A. After you have purchased your SPP credit fund, the fund owner will receive a 'Welcome to VMware Cloud Services Portal' email. A VMware Customer Success Specialist will work with customers to onboard to the VMware Cloud Universal Cloud Services Portal and redeem VMware Cloud Universal SPP Credits for eligible solutions. The customer success team 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. Is there a self-service redemption path for 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 consume. You can choose one-year or three-year subscription terms, as well as the choice to pay up-front or monthly.

### 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, Google Cloud VMware Engine, Azure VMware Solution when available, and VMC on AWS Outposts). 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 eligible offering 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 continued 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 may 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.

## Authorized VMware Partner Selling Motions

### Q. How can authorized VMware channels transact VMware Cloud Universal?

A. Authorized VMware channels can resell VMware Cloud Universal Subscription Purchase Program (SPP) credits through a PrePay ELA or through Two-Tier Commitment Based Contract PurchasePay options. Please contact your assigned VMware Partner Business Manager for more details.

### Q. What are the current partner eligibility requirements for reselling VMware Cloud Universal SPP credits?

A. Your organization must be enrolled through [VMware Partner Connect](#) at an "Enrolled Authorized" level or above in order to transact VMware Cloud Universal SPP credits. Your organization must also be VOP-SE accredited.

**Q. What is Two-Tier Commitment Based Contract PurchasePay?**

A. A consumption-based purchasing model for our Distributors and Partner Connect partners. No amount is due on the day the CBC agreement is signed. VMware bills the distributor monthly based on the customer's purchase of cloud service entitlement using the proforma process. Contracting, invoicing, and the billing relationship is between the Distributor and VMware. The customer is invoiced through the assigned Partner Connect reseller.

**Q. Can VMware Global Strategic Partners participate?**

A. Yes, but only through ELA resale as stipulated in their active OEM agreement.

**Q. What kind of partner incentives are available with VMware Cloud Universal SPP credits?**

A. There are three types of incentives available for qualifying VMware partners:

1. Upfront Discounts – Partners can anticipate a rate card discount of up to 15%
2. CLI Incentives – VMware Cloud Universal SPP credits qualify for the [VMware Assessment](#) and [VMware Proof of Concept](#) incentives.
3. Activation Incentive – Qualified partners may also benefit from the VMware activation incentive

Please contact your assigned VMware Partner Business Manager for additional information.

**Q. Is there a monthly subscription model that VMware Authorized Channels can offer?**

A. No. VMware Cloud Universal supports one-year or three-year terms for the eligible services at this time.

**Q. What happens when my customer's VMware Cloud Universal term expires?**

A. Customers must maintain an active subscription for their deployment VMware Cloud Universal offerings in order to ensure workload and business continuity while negotiating a new VMware Cloud Universal subscription term.

## 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. What terms govern my use of any eligible VMware Cloud Universal offering?**

A. Use of any eligible VMCU offering is subject to the VMware standard terms, which can be found [here](#).

## VMware Cloud Acceleration Benefit (CAB)

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

A. The VMware Cloud Acceleration Benefit, exclusive to the VMware Cloud Universal program, is a one-time discount to offset the unamortized value of a customer's investment in on-premises VMware perpetual software license as you migrate workloads to the cloud. Customers can apply the up to 20% savings toward the price of purchasing the VMware Cloud Universal SPP credits.

Please see the [CAB Program Guide](#) for up-to-date information.

## 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. The Success 360 Health Scorecard will provide you with a dynamic view of the health of your VMware Cloud deployment 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. Are VMware Success 360 and VMCU Essentials required for VMware Cloud Universal?

A. Effective February 6<sup>th</sup>, 2023, VMware Success 360 and VMCU Essentials are no longer required with VMware Cloud Universal.

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

Effective August 4, 2022, Success 360 has been replaced by **VMware Cloud Universal Essentials** as the consumption planning component of VMware Cloud Universal. VMware Cloud Universal Essentials is a strongly recommended 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)

