

VMware Carbon Black Cloud on Cloud Partner Navigator

January 2023



General

Q. What has been announced?

A. VMware is announcing the General Availability of VMware Carbon Black Cloud for Managed Service Providers (MSPs) through VMware Cloud Partner Navigator.

Starting January 16, 2023, partners can order Carbon Black Cloud Endpoint and Workload subscriptions for new customers. Customers who are currently on 'Carbon Black paper' will be migrated at a later stage.

Q. What is Carbon Black Cloud?

A. VMware Carbon Black Cloud is a cloud native endpoint, workload, and container protection platform that combines the intelligent system hardening and behavioral prevention needed to keep emerging threats at bay, using a single lightweight agent and an easy-to-use console.

By analyzing more than 1 trillion security events per day, VMware Carbon Black Cloud proactively uncovers attackers' behavior patterns and empowers defenders to detect and stop emerging attacks.

As a key means to realizing intrinsic security, VMware Carbon Black Cloud simplifies and strengthens your approach to security across any app, any cloud, and any device. More than 5,600 global customers, including approximately one third of the Fortune 100, trust Carbon Black Cloud to protect their organizations from cyberattacks. For more details, please refer to the [Carbon Black Cloud product web page](#).

Q. What are the key takeaways? Why is this important?

A. Carbon Black Cloud prepares MSPs to reduce the risk of compromise by simplifying how they can:

- **Learn** how their end customer's assets are used and the risks they pose
- **Prioritize** which unplanned system changes warrant remediation

- **Improve** from untested policy to continuously verified posture

Carbon Black Cloud disrupts attacker behavior by making it easier to:

- **Analyze** billions of system events to understand normal behavior in the environment
- **Adapt** prevention to prevent attacker abuse of legitimate tools
- **Automate** partner investigation workflows to respond efficiently to attacks and outbreaks

All of this is unified into one console and one agent, so that customer infrastructure and MSP infosec teams have a single, shared source of truth to improve security together.

Q. How can I leverage Carbon Black Cloud features as a managed service offering?

A. The primary use cases that VMware Carbon Black Cloud addresses are: Protecting enterprises from cyberattacks, consolidating multiple tools and agents into one platform, with multiple capabilities deployed onto one single agent.

Organizations are looking to consolidate and modernize their endpoint and workload security solutions to reduce the number of tools and agents they utilize, operationalize security operations and break down siloes between security and IT.

Managed Service Providers can play a critical role in taking over some of the responsibilities of internal security teams to provide IT security. The addition of Carbon Black Cloud to the MSP portfolio enables partners to offer additional endpoint and workload protection services based on this portfolio.

Q. How does Carbon Black Cloud add value to partners?

A. Carbon Black Cloud offers better cyber security to partners and customers. It analyzes attackers' behavior patterns to detect and stop never-seen-before attacks in real time. Carbon Black Cloud consolidates the siloed categories of traditional endpoint security, using a single lightweight agent. It offers faster investigation and remediation. Simple attack visualizations reduce the time required to investigate, and remote machine access allows for real-time remediation.

Sales questions

Q. What are the VMware Carbon Black Cloud solution bundles?

A. The new packages that will be available for VMware cloud provider partners are:

Carbon Black Cloud Endpoint (priced by endpoint)

Endpoint Standard	Next-Generation Antivirus Device Control Behavioral EDR
Endpoint Advanced	Endpoint Standard features + Audit and Remediation Vulnerability Management
Endpoint Enterprise	Enterprise Advanced features + Enterprise EDR

Carbon Black Cloud Workload (priced by CPU)

Workload Essentials	Identify Risk / Harden <ul style="list-style-type: none"> Asset Inventory Audit and Remediation Vulnerability vCenter Plug-in Agentless Lifecycle Management
Workload Advanced	Workload Essentials features + Prevention <ul style="list-style-type: none"> NGAV Behavioral EDR
Workload Enterprise	Workload Advanced features + Threat Hunting <ul style="list-style-type: none"> Enterprise EDR

Add-on (possible for Endpoint or Workload bundles)

Managed Detection (add-on)	24/7 managed service dedicated to triaging alerts from next-generation antivirus (NGAV) and behavioral endpoint detection and response (EDR). SaaS offering through unified Carbon Black Cloud console and universal agent. Priced by Endpoint or CPU depending on attach motion.
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Stand-alone products

Audit & Remediation	Remote system audit and risk remediation solution for IT, compliance, and security. SaaS offering through unified Carbon Black Cloud console and universal agent. Priced by endpoint
Enterprise EDR	Advanced endpoint detection and response solution for security operations. SaaS offering through unified Carbon Black Cloud console and universal agent. Priced by endpoint.

Q. Do the Carbon Black Cloud solutions need to be sold as a bundle or can individual models be sold standalone?

A. Modules such as Enterprise EDR, NGAV and Audit & Remediation can be sold standalone, but bundles are encouraged to realize the full value of the Carbon Black Cloud.

Q. Where can I buy Carbon Black Cloud products as a VMware Managed Service Provider? Are discounts available to partners?

A. The cloud provider must have a Carbon Black Cloud contract in place with the aggregator of their choice. The commit contract covers a currency cash commit which is discounted depending on the commitment level. The commitment levels and the associated discounts can be found in the [MSP pricing handbook](#).

Before being able to transact Carbon Black Cloud, the partner needs to achieve the [Carbon Black Endpoint Protection Solution Competency](#).

When a commit contract is in place, the Carbon Black Cloud service is activated in Cloud Partner Navigator, and the partners can configure and onboard customers themselves.

Q. How much does Carbon Black Cloud cost?

A. Pricing for Carbon Black Cloud is available in the [pricing handbook](#) available on Partner Connect or from your aggregator.

Q. Can existing Carbon Black Cloud customers buy through a new MSP?

A. This is strongly discouraged. The customer will not be able to leverage their existing environment or set up.

Q. Will partners be able to access Proof of Concept (PoC) or trial licenses?

A. Trial/ PoC licenses are available on a case-by-case basis, with a plan to increase availability as the VMware program rolls out. Contact your VMware partner manager for more information. Assistance from the Carbon Black Cloud account team (AE or SE) will be necessary.

Q. What are the subscription and payment terms for Carbon Black Cloud?

A. Carbon Black Cloud is available in 1-, 3-, or 5-year terms with up-front payment.

Q. Will on-premises Carbon Black Cloud products be included?

A. On-premises purchases are evaluated on a case-by-case basis. Please contact the MSP sales team for more details.

Q. How will renewals work for VMware Carbon Black Cloud?

A. Renewals can be done through the Configurator in Cloud Partner Navigator ahead of the contract end date.

Customer data and environments cannot be moved between VMware partner entities today, even at renewal. This also applies to former legacy Carbon Black Cloud MSSP partners and their customers interested in moving to VMware.

Q. How do VMware partners order additional quantities or upgrade Carbon Black Cloud products?

A. Use the Configurator in Cloud Partner Navigator to Amend or Upgrade an active subscription.

Partner Questions – Program

Q. How can cloud providers transact Carbon Black Cloud?

A. VMware cloud providers follow the Managed Service Provider (MSP) lifecycle to transact the service. Access the [End-to-End Getting Started Guide](#) and the [Carbon Black Cloud Operations Handbook](#) for details:

- Sign a commit contract
- Cloud provider builds pipeline
- Deliver managed services and own the terms of service
- On-board and provide support to their customers
- Complete monthly end customer reports and pay invoices

Q. What is required for partners to sign a commit contract for Carbon Black Cloud? How does the partner meet requirements and where is this tracked?

A. To be a VMware MSP:

- The partner needs to be enrolled in VMware's Partner Connect program. For more information, please see the [Partner Connect Program](#) guide.
- Partner needs to achieve the Cloud Provider solution competencies ([VOP-CP](#)) and ([VOP-MSP](#)).

To sign a Carbon Black Cloud commit contract:

- Partner should complete [Endpoint Protection Solution Competency](#)

Q. Is there any training or webinar available for partners?

A. Partners can register for a [vmLIVE session on January 16, 2023](#) , or watch the recording afterwards.

Q. What advanced technical training or resources for Carbon Black Cloud will be available for partners at launch?

A. Partners can access the [Carbon Black Endpoint Protection Solution competency](#) in Partner University. [Additional trainings](#) are available from VMware Learning.

Q. Where can partners go for questions on Carbon Black Cloud?

A. For VMware sales questions, partners can e-mail partnerconnect@vmware.com.

For questions on Carbon Black Cloud renewals and add-ons, existing partners can contact vmsbu_ops_support@vmware.com.

For on-boarding questions regarding Carbon Black Cloud on Cloud Partner Navigator, partners can contact ask-cb-msp@vmware.com

Partner Questions – Commercial

Q. Does VMware provide leads or sales incentives to cloud providers?

A. No, VMware does not provide leads or sales incentives to cloud providers. Cloud providers are expected to generate their own pipeline and market their own services on the platform.

Q. How will partners get billed for consumption of the service?

A. Partners who have MSP commit contracts must validate usage in the corresponding Monthly Billing Order in the Commerce Portal by the **10th** day of every month and submit the report to the Aggregator by the **15th**, who will invoice the cloud provider.

Q. What are the reporting requirements for Carbon Black Cloud?

A. Once a month, partners need to complete reporting inside the VMware Commerce Portal. All the service information will be pre-populated with the information that MSPs entered while ordering. This report is used to initiate the monthly billing cycle. You can refer to [this documentation](#) to learn more about the Commerce Portal.

Q. How can a partner create a subscription and provision the Carbon Black Cloud product?

A. Partners log-in to Cloud Partner Navigator and click the Configurator tab. From the Configurator the partner will be able to self-service and create a subscription. The products that the partner chooses to configure will be subsequently provisioned. For more information, watch the [demo video on the Carbon Black Cloud Configurator](#).

Q. When configuring a subscription for Carbon Black Cloud through the configurator, I am prompted for an 'Org Key'. What is an 'Org Key' and where do I find it?

A. An 'Org Key' is a unique identifier for an organization in the Carbon Black Cloud Console and will be used to provision the correct Carbon Black Cloud products to the correct provider (parent) organization. An Org key can be found as follows:

- In the Carbon Black Cloud Console, navigate to the parent organization
- Click Settings
- Click API Access
- The 'Org Key' is listed at the top of the screen under 'API Keys' – 'ORG KEY'

Q. How will the partner onboard the service tile for Carbon Black Cloud on VMware Cloud Partner Navigator?

A. Once the Carbon Black Cloud commit contract is signed, the Carbon Black Cloud service will be enabled in Cloud Partner Navigator. Partners who do not yet have access to Cloud Partner Navigator will receive an on-boarding invitation via e-mail.

For details on enabling the Carbon Black Cloud service, refer to the Cloud Partner Navigator documentation or the [demo video](#).

Q. Is the Provider org creation process same as that of other services on Cloud Partner Navigator?

A. Yes, partners can follow the same process for creating a Provider Org for Carbon Black Cloud. If they have already onboarded to the provider organization using another MSP commit contract, when the MSP Carbon Black Cloud service commit contract becomes active in the commerce portal, it will be available under 'Services available for provisioning'.

Q. How does the customer creation and management process work for Carbon Black Cloud?

A. Before MSPs can start provisioning and managing services for their customers, they must first create a customer organization for them. They must have a valid VMware ID account for the email used to create the commit contract, an on-boarded provider org, and a valid VMware ID for the customer admin. For step by step instructions on creating a customer organization, partners can refer to the [online documentation](#).

Q. Can the MSP control the level of access that the customers receive?

A. Yes, all customer users in Cloud Partner Navigator hold a role within their organization, which defines the range of activities they can perform within it. A customer in a customer organization can have one of the following roles: customer administrator, customer user, and customer billing user.

Resources and Links

Q. I have more questions. Who should I talk to?

A. For VMware sales questions, partners can e-mail partnerconnect@vmware.com.

For questions on Carbon Black Cloud renewals and add-ons, partners can e-mail vmsbu_ops_support@vmware.com.

For on-boarding questions around Carbon Black Cloud and Cloud Partner Navigator, contact ask-cb-msp@vmware.com.

Q. Where can I find more information?

A. Product information can be found on the [Carbon Black Cloud](#) webpage.

Information on the VMware partner programs can be found on the [Partner Connect](#) website.

Further resources will be posted to the [VMware Cloud Solutions](#) website and [Cloud Provider blog](#) at the time of launch.

More information about Managed Service Providers in Partner Connect and Cloud Partner Navigator can be found in the following videos:

- [Introduction to MSP and Cloud Partner Navigator](#)
- [Introduction to Cloud Partner Navigator](#)
- [Carbon Black Configurator in Cloud Partner Navigator](#)