

VMware Sovereign Cloud Initiative

Overview and benefits



How do we assess Sovereign Cloud capabilities?

Adherence to Sovereign Cloud Principles.

Data Sovereignty & Jurisdictional control.

Data must be subject to the exclusive jurisdictional control and authority of the governmental bodies in the applicable sovereign territory where that data was collected and remain in that locality. Foreign governmental bodies or legal entities located outside the sovereign territory are unable to assert jurisdiction or authority over customer data.

Data Access & Integrity

Sovereign Clouds must be managed and operated from redundant data center locations within the applicable sovereign territory. Data protection and integrity must be ensured.

Data Security & Compliance

Sovereign Clouds must have security controls certified against an industry recognized global (or regional) standard for an information security management system and be operated by personal with applicable sovereign territory-specific security clearances for the applicable sovereign territory

Data Independence & Interoperability

Sovereign Clouds must be migration ready to permit complete interop between sites on a consistent platform.

Cloud Verified

Sovereign Clouds must be Cloud Verified; integrated and tested using a VMware Validated Design. This provides the foundational security and cloud interoperability, essential in Sovereign Cloud.

Partnerships are an essential part of VMware's multi-cloud strategy and VMware is committed to forming strong partnerships with cloud service providers to deliver customer success and accelerate digital innovation. VMware Cloud Providers play a vital role in fulfilling customers' needs and solving complex enterprise IT challenges and now have a tremendous opportunity to capitalize on the digital sovereignty trend and expand their vertical market coverage and range of service offerings.

Discussions around data and cloud sovereignty are becoming more frequent and fundamental to a customer's cloud strategy today. The potential situations of customer data being unsecured and accessed by foreign entities provide a critical need to envision a common set of design and operational guidelines that ensure cloud sovereignty.

VMware understands the need for efficient, software-defined sovereign clouds and is developing a two-phase approach to tackle this growing opportunity by introducing the following:

- 1) **VMware Sovereign Cloud framework:** The framework defines key characteristics to which a cloud can be assessed as sovereign. These characteristics include data sovereignty and jurisdictional control, data access and integrity, data security and compliance, data independence and mobility, and data innovation and analytics. The framework provides technical guidance, best practices, and principles for design and operational considerations.
- 2) **VMware Sovereign Cloud initiative:** VMware recognizes the value of architecting a sovereign cloud and is establishing a specific designation for VMware Cloud Providers that meet specific requirements and demonstrate that they are meeting the requirements of the VMware Sovereign Cloud framework. The cloud providers in the VMware Sovereign Cloud initiative must complete an assessment on the framework; design, build, and operations of their cloud environments and their capability to offer a sovereign digital infrastructure. Through the VMware Sovereign Cloud initiative, VMware aims to connect customers with VMware Sovereign Cloud providers to achieve the scale and constant security to manage their most critical data.

With the emergence of data policies, it becomes critical that customers adopt a multi-cloud approach & identify their highly sensitive data sets with sovereignty requirements to be placed in specialized sovereign clouds and their less critical data in other environments.

Furthermore, the GAIA-X initiative in the EU serves as a strong example of the concerns around digital dependencies on foreign providers and the necessity to

Get the most out of the program

Partner listing

Keep your listing up to date with data center locations, services, certifications and more.

- Go to <https://cloud.vmware.com/providervalidation/login>
- You will need to login, then click 'update profile'
- Then, you will edit your "Company Details"
- Then, you can change your company description and other details as necessary

Partner Resources

- Get the latest [product user guide](#)
- Get the latest program resources and assets to help you with your VMware solutions at the [Cloud Provider Toolbox](#).
- 'Opt in' to marketing emails (in your preferences) so we can reach you. [Login](#)

Partner events

- Keep up to date with Cloud Provider focused [events](#)
- Work with your local VMware sales rep to understand how you can use Development Funds for customer events.

Technical Assistance

- Get the latest updates on the [VMware Cloud Provider blog](#)
- Ask the experts on our public [slack channels](#)
- Keep up to date with Cloud Provider focused [vmLIVE sessions](#)
- Use VMware Skyline to proactively manage your sovereign cloud environment - increasing reliability security and productivity.

VMware Cloud Provider Communities



http://bit.ly/VCPP_FB



http://bit.ly/VCPP_Twitter



http://bit.ly/VCPP_LinkedIn



http://bit.ly/VCPP_YouTube



http://bit.ly/VCPP_slack

establish a national digital capability. The new VMware Sovereign Cloud initiative and framework will assist VMware and its cloud providers to educate the market on sovereign cloud, particularly providing awareness to data sovereignty, residency, access, security, integrity, compliance, and control, and ultimately help organizations understand how to best manage their most sensitive data.

With this initiative, VMware aims to help government and regulated industry customers with extremely sensitive and critical data execute their cloud strategies by connecting them to VMware Sovereign Cloud Providers. These providers are proficient in VMware technologies, demonstrate compliance and expertise in regional data privacy laws and operational standards, advocate for more customer rights over the protection of customer information, and deliver secure sovereign cloud solutions, particularly in regulated industries and public and private sectors. VMware Sovereign Cloud Providers can also accelerate the growth of their local business by securely expanding to government data, and further develop a national capability for digital infrastructure and resilience.

Membership Requirements

In order to qualify for the initiative, Cloud Providers must first meet the following criteria:

1. **VMware Cloud Verified.** Member must be VMware Cloud Verified.
2. **Operating Entity.** Member must be the legal entity ("Operating Entity") that (a) will operate, manage, market, and sell the Member's Sovereign Cloud Offering; and (b) is located and incorporated in the applicable sovereign territory where such offering will be made available. For clarity, the European Union will be considered a single sovereign territory. Operating Entity must be an autonomous legal entity, i.e. no affiliate or any corporate relationship with any corporate entity located outside the applicable sovereign territory, where the Sovereign Cloud Offering is made available.
3. **Marketing.** During the term of Member's participation in the Initiative, the Member must have a publicly available corporate-branded website that markets and promotes the Sovereign Cloud.
4. **Customer Base.** As of the effective date of Member's acceptance into the Initiative, Member's Sovereign Cloud must have at least one customer onboarded and then-currently using production-level workload on such offering.
5. **Customer Reference.** Member must provide proof of customer consuming sovereign cloud offering.

Go To Market Assistance

Get the latest brandable GTM kits relating to your sovereign [cloud solutions on our partner demand center](#). Kits are translated, non-branded and complete source (Adobe files etc) is included.



Assets to jumps start enablement

Sales whiteboard and value proposition guides



Assets to use in outbound communications and campaigns

Banners, eBook, email, infographic, landing page, one pager, 1-, 2- and 5-min videos



We offer an inclusive GTM kit customization service to Sovereign Cloud Providers at no cost. These will take the content from PDC and add provider branding, colors and customized provider services messaging.

Please email us for more information vcpp_gtm@vmware.com

Application Requirements

To apply for membership to the VMware Sovereign Cloud initiative, VMware Cloud Providers are required to provide details on how their sovereign cloud offering meets the applicable and geographic-specific sovereign cloud compliance requirements, regulations, or standards where their offering is made available, along with further documentation where required.

Cloud Providers must designate a legal entity within their organizations to complete and sign the following documents via DocuSign:

1. **Partner Connect Agreement Addendum.** Terms and conditions for Partner Connect Program partner (Cloud Provider) to apply to the Initiative as a Self-Attested Partner
2. **Self-Attestation.** Cloud providers must self-attest against 20 technical requirements based on the VMware Sovereign Cloud framework for the country or sovereign territory where the Cloud Provider wants to be designated as a VMware Sovereign Cloud Provider.

The Membership Criteria and Partner Connect Addendum documents are available through your VMware representative.

Membership Benefits

As a VMware Sovereign Cloud Provider, you can take advantage of a range of benefits to accelerate your Sovereign Cloud business. These benefits are not guaranteed as they may be dependent on the availability of programs at time of engagement and the partner's eligibility based on their Partner Connect status.

Participating partners in the VMware Sovereign Cloud initiative may benefit from the following demand- and lead-gen activities:

Web Presence:

- Increased visibility and brand presence on VMware website under [Sovereign Cloud solution page](#) and [VMware Cloud website](#) to thousands of monthly visitors and potential customers through VMware Cloud Provider Partner Locator
- Each Sovereign Cloud Provider will be provided with an IDC blog that will be hosted on [CIO Blog](#) that is activity promoted by VMware to customers.

Sales Collaboration:

- Opportunity for increased revenue through VMware sales channels with incentive programs actively in place. Please talk to your VMware sales representative to find out how you can enable VMware sales about your sovereign cloud offerings and work with them on engagements.

VMware Assistance:

- Opportunity to participate in annual Executive Briefings & Quarterly Business reviews, Joint Business Planning, and participation in the Partner Acceleration Program. Talk to your VMware sales representation for more information.

Marketing and Events:

- VMware support in co-marketing, events, co-branding of collateral, and mutual lead generation efforts through gated landing pages.
- Support for thought lead generation, leadership programs, press releases, social media, regional events, and a sales engagement processes with market development funds. Talk to your VMware sales representation for more information.
- Opportunities to participate in events & programs (vmLIVE, webinars, blogs, case studies) to connect and attract more customers

