

2023 VMware Partner Achievement Awards

IMPORTANT DATES

- Applications close: **January 27, 2023**
- Winners Announced in Spring 2023

QUESTIONS?

- Email partnerawards@vmware.com

Awards Overview

The 2023 **VMware Partner Achievement Awards** honor a select group of VMware partners globally who have demonstrated outstanding results and innovation with the use of VMware products and solutions.

Submit your nominations for one or more award categories - all related to partner competencies, technologies, entrepreneurial spirit, and global impact – to demonstrate how you are helping customers achieve their goals.

In partnership with IDC, award submissions will be reviewed and scored against the criteria for each award category. Regional winners will be selected within each category. Three worldwide winners will also be selected.

All nominations must be submitted by 11:59p.m. Pacific Time, January 27, 2023.

Why Apply

- Differentiate your achievements and increase visibility with customers and prospects
- Position your company for future business opportunities and growth
- Be offered a variety of marketing and promotional opportunities, including:
 - Customized promotional materials for your use
 - Social media promotion highlighting your win and unique capabilities
 - Recognition at select VMware events

How to Apply for an Award

1. Review award categories on the next page and determine which awards are applicable. Contact your primary VMware partner representative for advice.
2. Complete the award application with team members who can provide the details to meet the award criteria.
3. Email the completed application and any supplementary materials including company logo in a vector file (.ai, .eps, .svg only) to partnerawards@vmware.com and copy (CC) your primary VMware partner representative.

2023 VMware Partner Achievement Award Categories and Application Downloads

Partners may apply directly for one or more of the first seven categories below. Each category requires a separate application submission. By submitting an application in any category, partners may also be considered for one of three worldwide awards.

AWARD CATEGORY	AWARD DESCRIPTION
<p>Cloud Innovation and SaaS Transformation Award</p> <p>Download Application</p>	Accelerating a customer's digital transformation and journey to multi-cloud and SaaS environments by delivering innovative offerings with novel applications or next-gen technology. Recipients will have demonstrated high-quality cloud services to their customers with VMware technologies, such as 5G, IoT, blockchain, machine learning/AI, and mobility/end-user experience (CX).
<p>Lifecycle Services Award</p> <p>Download Application</p>	Delivering outstanding customer experience via an integrated lifecycle of services, from initial assessments, architecting, developing and deployment of cloud environments to ongoing migration and management of cloud infrastructure and applications. This category also recognizes partners that drive integration across the services lifecycle to improve deployment capabilities and create agile environments.
<p>Social Impact Award</p> <p>Download Application</p>	Committed to giving back to society through their people, resources and technology, leading initiatives to change our world for the better.
<p>Industry Award</p> <p>Download Application</p>	Deep domain expertise in a specific industry vertical. Priority consideration will be given to partners solving industry-specific pain-points or supporting their customer in developing new offerings or business processes connected to the vertical. The Industry Award will favor partners oriented toward business outcomes.
<p>Cloud Consumption Award</p> <p>Download Application</p>	Extraordinary achievement in driving and accelerating customers' consumption of partner delivered cloud solutions leveraging VMware's latest IaaS technologies (compute, storage and networking) with focus on breadth and depth of offering - specifically deep and wide portfolio adoption that drives consumption revenue and ARR.
<p>Partner Value Award</p> <p>Download Application</p>	Creating business value with VMware solutions, either by deploying new capabilities or by delivering cost savings through optimization. Strong candidates will have a record of improving their skills (with VMware certifications and specializations) to increase the market penetration of VMware solutions, including developing capabilities for customers in underserved markets.
<p>Partner Collaboration Award</p> <p>Download Application</p>	Committed to collaborating with other partners to help complete the whole customer experience. Priority consideration given to partners who demonstrate both strong customer outcomes and an ability to overcome the challenges of multi-party engagements.
<p>Worldwide Partner Awards</p> <p><i>A separate application is not required for this award.</i></p>	One overall winner will be recognized for delivering the most end-customer value and/or impact to a customer's business. Partners submitting applications in any of the seven main categories may be considered for the Partner of the Year Award. In addition to the regional winners, one worldwide winner from both the Lifecycle Services Award and Cloud Innovation and SaaS Transformation Award categories will also be selected.

Submission Guidelines

1. Partners may nominate themselves for one or more award categories that they deem relevant.
2. Application must be written in English.
3. **Entry submission deadline is Friday, January 27, 2023 at 11:59 p.m. Pacific Time. No exceptions.**
4. Complete the award application with team members who can provide the details to meet award criteria.
5. Submit your completed application to partnerawards@vmware.com and CC your primary VMware partner representative. Include a company logo (in color and black & white) in a vector file (.ai, .eps, .svg only).
6. Application will be approved by your primary VMware partner representative.
7. Awards cover products, services and solutions implemented during calendar year 2022 (January 1, 2022 to December 31, 2022).
8. All questions in the application must be complete and include current contact information for the partner contact.
9. Entrant must be an approved partner in good standing with VMware.
10. Submit a separate application for each of the seven main award categories in which you wish to compete. Separate applications are not needed/accepted for the Worldwide Cloud Innovation and SaaS Transformation, Worldwide Lifecycle Services, and Partner of the Year Awards; these winners will be derived from the seven primary category application submissions.
11. We recommend partners use as much content as possible to deliver a complete, comprehensive picture of their relevant customer success. KPI proof of success is essential to win.
12. Please do not create additional slides. If slides are added, they will be deleted and not read.

VMware Partner Achievement Awards FAQ

Who is eligible to submit an application?

All current VMware Partners in good standing.

When is the submission deadline?

Entry submission deadline is Friday, January 27, 2023, at 11:59 p.m. Pacific Time.

When will the winners be selected and announced?

Application judging and selection will begin immediately following the deadline.

Winners will be notified and officially announced in Spring 2023.

What are the selection criteria and how will the winners be selected?

Selection criteria vary based on each award category. Please refer to the application form for details. Winners will be vetted by IDC and selected by VMware executives.

All decisions by VMware are final. VMware reserves the right to modify or terminate any VMware Awards at any time at its sole discretion.