MSP End-to-End Getting Started Guide

10 Steps to Becoming a VMware MSP

The VMware Managed Service Provider (MSP) program enables VMware partners to deliver differentiated managed services, avoid data center capital investments, and own the customer end to end. We are continually working to streamline the process for new providers, and in this document, we outline the 10 key steps you need to understand to become a partner and start growing your business with new services. We start from how you can learn more about the MSP program to getting you ready to onboard your first customer.

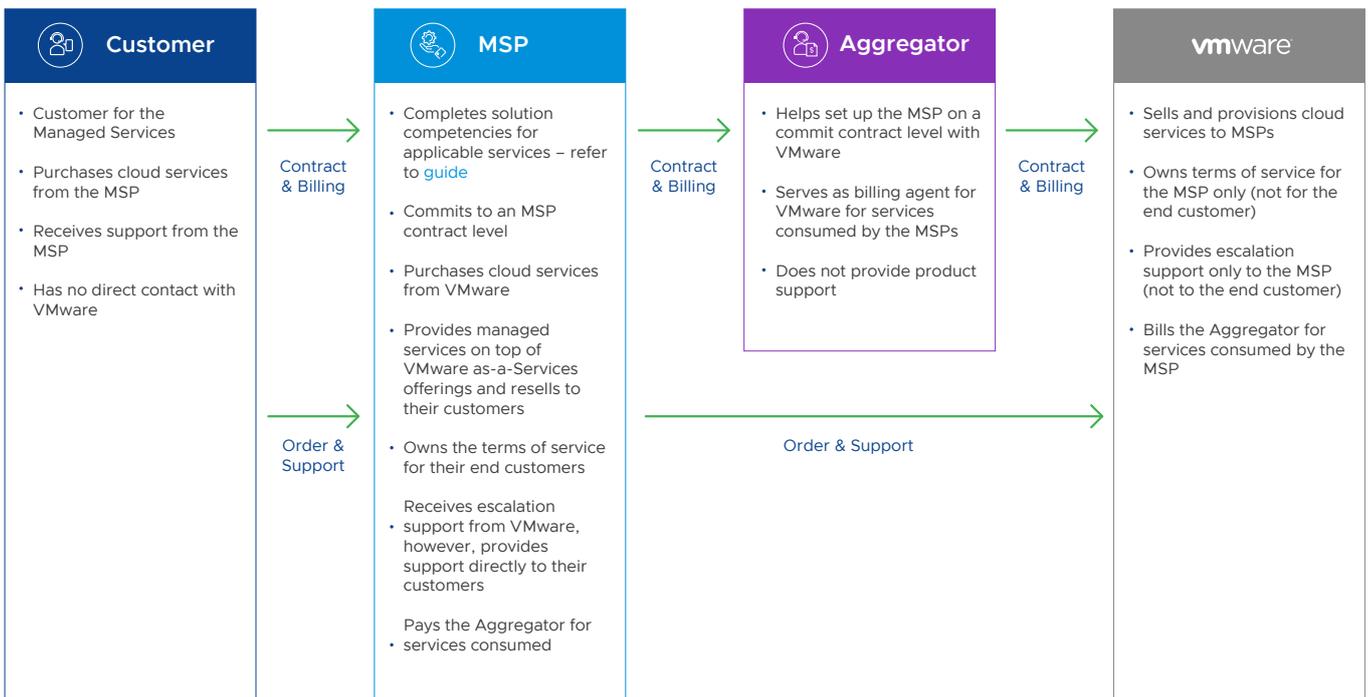### 10 Steps To Becoming A VMware MSP

	1	2	3	4	5	6	7	8	9	10
MSP PROCESS	DISCOVER VMWARE MSP PROGRAM	JOIN PARTNER CONNECT	PICK AGGREGATOR	COMPLETE TRAINING	SIGN COMMIT CONTRACT	BUILD MSP PIPELINE	DETERMINE TERMS OF SERVICE	ONBOARD TO CP NAVIGATOR	CREATE CUSTOMER ORG & PROVISION	REVIEW & SUBMIT BILL
KEY ASSET	WEBPAGE	PARTNER CONNECT PROGRAM GUIDE	PARTNER CONNECT PORTAL	SOLUTION COMPETENCY GUIDE	PRICING HANDBOOK	PRICING HANDBOOK	CPN SUPPORT DOCS	OPERATIONS HANDBOOK	OPERATIONS HANDBOOK	COMMERCE PORTAL DOCS
SUPPORT	CONTACT US - WEBSITE	PARTNER CONNECT SUPPORT	PARTNER CONNECT SUPPORT	PARTNER CONNECT SUPPORT	COMMERCE PORTAL SUPPORT REQUEST			TECH: NAVIGATOR TICKET; NON-TECH: COMMERCE PORTAL TICKET	TECH: NAVIGATOR TICKET; NON-TECH: COMMERCE PORTAL TICKET	COMMERCE PORTAL SUPPORT REQUEST

PRE-COMMIT PROCESS

POST-COMMIT PROCESS

MSP Model and Process

There are four participants in the Managed Services Provider (MSP) model – the "Customer" for the services, the Managed Services Provider ("MSP"), the Billing Agent ("Aggregator") and "VMware".

The MSP works with both an Aggregator and VMware in order to transact and purchase the cloud services. MSP owns the terms of service for their end customers and is responsible for all transactions and support for them, which includes contract, order, support and billing.

The Aggregator is a billing agent for VMware and works with the MSP to get a commit contract level signed. By committing to an MSRP spend, the MSP is entitled to a discount for the cloud services purchased from VMware. The MSP will be granted access to VMware Cloud Partner Navigator in order to purchase cloud services directly from VMware. At the end of the month, the MSP will receive a consolidated bill from the Aggregator for the services consumed from VMware, and their contracted discount will be applied to those purchases.

Customer		MSP		Aggregator		vmware
• Customer for the Managed Services • Purchases cloud services from the MSP • Receives support from the MSP • Has no direct contact with VMware	Contract & Billing Order & Support	• Completes solution competencies for applicable services – refer to guide • Commits to an MSP contract level • Purchases cloud services from VMware • Provides managed services on top of VMware as-a-Services offerings and resells to their customers • Owns the terms of service for their end customers Receives escalation • support from VMware, however, provides support directly to their customers Pays the Aggregator for • services consumed	Contract & Billing Order & Support	• Helps set up the MSP on a commit contract level with VMware • Serves as billing agent for VMware for services consumed by the MSPs • Does not provide product support	Contract & Billing	• Sells and provisions cloud services to MSPs • Owns terms of service for the MSP only (not for the end customer) • Provides escalation support only to the MSP (not to the end customer) • Bills the Aggregator for services consumed by the MSP

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Discover the Value of the VMware MSP Program

The Managed Service Provider route to market gives partners the option to grow their sales through VMware Software-as-a-Service offerings without investment in their own data center infrastructure, delivering managed services on top.

To get started:

Read these case studies to see how other partners have successfully offered managed services to their end customers.

Learn more: VMware MSP Program on our website

Support: Contact Us

2

Join the VMware Partner Connect Program

The VMware Partner Connect Program offers partners a simplified, consistent experience in joining the VMware partner ecosystem, designed to provide clearer paths to profitability by offering value-added managed services to their customers.

To get started:

Go to our VMware Partner Connect page, scroll down to the 'Getting Started' section and click on the 'Enroll Now' button under 'I want to become a Partner'. Fill out and submit the VMware Partner Connect application form. Within 10 days, depending on the program selected, you will receive an email with your partner ID and log in credentials to the VMware Partner Connect portal.

Learn more: Partner Connect Program Guide

Support: partnerconnect@vmware.com

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Pick an Aggregator

After joining Partner Connect, you will work with a third-party company, a VMware Aggregator, to manage the monthly reporting and invoicing. The partner connect portal includes a list of aggregators by country and you can choose who you reach out to.

To get started:

Decide which aggregator you want to work with.

Learn more: Review List of Aggregators on the partner connect portal

Support: partnerconnect@vmware.com

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Complete Training

Various VMware services require solution competencies to be completed before they can be transacted. Below is a list of some of these MSP services. Please refer to the linked Solution Competencies guide for a complete list:

- » VMware Cloud on AWS
- » VMware Workspace ONE (Mobility)
- » VMware Horizon Cloud (Desktop as a Service)
- » VMware SD-WAN (SASE)
- » VMware Carbon Black

To get started:

Review the Partner Connect Guide and the Solution Competency Guide

Learn more: Access the Partner Connect Program Guide and the Solution Competencies Guide

Support: partnerconnect@vmware.com

Proceed to steps 5 to 8 only if:

The commit contract is signed for a service that is integrated with VMware Cloud Partner Navigator. Some of these services include VMware Cloud on AWS, VMware Cloud on Dell EMC, VMware Cloud Director service, VMware Tanzu Mission Control, CloudHealth by VMware and VMware Cloud Disaster Recovery. For a complete list of services check here under 'Managed Services on VMware Cloud Partner Navigator'. Please note Bitnami is available free of cost through VMware Marketplace/ VMware Cloud Partner Navigator.

For all other services:

Contact your sales representative to onboard your choice of MSP Service.

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Sign a Commit Contract for the Desired Service

You decide which commit contract level to sign up for and the service you want to offer.

To get started:

Work with your Aggregator to complete the commit contract process in the VMware Commerce Portal.

Learn more: Pricing Handbook

Support: Raise a ticket within the VMware Commerce Portal. Access the VMware Commerce Portal Documentation

Note: VMware Cloud on AWS, Workspace ONE, VMware Horizon Cloud, VMware SD-WAN and VMware Carbon Black Cloud are some of the MSP services that require solution competency training before MSPs can transact. Please refer to the Solution Competencies guide for details.

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Build an MSP Pipeline

Now that you have identified a service to offer and signed a commit contract, you are ready to start building your business. As you work through the final steps, you can start initiating go-to-market activities and building your business for the managed service.

Learn more: Pricing Handbook

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Determine Terms of Service for End Customers

As a cloud provider, you must offer your own terms of service to your end customers since you will be delivering this service to your customers, not VMware. Additionally, you will be responsible for delivering L1/L2 technical support, implementation services to your end customers, and all functions associated with service configuration, add-ons, renewals, terminations and anything pertaining to customer billing.

To get started:

Review the Cloud Partner Navigator support documentation

Learn more: Cloud Partner Navigator Support Documentation

8 Onboard to VMware Cloud Partner Navigator

When the commit contract is active, you will receive an on-boarding invitation email from VMware.

To get started:

Access the on-boarding email. It opens a wizard-based workflow for you to establish your account on console.navigator.vmware.com and create a new provider organization. You will land on the Cloud Partner Navigator page on the portal, and the service will be available for provisioning.

Learn more: Service level MSP Operations Handbooks

Support: For support during the on-boarding process, before getting access to the Cloud Partner Navigator portal, call us or log onto VMware Customer Connect. For support after logging into Cloud Partner Navigator, refer to the support process towards the end of this doc.

Resources: Demo Videos

» Cloud Partner Navigator Playlist

9 Configure Customer Org and Provision Service

You can create a customer organization under the provider organization.

To get started:

Open the service tile on the VMware Cloud Partner Navigator portal. This will activate the service for that customer. Selecting each customer and providing manage customer access will allow you to decide the level of access for the service – fully, partially managed or no access. You can provision the Software-Defined Data Center (SDDC) from within the console for the customer org.

Learn more: Service level MSP Operations Handbooks

Support: For support during the on-boarding process, before getting access to the Cloud Partner Navigator portal, call us or log onto VMware Customer Connect. For support after logging into Cloud Partner Navigator, refer to the support process towards the end of this doc.

Resources: Demo Videos

» Cloud Partner Navigator Playlist

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Review and Submit the Monthly Billing Order (MBO)

Monthly Billing Orders are spooled in the VMware Commerce Portal in monthly arrears. You can view and validate usage in the corresponding Monthly Billing Order (MBO).

To get started:

After successfully joining the Partner Connect program, the primary contact you provided when joining 'Partner Connect' will be designated as the default admin in the VMware Commerce Portal. The admin will receive an invitation email with instructions to set the password and for logging into the Commerce Portal for the first time. Clicking on the url will direct you to the Commerce Portal password reset screen. Enter your password, confirm it, and click Set. You will then be directed to the login screen.

Learn more: VMware Cloud Provider Commerce Portal Documentation

Support: Raise a ticket within the VMware Commerce Portal.

Support Process For VMware Cloud Partner Navigator

Non-Technical Support:

For any non-technical issues, contact us by raising a support ticket via the VMware Commerce Portal.

Non-technical support includes questions around the MSP program, partner requirements, eligibility criteria, certification, contract setup, access to the ordering tool and commerce portal, support with placing orders, status of orders and provisioning, billing, invoicing, systems and tool issues.

Technical Global Support Services (GSS):

Contact us through one of the below methods to get technical support for VMware Cloud on AWS, VMware Cloud on Dell EMC, VMware Cloud Director service, VMware Cloud Disaster Recovery, VMware Tanzu Mission Control, VMware vRealize Automation Cloud, VMware vRealize Operations Cloud, VMware vRealize Network Insight Cloud and VMware vRealize Log Insight Cloud. For CloudHealth by VMware and Bitnami on Marketplace, contact the team directly.

1. **Create a support ticket through VMware Cloud Partner Navigator (Follow the steps below)**
2. **Chat support through the console (Follow the steps below)**
3. **Contact us via phone**

1. **Creating a support ticket through VMware Cloud Partner Navigator:**

   Cloud Partner Navigator has a dedicated Support Center where you can issue support requests to VMware. To get support:

   a) Navigate to the Support Center on the Cloud Partner Navigator toolbar.

   b) Before opening a new ticket, enter keywords to search the available knowledge base.

   c) If you are unable to find the answer to your question, click on 'Create Support Request' to open a new support ticket.

   d) In the 'Create Support Request' page, fill in all required details, choose your preferred contact method, and click Submit.

2. **Obtaining real-time support through the interactive chat within the VMware Cloud Partner Navigator Console:**

   a) Click the Help button.

   b) On the Help toolbar, select chat support.

   c) Click 'New Conversation' and describe your issue in the chat window. You can attach images.

3. **Contact us via Phone:** VMware technical phone support is available to customers covered by a Support and Subscription contract. Access the regional contact details **here**.