Today’s objectives

VMWare Vision

The Pivotal/VMware Tanzu™ Portfolio Stack

Opportunity ahead for Partners

Next Steps
Shared mission statement

Why can’t everyone get what they want?
IT gets more control. Developers get more freedom.

We connect IT and the line of business in a shared effort
to catalyze enterprise transformation through software

We provide the jumpstart and equip you to carry that change forward
Applications will determine your business (and career) trajectory
VMware Tanzu is the most flexible portfolio of modern apps products and services.
VMware stack

Dev Framework

Application Runtime

Modern Infrastructure

Pivotal Container Service [PKS]

Tanzu Application Catalog
powered by Bitnami

Tanzu Mission Control

Wavefront

VCF  VMC  Public Cloud  Edge
The VMware Tanzu Advantage

- CF Push
- Kubernetes

Developer

VMware Tanzu

IT Operator
VMware Tanzu

Bringing Kubernetes to the VMware Community

Technology

vSphere®

Partners

20K+ Partner Resellers

1,100+ Technology Partners

4K+ Service Providers

Customers

300K Customers

Millions VI Admins
MODERN APPS

Partners should continue work around heritage apps while also delivering innovation & competitive advantage through Cloud Native Apps.

**Recommendation for Partners:**

- Continue driving cost efficiency through heritage apps
  - Guide customers through cloud journey complexity
  - Explore consult opportunities on modernization decisions and strategies

- Guide customers through cloud journey complexity
- Explore consult opportunities on modernization decisions and strategies
- Don’t let brownfield stop you; create a culture of small, iterative tests
- Pilot & scale based on successes

**Partners’ Current Modern Apps Work**

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Replatforming</td>
<td>90%</td>
</tr>
<tr>
<td>Shifting to hybrid or SaaS</td>
<td>79%</td>
</tr>
<tr>
<td>Refactoring</td>
<td>76%</td>
</tr>
<tr>
<td>Building new apps</td>
<td>62%</td>
</tr>
<tr>
<td>n/a</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Partners’ Customers’ Goals**

- Competitive advantage: 38%
- Cost efficiency: 31%
- Customer experience: 14%
- Line(s) of business: 14%
- Security & Compliance: 3%

**Source:** VMware. “Global SISO & Alliance Executive Summit Post-Event Survey.” N=30. 2019.
How partners can add value

Engage with new line of businesses to drive VMware Tanzu opportunities

Drive architecture and consumption of VMware Tanzu / modern applications across multi-cloud

Business agility & faster time to market with line of business
Resources and Actions for Partners
Built to give flexibility and choice

Supports partner business models

Aligns to Strategic IT Priorities

Fosters co-selling

Learn More
Aligning Expertise with Strategic IT Priorities
Driving partner capability & capacity

BUSINESS PRIORITIES

Digital Transformation - Build, Run, Manage, Connect and Protect Any App on Any Cloud on Any Device

STRATEGIC PRIORITIES

App Modernization

Multi-Cloud

Virtual Cloud Network

Digital Workspace

Intrinsic Security

PARTNER CAPABILITY

Principal Partner - Modern Applications

Principal Partner - Cloud Management and Automation

Principal Partner - Cloud on AWS

Principal Partner - Data Center Virtualization

Principal Partner - Networking and Security

Principal Partner - Digital Workspace

TBD
PKS Solution Competency Migrating to VMware Tanzu Solutions Competency

**REQUIREMENTS**

- **Tanzu: Run/Manage**
  - Launching Q2

- **Tanzu: Build**
  - Launching Q2/Q3

**BENEFITS**

- **Partner Resell**
  - Available Today

- **Advantage+ Registration**
- **Solution Rewards**

**SALES**

<table>
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<tr>
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<th>Competency</th>
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<tr>
<td>VMware PKS</td>
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**PRESALES**

<table>
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<th>Role</th>
<th>Competency</th>
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<tr>
<td>VMware Sales Professional – Cloud Native Applications (VSP-CNA)</td>
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<tr>
<td>VMware Technical Sales Professional – Cloud Native Applications (VTSP-CNA)</td>
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**POST SALES**

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<th>Competency</th>
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<tbody>
<tr>
<td>VMware PKS: Install, Configure, Manager (ICM)</td>
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**VMware Sales Professional – Cloud Native Applications (VSP-CNA)**

**VMware Technical Sales Professional – Cloud Native Applications (VTSP-CNA)**

**VMware PKS: Install, Configure, Manager (ICM)**

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1SKUs available through VMware distribution worldwide, published in Channel price book early April 2019  
2Refer to Advantage+ program page for additional information, available early April 2019  
3Available VMware Q2 FY20

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Cloud Native Master Services Competency

Minimally Qualified Candidate and Badge Exam Topics

**Architect** a Kubernetes-based platform supported by complimentary technologies from the Cloud Native ecosystem for *continuous delivery* of applications.

**Creating Cloud Native Master Specialists**

- Prerequisite:
  - Certified Kubernetes Administrator (CKA)
- Application Deployment to a Cluster
  - Apps made ready to deploy
  - Deployment of apps to a Kubernetes cluster
  - Containerization of apps
- Cluster Security
  - Identifying proper Pod security policy & admission control options
- Cluster Operations
  - Identify & implement appropriate options for backup, cluster monitoring & logging
Kube Academy (https://kube.academy/)
Join the VMware's Technology Alliance Partner (TAP) Program.

VMware is welcoming all PTPP program members who sign up by March 31, 2020 by waiving the “Standard Tier” TAP Program fees for the first year.

Next steps

**ISVs**

Join the VMware's Technology Alliance Partner (TAP) Program.

**SISOs**

Complete the **Cloud Native Master Specialist** badge/exam.

Complete **Certified Kubernetes Administrator (CKA) Certification**

Learn from the **Kubernetes Academy by VMware**

Complete either/both of these VMware offered courses:

- VMware K8s Foundation Course
- VMware K8s Cluster Operations Course
Spring One Conference is ON!

Join us in

Seattle
Sep 21–24, 2020

Learn about Sponsorship Opportunities
Thank You
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