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APPLICATION MODERNIZATION IN A MULTI-CLOUD WORLD VIRTUAL EVENT – PARTNER FAQ

Q. What is this event?

VMware is transforming the world of enterprise applications, combining decades of enterprise expertise with cloud native principles and the incredible innovation from the Kubernetes community. On March 10th, 2020, the streamed event showed how VMware can make your developers more productive while simplifying operations across a diverse multi-cloud world.

- Discover VMware Tanzu, an entirely new portfolio from VMware, delivering and managing modern apps to any cloud.
- Explore VMware Cloud Foundation 4.0, the platform that defined the hybrid cloud, reinvented for modern apps, rearchitected for the **cloud.**

Q. What is the market context?

The transformation sweeping through the application landscape is significant:

- Exponential growth in the volume of applications
- Increasing diversity in the range of applications
- An aging but essential portfolio of existing business-critical applications in production, essential to business operations
- Rise of multi-cloud as the new architecture for IT and an imperative for business

Simply put, building, running and managing applications in a multi-cloud world remains a challenging. But Tanzu solves this challenge.

Developers have access to a consistent Kubernetes environment regardless of where they build applications: data center, VMware based cloud, native cloud or even bare metal. And IT admins have a consistent model for how they manage their Kubernetes applications across any cloud (multi-cloud, multi-team, multi-cluster). And as organizations migrate applications between environments, they have the confidence that each environment will provide the essential resources for the application, delivered consistently.

Q. What is the partner opportunity?

The definition of applications is changing as the market moves through a generational shift in how they are built, run and managed. To drive this market shift, a new underlying foundation is required.

The problem is, if you're modernizing your applications, but you're running them on legacy infrastructure, you're not going to realize their full potential.

And conversely, if you're modernizing your infrastructure, but not your applications, you're not taking full advantage of the environment that you're creating.

Customers need the help of highly capable technology partners that can guide them in both directions at the same time -- From the infrastructure up and (now) from the app down - And one that can have this conversation across multiple clouds -- on-premises, public cloud, and at the edge.

That's exactly what VMware offers and the centerpiece of this is VMware Tanzu.

The opportunity for Technology, cloud and delivery partners today is to join us, in bringing Kubernetes, the modern apps portfolio and application modernization capabilities to hundreds of thousands of customers we have globally

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Q. What products are being announced?

VMware is delivering the market's most comprehensive portfolio for modern applications.

i. **VMware Tanzu portfolio** – a complete portfolio to build, run and manage modern applications, built specifically for today's multi-cloud environment.

- **Tanzu Kubernetes Grid** – consistently delivering Kubernetes for any environment – data center, cloud or edge – running on VMware-based infrastructure, native cloud or even bare metal
- **Tanzu Mission Control** – managing modern apps across multiple clouds, multiple teams and multiple clusters. Providing a single environment to manage all modern apps.
- **Tanzu Application Catalog** – accelerating the delivery of new application services by connecting developers with the largest and most robust catalog of app services while maintaining enterprise governance for which services can be delivered for each enterprise. Customized catalog of developer services for each unique organization.

ii. **VMware Cloud Foundation 4**: Hybrid Cloud Infrastructure for Modern Apps
VMware Cloud Foundation 4 will provide hybrid cloud infrastructure with consistent management for both VM-based and container-based applications while delivering intrinsic security and lifecycle management across software-defined compute, storage and network resources. Available across diverse private and public clouds, VMware Cloud Foundation 4 will include the following components:

- **vSphere 7**: Newly rearchitected as a Kubernetes-native platform and optimized to run both modern container-based and traditional VM-based workloads.
- **vSAN 7**: To provide storage virtualization including File Services and Cloud Native Storage for modern apps.

- **vRealize 8.1**: To provide operations and automation support for virtualized and containerized applications.
- **NSX-T**: To provide full stack networking and security services that connect and protect VMs and containers.

iii. **VMware Cloud Foundation Services:** an integrated Kubernetes and RESTful API surface to enable organizations to drive API access to all core services. VMware Cloud Foundation Services will include:

- **Tanzu Runtime Services** – These services will deliver core Kubernetes development services including an up-to-date distribution of Tanzu Kubernetes Grid.
- **Hybrid Infrastructure Services** – Powered by the new VMware vSphere 7, these enhanced services will include full Kubernetes and RESTful API access that spans creating and manipulating virtual machines, containers, storage, networking, and other core capabilities.

iv. **Cloud Services** – VMware's portfolio for modern applications will reach customers both on-premises and through major cloud providers. Looking forward, VMware Cloud Foundation with Kubernetes and the Tanzu portfolio will be delivered from leading cloud providers including:

- VMware Cloud on AWS
- Azure VMware Solutions
- Google Cloud
- Oracle Cloud
- IBM Cloud
- AliCloud

Q. What should partners do now?

- Understand the portfolio
- Identify opportunities
- Build a joint sales plan
- Leverage programs
- Lean In

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Q. **How do partners take advantage of this opportunity?**

With the huge opportunity around deployment and consumption services, VMware has unveiled a new VMware Cloud Native Master Services Competency (MSC) that will enable current and future partners to architect a Kubernetes-based platform supported by complementary technologies from the cloud native ecosystem for continuous delivery of applications. The Cloud Native MSC is intended for those individuals who focus on Cloud Native Operations, Development, Site Reliability Engineering, and DevOps. This Master Services Competency builds upon the VMware PKS Solution Competency introduced in February 2019 to provide partners with the capabilities to offer and deliver VMware PKS and Kubernetes services to their customers. We believe a solid foundation in open source Kubernetes administration applies across the Tanzu Build, Run, Manage offerings and our Master Specialist Exam is live today and available to all partners.

For partners interested in reselling, we will continue to build on the existing PKS Solutions Competency with a focus on sales and presales training as well as basic deployment enablement.

Many of you have also invested in Pivotal certifications and Pivotal Labs training in the past – we want to leverage and build off that investment and plan to integrate those training courses and skillsets into the VMW competency framework in the future. It is critical for VMW to have partner service offerings to support Tanzu Build – app modernization, net new app development, Pivotal Labs and more.

We strongly believe that obtaining our Solutions Competencies and Master Services Competencies around Tanzu build a foundation for successful partner sales and services offerings. We will provide sales incentives around deal registration and backend rebates, rewarding partners that bring net new opportunities to our pipeline. Partners that receive their Cloud Native Master Services Competency will be on our short-list of sub-contractors for Tanzu deployments and have access to PSO credit transfer.

Q. **I have a PKS Solutions competency, what should I do?**

If you're already a VMware PKS solutions competency partner, continue to register and close opportunities.
If you are not a VMware partner -- enroll today, in order to get access to VMware Enterprise PKS and upcoming Tanzu training and resell opportunities.

If you're an ISV:
For a successful transition to the VMware partner ecosystem, we ask that all PTPP partners 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.
If you are already a member of the VMware TAP program, no action is required.

If you are a SISO in the PRPP:
Complete the Cloud Native Master Specialist badge/exam. This badge will help you achieve a VMware Master Services Competency, expand your Kubernetes capabilities, and prepare for the launch of the Cloud Native Master Services competency in the next couple of months.

Q. **What training is available to expand partners Kubernetes capabilities?**

- Complete Certified Kubernetes Administrator (CKA) Certification
- Complete the VMware Master Specialist Cloud Native Badge
- Learn from the Kubernetes Academy by VMware
- Complete either/both of these VMware-offered courses:
    - VMware Kubernetes Foundations Course
    - VMware Kubernetes Cluster Operations Course

Q. **Where to find more info**

- App Modernization in a Multi-Cloud World Microsite
- Launch Blog

To learn more about the partner opportunity, visit Partner Connect

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