5 Steps to Building Success with SaaS

The global pandemic marked an inflection point for SaaS. Seemingly overnight, IT teams had to support a large distributed workforce without the power and protection of corporate networks and firewalls. Today, companies have made digital-first a mandate, accelerating cloud adoption to support remote workers and engage customers—giving those with a strong digital infrastructure a significant advantage.

The rollout of 5G is helping to drive adoption of services. The percentage of organizations that currently or plan to use VDI/DaaS technology believes 5G will have a significant impact on their virtual desktop strategy.1

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Partner sales of services have grown: 50% in 20202

47% of current VDI and DaaS users have leveraged third-party implementation services.3

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But embracing SaaS isn’t as easy as flipping a switch. You’ll need to rethink everything, including:

1. Business models: From annual, high-ticket transactions to ongoing, smaller-priced subscriptions
2. Engagement models: From a transactional approach to a consultative approach
3. Operations models: From managing occasional sales to billing customers for pay-as-you-use offerings

VMware helps you build value throughout every phase of customer engagement.

As we expand our SaaS marketplace, we are committed to your success. From helping you discover opportunities to driving ongoing usage, we’ll collaborate with you to drive better outcomes for your business and your customers.

VMware offerings help you meet customer needs.

As more and more companies seek out cloud-based solutions in easily-consumable ways, VMware offers Saas and subscription offerings that provide flexibility and choice. From VMware Cloud Foundation™ to VMware Cloud, we offer proven, consistent infrastructure and services that help companies innovate faster, build greater differentiation in the market, and support evolving modes of work. We look forward to growing our trusted collaboration with you to help you navigate the shift to SaaS and reap the rewards.

Take the next step
Download our white paper, Partner Strategies for Success with SaaS

Partners are pivoting fast…

…to seize this exciting opportunity

Business models
Engagement models
Operations models

1 VMware survey, 2016
2 3G-5G-2020 Partner Authority and Preferences for the Digital Economy, Size of the Connected World, January 2020
3 2016 VMware Survey Results, 2016 Partner Authority Study, January 2017

DISCOVER OPPORTUNITIES
Partner
Communicates the business need
VMware
Becomes familiar with your capabilities and capacity
BUILD SKILLS
3 Partner
Drives shared accountability for workshop planning and execution
VMware
Assesses the customer opportunity, defines sales motion, executes discovery workshop

ACCELERATE PROGRAMS
4 Partner
Executes program with VMware
VMware
Executes the program with you, offering guidance and support

ALIGN CAPABILITIES
2 Partner
Invests in required resources and skills
VMware
Helps you outline and execute a plan

GROW VALUE
5 Partner
Drives ongoing usage and additional deployments
VMware
Provides ongoing measurement and monitoring to support growth

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