

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.

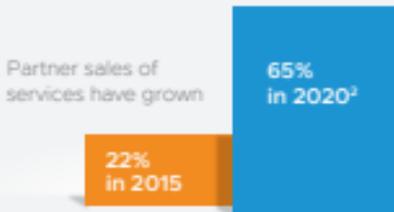
Today, companies have made digital-first a mandate, accelerating cloud adoption to support remote workers and engage customers—giving those with a strong digital infrastructure a significant advantage.

The rollout of 5G is helping to drive adoption

46%

of organizations that currently or plan to use VDI/DaaS users believe 5G will have a significant impact on their virtual desktop strategy.¹

Partners are pivoting fast...



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

50% of partners say that the business risk of not providing cloud-based managed services was a key driver behind the decision to offer them.⁴

...to seize this exciting opportunity

But embracing SaaS isn't as easy as flipping a switch

You'll need to rethink everything, including:

<p>Business models From annual, high-ticket transactions to ongoing, smaller-priced subscriptions</p>	<p>Engagement models From a transactional approach to a consultative approach</p>	<p>Operations models From managing occasional sales to billing customers for pay-as-you-use offerings</p>
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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](#)

1. 3 ESG Master Survey Results, Enabling Digital Workspace Strategies with VDI and DaaS, August 2020

2. IDC, 2020 Partner Maturity and Readiness for the Digital Economy, Doc # US47327621, January 2021

4. ESG Master Survey Results, MSP Partner Landscape 2020, January 2021