

# VMware Partner Connect

## PROGRAM STRATEGY AND STRUCTURE

VMware Partner Connect is a single program designed to provide clearer paths to profitability whether partners want to resell software or services, manage or host services, or provide value-add services to their customers.

### Q: What is the Program value proposition?

**A: Simplicity** – Partnering and growing with us is easy, intuitive, and profitable—today, tomorrow, and beyond—because we’re actively opening opportunities for you to accelerate beyond your competition.

**Choice** – Partner Connect offers you the power to choose how you work with us, and gives you access to the tools and resources you need to grow your business in an ever-changing world.

**Innovation** – Working with us gives you access to the forward- thinking solutions and innovative ways of working that prepare you for what’s ahead, so you can ensure your customers are also ready.

### Q: What are the Business Models?

A: VMware Partner Connect is a single program with one set of requirements covering multiple business models:

**Resell** – VMware resellers are partners whose primary business model is value-added reselling and/or services delivery. By providing customers with an unbiased opinion, VMware resellers combine their technology expertise along with services to deliver VMware solutions to address specific customer business problems. VMware resellers typically advise customers to understand their customer’s business needs.

**Cloud Provider** – There are two models used to deliver cloud services - License Rental and Managed Services Provider.

**Services** - VMware recognizes that certain partners want to focus on services delivery capabilities and business models. The Partner Connect Program enables these partners to invest in professional and implementation services offerings, through the Services-Only path, centered on Solution and Master Services Competency capabilities.

### Q: Is there a Program fee?

A: The Partner Connect Program fee is an annual flat fee. There is no increase with tier progression and the fee only applies to those partners that are in a Mature country segment.

### Q: What are the foundational training requirements?

A: The foundational training requirements for all partners to include (2) VSP Foundation and Ethics and Compliance training. If a partner wants to sell subscription-based software, they will also need (1) VOP-SE. And if a partner wants to do cloud hosting/managed services they will need (1) VOP-CP. \* DDQ will still be on an "if required" basis.

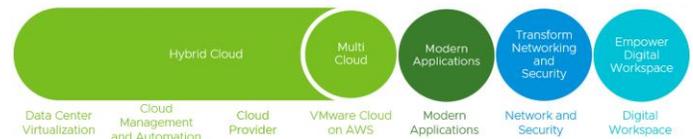
Any partner with the ability to resell (Enrolled Authorized and above) can transact an ELA or SPF. However, an ELA or SPF does not have to be registered; if registered, the registration is only to receive the associated benefits. Only Advanced and Principal partners can register opportunities (Transactional or ELA).

## FRAMEWORK

Partner Connect offers multiple paths to success, allowing you to focus on the strategic IT priorities that best align with your business focus. Completing foundational requirements allows you to transact with customers across our portfolio and is the start of your journey with VMware.

### Q: Are there program tiers?

A: If your organization meet the Solution Competency in an IT path, you achieve the **Partner** tier in that IT path. If you meet the Solution Competency requirement and earn the necessary Tier Credits in the same technology area, you achieve the **Advanced** tier in that IT path. If you attain all the corresponding Solution Competencies + Mastery and earn the necessary Tier Credits in the same IT path, you achieve the **Principal** tier in that IT path, unlock the highest incentives and rewards, such as the Partner Connect Principal badge.



### Q: Can a partner reach different levels for each strategic IT priority?

A: Yes, a partner can choose the level of investment within each strategic IT priority that makes sense for their business. They can be a Principal partner with Mastery in the areas that make sense for them and a transactional partner in other areas. Partners are only badged at Principal level.

**Q: What are the VMware Partner Competencies?**

A: At VMware, competencies are meant to recognize sales and technical proficiency, delivery expertise, and customer success for next-generation VMware IT priorities. Achieving a VMware partner competencies allow you to strengthen your services capabilities and unlock valuable partner benefits. There are two types of competencies:

Solution Competencies – Solution Competencies are a first step and proven route to revenue in profitability in Partner Connect, they provide training and enablement, and reward partners for attaining proficiency in selling VMware solutions across data center, network and security; cloud, and digital workspaces.

Master Services competencies –are VMware Partner enablement designations designed to identify the very best support for customers. A VMware Partner must demonstrate services delivery experience by providing three customer references for recently completed projects.

**BENEFITS**

**Q: What are the benefits you get when joining the Partner Connect Program?**

A: Your incentive and investment opportunity is directly aligned to your level within the Partner Connect program, specific questions regarding incentives and benefits programs, please contact the Partner Support Center: [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com).