

A photograph of three people in a modern office setting. A man in a grey sweater and glasses is pointing at a tablet held by a man in a dark blue shirt. A woman in a white shirt and dark jacket is also looking at the tablet. They are standing near a staircase with a glass railing. The background is a bright, open space with a concrete floor.

VMware Partner Connect Program Preview For New Partners

NOVEMBER 2021

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DISCLAIMER: This document is a preview of the VMware Partner Connect Program. Specifics about requirements, benefits, incentives or detailed programatic information can be found in the full version of the Guide, which can be accessed once you complete the enrollment process.

For more information please visit the [VMware Partner Connect Portal](#) and click on “Enroll Now”.





Program Value

VMware Partner Connect reimagines the way we do business with our partners.

Designed to deliver simplicity, choice, and innovation, Partner Connect aligns with your business model so you can optimize profitability.

Simplicity: Clear paths to profitability with consolidated requirements across routes to market.

Choice: Easily extend services across our portfolio with access to the resources you need to help your customers scale and succeed.

Innovation: Offer new ways to grow your business by solving the challenges of tomorrow and leading the industry with innovative service offerings.

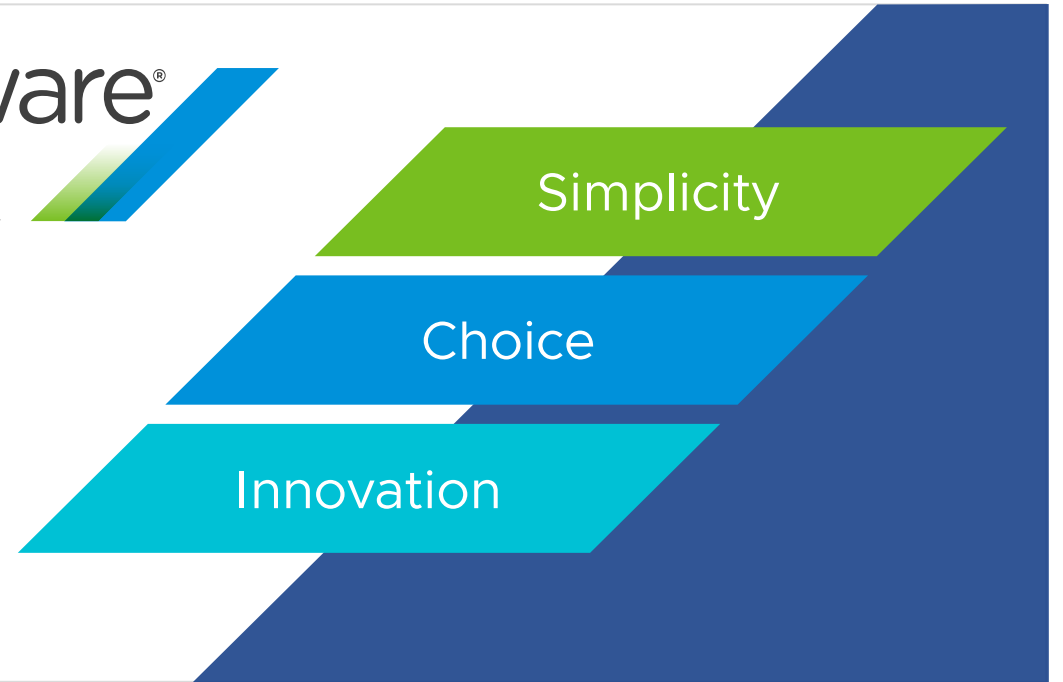
vmware®
Partner
Connect



Simplicity

Choice

Innovation

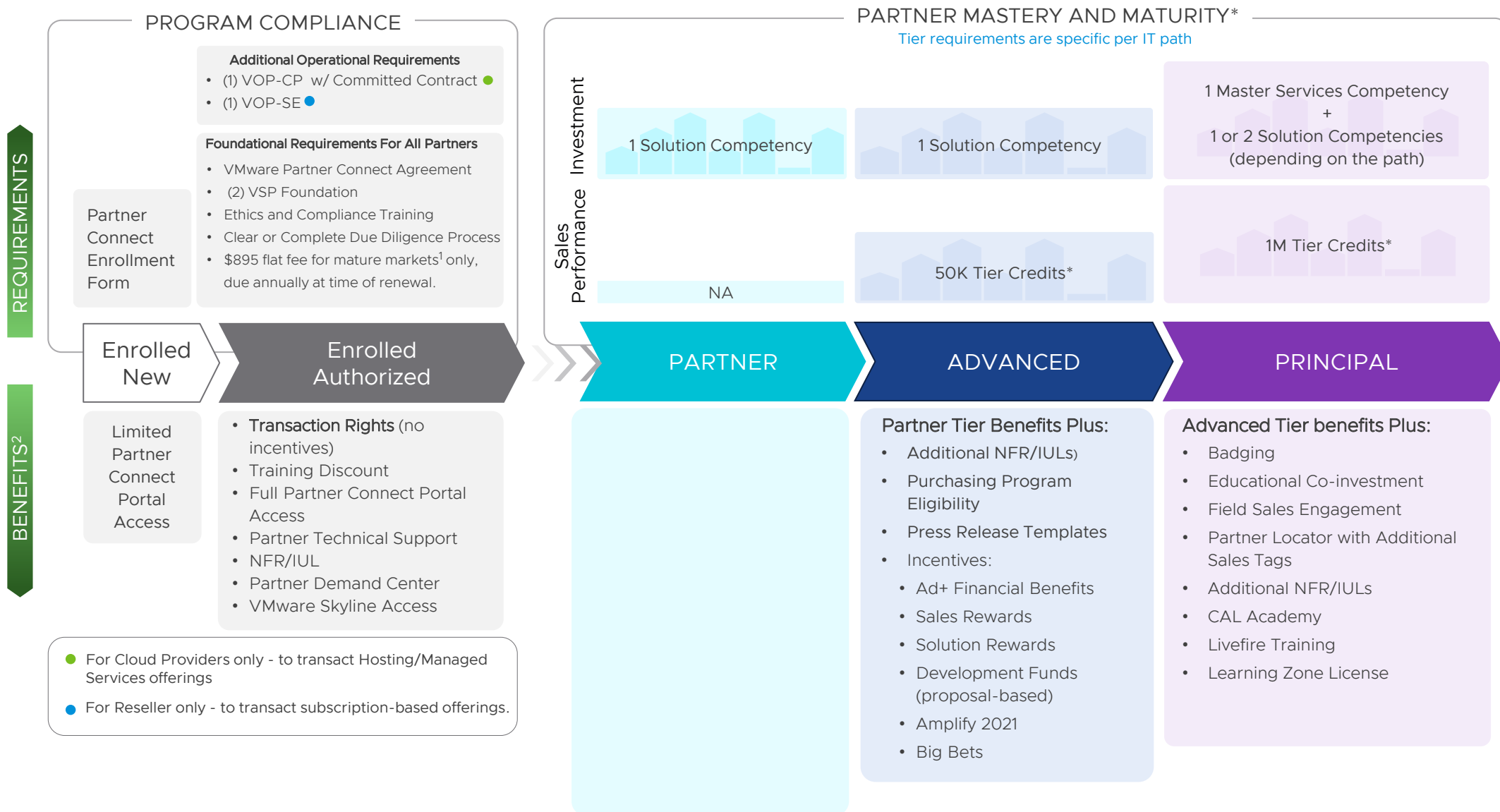


Program Value

Partner Connect Program Overview

Program at-a-Glance

Program At-A-Glance





Partner Enrollment

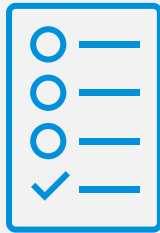
Partner Enrollment

Partner agreements and training

To become an Enrolled New partner, you simply need to accept the VMware Enrollment Agreement online; however, to transact within Partner Connect, you must be Enrolled Authorized. To become Enrolled Authorized, you must accept the VMware Partner Connect Program Agreement online and meet all foundational training requirements. In addition, Partner Integrity requirements apply.



Partner Connect
Forms and
Agreements



Partner Connect
Foundational and
Compliance Training



Partner Connect
Program Fee



Ready to progress
to Partner Connect
mastery tiers





Business Models



Choosing The Right Business Model

VMware Partner Connect is a single program with one set of requirements covering multiple business models. You have the flexibility to add or change business models as it makes sense for your business. As a partner, consider which business model(s) makes sense for you.



Resell

- I want to resell VMware offerings, potentially wrapped with professional services
- I want VMware to own the license terms and provide support to my customer



Cloud Provider

- I want to build services utilizing VMware offerings myself, in my own data center (license rental) or utilizing VMware Cloud Services (MSP)
- I want to own the license terms with my customer and provide support to my customer



Services

- I want to deliver professional services to my customer and/or subcontract with VMware professional services for my customer

Resell

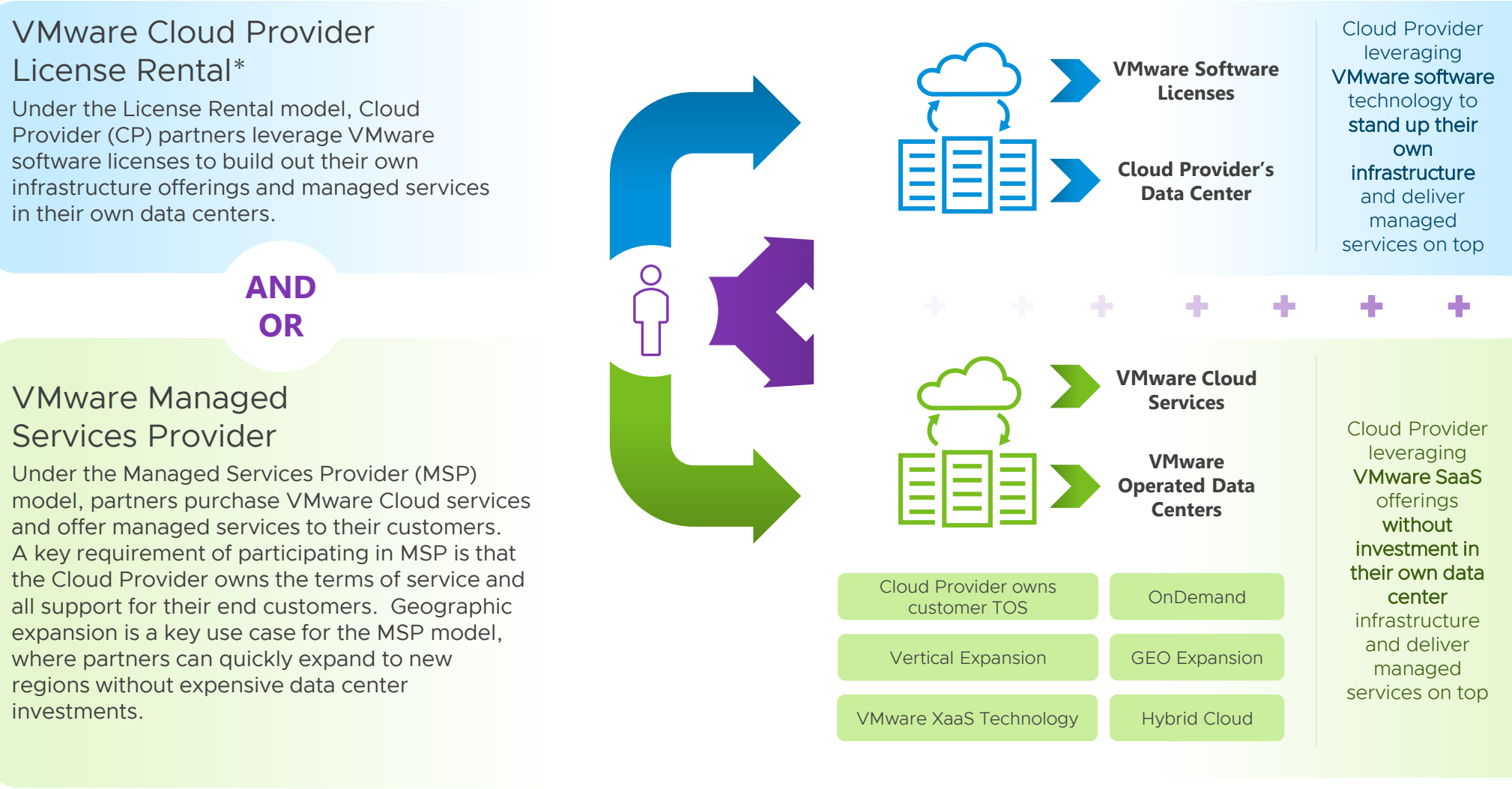
VMware resellers are partners whose primary business model is value-added reselling and/or services delivery. By providing customers with an unbiased opinion, VMware resellers combine their technology expertise along with services to deliver VMware solutions to address specific customer business problems.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

Partner Connect gives resell partners access to benefits, rewards and resources that help drive license and services business, create new opportunities, increase profitability, and differentiation from competitors.



Cloud

VMware Cloud Services: There are two models used to deliver cloud services - License Rental and Managed Services Provider†.





Choosing the Right
Business Model

Resell

Cloud

Services

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.

The Services-Only path provides partners with an opportunity to commercialize services investments in VMware technology and the training provided is designed to equip partners with the skills and tools to deliver exceptional customer services. The Services-Only path is at the Principal tier, given the level of skill and investment required. Partners earn all non-financial benefits of the Principal tier, as well as those benefits realized by achieving the Master Services Competency.

Partners who have been designated as Services-only partners are eligible for consideration of specific financial incentives if they meet the requirements.

To become a Services-Only partner, please ensure you have completed all required competencies for Principal tier.



A high-angle photograph of a man and a woman sitting at a long, rustic wooden table. The man, on the left, is wearing a purple and white plaid shirt and has his hands clasped. The woman, on the right, is wearing a white shirt and a dark vest, and is looking at a laptop. A smartphone and a small white cup are also on the table. The background is a light-colored wall with a tufted cushion.

Program Progression and Requirements

Partner Connect Path Framework

Partner Connect Progression

VMware Partner Competencies

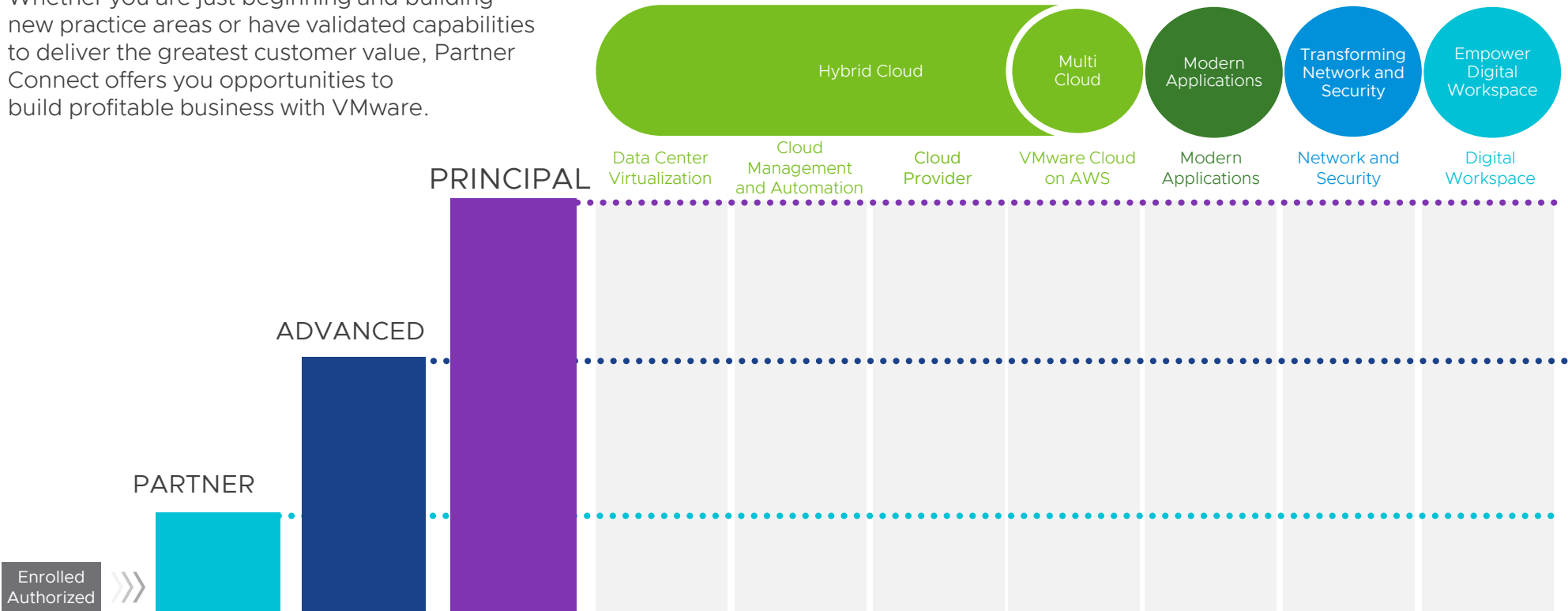
Territory Restrictions

Partner Connect Path 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.

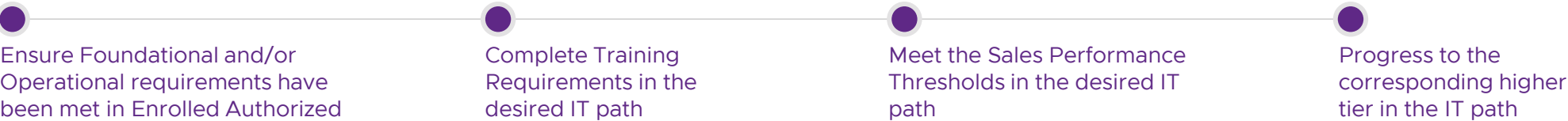
From here, you can choose where you want to focus and how much you want to invest for each area, knowing that greater investment unlocks greater value. For example, across the different paths you can achieve Principal Level in one path, Advanced Level in another path, or no tier at all in paths that are not relevant for your business. As you progress to higher tiers within each path, rewards and incentives also increase. Principal and Advanced Level partners receive both non-financial and incremental incentives and rewards, while Partner Level receives minimal non-financial rewards, and Enrolled Authorized partners can transact, but no incentives are granted.

Whether you are just beginning and building new practice areas or have validated capabilities to deliver the greatest customer value, Partner Connect offers you opportunities to build profitable business with VMware.



*There is a path opportunity for Services-only partners which encompasses a specific set of requirements.

Partner Connect Progression



In order to progress to **Principal**, you must complete the required Solution Competencies (depending on the path) and the Master Services Competency mapped in the desired IT path(s), plus specific tier credit requirements. Some of the training requirements could have been already acquired in the previous tier; you must obtain the additional accreditations or tier credits to progress to Principal. Badging under Partner Connect is *only* available at this tier level.

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.

In order to progress to the **Partner** and **Advanced** tiers, you must complete the required Solution Competency mapped in the desired IT path(s)—some paths may have more than one option—plus the specific tier credits requirements.

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.

Go to **Partner University** to complete the Solution Competencies training.

If you meet the Solution Competency in an IT path, you achieve the **Partner** tier in that IT path.

Enrolled Authorized



PARTNER

ADVANCED

PRINCIPAL

VMware Partner Competencies

Master Services Competencies and Solution Competencies

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.

VMware offers you two types of competencies:

SOLUTION COMPETENCIES

VMware Solution Competencies are a first step in achieving sales and technical expertise in VMware virtualization and cloud computing solutions.

Solution Competencies are attained at the **organizational** level. They include sales training as well as both pre- and post-sales technical trainings.

For more information see [click here](#)

MASTER SERVICES COMPETENCIES

VMware Master Services Competencies require achieving advanced technical certifications and proof of high-level service capability and expertise as validated by your customers.

Unlike Solution Competencies, a **partner** organization must demonstrate services delivery experience and capability by providing customer references for recently completed projects in order to achieve a Master Services Competency (in addition to meeting the training requirements).

For more information see [click here](#)

Key to Principal: Exhibiting Mastery

VMware Master Services Competent partners are trusted and certified partners with the resources, knowledge, skills, and tools to successfully deliver services. When you achieve an MSC, you prove solution mastery and your ability to deliver customer value, a critical component to unlocking maximum benefits with Partner Connect



Territory Restrictions

The VMware Partner Connect Program is designed to promote local relationships between customers and VMware partners. As a result, there are territorial restrictions governing the purchase, distribution and use of VMware offerings, based upon the countries in which the customer, Partner Connect partner, and VMware authorized distributor/aggregator are located.



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Partner Connect Benefits



Program Incentives
and Investments

Co-Selling
Training Benefits

Marketing Benefits

Sales Acceleration,
Support and Services,
Enablement

Program Incentives And Investments

Partner Connect not only simplifies the way you do business with VMware it also rewards your activities and investments, which increases your potential incentives and rewards.

Specific incentive details—including the latest updates to terms and conditions, discount and reward percentages, and eligibility considerations—are included in the individual program guides and web pages. Visit the Incentives page on [VMware.com](https://www.vmware.com)

Advantage+

VMware's Advantage+ Opportunity Registration Program rewards Partners who invest early in specific opportunities to promote VMware offerings

Solution Rewards

VMware's back-end rebate program focused on rewarding partners with solution competencies who have demonstrated their dedication to selling and delivering VMware solutions. Now also introducing Pay for Performance: Land Expand, and Acquire

Development Funds³

Build capacity and pipeline for all 5 Franchise Solutions and drive activation and consumption of VMware products across all partner motions

Big Bets

Focus on key Advanced Technologies with emphasis on subscription, managed services and integrated solutions. Accelerated growth driven through support, and investment in partner resources and sales and marketing activities.

Cloud Activation and Consumption Incentive

The Cloud Activation and Consumption Incentive rewards for driving Subscription Purchasing Program (SPP) credit redemption of Cloud Universal including VMC on AWS/Dell, VSF-S, vRealize Cloud Universal

Amplify 2021

Amplify 2021 rewards partners for completing eligible VMware SDDC deployments on Intel-based hardware.

Sales Rewards

Sales Rewards is a VMware incentives program that rewards eligible EMEA, AMER, APJ VMware channel partners within VMware's Partner Connect community for selling specific VMware products and completing workload migrations

Partner-to-Partner (P2P)

VMware's back-end rebate program focused on rewarding partners with solution competencies who have demonstrated their dedication to selling and delivering VMware solutions. Now also introducing Pay for Performance: Land Expand, and Acquire

Technical Assessments

Rewards partners for conducting Technical Assessments. Partners are required to identify their customer's business outcomes, technology requirements, and make a VMware solution recommendation.

Proof of Concepts

Rewards Partners for driving Proof of Concepts (PoCs). Partners build an environment and have their customer test an agreed upon use case.

Deployment Incentive

Rewards partners for driving deployments of Tanzu, Workspace ONE, and Horizon Cloud for end customers.

Program Incentives
and Investments

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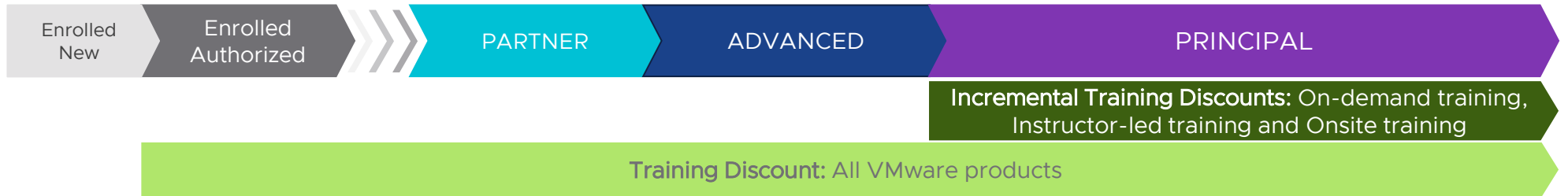
Sales Acceleration,
Support and Services,
Enablement

Co-Selling

Co-selling is prioritized for all Principal Partners. VMware direct field and partner sellers align to drive customer success through: Joint account planning, account development, and working together to grow revenue.

Training Benefits

VMware recognizes the important role our partners play in delivering exceptional service to our joint customers. To ensure partners have the latest sales and technical knowledge about our products, VMware offers many different training opportunities. Partners can learn in a self-paced environment, on-line as well as various in-person, instructor-led classes.



Training Resources:

Training benefits will give you the opportunity to pursue the following:





Program Incentives
and Investments

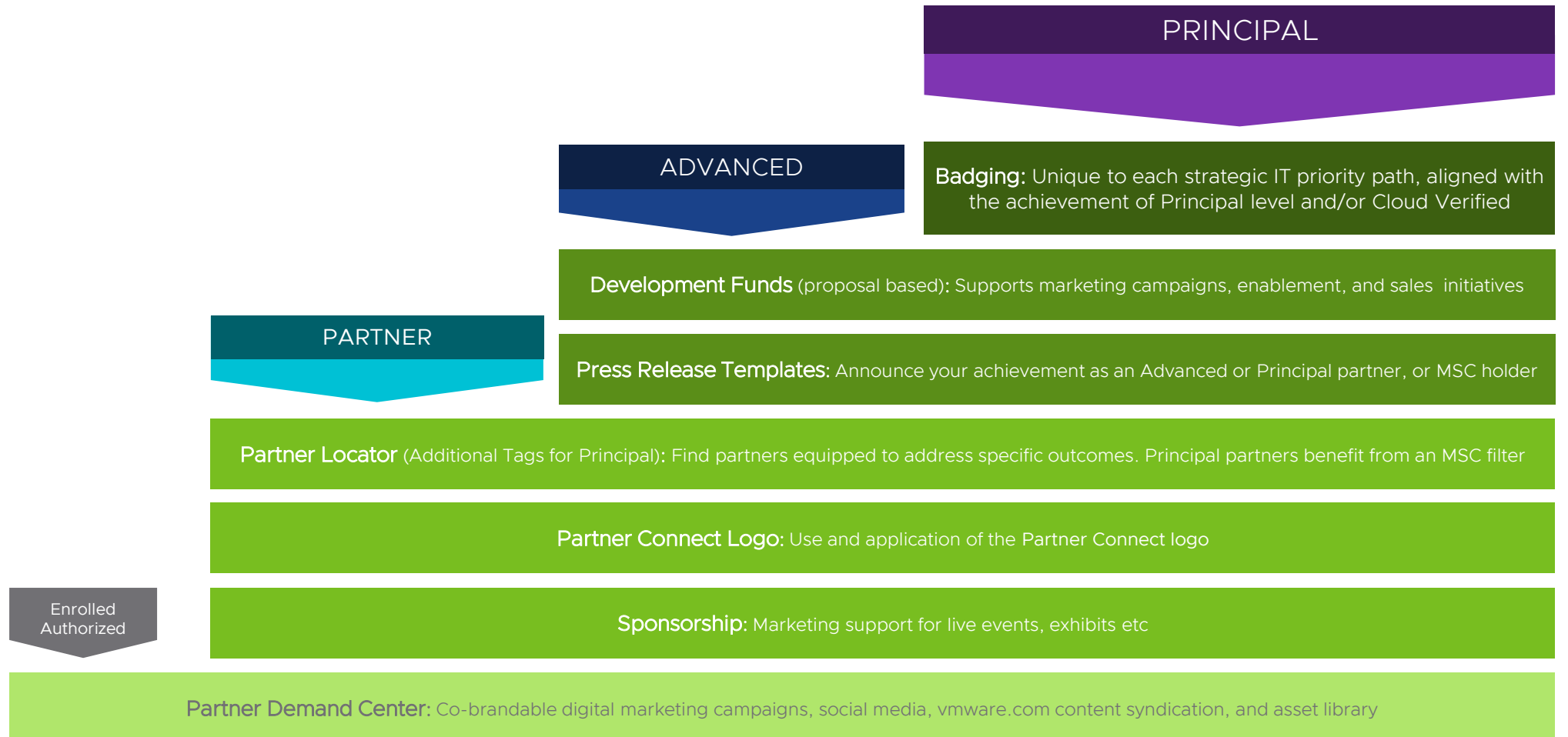
Co-Selling
Training Benefits

Marketing Benefits

Sales Acceleration,
Support and Services,
Enablement

Marketing Benefits

VMware offers marketing support to Partner, Advanced, and Principal tiers. We have marketing opportunities designed to differentiate partners with the greatest VMware mastery and achievement. Principal Partners will have greater visibility in the market.



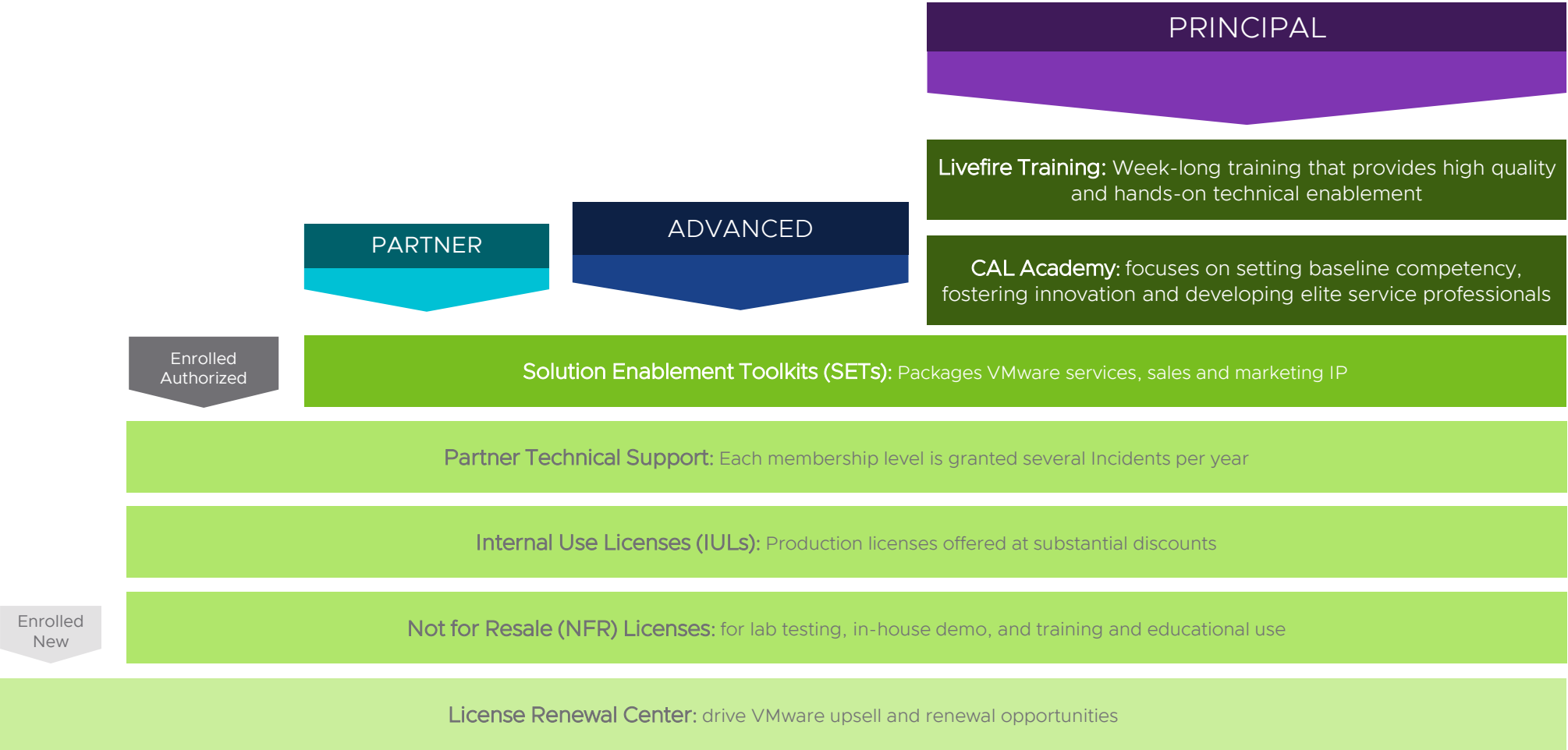
Sales Acceleration, Support And Services, Enablement

Program Incentives
and Investments

Co-Selling
Training Benefits

Marketing Benefits

Sales Acceleration,
Support and Services,
Enablement





THANK YOU