

Desktop Virtualization Solution Competency

Overview

THE DESKTOP VIRTUALIZATION SOLUTION COMPETENCY IS RIGHT FOR PARTNERS WITH

- An existing end-user computing practice and relationships with vendors such as Citrix, Wyse, HP or Microsoft OR
- Customer demand/sales in virtualized desktop or application software OR
- A focus on build-your-own desktop (BYOD), healthcare, or financial services segments

Why Achieve the Desktop Virtualization Solution Competency?

- **The \$2.3B market:** According to industry research, the opportunity for desktop virtualization worldwide will exceed \$2 billion (USD) through 2015.*
- **Realize an 11:1 revenue increase:** With the potential to generate as much as \$11 in products and services revenue for every \$1 of VMware View license revenue.*
- **Learn More, Earn More:** Competent Partners are entitled to receive up to 30% more margin through Solution Rewards quarterly back-end rebate and other incentives.

With the Desktop Virtualization Competency, you gain:

- Sales and Technical trainings to sell, design and deliver VMware cloud solutions with confidence
- Solution Enablement Toolkits (SETs) that help you get to market faster by giving you the tools, templates and rich sales and services IP to create your own unique, branded solutions

End-User Productivity without Compromising Control:

The Desktop Virtualization Competency arms you to deploy virtualized desktops and applications and transform the desktops into centrally managed services that allow end users to connect to technology and each other while maintaining IT control.

Customer initiatives like OS migrations, desktop refreshes, and mergers and acquisitions offer opportunities to sell desktop virtualization and help your customers meet their complex business requirements while increasing your profitability.

Why Achieve VMware Solution Competencies?

Attaining a Solution Competency gives you a proven route to more revenue and profitability by arming you with the knowledge and tools to:

- Accelerate deals by selling your own, branded solutions
- Multiply profits with more rebates, larger deals, more volume and greater services margin
- Lead customers to IT Transformation with the proven leader in virtualization and cloud infrastructure

BENEFITS AT A GLANCE

- **Accelerated time to more profits** with incentives, course options, as well as an increase of 2-4 x in product and services drag
- **Greater margin** with up to 10% Solution Rewards rebate on select product sales
- **Business growth opportunity** to move beyond server consolidation with new practice areas and pursue specific customer market segments with confidence
- **Tools and of resources that help grow and close sales faster** including product betas, SETs, GRID campaigns, Booster Budget for marketing events, Locator listing, and more

Desktop Virtualization Solution Competency Requirements

In order to give you flexibility and choice, the paths for Sales and Technical Sales Desktop Virtualization Solution Competency trainings consist of self-paced eLearning courses that may be taken as schedules permit. For Technical Post-Sales accreditation, in-person trainings are required. Competencies are attained by groups of employees in your company rather than individuals attaining the entire Competency.

Complete 2 VSP, 2 VTSP and 1 Technical Post-Sales accreditation listed below:

Training	Sales	VSP – DV (Desktop Virtualization) <i>3.5 hours eLearning OR ½ day Boot Camp (instructor-led)</i>			
	Technical Sales	VTSP – DV (Desktop Virtualization) <i>13.5 hours eLearning OR 1 day Boot Camp (instructor-led)</i>			
	Technical Post-Sales	VMware View: Implementation Fundamentals <i>4 day instructor-led training</i> OR VMware View: Install, Configure, Manage <i>4 day instructor-led training</i>	OR	VCP5-DT Cert	AND VMware View Design Best Practices <i>3 day instructor-led training</i> OR VCAP5-DT Cert AND VMware Horizon Mirage: Install, Configuration, Manage <i>2 day instructor-led training</i>

For the accreditation/certification versions that currently qualify, please go to Partner University.

Associated Products

Partners will earn credit for selling the following solutions: VMware® View™, VMware® ThinApp®, VMware® vCenter™ Operations Manager™ for View, VMware® Horizon Application Manager™ and VMware® Mirage™.

Next Steps

1. Choose and [Complete Desktop Virtualization Solution Competency Courses](#) on Partner University.
2. Submit online enrollment form on Partner Central, and then submit approved customer references or prospects through the automated system on Partner Central.

Additional Information

- For more information on the Desktop Virtualization Competency benefits, incentives go to: <http://www.vmware.com/go/competency/dv>
- For Desktop Virtualization Competency training details go to Partner University: <http://www.vmware.com/go/partneruniversity/dvcompetency>
- For more on all the Competencies: www.vmware.com/go/competencies
- All other questions, please contact: partnetwork@vmware.com

* Based upon VMware and industry research



Your Cloud Advantage

Accelerate IT. Accelerate Your Business