

Management Operations Solution Competency

Overview

THE MANAGEMENT OPERATIONS SOLUTION COMPETENCY IS RIGHT FOR PARTNERS WITH

- A significant vSphere customer base *OR*
- Sales/demand for IT management software *OR*
- A management services practice *OR*
- A relationship with management vendors such as CA, BMC, HP or IBM

Why Achieve the Management Operations Solution Competency?

The Virtualization Management market is tremendous.

There are approximately 25 million unmanaged hosts, as 80% of VMware customers have vSphere without management capabilities. For you that means there's a large opportunity to sell management into your install base – and a huge whitespace opportunity for us to capture.

Customers have the desire but lack the skills: Customers are trying to manage multiple virtual machines – anywhere from 50 to 10,000 – and are looking to expand virtualization and cloud adoption to help. However, most customers lack the internal skills and resources necessary. The VMware Management Competency prepares you to capitalize on this large and largely untapped opportunity to help customers improve and optimize performance and reliability across their virtual infrastructure.

Management = more opportunity, more revenue:

A recent VMware Partner survey* found:

- Selling vCenter Operations Management Suite can help **grow VMware business by 11% or more**
- Including vCenter Operations Management in proposals can **grow transaction size up to 20%**

- **\$3-5 (USD) in additional services revenue** potential for every \$1 in vCenter Operations Management licenses sold

Sales can also uncover unexpected new storage and server opportunities beyond new licenses and services

With the Management Operations Solution Competency, you gain:

- **Sales and Technical trainings** to sell, design and deliver cloud and virtualization management 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
- **vCenter Operations Management Demo Kit** includes all of the required components to help you build out a use case demo environment in a few simple steps. The Kit includes a vApp with pre-deployed, pre-configured software plus pre-populated data that can be ported into your environment

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

- **Generate more opportunity** as a catalyst for greater license and services revenues with your existing vSphere customers and increase deals by as much as 20 percent
- **Accelerate virtualization and cloud adoption** by meeting customers' needs to improve performance and compliance while optimizing capacity, strengthening your value and relationship
- **Earn greater margin with Solution Rewards rebate** including up to 10% on select products.
- **Differentiate your business** from IT solution providers with more limited expertise by expanding and enhancing your practice beyond server consolidation with deep virtualization and cloud management knowledge
- **Leverage tools and of resources that help grow and close sales faster** including a vCenter Operations Management Demo Kit, SETs, GRID campaigns, Locator listing, and more

Management Operations Solution Competency Requirements

The Management Operations Competency consists of role-based training for sales, technical sales, and technical post-sales professionals reflected in the chart below. The learning paths for Sales and Technical Sales 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 - MO (Management Operations) <i>3 hours eLearning OR ½ day Boot Camp (instructor-led)</i>	
	Technical Sales	VTSP - MO (Management Operations) <i>8 hours eLearning OR 1 day Boot Camp (instructor-led)</i>	
	Technical Post-Sales	vCenter Operations Manager: Analyze & Predict <i>(2 day Instructor-led)</i>	AND vCenter Configuration Manager for Virtual Infrastructure and OS Management <i>(5 day Instructor-led)</i> OR vCenter Configuration Manager for Infrastructure Management <i>(3 day Instructor-led)</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® vCenter™ Operations Management Suite Standard, Advanced and Enterprise editions, and VMware® vCloud® Suite Advanced edition.

Next Steps

1. Choose and [Complete Management Operations Solution Competency Courses](#) on Partner University.
2. Submit online enrollment form on Partner Central.

Additional Information

- For more information on the Management Operations Solution Competency benefits, incentives go to: <http://www.vmware.com/go/competency/management>
- For Management Operations Solution Competency training details go to Partner University: <http://www.vmware.com/go/partneruniversity/management>
- For more on all the Competencies: www.vmware.com/go/competencies
- All other questions, please contact: partnernetwork@vmware.com

* Based upon VMware and industry research



Your Cloud Advantage

Accelerate IT. Accelerate Your Business