

Virtualization of Business Critical Applications (VBCA) Solution Competency

Overview

THE VBCA SOLUTION COMPETENCY IS RIGHT FOR PARTNERS WITH

- A significant vSphere customer base
- VCP(s) with considerable IT virtualization experience
- Customers running MSFT Exchange-SQL-SharePoint, Oracle Database, and/or SAP ERP

Why Achieve the Virtualization of Business Critical Applications (VBCA) Solution Competency?

The \$15 Billion-Dollar Market Opportunity: Customers are asking, “how”, not “why” to virtualize their business-critical applications. The current market exceeds \$15 billion (USD) in product licenses and \$53 billion in professional services.*

Significant Revenue Multiplier: With many IT customers lacking the skills, resources or confidence to virtualize business critical applications, the VBCA Solution Competency arms you to take advantage of this opportunity, presenting the next largest and immediate area to take your virtualization business.

VBCA Solution Competency Partners are seeing their business grow *substantially* over those without the Competency, giving you the potential to realize:

- Up to 62% larger deal size
- 1.9x more bookings
- At least 1.6x increased business growth
- Up to 10% more margin through Solution Rewards rebates

With the VBCA Solution Competency, you gain:

- Sales and Technical trainings to sell, design and deliver virtualized business-critical applications 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

Higher Infrastructure Efficiency and Quality of Service for Customers:

By virtualizing customers' business-critical applications (i.e., Exchange, SQL, SAP, and Oracle) you help move IT from a cost center to heroes by truly enabling business and unlocking higher quality of service of the applications that drive an organization.

You help customers increase performance, reliability and availability while reducing their applications time to market. You also help customers maximize infrastructure efficiency and cut CAPEX by up to 70%.*

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

- **Higher and faster ROI** with minimal investment required to complete all FREE e-learning accreditations and ability to multiply deal sizes, bookings and overall growth of your business
- **Greater margin and revenue** including Solution Rewards rebates on select products and greater revenue potential with larger deals and overall business growth
- **Tools and of resources that help grow and close sales faster** including product betas, SETs, GRID campaigns, and more
- Broader business potential and customer value as you **drive deeper with solutions that reinforce your trusted advisor role**

VBCA Solution Competency Requirements

In order to give you flexibility and choice, the paths for Sales and Technical Sales VBCA Solution Competency trainings consist of self-paced eLearning courses that may be taken as schedules permit. 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 - VBCA (Virtualization of Business Critical Applications) <i>4 hours eLearning</i>	
	Technical Sales	VTSP - VBCA (Virtualization of Business Critical Applications) <i>8 hours eLearning</i>	
	Technical Post-Sales	Virtualizing Microsoft SQL Server with VMware Accreditation <i>(4 hours eLearning + online exam)</i> OR Virtualizing Oracle Database with VMware Accreditation <i>(4 hours eLearning + online exam)</i>	AND Virtualizing Microsoft SharePoint with VMware Accreditation <i>(4 hours eLearning + online exam)</i> OR Virtualizing SAP ERP Software with VMware Accreditation <i>(4 hours eLearning + online exam)</i> AND One VCAP-DCD certified person on staff

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® vCloud® Suite Standard, VMware vCloud® Suite Advanced, VMware® vCloud® Suite Enterprise.

Next Steps

1. Choose and [Complete VBCA 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.

* Based upon VMware and industry research

Additional Information

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



Your Cloud Advantage

Accelerate IT. Accelerate Your Business