

Mobility Management Solution Competency

Overview

THE MOBILITY MANAGEMENT SOLUTION COMPETENCY IS RIGHT FOR PARTNERS

- With Mobility practices in place, looking to build out their practice with the Gartner Enterprise Mobility Management (EMM) magic quadrant leader
- Extending their EUC and/or Security Practices into Mobility and Horizon Mobile Secure Workplace
- Seeking to expand their customer IT footprint and up-leveling their trusted advisory status
- Looking for the biggest and fastest growing markets, spaces that won't peak for several years

Why Achieve the Mobility Management Solution Competency?

- **A massive and growing market.** The EMM¹ may grow as big as \$140 billion by the year 2020. The shift is on from MDM to customers seeking mobile advisory and strategy development services – creating a great opportunity for VMware partners.
- **Partner with the EMM leader.** Results from VMware partners getting trained on AirWatch show great potential. For example, one regional US VMware partner saw \$250k in non-ELA bookings the first quarter they took AirWatch to their customer base.
- **Learn More, Earn More.** Competent partners are entitled to receive more margin through Solution Rewards quarterly back-end rebate for qualified AirWatch and Workspace bookings.
- Expand and accelerate your EMM market leadership. Win in Mobility and the Secure Mobile Workspace.

With the Mobility Management Solution Competency, you gain:

- Access to Mobility sales and technical assets, marketing materials, Partner Locator listing, and more to help you sell, design and deliver EMM Solutions with confidence
- Together with the Desktop Virtualization Solution Competency be a leader in the emerging Mobile Secure Workspace market

Delivering Customer Value with AirWatch by VMware

The VMware Mobility Management Solution Competency enables partners to successfully sell and deliver EMM services and solutions. Competency partners are trained and activated for both Cloud/SaaS and On-Premise AirWatch solutions.

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 the EMM market

COMPETENCY BENEFITS AT A GLANCE

- Accelerated time to greater revenue and profits
- Greater margin with Solution Rewards rebate
- Increase your competitive differentiation through a full range of services customers are seeking: Advisory, Consultative, Design, Delivery and managed services
- Demand Gen Tools, Demo Environments, and Internal Use Licenses

¹ [IBM Research](#)

"Five marvelously mind-bending mobile enterprise stats | IBM Mobile"

Competency and Product Access Requirements

As of July 1, 2015 there are no longer any special training requirements for access to AirWatch Cloud/SaaS SKUs.

To access On-Premise SKUs or achieve the Mobility Management Competency, complete the training requirements as detailed in the table below.

The Accreditations can be taken by one or multiple individuals in your company, however:

1. One individual must achieve all four accreditations to access on-premise SKUs and additional partner support benefits.
2. To achieve the Mobility Management Solution Competency, one individual must achieve all four accreditations and another individual must achieve both the VSP and VTSP Mobility accreditations.
3. Students must complete the course and pass the course exams to achieve the accreditation.
4. VSP and VTSP Mobility accreditation are mandatory pre-requisites for students attending the *AirWatch Enterprise Mobility: Configure, Manage and Deploy Integrated Solutions* and *AirWatch Enterprise Mobility: Install and Deploy On-Premise Solutions* courses.

VMware Accreditation	Delivery Method	Approx. Training Duration	On-Premise SKU Requirements	Mobility Management Competency Requirements
VSP Mobility (Sales)	Online On-Demand, Free Link	4 Hours	1	2
VTSP Mobility (Pre-sales Tech)	Online On-Demand, Free Link	8 Hours	1	2
AirWatch Enterprise Mobility: Configure, Manage and Deploy Integrated Solutions	Classroom Fee Based Link	2 Days Or 4 Day Boot Camp	1	1
AirWatch Enterprise Mobility: Install and Deploy On-Premise Solutions	Classroom Fee Based Link	1 Day	1	1

SHORT VIDEOS TO LEARN MORE

- [AirWatch Admin & User Demo](#)
- [AirWatch Mobile Content Management Demo](#)
- [AirWatch Laptop Management Demo](#)
- [AirWatch's Mobile Application Management \(MAM\)](#)
- [AirWatch Mobile Device Management \(MDM\)](#)
- [AirWatch Mobile Email Management \(MEM\)](#)
- [AirWatch Browser](#)
- [Whiteboard: Horizon Mobile Secure Workplace](#)

Get started today
www.vmware.com/go/competency/mm



Your Cloud Advantage

Accelerate IT. Accelerate Your Business