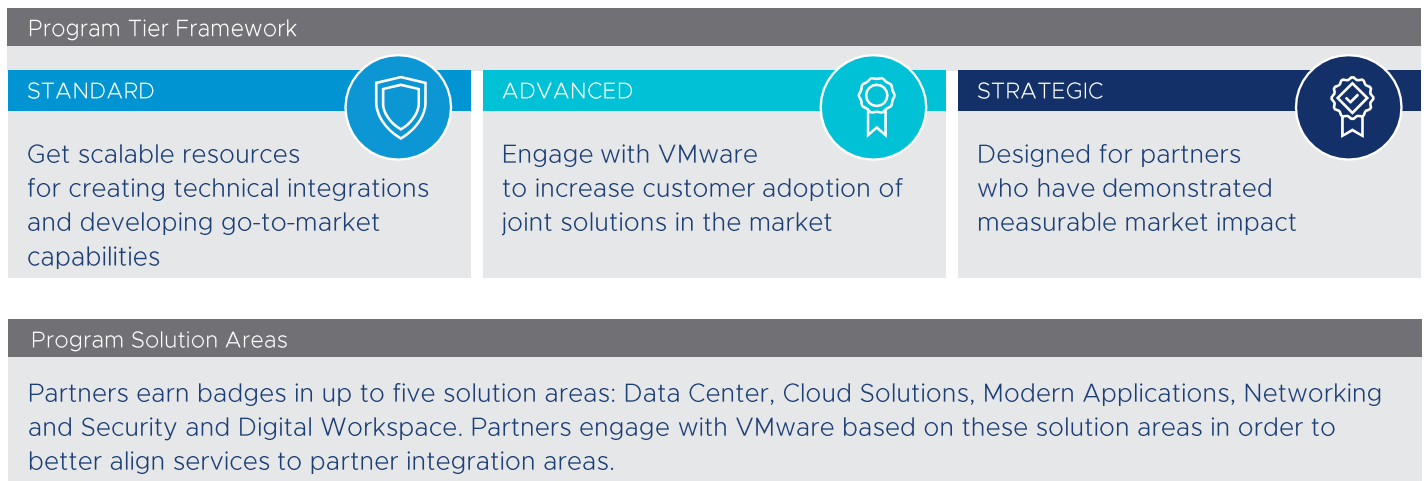


Technology Alliance Partner (TAP) Program Overview

Develop and Deliver Better Joint Solutions

Reaching customers is harder than ever in today's global marketplace. Through the TAP Program, VMware offers a way for partners to align their offerings to four VMware solution areas, develop and deliver joint solutions on the VMware platform, and promote their solutions to more than 500,000 VMware customers.



Data Center – Modernize data centers and deliver infrastructure and application services with speed and agility, and at a lower cost



Cloud Solutions – Deliver hybrid cloud infrastructure and create joint solutions in security/compliance, DevOps, data protection/backup, storage, and migration/costing



Modern Applications – Integrate and validate solutions which provide customers the ability to transform their current applications, manage their cloud native applications and leverage containers for their application development.

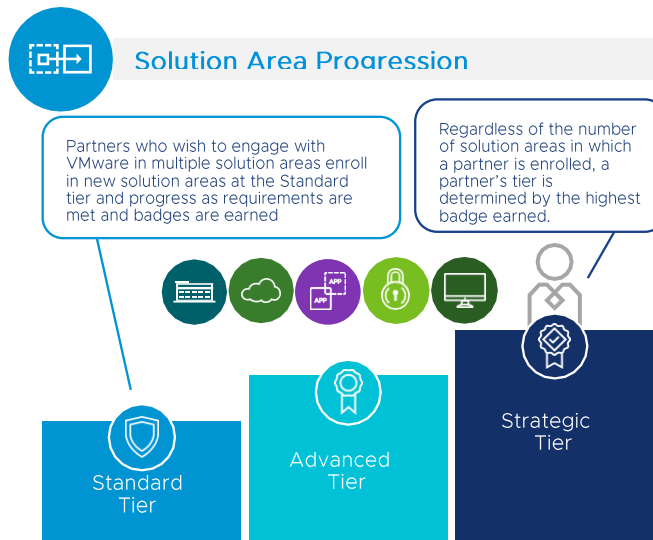
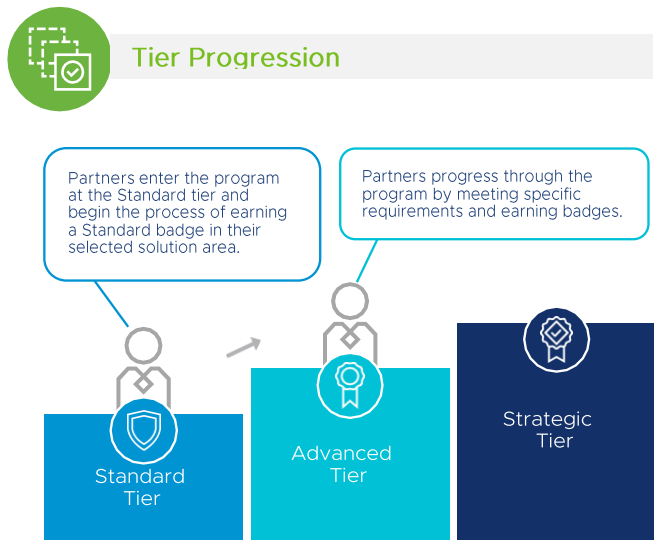


Networking and Security – Maximize visibility, context, and control to secure interactions between users, applications, and data



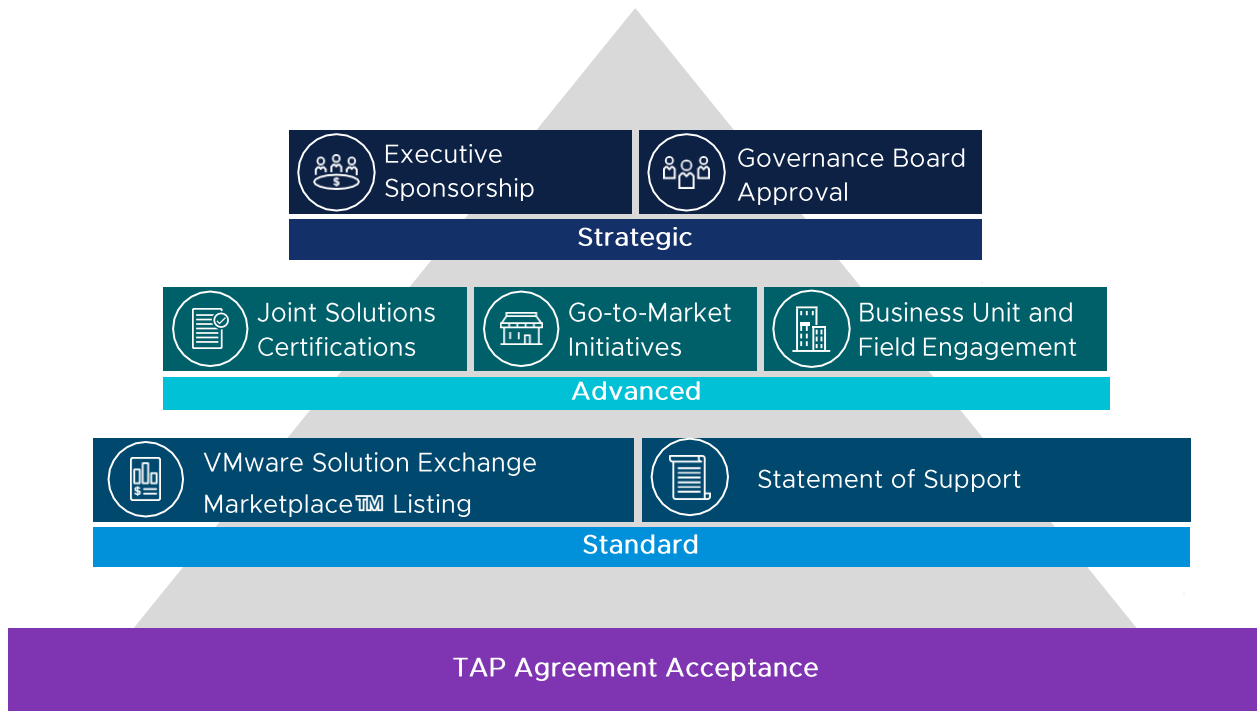
Digital Workspace – Work with VMware on end user computing solutions that provide customers with secure apps and data in a perimeter-free world

Program Progression



Program Requirements

Program requirements are based on the tier and solution area(s) in which a partner is engaged. See the TAP Program Guide for the full list of specific requirements for each solution area.



Program Benefits by Business Lifecycle Stage

TAP partner benefits are delivered at each stage of the business lifecycle.

LEARN



Training programs, communications, and resources to get up to speed on VMware products and services

BUILD



Software, services, and tools to integrate and test your products on VMware platforms and acquire certifications and validations

MARKET



World-class support for your solutions marketed on VMware platforms

SUPPORT



Joint go-to-market, VMware Solution Exchange, and VMware Ready logo to promote your partnership and solution to our shared customers

How to Enroll

- Go to www.vmware.com/partners and complete the Enrollment form. Partners are enrolled in the free Enrolled tier.
- Log in to VMware's Partner Central and apply for the TAP program.
- Select the Standard tier – annual membership is USD\$500 – in up to two solution areas.
- Read and accept the TAP Program Agreement.

If approved, your Primary Contact will be notified by the TAP team. Submit the membership payment and start the process of earning your first Standard tier solution area badge.

Enroll Today! Email the TAP team at tapalliance@vmware.com