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.

Program Tier Framework

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<th>STANDARD</th>
<th>ADVANCED</th>
<th>STRATEGIC</th>
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<tr>
<td>Get scalable resources for creating technical integrations and developing go-to-market capabilities</td>
<td>Engage with VMware to increase customer adoption of joint solutions in the market</td>
<td>Designed for partners who have demonstrated measurable market impact</td>
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Program Solution Areas

Partners earn badges in up to five solution areas: Data Center, Cloud Solutions, Modern Applications, Networking and Security and Digital Workspace. Partners engage with VMware based on these solution areas in order to better align services to partner integration areas.

- **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

**Tier Progression**

- Partners enter the program at the Standard tier and begin the process of earning a Standard badge in their selected solution area.
- Partners progress through the program by meeting specific requirements and earning badges.

**Solution Area Progression**

- Partners who wish to engage with VMware in multiple solution areas enroll in new solution areas at the Standard tier and progress as requirements are met and badges are earned.
- Regardless of the number of solution areas in which a partner is enrolled, a partner's tier is determined by the highest badge earned.

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.

### Strategic
- Executive Sponsorship
- Governance Board Approval

### Advanced
- Joint Solutions Certifications
- Go-to-Market Initiatives
- Business Unit and Field Engagement

### Standard
- VMware Solution Exchange Marketplace™ Listing
- Statement of Support

Program Benefits by Business Lifecycle Stage

- TAP Agreement Acceptance
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

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**How to Enroll**

- Go to [www.vmware.com/partners](http://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.

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