

VMware Technology Alliance Partner (TAP) Program Guide

Q2 FY2019

TABLE OF CONTENTS

01 | PROGRAM OVERVIEW

- Program Value
- Program at-a-Glance
- Program Solution Areas
- Program Tiers
- Program Enrollment
- Program Progression and Upgrades
- Program Renewals

02 | REQUIREMENTS

- General
- Learn
- Build
- Market
- Support

03 | BENEFITS

- Learn
- Build
- Market
- Support
- Add-on Services

04 | RESOURCES

- Partner Central
- Communication Vehicles
- Contacts
- Terms and Conditions

Program Overview	Requirements	Benefits	Resources
-------------------------	--------------	----------	-----------

PROGRAM OVERVIEW

Program Value
Program at-a- Glance
Program Solution Areas
Program Tiers
Program Enrollment
Program Progression and Upgrades
Program Renewals

By partnering with VMware, the global leader in virtualization and cloud infrastructure, partners are able to promote their solutions to 500,000+ customers worldwide. Teaming with VMware offers access to a broad range of learning, development, and marketing resources for technology partners to build and deploy solutions that can accelerate business results. Created exclusively for application, infrastructure and hardware vendors, the **Technology Alliance Partner (TAP) Program** offers these advantages:



ACCELERATE JOINT SOLUTION DEVELOPMENT AND SUPPORT

Take advantage of development assistance with software license bundles, toolkits, and developer support to help create and optimize joint solutions.



EXPAND MARKET AWARENESS

Build brand awareness through scalable go-to-market engagement with VMware.



INCREASE PARTNER SALES TO VMWARE CUSTOMERS

Leverage the VMware Solution Exchange Marketplace (VSX), enabling customer engagement with partners and the ability discover, evaluate, and rate partner solutions including virtual appliances and other partner-dependent agents or plug-ins. The VSX provides a self-service portal for publishing rich content compatible with VMware products.

The TAP Program enables partners to align with VMware based on areas of solution integration in order to receive tailored benefits to accelerate technical solutioning and go-to-market. The program is structured around two factors: **Solution Areas** and **Program Tiers**. TAP partners have the ability to progress with VMware through three program tiers: **Standard**, **Advanced**, and **Strategic**. To achieve any tier, a partner needs to meet technical, go-to-market, and sponsorship requirements in at least one of four Solution Areas:



Data Center



Public Cloud



Digital Workspace



Networking and Security

TAP partners can earn badges in each of these four solution areas and can progress in the program by achieving at least one badge in the next tier.

PROGRAM OVERVIEW

		Technology Partner Ecosystem Solution Areas			
		Data Center	Public Cloud	Digital Workspace	Networking and Security
Program Value	PARTNER GO-TO-MARKET ALIGNMENT WITH VMWARE				
Program at-a-Glance					
Program Solution Areas					
Program Tiers					
Program Enrollment					
Program Progression and Upgrades					
Program Renewals					
	Strategic Tier				
	Advanced Tier				
	Standard Tier				
		Data Center Standard Badge-In Process*	Public Cloud Standard Badge-In Process*	Digital Workspace Standard Badge-In Process*	Networking and Security Standard Badge-In Process*

*Partners at the Standard Badge-In Process status receive a set of benefits that may be used to complete the requirements needed to achieve a Standard Badge in the specific Solution Area in which they are enrolled. A partner has one year to earn a Standard Badge in a given Solution Area.

PROGRAM OVERVIEW

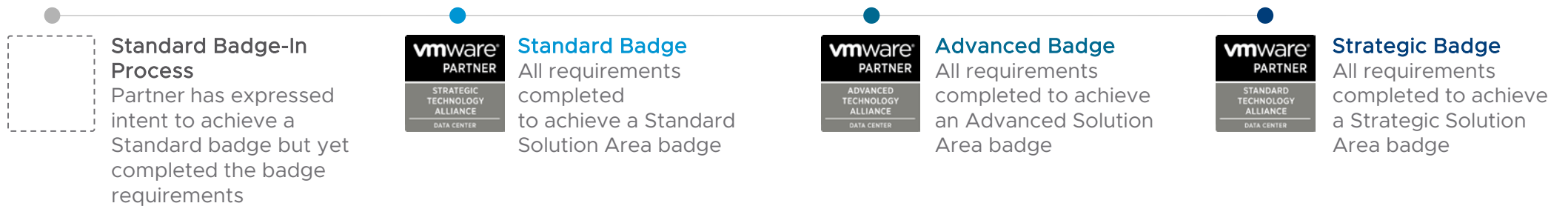
- Program Value
- Program at-a-Glance
- Program Solution Areas
- Program Tiers
- Program Enrollment
- Program Progression and Upgrades
- Program Renewals

In the TAP Program, partners select the Solution Area most closely aligned to the customer problem the joint solution is designed to solve. Products may fall in multiple Solution Areas. Qualified partners, as determined by VMware, are able to select and engage in these **Solution Areas**:

DATA CENTER	PUBLIC CLOUD	DIGITAL WORKSPACE	NETWORKING AND SECURITY
Partner solutions in this Solution Area integrate with VMware in order to enable IT organizations to modernize data centers and deliver IT infrastructure and application services with speed, agility, and cost optimization. Partners creating joint solutions or go-to-market that leverage NSX, vCenter, vRealize Suite, vSphere, and vSAN, and VMware NFV partners, would fit in the Data Center Solution Area.	Partners in this Solution Area have solutions that help customers deliver a hybrid cloud infrastructure. These solutions integrate with VMware to create joint solutions and go-to-market in security/ compliance, DevOps, data protection/backup, storage, and migration/costing. Partners wanting to validate their products on VMware Cloud on AWS would also fit in the Public Cloud Solution Area.	Partners in this Solution Area work with VMware on end user computing solutions that provide customers with secure apps and data in a perimeter-free world. Partners creating joint solutions or go-to-market that leverage App Volumes, Fusion, Horizon, Mirage, vRealize Suite, Workspace ONE (including AirWatch), and Workstation would fit in the Digital Workspace Solution Area.	Partners in this Solution Area help VMware transform networking and security with joint solutions that maximize visibility, context, and control to secure the interactions between users, applications, and data. Partners that leverage NSX, vRealize Suite, vSAN, vSphere, and Workspace ONE (including AirWatch) would fit in the Networking and Security Solution Area.

VMware reserves the right to reject applications to enroll in the TAP Program or to upgrade to Advanced/Strategic tiers if VMware determines that it and the partner’s mutual objectives are not well served by the Partner’s participation at any of the tiers or Solution Areas.

TAP partners can earn badges in the above-mentioned Solution Areas as shown on the chart on Page 4. Partners can enroll in no more than two (2) Solution Areas at program enrollment. Upon earning a Standard badge in any Solution Area, a partner may then apply to any additional Solution Area(s) in which they wish to engage on joint solutions development or go-to-market. Benefits and requirements are specific to each Solution Area to better align services to Partner integration areas. **Each Solution Area has the below tiers:**



PROGRAM OVERVIEW

Program
Value

The VMware TAP Program has three partnership tiers: **Standard, Advanced and Strategic**. The program is based on progression starting at the Standard tier with the opportunity to progress into Advanced and then Strategic tiers based on deeper solutions development, go-to-market engagement and VMware Business Unit and Field alignment.

Program
at-a-Glance



STANDARD-IN PROCESS

STANDARD

ADVANCED

STRATEGIC

Program
Solution Areas

Program
Tiers

Standard partners who have not yet earned a Standard Badge will be considered **Standard Badge-In Process** and will receive a set of benefits, such as NFR licenses, technical support packs, and certification course discounts, which may be used to complete the requirements needed to achieve a Standard Badge in the specific Solution Area in which they are enrolled.

The **Standard Tier** is VMware's commitment to maintain an open and collaborative partner ecosystem for technology partners. This tier provides technology partners resources to create technical integrations and develop go-to-market solutions through scalable services.

The **Advanced Tier** represents VMware's engagement with technology partners that have aligned their technical and go-to-market strategies to focus on increasing customer adoption of joint solutions in the market. Advanced tier is only available to those partners who have met all of the criteria for at least one Advanced Solution Area badge, including business unit sponsorship and field verification.

Strategic Tier partners have developed and co-invested in deep technical integrations and go-to-market engagement with VMware to create measurable market impact. Strategic tier requires VMware Business Unit sponsorship, Field verification, and Technology Partner Governance Board approval. A Strategic tier partner must have achieved at least one Strategic Solution Area badge.

Program
Enrollment

Program
Progression
and Upgrades

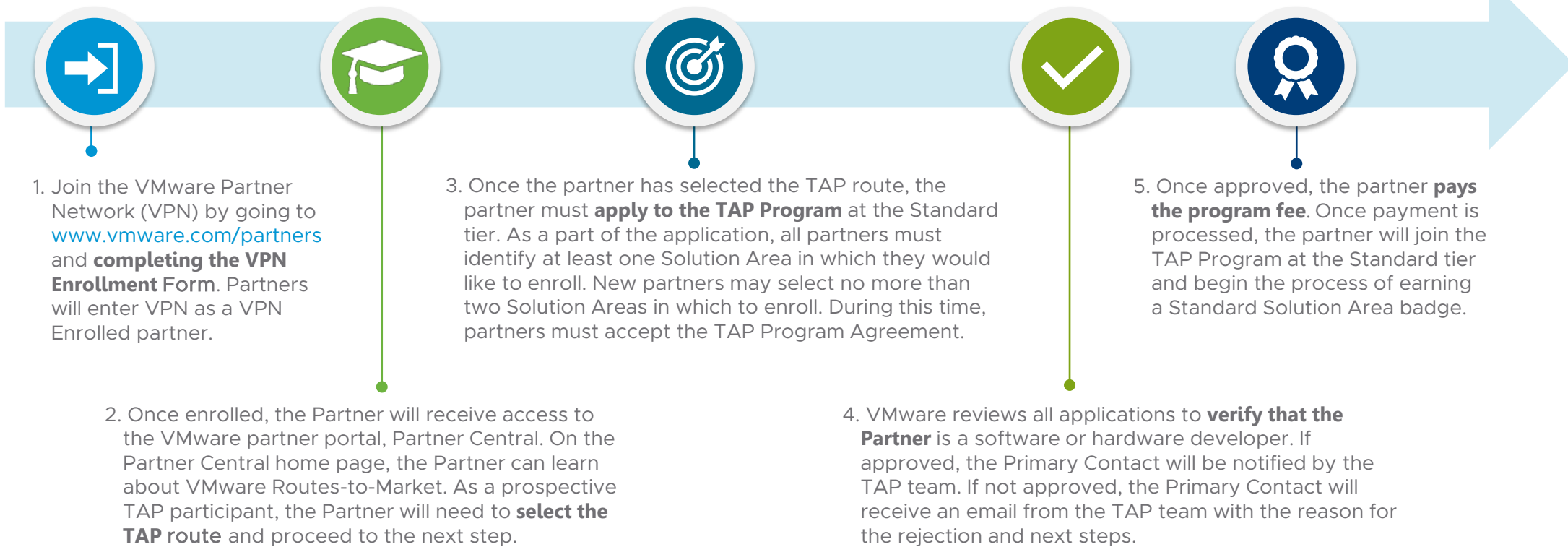
Program
Renewals

A partner has one year to earn a Standard badge in a given Solution Area, otherwise the partner will be moved to the VPN Enrolled tier and will need to reapply to the TAP Program, resubmit the TAP application, and pay the TAP Program fee in order to return to the Standard tier.

PROGRAM OVERVIEW

- Program Value
- Program at-a-Glance
- Program Solution Areas
- Program Tiers
- Program Enrollment
- Program Progression and Upgrades
- Program Renewals

ENROLLMENT PROCESS FLOW



IMPORTANT:

If fees are not paid, partners will not have access to the TAP Program. Conditions and requirements need to be met within a year after enrollment otherwise the Partner's TAP Agreement will be terminated. VMware reserves the right to reject an application to enroll at the Standard tier, or any Solution Area within the Standard tier, if VMware determines that it and the Partner's mutual objectives would not be well served by the Partner's participation in the TAP Program.

PROGRAM OVERVIEW

Program
Value

Program
at-a-Glance

Program
Solution Areas

Program
Tiers

Program
Enrollment

Program
Progression
and Upgrades

Program
Renewals

BADGES AT DIFFERENT TIERS OF THE PROGRAM

Although a partner who has earned an Advanced badge is a member of the TAP Program at the Advanced tier, and a Partner who has earned a Strategic badge is a member of the TAP Program at the Strategic tier, a Partner choosing to enroll in an additional Solution Area begins the process by earning their Standard badge in that area. For example, an Advanced tier partner holding an Advanced Networking and Security badge and subsequently choosing to enroll in the Public Cloud Solution Area will have to first achieve the Standard Public Cloud badge before moving on to achieve the Advanced Public Cloud badge.

PARTNER PROGRESSION



A partner's TAP Program tier is determined solely by the **highest badge held**. For example, if a Partner is enrolled in the Data Center Solution Area, achieves the Standard badge, then goes on to earn the Advanced badge, the partner will then be considered Advanced tier and at that time, will be asked to pay the Standard-to-Advanced upgrade fee.

PARTNER UPGRADES



Once all **requirements are met for at least one Solution Area** badge at the next highest level, the partner will have the opportunity to upgrade TAP membership. To complete this process, the partner should log into Partner Central and accept progression. The partner will then be redirected to the [My Program](#) page, displaying the upgrade payment link. Once the upgrade fee is received, upgraded membership will be effective.

IMPORTANT:

After the updated TAP Program launch on July 6, 2018, all TAP partners will be required to accept a new program agreement on their upcoming renewal date. The new click-through agreement will be available for viewing from the My Program page on Partner Central on August 1, 2018. Partners will be able to log in and accept the new agreement on their program renewal date and must accept the updated agreement within 45 days of that date or be moved to VPN Enrolled. At this point, the partner will need to reapply to the TAP Program to continue. Partners will not be able to pay their program fee until they have accepted the TAP Agreement.

Program Overview	Requirements	Benefits	Resources
------------------	--------------	----------	-----------

PROGRAM OVERVIEW

Program Value
Program at-a-Glance
Program Solution Areas
Program Tiers
Program Enrollment
Program Progression and Upgrades
Program Renewals

A partner’s renewal date can be found on the [My Program](#) page in Partner Central. The Primary Contact on the account will receive renewal notifications 90, 60, and 30 days prior to the renewal. If the partner has not met the requirements to renew at their current program tier prior to the renewal date, the payment link will not be available and the partner will be relevelled to the next lowest tier.

	STANDARD TIER	ADVANCED TIER	STRATEGIC TIER
Requirements	If the partner has not met the requirements to either earn or retain at least one Standard badge, the payment link will not be available on the renewal date and the partner will be relevelled down to VPN Enrolled and will need to reapply for the TAP Program to continue.	If a partner has not met the requirements to retain at least one Advanced badge, the partner will be relevelled on their renewal date to the Standard tier as long as requirements have been met for that tier. The partner will then have 45 days to remit the Standard tier payment. If it is not received within 45 days, the partner will relevel down to VPN Enrolled and will need to reapply for the TAP Program should the Partner wish to continue.	If a partner has not met the requirements to retain at least one Strategic badge, the Partner will be relevelled to the Advanced tier, provided the Partner has met the requirements for that tier. The partner will then have 45 days to remit the Advanced tier payment. If payment is not received within 45 days, the partner will be relevelled to the Standard tier and will have 15 days to remit the Standard tier payment. If Standard tier payment is not received within the next 15 days, the partner will relevel down to VPN Enrolled and will need to reapply for the TAP Program to continue.
Multiple Solutions	If the partner is enrolled in multiple Solution Areas and has not met requirements for at least one of their Solution Area badges, on the renewal date the partner will be unenrolled from any Solution Area for which they have not met the requirements. To continue, the partner must re-enroll by going to the Partner Central Programs Forms page and click on the “Enroll in a New Solution Area” link The partner will then have until the next renewal date to earn that Solution Area badge. As long as the partner has met the requirements for at least one Standard Solution Area badge at the time, the partner will not relevel to VPN Enrolled.	If the partner is enrolled in multiple Solution Areas and has not met requirements for at least one of their Solution Area badges, on their renewal date the partner will no longer have access the Solution Area badge or badges and associated benefits. As long as the partner has met requirements for at least one Advanced Solution Area badge at the time, the partner will not relevel down to a lower tier.	If the partner is enrolled in multiple Solution Areas and has not met requirements for at least one of their Solution Area badges, on their renewal date the partner will no longer have access that Solution Area badge or badges and associated benefits. To continue, the partner will need to meet the requirements to re-achieve that badge. As long as the partner has met the requirements for at least one Strategic Solution Area badge at the time, the Partner will not relevel down to a lower tier.
Payment	Payments not received 45 days after the renewal date will result in the partner moving to VPN Enrolled and needing to reapply for the TAP Program to continue.	If all of the Advanced tier requirements are met, but payment is not received within 45 days of a partner’s renewal date, the partner will relevel down Standard tier and given 15 more days to remit the Standard tier payment. If payment is not received within 15 days of being relevelled, the partner will be relevel down to VPN Enrolled and will need to reapply for the TAP Program.	If all of the Strategic tier requirements are met but payment is not received by 45 days of a partner’s renewal date, the partner will relevel down to Advanced tier and given 30 more days to remit Advanced tier payment. If the partner has not paid the Advanced fee within 30 days of being relevelled, the partner will be relevelled down further to Standard tier and will have 15 days to remit the Standard payment. If payment is not received within 15 days, the partner will relevel down VPN Enrolled and will need to reapply to the TAP Program.

REQUIREMENTS

General
Learn
Build
Market
Support

The TAP Program requirements vary by program tier and Solution Area(s) in which the partner is engaged. These requirements are broken into Learn, Build, Market, and Support.

Requirements

		Technology Partner Solution Areas											
		Data Center			Public Cloud			Digital Workspace			Networking and Security		
	Program Tier	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic
Completed Solution Area Questionnaire		•	•	•	•	•	•	•	•	•	•	•	•
Signed TAP Program Agreement		•	•	•	•	•	•	•	•	•	•	•	•
Annual Program Fee (USD) ¹		\$500	\$4,500	\$30,000	\$500	\$4,500	\$30,000	\$500	\$4,500	\$30,000	\$500	\$4,500	\$30,000
Designated Primary Contact ²		•	•	•	•	•	•	•	•	•	•	•	•
Designated Primary Technical Contact ³		•	•	•	•	•	•	•	•	•	•	•	•
Designated Solution Area Technical Contact ⁴		•	•	•	•	•	•	•	•	•	•	•	•

¹ Nonpayment of **TAP program fees** within 45 days of a partner’s renewal date will result in termination of the partner’s TAP Agreement. Any partner terminated from the TAP Program and wanting to be reinstated must reapply, accept a new TAP Program Agreement, be accepted into the program, and pay the program fee. Partners progressing in tier between renewal dates must pay the upgrade fee upon progression and will pay the new tier fee upon their next program renewal date.

² The **Primary Contact** must be an authorized legal representative of the company and will have access to all appropriate TAP benefits after the application is approved and fees are paid. This person submits the TAP Program Application, receives all VMware TAP communications, and also manages the company information, contacts, and partnership tier. The Primary Contact may also request NFR licenses, designate a license administrator, and grant other users the ability to request NFR licenses.

³ The **Primary Technical Contact** will receive support allocations and act as the point of contact for all support-related inquiries between VMware and the partner.

⁴ The **Solution Area Technical Contact** is a single individual for each Solution Area in which the partner enrolls, who will work closely with VMware to develop and integrate technical solutions and to meet requirements necessary to earn a badge in that Solution Area.



Program Overview	Requirements	Benefits	Resources
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REQUIREMENTS

General
Learn
Build
Market
Support

An important element of the TAP Program is knowledge transfer through education and training. Product knowledge is a key factor in enabling partners to build, market, and support joint partner and VMware solutions.

VMware products evolve rapidly, and it is important that our partners retain skills that allow VMware and the partner to effectively communicate the latest technology advancements. For Solution Areas in which a partner is required to have one or more certified professionals on staff, those individuals must have completed a certification within the last two years to maintain a badge in that Solution Area. For certifications that apply to multiple solutions areas (ex. VCP6.5-DCV for Data Center and Networking and Security), a single certified person can count toward meeting the applicable Solution Area requirements.

Specific certification and training requirements for each Solution Area are below. Not all Solution Areas have an education or certification requirement, and the requirements differ by tier.

Requirements	Program Tier	Technology Partner Solution Areas											
		Data Center			Public Cloud			Digital Workspace			Networking and Security		
		Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic
VMware Partner Technical Enablement Training (VCP achievement at a minimum)													
Certifications that apply to solution area requirements:													
CP6.5-DCV, VCP6-DCV, VCAP6.5-DCV Design, VCAP6-DCV Design, VCAP6-DCV Deploy, VCDX6-DCV		•	•	•							•	•	•
VCP6-NV, VCAP6-NV Deploy, VCDX6-NV, VCDX-NV		•	•	•							•	•	•
VCP7-CMA, VCP6-CMA, VCAP7-CMA Design, VCAP6-CMA Design, VCAP6-CMA Deploy, VCDX7-CMA		•	•	•									
VCP7-DTM, VCP6-DTM, VCAP7-DTM Design, VCAP6-DTM Design, VCAP6-DTM Deploy, VCDX-DTM									•	•	•	•	•



Program Overview	Requirements	Benefits	Resources
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REQUIREMENTS

General
Learn
Build
Market
Support

VMware Ready designates VMware's highest level of endorsement for products created by our established partners. TAP partners can develop their products to meet VMware standards and submit them for test and review. The VMware Ready certification tests are specifically designed for each category to ensure customer confidence.

Products that meet VMware Ready requirements will display the VMware Ready logo. These products are jointly supported by both the partner and VMware.

Some VMware Ready certifications require certain technical or sales staff to complete certification. These requirements are described in the [VMware Ready Program Guide](#) and additional information can be found on [VMware {code}](#).

Requirements	Program Tier	Technology Partner Solution Areas											
		Data Center			Public Cloud			Digital Workspace			Networking and Security		
		Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic
VMware Ready Certification or Integration Equivalent* in the Applicable Solution Area			1	1		1	1		1	1		1	1

Kept at N-1 or better VMware product version

* Partner validation of solutions on VMware Cloud on AWS is an example of an integration equivalent.

REQUIREMENTS

- General
- Learn
- Build
- Market
- Support

The VMware Ready and certification programs meeting Advanced and Strategic Solution Area badge requirements are below. For questions or more information, contact tapalliance@vmware.com.

DATA CENTER

VMware Ready Program	Certification Program
VMware Partner Application Software Integration Program	VMware Partner Application Software Integration Program
VMware Ready for Management & Orchestration	vRealize Automation Blueprints vRealize Orchestrator Plug-Ins vRealize Operations Management Packs
VMware Ready for vSAN	vSphere Client/vSphere Web Client Plug-in
VMware Ready for Platform & Compute	VMware Ready for vSAN
VMware Ready for Network Functions Virtualization	Common Information Model I/O Vendor Program Key Management Server Server Certification
VMware Ready for Networking & Security	Virtual Shared Graphics Acceleration Key Management Server Server Certification
VMware Ready for Storage	VMware Ready for Network Functions Virtualization
No VMware Ready Logo Provided	VMware Ready for Networking & Security
	Pluggable Storage Architecture Site Recovery Manager Storage Hardware Certifications for vSphere
	Storage Virtual Appliance Virtual Volume vSphere APIs for I/O Filtering vSphere APIs for Storage Awareness
	vStorage APIs for Array Integration
	vSAN Ready Node

PUBLIC CLOUD

VMware Ready Program	Certification Program
VMware Ready for vSAN (VMware Cloud on AWS Enablement for Backup Partners)	VMware Ready for vSAN (VMware Cloud on AWS Enablement for Backup Partners)
No VMware Ready Logo Provided	VMware Cloud on AWS Validation

DIGITAL WORKSPACE

VMware Ready Program	Certification Program
VMware Ready for End User Computing	Horizon Thin Client Horizon Turnkey Appliance Program Proven Storage
No VMware Ready Logo Provided	View Composer Array Integration Virtual Volumes for Horizon

NETWORKING AND SECURITY

VMware Ready Program	Certification Program
VMware Ready for Networking and Security	VMware Ready for Networking and Security



Program Overview	Requirements	Benefits	Resources
------------------	---------------------	----------	-----------

REQUIREMENTS

	Requirements	Technology Partner Solution Areas													
		Program Tier	Data Center			Public Cloud			Digital Workspace			Networking and Security			
			Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	
General															
Learn															
Build	Publish a Support Statement (Software Vendors Only) ⁵	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Market	VSX Marketplace Listing ⁶ (Refreshed every 6 months)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Customer Win (All Partners) or Design Win (Embedded OEM partners only) ⁷		1	2		1	2		1	2		1	2		
Support	Published Joint Solution Brief ⁸ (Refreshed every 2 years)		1	2		1	2		1	2		1	2		
	Partner-Published Press Release ⁹ (Refreshed every 2 years)		1	1		1	1		1	1		1	1		
	Sponsor a VMware or related Event (VMworld, VMUG, vForum, Regional Event, etc.) ¹⁰ (Every 12 months)		•	•		•	•		•	•		•	•		
	Completed Webinar or Whitepaper ¹¹ (Every 12 months)		1	2		1	2		1	2		1	2		

⁵ TAP partners that are software vendors must post a public **support statement**, which states that the partner fully supports their application in a VMware environment, as well as on a physical platform. This statement must be sent to VMware within the first 12 months of partnership and be communicated to customers in the same way that the partner customarily communicates support for other products. Partners can submit a support statement either by using the following [form](#) or by publishing on the VSX.

REQUIREMENTS (Continued)

General

⁶ The [VMware Solution Exchange Marketplace \(VSX\)](#) is an end-to-end marketplace for VMware partners and developers to showcase joint VMware solutions, including virtual appliances, vApps, and plug-ins for VMware products. TAP Standard, Advanced, and Strategic partners must post **at least one solution listing on the VSX** during the first 12 months of partnership. Solution listings on the VSX require a clearly defined joint value proposition between the Partner and VMware, a product image, and an up-to-date “try” URL link leading to an evaluation or demonstration of the solution.

Learn

In addition, solution listings must be updated every 6 months. If a partner is not eligible to publish on the VSX, then this requirement may be waived. New TAP partners who have not yet earned a Standard badge have one year after joining the TAP Program to post a VSX listing. When partners join the TAP Program, an email is sent to the identified Primary Contact with information about registering on the VSX.

Build

⁷ Identification of joint customer success is an important part of a partner’s journey with VMware. **Customer wins** tell the story and success of a VMware/partner customer deployment and are non-public, VMware internally-facing documents. To submit a customer win, the partner should access and fill out the [customer win form](#), which can also be found in the My Programs page in Partner Central. VMware will review and respond to the partner with approval or requests for additional information or edits.

Market

Design wins are bundled solutions that combines an ISV application solution deployed across a single or multiple virtual machines running on VMware’s vSphere platform. Depending on the requirements for availability, security, accessibility, or management, additional VMware products can also be added. Design wins are applicable only to TAP partners who are also participating in an Embedded OEM arrangement with VMware.

Support

⁸ **Partner-published press releases** are used to announce and help promote engagement with VMware. VMware provides the resources and process to enable partners to publish VMware-related releases. To learn more about the process for requesting a press release, visit the [Market Benefits](#) section. Advanced and Strategic tier partners in all Solution Areas must complete one solution-focused, partner-published press release. This includes VMware Ready and VMware Cloud on AWS validation announcements. The press release must be refreshed and reposted every two years. Partners who do not utilize press releases can request to publish the release on their blog by contacting tapcollateral@vmware.com.

⁹ A **Solution Brief** is a two-page document that describes how a partner’s VMware Ready or VMware Cloud on AWS product or solution works with a VMware product. To learn more about the process for requesting solution brief support, visit the [Market Benefits](#) section. Advanced tier partners in all Solution Areas must complete one published VMware Ready or VMware Cloud on AWS validated solution brief and Strategic tier partners must complete two. The brief must be posted on both the partner’s site and their VSX listing and must be refreshed and reposted every two years.

¹⁰ **Sponsoring a VMware event** enables TAP partners to demonstrate the value of our joint partnership to customers, partners, and VMware employees. Advanced or Strategic tier Partners in any Solution Area must sponsor a VMware or related event within the 12-month period. Events that meet this requirement include VMworld, vForums, VMUGs, and regional events. For additional information or questions about qualifying events, contact tapalliance@vmware.com.

¹¹ TAP Advanced tier partners are required to complete one **webinar or whitepaper** annually for each Advanced Solution Area badge. TAP Strategic tier partners are required to complete two webinars or whitepapers annually for each Strategic Solution Area badge. Webinars or whitepapers that address multiple Solution Areas can count for each relevant Solution Area badge requirement. Both partner-hosted and VMUG webinars can count toward the webinar requirement. To learn more about the requirements and process for requesting a TAP supported webinar or whitepaper, visit the [Market Benefits](#) section.



Program Overview	Requirements	Benefits	Resources
------------------	---------------------	----------	-----------

REQUIREMENTS

General
Learn
Build
Market
Support

Requirements	Program Tier	Technology Partner Solution Areas												
		Data Center			Public Cloud			Digital Workspace			Networking and Security			
		Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	Standard	Advanced	Strategic	
Active TSANet Membership for Joint Support ¹²		VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	VMware Ready Products	
VMware BU Sponsor ¹³			Director Level +	VP Level +			Director Level +			Director Level +	VP Level +		Director Level +	VP Level +
Executive/C-Level Sponsor/C-tier Sponsor and VMware Governance Board approval ¹⁴				●			●			●			●	
VMware Field/GEO Verification ¹⁵			Director Level +	VP Level +			Director Level +			Director Level +	VP Level +		Director Level +	VP Level +

¹² The **VMware Support Partner Ecosystem (TSANet)** provides TAP partners the ability to collaborate on multi-vendor support issues more efficiently. When a customer buys support and products individually from both VMware and a Partner, the ecosystem provides and obligates both VMware and the Partner to work with each other on support issues. The program is implemented via the Technical Support Alliance Network (TSANet), which provides TAP partners with the legal relationship documents for providing support. These documents bind both VMware and the Partner into a support relationship where each is obligated to work together on behalf of the common customer. TSANet membership is only required for and available to partners that have achieved a VMware Ready or otherwise applicable certification.

REQUIREMENTS (Continued)

General

Learn

Build

Market

Support

¹² (Continued) The partner will give VMware (via TSANet) process instructions if the Partner's customer is calling VMware and VMware's customer support engineers need to collaborate with the partner. These instructions should include:

- Information required by the partner to verify a common customer (customer entitlement)
- A support process that VMware should follow to contact and collaborate with the Partner
- A method available to VMware if the support call needs escalation

This process document is sent into a common portal (TSANet database). Once the partner has completed the process, they will receive an encrypted URL with the link to VMware's support and escalation process. The partner's process is then stored in the TSANet database and can be accessed by VMware. The system will also automatically generate an email requesting all parties review and update these records every 90 days. Support signup is available via the [custom portal](#).

¹³ A **Business Unit (BU) sponsor** is an individual within one of VMware's product groups who supports and drives the partnership with a TAP member by:

- Supporting, reviewing, and approving joint solutions go-to-market, including solution briefs, technical collateral, and webinars
- Supporting partner-driven press releases with VMware executive quotes
- Providing a Product Marketing Manager-level resource to support and deliver on solutions webinars
- Providing and including the Partner in NDA Roadmap sessions
- Participating in annual technical review sessions with the partner on opportunities for further technical alignment (Strategic partners only)

VMware is not responsible for finding a BU sponsor for any partner. BU sponsorship happens organically when a strong technology and go-to-market synergy exists between a Partner and VMware sponsors. Partners whose webinars or technical collateral have been supported by a business unit are in a good position to identify their prospective business unit sponsor. A BU sponsor for an Advanced tier partner must be Director or higher within VMware and a BU sponsor for a Partner at the Strategic tier must be Vice President or higher within VMware.

¹⁴ Each Strategic tier partner will require a VMware **Executive Sponsor** (Vice President or higher) to verify their partnership and engagement, including validating that the partnership can drive strategic opportunities for both organizations. Executive verification is only completed after all other Strategic tier badge requirements are met in preparation for VMware Technology Partner Governance board approval. The **VMware Technology Partner Governance Board** is comprised of executive leadership across the company including: Business Unit, Field, Marketing, Alliances, and Research and Development functions. The board meets twice a year to review current and requested promotions of VMware Strategic technology partners; approval is the last step in achieving and maintaining a Strategic Solution Area badge.

¹⁵ **Field verification** means that an individual within the VMware field organization will verify and confirm the Partner's solutions' alignment with the VMware field or channel partner ecosystem in developing new business and/or driving deal closure. Technology partners benefit from VMware field verification through alignment and potential engagement with VMware on potential joint customer opportunities. Each Advanced tier Solution Area badge requires field verification by a VMware employee at the Director-level or higher. Each Strategic tier Solution Area badge requires field verification by a VMware Vice President or higher; field contacts for all tiers can be regionally based. Field verification is the last step in achieving and maintaining an Advanced Solution Area badge and the next-to-last step in achieving and maintaining a Strategic Solution Area badge.

BENEFITS

- Learn
- Build
- Market
- Support
- Add-On Services

Partners gain access to product and program updates through TAP communication vehicles such as newsletters/news updates, informative webinars, product roadmap sessions, and VMware’s Partner Central. TAP partners also have access to education, training, and certification resources to support technical and go-to-market efforts with VMware.

	Standard Tier-In Process	Standard Tier	Advanced Tier	Strategic Tier
Partner Central Portal Access	●	●	●	●
Partner University Access	●	●	●	●
Quarterly Webinar on TAP Benefits	●	●	●	●
Monthly TAP Newsletter and Newsflashes	●	●	●	●
Technology Partner NDA Roadmap Sessions* (Invitation only) ¹⁶		●	●	●
20% Training Discount on VMware Certification Courses* (VCP or VCAP) ¹⁷	●	●	●	●
Invitation to VMware Annual Technology Partner Event ¹⁸				●

* Subject to approval by VMware

¹⁶ These invitation-only **NDA roadmap sessions** prepare partners for future development cycles, to guide the Partner in better planning and assist with kick-starting visionary projects.

¹⁷ All TAP partners are eligible for a 20% discount on **certification courses** offered through VMware via Partner University. Partners should inquire about training discounts required prior to registration; courses taught by VMware Authorized Training Partners do not qualify for the 20% discount.

¹⁸ In order to drive deeper technical integrations and increased go-to-market engagement with top partners, VMware will host an annual ,invite-only **Technology Partner Event** for Strategic tier partners. The event may include NDA Roadmap presentations, strategy and vision presentations from VMware executives, go-to-market planning sessions, and more, and will be delivered at no cost to attending partners.

BENEFITS

- Learn
- Build
- Market
- Support
- Add-On Services

TAP partners receive access to development tools such as NFR licenses, APIs, SDKs, toolkits, and product and development support, allowing partners to test, integrate, and develop solutions with the global leader in virtualization.

	Standard Tier-In Process	Standard Tier	Advanced Tier	Strategic Tier
Public APIs access via SDKs and Toolkits ¹⁹	●	●	●	●
NFR Software and Service Licenses ^{*20}	●	●	●	●
VMware Cloud on AWS Sandbox Validation Environment for Product Testing ^{*21}	●	●	●	●
Beta Program Eligibility ^{*22}		●	●	●
Access to Certification Programs ^{*23}	●	●	●	●
Discounted Pricing for a Development VMC on AWS Instance*	●	●	●	●

* Subject to approval by VMware

¹⁹ VMware provides **Software Development Kits with published APIs** for TAP partners to integrate their products with VMware. These tools are available at [VMware {code}](#), an online portal for developers and technology partners seeking to develop, certify, and distribute their solutions. The portal provides access to APIs, SDKs, samples, guides, and developer forums; additionally, VMware {code}'s growing Slack community allows partners to make connections with more than 5,000 experts and peers.

BENEFITS (Continued)

Learn

Build

Market

Support

Add-On
Services

²⁰ All NFR software and hosted services provided through the TAP Program are considered **not for resale (NFR) licenses**. These include software licenses as well as Workspace (including AirWatch) and VMware Cloud on AWS service access. NFR licenses are offered for promoting mutually beneficial outcomes for both the partner and VMware. Acceptable uses of NFR licenses include demonstrating, developing, testing, internal training, and supporting interoperability and integrations between partner products and VMware software and hosted services. All TAP partners are subject to audit of their NFR licenses. Details about free and discounted NFR licenses, including instructions on how to access the new On-Demand NFR Partner Portal, are available on the [TAP NFR Software and Hosted Services Guide](#).

²¹ Leveraging **VMware Cloud on AWS** enables TAP partners to extend applications certified and running on vSphere into the world's largest hybrid cloud environment. Any TAP partner can apply to test their application/infrastructure component on VMware Cloud on AWS via one of two ways: .

- Partners can leverage a no-charge environment through our Real VMC (single host) capabilities or
- Partners can purchase a dedicated development VMware Cloud on AWS instance. Dedicated development instances of VMware Cloud on AWS are available to TAP partners at a discounted rate.

For more information, visit [Partner Central](#) or contact vmcisv@vmware.com.

²² VMware runs multiple **beta programs** spanning across the cloud infrastructure to help partners test next-generation features, add technical skills, and understand the direction of the virtualization industry. These programs also allow partners to prototype a solution and be ready for deployment when VMware products reach General Availability. In return, VMware gains partner feedback on our products. Partners who qualify and are interested in testing our software and giving feedback are invited by the VMware Product team to participate. Partners who have completed the VMware Ready certification for that product are given priority. Not all VMware products offer beta programs for which technology partners are eligible; most available beta programs fall within the Data Center Solution Area. An additional agreement is required to receive beta software or access to a beta service.

²³ Partners completing the **VMware Ready certification** process gain access to exclusive marketing and co-branding resources and can apply the VMware Ready logo to their hardware or software products as proof of certification by VMware. See [VMware Ready Certification Requirements](#) for more information on the different certification programs.

BENEFITS

- Learn
- Build
- Market
- Support
- Add-On Services

After building an integrated solution, Partners can promote and take their solutions to market using TAP benefits. This includes driving awareness with TAP-branded press releases, solution briefs, joint webinars, joint whitepapers, and more, based on VMware approval.

	Standard Tier-In Process	Standard Tier	Advanced Tier	Strategic Tier
TAP Program Partnership Logo ²⁴	●	●	●	●
Custom VMware Executive Quote for Partner-Driven Press Release ^{*25}			●	●
TAP Program Press Release Template ^{*25}		●	●	●
VMware Ready Press Release Template*		●	●	●
VMware Cloud on AWS Validation Press Release Template*		●	●	●
Joint Solution Brief ^{f*26}		●	●	●
Webinar Support ^{*27}		●	●	●
Whitepaper Support ^{*28}		●	●	●

* Subject to approval by VMware

²⁴ TAP partners may use the **VMware TAP logo** on web sites, marketing documents, sales documents, slide presentations, and other collateral. TAP partners will be provided with a logo for program tier and for each Solution Area badge achieved. Partners must follow the [VMware Trademark and Logo guidelines](#) when displaying the VMware TAP Program logo or Solution Area badges. Failing to do so may result in termination of TAP Program enrollment. To access TAP logos, visit the [Partner Badges page](#) on Partner Central.

BENEFITS (Continued)

Learn

Build

Market

Support

Add-On
Services

²⁵ **Partner-published press releases** announce and help promote engagement with VMware. VMware provides the templates and process to enable partners to publish VMware-related releases. TAP partners are able to leverage PR templates (available on Partner Central) to announce:

- Joining the TAP Program
- Certification of product as VMware Ready
- VMware Cloud on AWS validation
- Program progression from Standard to Advanced tier

Templates are for TAP partners to utilize in their own PR announcements; VMware does not announce news directly or on behalf of the partner. Advanced and Strategic tier TAP partners can also request a supporting quote for a custom partner press release related to a product or solution that works with VMware products. Applications for custom press releases should be sent to tapcollateral@vmware.com.

PR templates can be found on [Partner Central](#), and once complete should be sent to tapcollateral@vmware.com for review. Any press release mentioning VMware must receive final approval prior to release; VMware reserves the right to reject press release support. TAP partners who do not follow the press guidelines are subject to termination of their TAP Program enrollment.

²⁶ A **solution brief** is a two-page document that describes how a partner's VMware Ready or VMware Cloud on AWS validated product or solution works with a VMware product. Partners may use a solution brief as a marketing aid for their certified or validated product or solution. A partner may request solution brief support by completing a solution brief request form for a [VMware Ready solution](#) or [VMware Cloud on AWS solution](#). VMware will review this request and, if approved, will provide the template and process for completing the solution brief. Once completed, solution briefs can be published by the Partner and posted on their VSX listing. For a subject area not covered by the existing template, partners may request VMware support on a custom solution brief. Partners can submit a [request form](#) to review a solution brief for a non-VMware Ready certified or VMware Cloud on AWS validated product or solution. The request form review process will take up to 30 days for VMware to review once the request form has been completed and submitted, as requests are reviewed monthly. All solution briefs are subject to Business Unit approval and VMware reserves the right to reject requests for solution brief support.

²⁷ VMware supports TAP partners in the development and presentation of **customer-facing webinars**. In this partner-hosted webinar, the partner, with a designated VMware speaker, will discuss the integrated solution and target either a technical or sales audience. Partners at all tiers and in all Solution Areas are eligible to apply for VMware webinar support. Partners must have completed the solution brief benefit in order to apply to for VMware webinar support. Partners interested in this benefit must get VMware approval. To submit, completely fill out the following [request form](#). VMware will review the request in 30 days and, if approved, will follow up with the Partner with next steps. VMware reserves the right to reject requests for webinar support.

²⁸ VMware supports publication of a co-branded whitepaper on partner's integrated product or solution. The whitepaper is a 20-page or shorter technical document that assists customers with installing or configuring the Partner's VMware Ready or VMware Cloud on AWS validated product or solution with a VMware product or solution. Partners must have completed the webinar benefit in order to apply to for VMware whitepaper support. Partners interested in this benefit need to submit and have their [request form](#) approved by VMware. VMware will review the request in 30 days and, if approved, will follow up with the whitepaper template and next steps. VMware reserves the right to reject requests for whitepaper support.

Program Overview	Requirements	Benefits	Resources
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BENEFITS

	Standard Tier-In Process	Standard Tier	Advanced Tier	Strategic Tier
Learn			●	●
Build			●	●
Market				●
			●	●
Support				●
Add-On Services		●	●	●
		●	●	●
			●	●
				●

* Subject to approval by VMware

29 **vmLIVEs** are daily webinars presented to the VMware Partner Network. Partners apply to participate in a vmLIVE by filling out the following [request form](#) with the proposed topic and value the vmLIVE would bring to the partner community. Applications are reviewed and approved as vmLIVE slots become available. If approved, the TAP team will reach out to the Partner with next steps. TAP Advanced and Strategic partners with completed BU sponsorship and field verification are eligible to apply for participation in one vmLIVE annually.

BENEFITS (Continued)

Learn

Build

Market

Support

Add-On
Services

³⁰ VMware **offers social media promotion** of joint TAP partner solutions through VMware's various social media channels. TAP Advanced and Strategic partners can request VMware social media promotion twice per year, including three placements on VMware social media accounts. Partners must have completed a joint press release, solution brief, and partner-led webinar to be eligible for this benefit. Content accepted for social media promotion includes:

- VMware Ready or VMware Cloud on AWS joint solutions
- VMware and partner joint events/activities at a partner or VMware event

To request VMware social media support, contact the [TAP team](#) with the proposed content, communication vehicles, and dates.

³¹ TAP Strategic partners can request inclusion in **VMware channel-facing communications**, which include, but are not limited to the VMware Partner Network Newsletter, Partner Central, and the Partner News blog. Exact placement will be determined based on go-to-market strategy and channel partner overlap. To request inclusion in channel communications, contact the [TAP team](#) with the proposed content and channel value.

³² **VMware Vault** is VMware's internal sales portal with VMware product and solution information, training resources, marketing materials, and sales support. TAP Advanced and Strategic partners may be listed on the TAP Partners page in Vault. This listing includes a link to the partner's VSX company page and a joint solution brief. BU sponsorship and field verification is required to be included on this page. Strategic Partners also have a separate, dedicated page within Vault.

³³ The **VMware Solution Exchange Marketplace (VSX)** is an end-to-end marketplace for VMware partners and developers to showcase their joint VMware solutions, including virtual appliances, vApps, and plug-ins for VMware products. Information about VSX access, as well as publishing and editing listings, can be found on the [Partner Corner](#).

³⁴ TAP Advanced and Strategic tier partners are eligible to apply for a **featured spot on the VSX**, providing enhanced visibility to the partner's product or solution. The application and criteria for a featured listing on VSX can be found [here](#).

³⁵ The **Strategic Technology Partners page** serves as a central location for customers to identify the partners working with VMware at the highest level of engagement. A presence on the Strategic Technology Partners page validates to prospective joint customers that VMware and the Partner are working together to drive joint and supported solutions into the market. The page provides details about the partnership that customers can use to make purchasing decisions. All TAP Strategic partners will be listed on VMware's Strategic Technology Partners page. Eligible partners should work with their Global Alliance Manager to be included on this page.

Program Overview	Requirements	Benefits	Resources
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BENEFITS

- Learn
- Build
- Market
- Support**
- Add-On Services

The TAP Program grants a variety of product and development support resources to Partners at every program tier.

	Standard Tier-In Process	Standard Tier	Advanced Tier	Strategic Tier
Combined Break/Fix and Public SDK VMware Support Packs ^{*36}	Two 5PK Break/Fix and SDK Support	Two 5PK Break/Fix and SDK Support	Three 5PK Break/Fix and SDK Support	Four 5PK Break/Fix and SDK Support
My VMware License Management Support ³⁷				●
TAP Account Manager ³⁸	●	●	●	●
TAP Tech Support		●	●	●
Global Account Manager (GAM)/Global Technical Account Manager (GTAM) ³⁹				●
Executive Sponsorship and Engagement				●
Knowledge Base and Support Forums	●	●	●	●
Go-to-Market Manager Meeting ^{*40}			●	
TSANet Membership		VMware Ready/Cert Program Only	VMware Ready/Cert Program Only	VMware Ready/Cert Program Only

^{*} Subject to approval by VMware

³⁶ VMware offers **technical support** by including access for all TAP partners to open support requests for both Public API issues and break/fix issues via the same SDK support entitlement. This is available at no additional cost to TAP partners and comes in the form of a limited number of support requests, delivered by our worldwide VMware Global Services Organization. VMware uses a 'support code' mechanism to provide access to VMware Technical Support. A 'support code' is a 20-digit alpha-numeric number, emailed to the Partner's Primary Technical Contact, as identified in the Partner Company Profile in Partner Central.

BENEFITS (Continued)

Learn

Build

Market

Support

Add-On
Services

³⁶ (continued) Support codes are provided annually upon enrollment or membership renewal within the VMware TAP Program. Each support code provides access to five (5) VMware Support Requests. Additional information on activation is provided with the support code(s).

Support Delivery is provided 12x5 local business hours. After a support request is opened, the Partner can expect support engagement by email within two (2) business days.

Additional considerations for VMware support offerings:

- Technical support is provided exclusively for issues experienced while testing partner solutions in a lab environment
- API support is exclusive to use of VMware Public APIs
- Break/fix support is exclusive to basic setup and configuration issues experienced on infrastructure listed in the [VMware Compatibility Guide](#)

Partners can purchase additional Support Requests on a per incident basis at [Per Incident Support Offering page](#).

For questions about TAP support, contact taptech@vmware.com.

³⁷ **My VMware license management support** provides the partner with additional assistance in organizing and managing TAP NFR licenses. Strategic partners may take advantage of this support resource by scheduling a phone session through taptech@vmware.com.

³⁸ All TAP partners have a **designated TAP Account Manager** to assist with program or benefit-related questions. Account Managers also engage with TAP partners to better understand their business and products, and to recommend areas of further partnership with VMware. Partners can reach out to tapalliance@vmware.com to engage with a TAP Account Manager.

³⁹ Strategic TAP Partners work closely with a **Global Alliance Manager (GAM) and/or Global Technical Alliance Manager (GTAM)** at VMware. This resource is the central point of contact for the partner's work with VMware. The GAM/GTAM also communicates with the partner about VMware's strategy in a given market segment and, where appropriate, works to facilitate joint development and go-to-market activities.

⁴⁰ A **VMware Go-to-Market Manager** assist the TAP partner in maximizing marketing benefits by matching go-to-market opportunities within the program with the partner's existing capabilities. The manager meets with the partner annually to assess go-to-market progress and to assist in planning next steps. This benefit is available to Advanced tier partners who have received BU sponsorship and Field verification.



Program Overview	Requirements	Benefits	Resources
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BENEFITS

Learn
Build
Market
Support
Add-On Services

Technology partners may choose to leverage these add-on services for solutions development, integration, and go-to-market. These are not covered by TAP Program fees or benefits. Available add-on services available to TAP partners include:

	Cost	Standard Tier	Advanced Tier	Strategic Tier
Standard Public SDK Unlimited per Contact for 1 Years	\$3,850	•	•	•
Premium Unlimited Public SDK per Contact for 1 Year	\$10,000	•	•	•
Technology Partner Services Incident Support for Gated SDKs	\$5,000 for 3 incidents	•	•	•
Technology Partner Services – Developer Support for Gated SDKs	\$35,000 per year	•	•	•
Technology Partner Services – Premium Support for Gated SDKs	\$75,000 per year	•	•	•
Customer Success Story	\$3,000-\$4,000 per asset	•	•	•
Certification Programs				
EUC Foundation	No Cost	•	•	•
EUC Integration	\$5,000 per year	•	•	•
SDDC Foundation	No Cost	•	•	•
SDDC Integration	\$7,500 per year	•	•	•
PVSP	\$7,500 per year	•	•	•
VMware Ready for vSAN – File Services and Data Protection	\$5,000 per year	•	•	•

RESOURCES

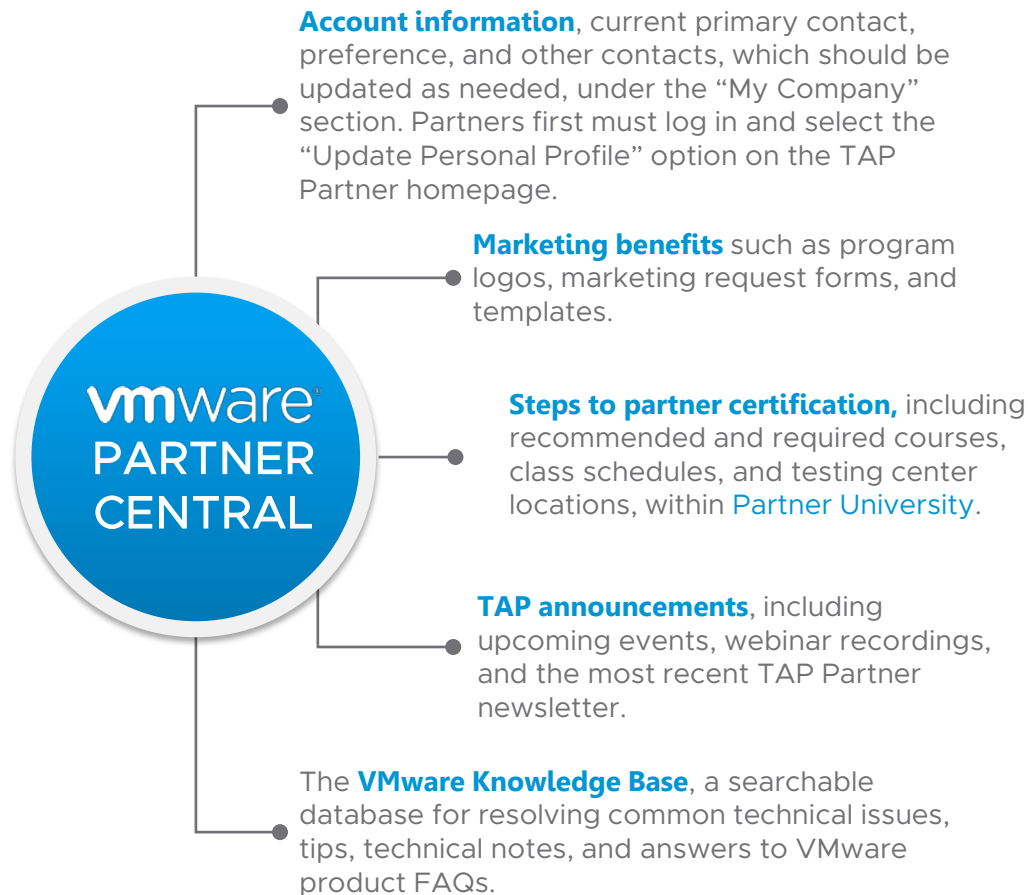
Partner
Central

Communication
Vehicles

Contacts

Terms and
Conditions

Partner Central allows TAP partners to manage their partnership. Upon VPN Enrollment, VMware sends the Primary Contact a unique Partner Central login and other instructions for accessing Partner Central. All authorized TAP partners have a Partner Central account and Partner ID that provides information and resources to assist in progressing through the TAP Program. Information on Partner Central includes:



ADDING USERS IN PARTNER CENTRAL

New users may self-register for a Partner Central profile by:

1. Going to <https://www.vmware.com/partners.html>
2. Selecting the “Register” option to self-register for a user account
3. Inputting the Partner company name
4. Selecting the appropriate partner company name associated to the Technology Alliance Partner (TAP) Program



REMOVING USERS FROM PARTNER CENTRAL

Primary contacts for TAP partner companies can request to remove Partner Central accounts for other internal users. To terminate user access to a partner profile, partners can send an email to their TAP Account Manager at tapalliance@vmware.com. Include the user’s name and email address for any inactive contacts in the email.

RESOURCES

Partner
Central

Communication
Vehicles

Contacts

Terms and
Conditions



All TAP partners have access to these key communication vehicles



TAP Newsletter

The TAP team publishes a monthly newsletter that provides TAP partners with the latest information on new developments at VMware, including product and partner program updates, new program benefits, promotions, beta information, upcoming events, and more.



VMware Partner News Updates

VMware provides TAP partners with occasional newsflashes. These short emails highlight beta programs, event information, and any critical product updates.



Quarterly TAP Webinars

The TAP team hosts quarterly webinars designed to help TAP partners understand and navigate benefits available as a VMware technology partner and member of the TAP Program.

To opt in to TAP partner communications, log into [Partner Central](#) to explore communication options in the “Communication Preferences” section of “My Contact Details.”



Stay up to date on the latest from VMware by engaging with the TAP team via social media



TAP Twitter

<http://twitter.com/VMwareTAP>



TAP Blog

Information about events, products, upcoming webinars, TAP-specific roadmaps, and more: <http://blogs.vmware.com/tap>



TAP YouTube Playlist

Access recorded webinars, training videos, and program videos: <https://www.youtube.com/user/VMwarePartnerTV/playlists>



VMware Community

A dynamic space to meet partner peers online, get virtualization questions answered, share ideas, and more: <http://communities.vmware.com/index.jspa>

RESOURCES

Partner
Central

Communication
Vehicles

Contacts

Terms and
Conditions



Partners in North America can call toll-free: 866-524-4966.

General TAP Program questions:
tapalliance@vmware.com.

Technical questions, including product certification programs, submitting support requests to Global Support Services, and NFR software licensing:
VMware {code} or taptech@vmware.com.

vmLIVE schedule: vmware.com/go/vmlive

VMware Ready Program: [VMware {code}](#)

VMware **Embedded OEM** program:
eoem-info@vmware.com.



To submit a **support statement**:
tapalliance@vmware.com

Press release templates and information:
tapcollateral@vmware.com

Technology partner component testing for **VMware Cloud on AWS**: vmciv@vmware.com to complete an online application for each application or infrastructure component you wish to test. For more information on the validation process, visit [Partner Central](#).

Questions on **technical collateral**, including solution briefs, webinars, and whitepapers:
tapcollateral@vmware.com.

VMware Solution Exchange Marketplace (VSX) questions, tutorials and resources:
[VSX Partner Corner](#).

Program Overview	Requirements	Benefits	Resources
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RESOURCES

Partner Central
Communication Vehicles
Contacts
Terms and Conditions



PROGRAM ENROLLMENT AND COMPLIANCE

To join a VMware Partner Program, a partner must complete and have approved by VMware a VMware Partner Program application. Additionally, a partner must execute VMware Partner Network (VPN) Enrollment Agreement and TAP Program Agreement. Benefits and requirements vary by program tier and Solution Area. The TAP Program is an annual partnership and requires the partner to pay an annual program fee as well as meet program requirements. Partners should contact the TAP team with questions about the renewal process. Program benefits and requirements are applied based on the partner type as determined by VMware, and the region in which your principal place of business is located as captured on your TAP application form. VMware reviews program compliance at least once per year, and reserves the right to relevel or remove partners that no longer meet the requirements of their specific partnership tier.



LEGAL ENTITY AND VMWARE PROGRAM PARTNERSHIP

Parent companies, non-wholly owned subsidiaries, affiliates, or acquired companies of a TAP partner are not TAP partners and do not qualify for program benefits unless each individual company separately enrolls in the TAP Program. Wholly-owned subsidiaries of TAP partners may receive the benefits of a partner's program participation without separately enrolling partners. Partners must ensure that each subsidiary receiving benefits under the TAP Program complies with the terms of the TAP Agreement and the TAP Program Guide. Company name, DBA (Doing Business As), or AKA (Also Known As), or other naming convention identified by the Partner can be used to establish distinct legal status.



ACQUISITIONS, MERGERS, OR CHANGES OF CONTROL

Partners may not assign, subcontract, or otherwise transfer, directly or by operation of the law, any of its rights or obligations under its TAP Agreement without the prior written consent of VMware.



PARTNER INFORMATION

By joining the TAP Program, a Partner consents to receiving program-related information from VMware for the following:

- Administering the program
- Providing information to the partner about the program, including events and training opportunities
- Inviting the partner to participate in surveys and research, and
- Providing the partner with information and materials to support efforts to deliver VMware solutions, including security and technical information, and sales and marketing materials and resources.



tapalliance@vmware.com