

# VMWARE TECHNOLOGY ALLIANCE PARTNER (TAP) PROGRAM GUIDE

Program Guidelines

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## Terms

VMWARE DOES NOT PROVIDE ANY WARRANTIES COVERING THIS INFORMATION AND SPECIFICALLY DISCLAIMS ANY LIABILITY FOR DAMAGES, INCLUDING, WITHOUT LIMITATION, DIRECT, INDIRECT, CONSEQUENTIAL, INCIDENTAL, AND SPECIAL DAMAGES, IN CONNECTION WITH THIS GUIDE OR THE PROGRAMS REFERENCED HEREIN.

THIS GUIDE HAS BEEN INCORPORATED BY REFERENCE INTO AND IS SUBJECT TO THE TERMS OF THE TECHNOLOGY ALLIANCE PARTNER PROGRAM ENROLLMENT AGREEMENT BETWEEN VMWARE AND YOU. THIS GUIDE IS SUBJECT TO CHANGE AND MODIFICATIONS WILL TAKE EFFECT UPON POSTING TO PARTNER CENTRAL. VMWARE RESERVES THE RIGHT TO ADMINISTER AND MODIFY THE PROGRAMS REFERENCED HEREIN AT ITS DISCRETION. IF ANY UPDATE TO THIS GUIDE IS UNACCEPTABLE TO YOU, YOUR SOLE AND EXCLUSIVE REMEDY SHALL BE TO EXERCISE YOUR TERMINATION RIGHTS UNDER YOUR VMWARE TECHNOLOGY ALLIANCE PARTNER PROGRAM ENROLLMENT AGREEMENT WITH VMWARE.

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 Program Policies

### Program Enrollment and Compliance

To join a VMware Partner Program, a partner must complete and have approved by VMware® an application and execute a VMware Partner Program enrollment agreement. Benefits and requirements vary by partnership level. The Technology Alliance Partner (TAP) program is an annual partnership and requires that partner pay the annual fee as well as meet program requirements. Partners should contact [TAP Alliance](#) with questions about the renewal process. VMware reviews program compliance at least once per year, and reserves the right to re-level Partners that exceed or no longer meet the requirements of their specific partnership level.

### Legal Entity and VMware Program Partnership

Parent companies, affiliates, subsidiaries, or acquired companies of a TAP partnership are not TAP partners and do not qualify for program benefits unless each individual companies satisfies the TAP partnership requirements. 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.

In the case of acquisitions, mergers, and/or other business combinations, the existing partnership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the partnership criteria applicable to the newly formed entity. If for example, a TAP partner at the Access level is acquired by another TAP partner (say at the Elite level), and the acquired company is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure, the newly formed entity and its subsidiaries will be held to the partnership criteria applicable to the parent company. If however, the acquisition does nothing to change the business focus or operations of the TAP Program, the acquisition will not affect the partnership status.

### Partner Subsidiaries

Subsidiaries of TAP Partners at all partnership levels may also receive the benefits of Partner's TAP participation. 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. TAP Partners shall be responsible for the actions and omissions of each subsidiary receiving benefits under the program as if the subsidiary's acts and omissions were the partner's acts and omissions.

### Partner Information

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

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

### Overview

By partnering with the global leader in virtualization and cloud infrastructure, partners are able to promote their solutions to over 300,000 VMware customers worldwide. Teaming with VMware offers access to a broad range of learning, development, and marketing resources for partners to build and deploy solutions that accelerate their business results.

Created exclusively for application, infrastructure, and hardware vendors, as part of the TAP program, partners can enjoy the following advantages:

- **Accelerate Product Development and Support**—Take advantage of development assistance with software license bundles, service toolkits, and developer support to help partners optimize their investment.
- **Expand Market Awareness**—Build brand awareness, press release support and application support with VMware as a channel.
- **Increase Partner Sales to VMware Customers**—Leverage partner investment with VMware's online marketplace, the VMware Solution Exchange (VSX). The VSX enables customers to engage with VMware partners and discover, evaluate and rate partner solutions including virtual appliances and other partner dependent agents or plug-ins. The VSX provides partners with a self-service portal to publish rich content compatible with VMware products. VMware partners are provided with customer leads directly.

### Full Program Details

This document lists benefits and requirements for the different levels of partnership. For a brief overview of the TAP program and benefits, visit <http://www.vmware.com/partners/tap-access>.

### Getting Help

Each partner will have access to a Named TAP Account Manager, who can guide the partner through their TAP program benefits, available resources and provide answers to related questions. Other sources for receiving help:

- For TAP program registration questions, contact [tapregistration@vmware.com](mailto:tapregistration@vmware.com).
- For general TAP program questions or feedback, please contact [tapalliance@vmware.com](mailto:tapalliance@vmware.com).
- For questions about the TAP press release templates or the review process, please reach out to [alliancepr@vmware.com](mailto:alliancepr@vmware.com).
- For assistance with submitting a statement of support, please reach out to [isvsupport@vmware.com](mailto:isvsupport@vmware.com).
- Partners in North America can call the team toll-free at 866-524-4966.
- Elite partners can submit technical questions related to products or the TAP program to a VMware Technical Alliance Manager at [taptech@vmware.com](mailto:taptech@vmware.com).

### How to Apply for TAP Program Partnership

To apply for the TAP program partnership, each partner has to join the VMware Partner Network at the free Enrolled level. TAP is one of the route-to-market programs that a partner can choose to apply to after joining at the Enrolled level.

When joining the VMware Partner Network, a partner joins at the Enrolled level and does not need to specify a specific route-to-market program. The Enrolled level allows partners to:

- Learn more about the different route-to-market programs.
- Take time to decide what route-to-market program is right for their business model, and start acquiring the needed sales & technical solution skills with free online training to accelerate their time to the first transaction.
- Once enrolled in the VMware Partner Network, partners will get access to Partner Central and be able to apply to join the TAP program. Contact the TAP team at [tapalliance@vmware.com](mailto:tapalliance@vmware.com) with any questions you may have about enrollment.

Please note that partners in the Enrolled level do NOT have resell rights. [Enroll in the VMware Partner Network](#).



## TAP Partnership Levels

New partners who have joined the VMware Partner Network at the free Enrolled level or those who are already enrolled in other VMware partner programs can apply to the TAP program at the **Mobile** level, **Access** level or the **Elite** level. Enrolled partners can apply to join the TAP program from the home page in Partner Central.

**Note:** If fees are not paid, partners will not have access to the TAP program. If conditions and requirements are not met within a year after making the payment, partners will no longer have access to the program, all TAP NFR licenses will be terminated. TAP Global is an invitation-only program.

### Mobile Level

Accelerate your mobile strategy with VMware AirWatch® as a TAP Mobile partner. AirWatch is a comprehensive enterprise mobility platform that delivers simplified access to enterprise apps, secures corporate data and enables mobile productivity.

Partners interested in joining the program as a TAP Mobile partner must apply to join the program by completing the Becoming A Partner form [here](#).

Interested partners must sign and agree to the VMware TAP Mobile agreement to ensure their application is reviewed for approval. Approval and/or signature of TAP Agreement for TAP or TAP Mobile does not provide automatic access or approval to the other program offering.

TAP Mobile partners interested in cross-enrolling as a TAP Access or Elite partner must first partner with VMware as an [Enrolled level partner](#). Once cross-enrollment has been completed, the TAP program could then be selected as a partner route-to-market. TAP Access, Elite or Global level partners interested in the TAP Mobile level will need to cross-enroll in the TAP Mobile level by filling out the [TAP Mobile partner application](#).

Reach out to the [TAP Team](#) directly with any cross-enrollment questions.

### TAP Mobile Benefits

- AirWatch portal access
- AirWatch and VMware Identity Manager NFR licenses
- Access to VMware logos (VMware partner, TAP partner)
- Up to one supporting quote per year for a partner press release

**Note:** The licenses provided at the TAP Mobile level do not come with support.

### TAP Mobile Requirements

- Partners must sign the TAP Mobile Agreement.
- Partners must add at least one entry to Workspace ONE Marketplace.

### Access Level

This level of the TAP program prepares and guides companies who are establishing a technology relationship with VMware.

#### Key Benefits

- Product Licenses
- Training
- Marketing Opportunities
- VMware Ready Certification (ISV Application and vCloud Air Only)

For joining the TAP program at the Access level, the primary contact submits the TAP enrollment form online after joining at the Enrolled level. If approved, the primary contact will be advised by the TAP team and, after your payment of the Access level fee of \$750, you will be able to obtain all Access level benefits in Partner Central.

VMware reserves the right to reject an application to enroll at the Access level 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.

For more information about the different partner levels, requirements or benefits, email the [TAP team](#) directly.

### Elite Level

Partners may also join, or if already at the Access level to upgrade to, the Elite level and its richer resources and opportunities. The Elite level is ideal for partners seeking integration of their products with VMware products. Hardware, infrastructure and software vendors receive benefits designed to enable partners to learn, build, deploy, and support their solutions on VMware platforms as well as provide support to mutual customers. Partners who need technical help and who want to certify and market their products on VMware platforms are encouraged to join at the Elite level.

VMware reserves the right to reject applications to enroll at or upgrade to the Elite level, and also to change an Elite Level Partner's status to the Access Level, if VMware determines that it and the Partner's mutual objectives are not well served by the Partner's participation at the Elite level.

There is a \$7,500 annual fee to join at the Elite level (\$6,750 for partners upgrading from the Access level). If upgrading, the fee must be remitted before the renewal date for the Access level. Remittance of payment constitutes an application and request for VMware approval. Partners must have at least one VMware Technical Sales Professional (VTSP) or VMware Certified Professional (VCP) on staff by the end of their first year of partnership to renew their partnership.

### Global Level

VMware is pleased to announce the TAP Global level. Partnership in the TAP Global program is by invitation only.

The Global level is ideal for partners seeking a strategic relationship with VMware. The relationship should drive measurable revenue for both the partner and VMware.

Partners should meet at least one, and preferably more or all, of the following criteria to be considered for invitation to the Global level.

#### Eligibility Criteria

- Must be a TAP Elite partner for at least one year, prior to application.
- At least one partner product must be certified as VMware Ready.
- Partner must have Global sales distribution in at least two major geographical regions.
- Partner must commit up front to driving measurable joint partner VMware revenue, must drive measurable direct or indirect revenue back to VMware.

Interested partners must complete a TAP Global application and submit it to VMware for approval. To inquire about the Global level and application process please email the [TAP team](#) directly.

VMware will select from among eligible applicants based on the best opportunities for deploying successful joint solutions into the market in light of available resources.

#### Key Benefits

There is a \$30,000 annual partnership fee at this level and some of the key benefits at this level are:

- Named VMware Executive & Business Unit Sponsor.
- Named Alliance Manager.
- Privileged access to the <https://vmware.my.salesforce.com/apex/page?name=tapnfr.license> NFR (Not for Resale) License Portal.
- Listing on the Global Alliances <https://www.vmware.com/partners/global-alliances> page.
- Cross-mapping and enablement of key channel partners to drive joint solutions into the market.

## Benefits of TAP Partnership

TAP partnership benefits are described in the following lifecycle tables: Learn, Build, Deploy and Support, they are summarized below.

TAP BENEFIT-LEARN	MOBILE	ACCESS	ELITE	GLOBAL
Access to Partner Central		•	•	•
TAP Program Webinars		•	•	•
TAP Program Newsletter		•	•	•
Access to Partner Focused Communities		•	•	•
Exclusive NDA Product Roadmap Sessions		•	•	•
Training via Partner University		•	•	•
Training Discounts			•	•
Certification Planning Sessions			•	•
AirWatch Portal Access	•			
TAP BENEFIT-BUILD	MOBILE	ACCESS	ELITE	GLOBAL
Access to APIs via SDKs and Toolkits		•	•	•
Eligible to participate in Beta programs		•	•	•
Free Software Licenses*	AirWatch & VMware Identity Manager NFR Licenses	Access Bundle	Elite Bundle	Global Bundle
Discounted Developer Licenses **			•	•
Technical Alliance Manager			•	•
Product Manager Access			•	•
Access to Co-Development Programs			•	•
Developer Technical Support			5 Incidents	Unlimited
Dedicated NFR Portal				•
TAP BENEFIT-DEPLOY	MOBILE	ACCESS	ELITE	GLOBAL
VMware Ready Certification		(Application ISVs only)	•	•
Product listings in <a href="#">VMware Solution Exchange (VSX)</a>		•	•	•
TAP Program Partnership Logo	•	•	•	•
Sponsorship Opportunities		•	•	•
Ability to bundle VMware Software-Requires Embedded OEM Partnership			•	•
Press Release Support (One quote for Mobile level)	•	•	•	•
VMware Ready Solution Brief			1 Per Year	3 Per Year
Joint Webinars			1 Per Year	2 Per Year
Joint Whitepaper			1 Per Year	2 Per Year
Listing on <a href="#">Global Alliances Page</a>				•

TAP BENEFIT-SUPPORT	MOBILE	ACCESS	ELITE	GLOBAL
Discounted VMware TSANet Partnership		•	•	•
Product Support		5 Incidents	Basic SNS	Basic SNS
TAP Alliance Program Support + Named TAP Account Manager		•	•	•
30% Discount of additional Developer Support Subscription			•	
Named VMware Executive and Business Unit Sponsor				•
Named Alliance Manager				•
<b>*See the more detailed discussion under NFR Licenses on page 12 for additional terms and conditions.</b> <b>**TAP Elite partners may be eligible to receive additional discounted developer licenses based upon business case and VMware approval. Interested Elite partners can send their request and business case to <a href="mailto:tapalliance@vmware.com">tapalliance@vmware.com</a>.</b>				

## TAP Program Requirements

To join the TAP program, partners must: have their application approved by VMware, agree to the TAP terms and conditions in the TAP program agreement and pay the annual partnership fee for either the Access, Elite or Global levels. Requests to join at the Elite level of the program require additional VMware approval. There are additional requirements that must be met during the first year of partnership.

PROGRAM REQUIREMENTS	MOBILE	ACCESS	ELITE	GLOBAL
VMware Partner Program Agreement		•	•	•
VMware TAP Mobile Agreement	•			
Public Support Statement (Software Vendors Only)		•	•	•
Reciprocal Treatment in Partner's Alliance Programs		•	•	•
VMware Solution Exchange Published Listing		•	•	•
Product Listing: VSX*		•	•	•
Entry in Workspace ONE Marketplace	•			
Primary Contact	Alliance Champion	Alliance Champion	Alliance Champion	Alliance Champion
Technical Contact		Engineering and Beta Contact	Engineering and Beta Contact	Engineering and Beta Contact
TSANet Partnership ("VMware Ready")		"VMware Ready" Requirement	"VMware Ready" Requirement	"VMware Ready" Requirement

PROGRAM REQUIREMENTS	MOBILE	ACCESS	ELITE	GLOBAL
VMware Sales Professional (VSP)		Recommended	Recommended	Recommended
VMware Technical Sales Professional (VTSP) **		Recommended	1 Required (for renewal)	2 Required (for renewal)
VMware Certified Professional (VCP)		Recommended	1 Required (for renewal)	3 Required (for renewal)
Annual Program Fee (In USD only)	No Fee	\$750	\$7,500	\$30,000
<p><b>* For full publication requirements and additional VSX information, review the VSX section of this guide.</b></p> <p><b>**Review the full VTSP and VCP Requirements in this guide.</b></p>				

### VMware TAP Program Agreement

An authorized representative from the company applying for partnership must complete the VMware TAP program agreement as part of the application process. The agreement, along with the TAP program guidelines and the TAP program web pages, defines the relationship between VMware and the TAP partner. Applications are not processed until the authorized representative signs the agreement.

### VMware TAP Mobile Agreement

An authorized representative from the company applying for partnership must complete the VMware TAP Mobile agreement as part of the application process. The agreement, along with this TAP program guide and the TAP program web pages, defines the relationship between VMware and the TAP Mobile partner. Applications are not processed until the authorized representative signs the agreement.

### Annual Program Fee

The annual TAP program fee for Access partners is USD\$750.00. The annual TAP program fee for Elite partners is USD\$7,500.00 (TAP Access partners may upgrade to TAP Elite partnership upon payment of USD\$6,750.00, which is required from partners who qualify before the TAP Access partnership renewal date). The annual TAP program fee for TAP Global partners is USD \$30,000.

There is currently no annual program fee for TAP Mobile partners. Payments instructions are given to partners upon acceptance of application. Payment is not accepted prior to approval.

Nonpayment of TAP partnership fees places the partner account into inactive status, and discontinues product support for all NFR licensed products. The partner is returned to active status and resumes NFR support when program fees are paid.

### Primary Contact

Each TAP partner must designate one person as the primary contact during the TAP application process. The primary contact must be an authorized legal representative of the company and will have access to all appropriate TAP level benefits after the application is approved and the fees are paid. This person submits the TAP application, receives all VMware TAP communications, and also manages the company information, contacts and partnership level.

### Technical Contact

Each TAP partner designates one person from their company as the technical contact during the TAP application process. The technical contact will be able to access all appropriate TAP benefits once the TAP application is approved and the fees are paid.

Upon authorization, the NFR licenses provided as a TAP benefit are ordered and sent to the listed technical contact. If a technical contact is not listed the primary contact will be considered the technical contact.

### Support Statement (Software Vendors Only)

TAP partners of any level that are software vendors must post a public support statement that they fully support their application on the VMware virtual platform, as well as on a physical platform. This statement must be sent to VMware within the first year of partnership, and must also be communicated to customers in the same way that the vendors customarily communicate support for other products. [Click here for more information about submitting a support statement.](#)

### Reciprocal Treatment in Partner's Alliance Program(s)

If partner has its own program that is similar to TAP in offering access to learning, development or marketing resources intended to encourage interoperability with or expanded ecosystem opportunities for partner's products and/or services, then Partner must offer to VMware, in a non-discriminatory way, comparable opportunities to join such program and participate in events under its auspices as VMware extends to the Partner through TAP.

### Solution Listing In VSX

TAP Access, Elite and Global partners must post at least one solution listing on the [VMware Solution Exchange \(VSX\)](#) during their first year of partnership. Solution listings on the VSX require a clearly defined joint value proposition between the partner company and VMware, a product image, and a up-to-date "try" URL link leading to an eval or demo of the solution. In addition, solution listings are required to be updated every 6 months.

To publish a listing on the VSX, TAP partners should register, then log in and click "Administration" in the upper right hand corner. All listings must be approved by VMware prior to publication.

For additional partner tutorials and resources, visit the VSX Partner Corner at <https://solutionexchange.vmware.com/store/content/partner-corner>.

### VCP or VTSP on Staff

TAP Elite partners are required to have either one VMware Certified Professional (VCP) or one VMware Technical Sales Professional (VTSP) on staff in order to renew their annual TAP partnership. TAP Global partners are required to have at least three VMware Certified Professional (VCP) and two VMware Technical Sales Professionals (VTSP) on staff in order to renew their annual TAP partnership.

Many VMware Ready certification programs require that partners maintain at least one VCP on staff to maintain VMware Ready status. TAP Elite partners who maintain a VCP on staff are not required to maintain a certified VTSP on staff.

VCP training is also available through Partner University. TAP Elite and Global partners can receive a 20% discount for registering for select courses offered directly from VMware. For more information about discounts, review the [Education, Training and Certification](#) section of this guide.

### TSANet

All TAP partners are recommended to [join TSANet](#) to ensure timely customer support in a multi-vendor situation. TAP partners can enroll in a TSANet/VMware TAP portal partnership at a significant discount to the standard TSANet partnership. TSANet partnership is required for VMware Ready programs.

By registering for a TAP TSANet membership, partners will join TSANet as a Limited Member. The VMware/TSANet support portal provides the framework for engagement in multi-vendor support interactions surrounding virtualization issues and potential interdependencies with other products (e.g. operating systems, databases, application software and hardware). For support issues that do not involve a virtualization product, the partner's support organization should continue to rely on other support processes. Non-virtualization issues are considered outside of the scope of this VMware/TSANet engagement process.

### Entry in Workspace ONE Marketplace

TAP Mobile partners are granted entry to the Workspace ONE Marketplace. The Workspace ONE Marketplace makes it easy for partners to discover, evaluate, and purchase a wide array of partner solutions integrated with Workspace ONE.

VMware Workspace™ ONE™ is a simple and secure enterprise platform that delivers and manages any app on any device by integrating identity, application and enterprise mobility management. It is available as a cloud service or for on-premises deployment.

Learn more by visiting <http://marketplace.air-watch.com/app/workspace-one>.

### Questions

For any questions regarding TAP program requirements, please send an email to the [TAP team](#) directly.



## Learn

Get started with TAP by learning more about VMware, VMware products, and integration opportunities. Partners gain access to product and program updates through TAP communication vehicles such as newsletters/news updates, informative webinars, product roadmap sessions, certification planning sessions, and VMware's Partner Central. Partners can also gain access to VMware's updated roadmap and vision during major VMware events, such as Partner Exchange.

TAP BENEFIT	MOBILE	ACCESS	ELITE	GLOBAL
<b>Access to Partner Central</b> Partner portal offering extensive technical resources, marketing tools and program info.		•	•	•
<b>Access to AirWatch Portal</b> AirWatch specific partner portal offering resources and tools.	•			
<b>Training via Partner University</b> Partner University grants pn, deep technical dives, and training certification.		•	•	•
<b>TAP Program Webinars</b> VMware holds quarterly webinars designed to help TAP partners understand and navigate the benefits available under the program. The webinars are designed to cover a range of topics of interest to the TAP partners such as available product licenses, press release processes, and other frequently asked questions. TAP partners can access previously recorded webinars for playback via Partner Central.		•	•	•
<b>TAP Program Newsletter</b> Published regularly, the TAP newsletter features business and technical articles on a variety of topics, helpful tips, sponsorship opportunities and important partner-focused announcements. We also provide important, time-sensitive information via TAP News Flash.		•	•	•
<b>Communities</b> Access to various partner-focused communities on <a href="https://communities.vmware.com">https://communities.vmware.com</a> .		•	•	•
<b>Partner Exchange</b> Once a year VMware hosts the Partner Exchange event exclusively for VMware partners. All TAP partners will be invited to attend. To secure a spot at the Partner Exchange the TAP partners are required to register.		•	•	•
<b>Exclusive NDA Product Roadmap Sessions</b> TAP partners are invited to on-site NDA Product Roadmap Sessions hosted in Palo Alto. These sessions will also be available via webcast. Attendance to both the on-site and webcast sessions is by invitation only.		•	•	•

TAP BENEFIT	MOBILE	ACCESS	ELITE	GLOBAL
<p><b>Receive Training Discounts</b></p> <p>Get a 20% training discount on selected courses offered by VMware, including VCP (VMware Certified Professional) certification. Partners need to be registered with their company email domain to receive the discount.</p> <p><b>Note:</b> Inquire about training discounts prior to registration. Courses taught by our authorized training partners will not qualify for the 20% discount.</p>			•	•
<p><b>Certification Planning Sessions</b></p> <p>Webinars are offered on a regular cadence to TAP Elite and Global partners. These sessions provide an overview of VMware's various certification programs, with the goal of helping partners navigate and plan their certification path within VMware.</p>			•	•

### Using Partner Central

All TAP Access, Elite, and Global level partners have a Partner Central account that allows them to manage their TAP partnerships. Important account information is on this site, such as the Partner ID, current primary contact, other contacts, and the number of VMware-certified users in the company.

Partner Central also contains training materials, details on marketing benefits, and new TAP announcements.

VMware sends a Partner Central login and other instructions when a new partner joins the VMware Partner Network at the Enrolled partnership level. Partners have limited access to resources until TAP partnership is authorized.

### TAP Partner ID

Each TAP partner has a unique Partner ID. The Partner ID is listed in Partner Central under the "Account Details" section of the "My Company" page.

### Updating Personal Profile Information

Partner users can update their personal profile information and preferences in the "My Company" section of [Partner Central](#). Partners first need to log into Partner Central and select the "Update Personal Profile" option on the TAP home page. From this page, users have the ability to update select user or company information.

For additional assistance updating user or company information, please reach out to [tapalliance@vmware.com](mailto:tapalliance@vmware.com).

### Adding Users in Partner Central

Primary contacts for TAP partnerships can open additional Partner Central accounts for other users in the company. Each new account must use a valid company email domain.

Users may self-register for a Partner Central profile by following these instructions:

- Go to <http://www.vmware.com/partners/partners.html>.
- Select the "Register" option to self-register for a user account.
- Input the partner company name.
- Select the appropriate partner company name associated to the Technology Alliance Partner program.

### Removing Users from Partner Central

To terminate user access to a partner profile, the primary contact can login to Partner Central and select the “Update Personal Profile” option. From there, the primary contact can then select the “Inactivate Contact” option, check the box for any inactive contacts, and then select the “Submit for Inactivation” option.

Partners can send an email to their TAP account manager, [tapalliance@vmware.com](mailto:tapalliance@vmware.com), for further assistance. Remember to include the user’s name and email address for any inactive contacts in the email.

### Access to AirWatch Portal

TAP Mobile partners obtain exclusive access to the AirWatch specific partner portal. This portal grants partners with access to AirWatch licenses, resources, and tools for development.

TAP Mobile partners can login [here](#).

### TAP Partner Events

VMware hosts several events to provide TAP partners with additional resources. These events include our annual VMworld user conferences, the Partner Exchange (PEX) @ VMworld events, product roadmap sessions, and certification planning webinars.

#### VMworld

Each year, VMware hosts a users conference where thousands of loyal VMware customers and prospects attend sessions providing current, in-depth information on VMware virtual and cloud infrastructure products and solutions.

Featuring numerous track sessions, user group meetings, guest speakers, a Solutions Expo, and evening events, the VMworld conference is a unique learning and networking opportunity for partners. This event is a terrific opportunity for TAP partners to directly interact with and present their solutions and services expertise to customers and the press.

#### VMware Partner Exchange

VMware’s Partner Exchange event is now part of VMware’s annual VMworld conference and provides partner-only access to VMware’s road map and industry vision, previews of next-generation products and programs, and training that helps VMware partners to accelerate business with VMware.

#### NDA Product Roadmap Sessions

The TAP team hosts Product Roadmap Sessions on-site and via Webex during the summer months in Palo Alto. These are typically full-day sessions with multiple speakers, followed by a Q&A session. The objective is to prepare partners for future development cycles, to guide them in better planning and to assist them in kick-starting visionary projects.

TAP partners must receive an invitation to attend these sessions. Not all partners will receive an invitation.

## Certification Planning Sessions

As part of their participation in the TAP Program, TAP Elite and Global partners have the ability to join various certification programs within VMware. Certification Planning Sessions are conducted at twice a year via webinar, and are designed to assist partners in determining which certification programs are appropriate for their product sets, as well as to provide clear instructions on how to enroll. The sessions will be recorded, and posted on Partner Central for playback. Invitations to the Certification Planning Sessions will be sent via a TAP news update to qualifying partners.

## News and Communication

VMware strives to provide TAP partners with relevant and timely information. To that end, partners have access to key communication vehicles including:

### VMware Partner Newsletter

VMware publishes a bi-monthly newsletter that provides TAP partners with up-to-date information on new developments at VMware. Updates include product updates, partner program updates, new program benefits, promotion information, BETA information, event updates, and more.

### VMware Partner News Updates

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

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

### Social Media

Get updates and insights and communicate with our customers by participating in our social media opportunities. Click on the links below to learn more and follow the TAP team on multiple social media platforms.

#### TAP Blog

<http://blogs.vmware.com/tap>

TAP partners can access the TAP blog for the information about events, products, upcoming webinars, TAP-specific roadmaps, etc.

#### TAP Twitter

<http://twitter.com/VMwareTAP>

TAP partners get the latest updates via our TAP Twitter account.

#### VMware Community

<http://communities.vmware.com/index.jspa>

A dynamic space where partners meet peers online, get virtualization question answered, share ideas, and much more.

## Education, Training and Certification

An important element of the TAP program is knowledge transfer through education and training. Product knowledge is a key factor in enabling partners to effectively sell, deploy, and support VMware virtual infrastructure solutions.

Elite partners must certify and maintain a VTSP or VCP on staff to maintain renewal eligibility for their yearly TAP partnership. Some VMware Ready programs require additional trained staff (see the [VMware Ready Program Guide](#) for further details). TAP partners can take advantage of certification training courses at their own discretion. Depending upon the program level, partners may receive a discount on VMware-delivered training.

Partners can find the steps to getting certification, including recommended and required courses, class schedules, and testing center locations, under the [Partner University](#) section of Partner Central.

Partners seeking to refine and deepen technical skills, and achieve service accreditations and certifications, will benefit from VMware's extensive catalog of training opportunities. VMware courses present introductory through advanced product information using online and hands-on exercises, preparing partners for the VMware accreditations and Certified Professional certifications.

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 in Partner Central under the "VMware Ready" tab.

### Maintaining Training Levels and Certification

Accreditation and Certification requirements and curriculum may change as VMware products and requirements change. As a result, partners may need to get additional training and certifications to keep their product skills current. To the extent that new certifications or accreditations are released, VMware recommends that partners complete the latest version available.

**Note:** Partners cannot be more than two releases behind in their accreditation or certification.

**Note:** Partners who do not have the correct number of individuals with a current training status risk temporarily having their partnership suspended.

### VMware Partner University

The virtual campus of VMware Partner University provides partners with a portal to the high-quality training, education, and support that partners need to accelerate sales of VMware products, services, and solutions. Partner University unifies VMware training under one framework, meeting the unique skill sets of sales, pre-sales, and post-sales professionals through comprehensive, role-based, easily accessible training plans.

VMware Partner University provides industry-recognized accreditation and certification programs to allow partners to:

- Develop virtualization and cloud infrastructure expertise to increase revenue streams and accelerate business services.
- Meet training needs with customized role-based training plans.
- Differentiate partnership in the marketplace.

Get started at [Partner University](#).

### VMware Technical Sales Professional (VTSP)

VTSP (VMware Technical Sales Professional) is a free online, self-paced technical accreditation that uses guided tours, demonstrations and quizzes to teach technical pre-sales personnel about VMware products and solutions.

VTSP accreditation is a springboard for technical people new to selling VMware, virtualization and cloud infrastructure. It includes overviews, basic installation instructions, initial configurations and technical best practices for VMware products.

VTSP accredited users are required to maintain and update their skills and knowledge base to retain their accreditation.

### VMware Certified Professional (VCP)

As an important element of the VMware TAP program, the industry-recognized VMware Certified Professional (VCP) offers partners the knowledge, skills, and credentials to deploy and maintain VMware virtualization and cloud infrastructure technology.

VCP is designed for any technical person who wants to demonstrate verifiable, peer-reviewed expertise in virtual infrastructure as a significant step in increasing their visibility and value in the career market. Users with VCP certifications are also privileged to use the trusted and valuable VCP logo on their business cards or website.

To complete VCP certification, individuals must attend an instructor-led training course to learn best practices and gain hands-on experience on VMware products. They then must demonstrate their knowledge and skills to the satisfaction of VMware to become VMware Certified and must be certified within two major releases. There is a fee to take this hands-on training course.

Many VMware Ready certification programs require at least one valid VCP accredited partner technician on staff. VCP accreditations must be recertified every two years to remain valid.

For further details, review the [VMware Certification FAQ](#) page.

### Receive Training Discounts

TAP Elite and Global partners receive a 20% training discount on selected courses offered by VMware, including the VCP (VMware Certified Professional) certification. Courses that are eligible for the discount will be offered by VMware directly, and not by third-party, authorized training centers. Elite and Global partners need to register for the course in Partner University with their company email domain to receive the discount.

**Note:** Inquire about training discounts prior to registration. Courses taught by our authorized training partners will not qualify for the 20% discount.

### Build

Once partners have familiarized themselves with all of the available training and educational resources, they can then better utilize all of the tools that are provided as a program benefit. TAP partners receive access to development tools such as NFR licenses, APIs, SDKs, toolkits, and product and development support. This allows partners to Test, integrate, and develop solutions with the global leader in virtualization.

TAP BENEFIT	MOBILE	ACCESS	ELITE	GLOBAL
<b>Access to APIs via SDKs and Toolkits</b> Access various SDKs/APIs via the VMware {code} portal.		•	•	•
<b>Eligible to participate in Beta programs</b> Participation in many of our beta programs is by invitation only. Partners interested in Beta programs can reach out to <a href="mailto:tapalliance@vmware.com">tapalliance@vmware.com</a> for nomination. <b>Note:</b> Not all nominated partners will be selected to participate in active beta programs.		•	•	•
<b>Free Software Licenses</b> Licenses (w/support) for several VMware products to enable development, integration and testing.*	AirWatch & VMware Identity Manager NFR Licenses	Access Bundle	Elite Bundle	Global Bundle
<b>Discounted Developer Licenses</b> Ability to purchase discounted licenses for development use. Limited license quantity and additional restrictions may apply.**			•	
<b>Developer SDK Support</b> TAP Elite and Global partners receive a number of free incidents of standard SDK support.			5 incidents / year	Unlimited
<b>Technical Alliance Manager</b> Access to Technical Alliance Manager for various technical questions related to the program and products.			•	•
<b>Product Manager Access</b> Annual access to a Product Manager for discussion around a product or solution. Based on <a href="#">submission of a business case</a> and approval by VMware.			•	•
<b>Access to Co-Development Programs</b> Access to driver development and certification, storage and server certifications. Separate applications may be required.			•	•

TAP BENEFIT	MOBILE	ACCESS	ELITE	GLOBAL
<b>30% Discount on Additional Developer Support</b> Developer Support Subscription. Get unlimited developer support for one year.			•	
<b>Dedicated NFR Portal</b> NFR Portal is a website at which Global level partners can submit requests for any additional Not For Resale (NFR) or Evaluation licenses for VMware products.				•
<p><b>* See the more detailed discussion under NFR Licenses on page 12 for additional terms and conditions.</b></p> <p><b>**TAP Elite partners may be eligible to receive additional discounted developer licenses based upon business case and VMware approval. Interested Elite partners can send their request and business case to <a href="mailto:tapalliance@vmware.com">tapalliance@vmware.com</a>.</b></p>				

### Meeting with a VMware Product Manager

TAP Elite and Global partners have the privilege of requesting an annual meeting with a VMware product manager. They can use the meeting to discuss an idea or seek input for a product or a solution, provided that they do not disclose any information that is deemed confidential. Applications must be made by submitting a [business case](#) and are subject to VMware approval. Not every application requesting a meeting will be approved.

The criteria for business case consideration is internal to the VMware product management organization and may change based on business needs. Meetings with VMware product managers will only be scheduled once the business case has been approved. Scheduling will depend on product manager availability.

### Access to APIs Via SDKs and Toolkits

VMware provides SDKs (Software Development Kits) consisting of published APIs that can be used by TAP partners to integrate their products with VMware vSphere or VMware View. Such integrations allow partners to configure and monitor the parameters in a virtual environment, including VM inventory, VM life cycle, host/network/storage configurations, performance monitoring and alert management. While SDKs provide a set of published APIs that are sufficient for most tasks related to management of a virtualized infrastructure, some uses require partners to access, adopt or collaborate in the development of specific APIs. These programs provide access to specific APIs and R&D resources for collaborative development purposes.

### Access to Co-Development Programs

TAP partners have privileged access to developer resources through co-development programs, including:

- Products
- Content
- Services



Programs include:

- SDK (Software Development Kit) for TAP Access, Elite, and Global level partners.
- IOVP (I/O Vendor Program) available to qualified IHV (Independent Hardware Vendor) partners. An additional agreement is required.
- Specific API Programs, program-dependent. Additional due diligence required.
- Community Source Program based upon a proposal. Requires additional due diligence.

#### **Eligibility to Participate in Beta Program**

VMware runs multiple Beta programs that span product lines in the cloud infrastructure to help partners test next-generation features, add technical skills, and understand the direction of the virtualization industry. These programs also let partners prototype a solution and be ready for deployment when VMware products reach General Availability. The objective of VMware's Beta program is to gain 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 are given priority.

#### **NFR Software**

All software licenses provided through the TAP program are considered not for resale (NFR) licenses. Acceptable uses of TAP NFR Licenses are solely for the purposes of demonstrating, developing, testing and supporting interoperability and integrations between partner products and VMware software.

TAP NFR Licenses are not available for any production use. Unacceptable uses of the licenses include, but are not limited to:

- Using VMware NFR Software for the partner's own information processing or computing needs.
- The demonstration, development, testing, or support of partner products that have not been developed or integrated with VMware software, pursuant to the TAP program.
- Demonstration, development, testing, or support activities which are provided to partner customers as a revenue-generating professional service are prohibited.
- Distribution of the NFR software to third parties.

NFR licenses are offered as a benefit of the TAP program for the purpose of promoting mutually beneficial outcomes for both the Partner and VMware. VMware reserves the right to revoke a Partner's NFR License(s), for one or more products, if VMware determines, in its reasonable discretion, that the Partner's use of such License(s) is not mutually beneficial. In such event, VMware shall notify the Partner in writing (including email) and by issuing a Return of Property Certification.

NFR Licenses are not perpetual and will expire upon termination of the TAP partnership. Partner's use of any NFR licensed product shall be subject to the partner's compliance with the terms and conditions of the TAP agreement. The level of access to the NFR Software Licenses varies by TAP partner type.

TAP Elite partners may also request additional discounted NFR licenses under the program. Additional discounted developer licenses may be granted to Elite partners based upon business case and approval from VMware. Limited license quantity and additional restrictions may apply to additional NFR license requests.

For further details about free and discounted NFR licenses, refer to the [“TAP NFR Information”](#) guide.

### **NFR Audits**

All TAP partners are subject to audit of their TAP NFR licenses. To ensure compliance, please take the following steps:

1. Read the TAP Program Guide and TAP NFR Guide carefully to understand the allowable uses of NFR licenses.
2. Create a separate “TAP” folder in your myVMware account to ensure that you utilize these licenses separately from any commercial-use licenses you may have purchased.
3. Contact [tapalliance@vmware.com](mailto:tapalliance@vmware.com) with any questions about allowable NFR use.

Note that partners who are found to be out of compliance may be required to purchase commercial licenses.

### **Dedicated NFR Portal for Global Partners**

TAP Global partners will have access to a dedicated [NFR Portal](#) at which Global level partners can submit requests for any amount of Not For Resale (NFR) or Evaluation Licenses for VMware products. Restrictions to requested product types and quantities may also apply.

The program will require a business case/justification submission, and the licenses will be made available after approval. The licenses will be governed by usage conditions detailed in the [TAP NFR Information Guide](#).

### **Developer SDK Support**

SDK support provides partners access to VMware vSphere API expert engineers for integration and development support. With years of experience using the powerful vSphere APIs with third-party solutions, VMware engineers can explain what the SDK can do, describe best practices, help with partner projects, and troubleshoot partner code.

For information on how to submit a support request, support alerts, updates, and more, visit the [VMware SDK and API Support page](#).

**SDK Support Levels**

Two levels of SDK support are available.

- Standard SDK support: responds within two business days.
- Premium SDK support: responds within one business day.

**Products for Administrators**

CIM SDK (SMASH – SMI-S)  
 Horizon View Session Enhancement SDK  
 NSX for vSphere REST API (except NetX / EpSec SDKs)  
 PowerCLI for View  
 Remote Console API  
 ThinApp SDK  
 vCenter Single Sign On SDK  
 vCloud API  
 vCloud SDK for .NET  
 vCloud SDK for Java  
 vCloud SDK for PHP  
 vCloud Suite SDK for Java  
 Virtual Disk Development  
 vRealize Automation Center  
 vRealize Operations Manager SDK  
 vRealize Orchestrator API (creation of custom plugins and workflows)  
 vSphere Command Line Interface  
 vSphere ESX Agent Manager SDK  
 vSphere Guest SDK  
 vSphere Management Assistant-vCLI  
 vSphere PowerCLI  
 vSphere SDK for Perl  
 vSphere Web Client SDK  
 vSphere Web Services SDK

The up-to date list of products supported is available on the VMware [SDK page](#).

### Free SDK Support

The VMware SDK and API support offering provides an administrator or developer with VMware best practices for deploying supported SDK products in automation and integration scenarios.

Examples of supported issues:

- Design advice
- Performance tuning advice
- Code snippet review and advice
- Problem diagnosis
- Bugs report

Examples of non-supported issues:

- Production issues with customer code
- End-to-end debugging of customer code
- Development of customer code

Third party products used during development (e.g. IDE). Upon joining the program, TAP Elite partners receive 5 free incidents of SDK support. Global partners receive free unlimited SDK support. Renewal of their TAP partnership gives TAP Elite partners another set of free standard SDK per-incident support incidents. Unused incidents expire one year after issue and cannot be extended, transferred, or used after an Elite or Global partner leaves the TAP program.

### Purchased SDK Support

Any user (including non-TAP partners) can purchase an annual license for unlimited 12x5 SDK support at the Standard level. Purchased SDK support provides the same level of support that TAP partners receive as a program benefit.

Additional SDK support should be purchased through the appropriate VMware sales team, it is not available through the TAP program. The license expires one year after the date of issue and cannot be transferred or extended. If a TAP partner purchases an annual SDK support license and then leaves the TAP program, SDK support is still provided until the license expires.

TAP Elite partners receive a discount on purchasing additional SDK support. Sign in to Partner Central and go to the Partner Store for details.

For more information about purchasing an SDK support license, please visit the [VMware SDK and API Support page](#).

## Subscription Programs

TAP partners who meet eligibility requirements as stated in the relevant program guide may join the following subscription programs. These programs encompass all of the key components of our Software Defined Data Center (SDDC) and End User Computing (EUC) product offerings. Please, refer the program guide specific for each program for details on benefits and program fees.

### Software-Defined Data Center (SDDC) Program

The software-defined approach extends industry-leading vSphere virtualization beyond compute to network and storage, making data center services as easy and inexpensive to configure and manage as virtual machines. Partners can select between the options that best supports their business needs:

**SDDC Foundation**—The SDDC Foundation provides partners with everything necessary to get their hardware (including Servers and Storage) tested against vSphere and obtain official certification and support.

**Server Certification**—The Server Certification package provides tools and development resources designed to enable TAP partners to get their hardware devices tested against ESXi and obtain official certification and support.

**Storage Hardware Certification**—The Storage Certification package provides tools and development resources designed to enable TAP partners to get their Storage Array tested against ESXi and obtain official certification and support.

### SDDC Foundation Program Requirements

- TAP Elite or TAP Global level membership and any applicable fees.
- Fully executed VMware SDDC Foundation program addendum.
- Adherence to product support requirements as documented in the respective Program Guides.
- TSANet membership and an entry in the VMware custom TSANet portal.
- General support on VMware vSphere features is purchased separately.

For more information about the program, visit the [dedicated SDDC Foundation page](#) in the VMware portal. Interested partners can also fill out the online [Partner Onboarding Form](#) and select SDDC Foundation in the Program Name dropdown menu.

**SDDC Integration**—The SDDC includes and builds upon SDDC Foundation. It includes all the necessary tools and development resources to enable TAP partners to design, build, and implement products using VMware APIs, services, and SDKs across the entire SDDC portfolio. Encompassing everything from I/O and advanced storage technologies such as VMware Virtual Volumes (VVols), to management extensions including vRealize Orchestrator and vRealize Log Insight.

### Management and Orchestration

- vRealize Log Insight
- vRealize Orchestrator Plug-ins

### Platform and Compute

- Common Information Model (CIM)
- Host Extensions
- Host Profiles
- I/O Vendor Partner (IOVP)
- Server Certification

### Storage and Availability

- Site Recovery Manager
- Storage Virtual Appliances

### SDDC Integration Program Requirements

- TAP Elite or TAP Global level membership and any applicable fees.
- Fully executed VMware SDDC Integration program addendum.
- Pay the \$7,500 annual SDDC Integration program fee.
- Adherence to product support requirements as documented in the respective Program Guides.
- TSANet membership and an entry in the VMware custom TSANet portal.
- General support on View and vSphere features is purchased separately.
- The PSA and IOVP Packages included in the Program require Partner to submit a questionnaire to VMware for approval prior to access. For these Packages, VMware will select from among eligible applicants based on the best opportunities for deploying successful solutions that are aligned with VMware's business and strategic goals for the usage of a particular Package. Download the questionnaires from the PSA and IOVP package pages.

For more information about the program, visit the [dedicated SDDC Integration page](#) in the VMware portal. Interested partners can also fill out the online [Partner Onboarding Form](#) and select SDDC Integration in the Program Name dropdown menu.

Partners participating in the SDDC Program receive up to date, product communications on VMware release dates, certification policies, and product features are provided to all partners. Upon successful completion of certification, the qualifying products will be listed in the VMware Compatibility Guide.

The VMware Ready™ logo is provided for certified devices, as per the requirements outlined on the VMware Ready program pages found [here](#).

## End User Computing (EUC) Program

VMware End-User Computing extends the power of virtualization — from data centers to devices —and empowers IT to deliver work at the speed of life. The program has two options, depending on partner’s business needs:

### EUC Foundation

EUC Foundation includes 5 different certifications/validations spanning 2 packages.

#### Horizon Fast Track

Includes certification/validation for three types of solutions: Turnkey Appliances (formerly known as Rapid Desktop Appliances), Validated Reference Architectures, and Proven Storage solutions. These packages take the guesswork out of deployment horizon and ensure fast deployments with predictable results and costs.

- Turnkey Appliances with pre-integrated, preconfigured, pre-tested, and certified software, storage and components offer a one-stop shop for Horizon deployment.
- Validated Reference Architectures provide standard, repeatable, and scalable designs for quickly and easily deploying Horizon with a customer’s vendor of choice.
- Proven Storage solutions are certified to offer specific workload performance for Horizon in a VDI environment.

#### Horizon Validations

Enables partners to Validate/Certify Virtual Volumes at scale with Horizon workflows and also enables partners to Validate/Certify VCAI (View Composer Array Integration) at scale with Horizon workflows.

- VVols-Horizon certification enables Partners to Validate/Certify Virtual Volumes at scale with Horizon workflows.
- VCAI-Horizon certification enables Partners to Validate/Certify VCAI at scale with Horizon workflows.

### EUC Foundation Program Requirements

- TAP Access, Elite or Global level membership and any applicable fees.
- Fully executed VMware EUC Foundation program addendum.
- Adherence to prerequisites and requirements of the individual packages included in the program.
- Adherence to product support requirements as documented in the program guide.
- TSANet membership and an entry in the VMware custom TSANet portal.
- General support on Horizon with View and vSphere features is purchased separately.

For more information about the program, visit the [dedicated EUC Foundation page](#) in the VMware {code} portal. Interested partners can also fill out the online [Partner Onboarding Form](#) and select EUC Foundation in the Program Name dropdown menu.

### EUC Integration

Includes everything in the Foundation offering and additionally provides information and pre-release materials to partners. EUC Integration contains 3 packages. 2 packages from EUC Foundation and the Horizon Access package.

### Horizon Access

Provides information and pre-release assets of EUC products to enable partners create products that are compatible with EUC products. It provides access to pre-release binaries, APIs and more. No certification is included in this package. Optional paid developer consulting is available.

### EUC Integration Program Requirements

- TAP Access, Elite or Global level membership and any applicable fees.
- Fully executed VMware EUC Integration program addendum.
- Pay the \$5,000 annual EUC Integration program fee.
- Adherence to prerequisites and requirements of the individual packages included in the program.
- Adherence to product support requirements as documented in the program guide.
- TSANet membership and an entry in the VMware custom TSANet portal.
- General support on Horizon with View, other EUC products and vSphere features is purchased separately.
- Partner must submit a completed questionnaire to be considered for participation in the program.

For more information about the program, visit the [dedicated EUC Integration page](#) in the VMware portal. Interested partners can also fill out the online [Partner Onboarding Form](#) and select EUC Integration in the Program Name dropdown menu.

Partners participating in the EUC Program receive up to date, product communications on VMware release dates, certification policies, and product features are provided to all partners. Upon successful completion of certification, the qualifying products will be listed in the VMware Compatibility Guide.

The VMware Ready™ logo is provided for certified devices, as per the requirements outlined on the [EUC VMware Ready page](#).

In addition to the SDDC and EUC Subscription Programs, there are many independent programs that are available outside of these packages. For a full listing of available programs, visit the [Programs and Services page](#) on the VMware



{code} portal. Partners can also download and review the [VMware Ready Program Guide](#) for further details.

## Deploy

After building an integrated solution, partners can take promote and take their solutions to market using their TAP benefits. Drive customer awareness by utilizing TAP branded press releases, solution briefs, and joint webinars and joint whitepapers based on VMware approval.

TAP BENEFIT	MOBILE	ACCESS	ELITE	GLOBAL
<b>VMware Ready Certification</b> Promotes certified partner solutions that have passed the strict VMware Ready testing requirements. VMware Ready logo provided upon successful testing of the application.		(ISV Application and vCloud Air only)	•	•
<b>TAP Program Partnership Logo</b> Receive a VMware TAP partner logo that promotes partners as part of the exclusive club of VMware partners. Get it via Partner Central.		•	•	•
<b>Placement in VMware Solution Exchange (VSX)</b> Get exposure to our channel and customers by placing products in the VSX. VMware Ready products receive special consideration.		•	•	•
<b>Sponsorship Opportunities</b> Partners have an opportunity to sponsor a variety of VMware events, including VMworld, vForums, and VMware User Groups (VMUG). Elite, Global, and VMware Ready partners receive a preference over others.		•	•	•
<b>Eligible for Embedded OEM Consideration</b> TAP partners are eligible to participate in the Embedded OEM program. Additional requirements for program participation apply. For information about becoming an Embedded OEM partner, email <a href="mailto:eoem-info@vmware.com">eoem-info@vmware.com</a> .			•	•
<b>PR Support</b> Ability to obtain VMware quote for press releases describing new program partnership and completion of VMware Ready testing or a Custom Press Release. Please reach out to the <a href="#">Alliance PR Team</a> to begin the review process for PR support. <b>Note:</b> Only one quote provided for Mobile level per year.	•	•	•	•

<b>VMware Ready Solution Brief</b> A solution brief is a two-page document that describes how a partner's VMware ready product or solution works with a VMware product. A partner may use a Solution Brief as a marketing aid for their product or solution.			1 Per Year	3 Per Year
<b>TAP BENEFIT</b>	<b>MOBILE</b>	<b>ACCESS</b>	<b>ELITE</b>	<b>GLOBAL</b>
<b>Joint Webinars</b> TAP Elite and Global partners who have certified their product as VMware Ready and completed a Solution Brief are eligible to do a Joint Webinar with VMware. Requires completed <a href="#">Business Case</a> and VMware approval.			1 Per Year	2 Per Year
<b>Joint Whitepapers</b> TAP Elite and Global partners who have certified their product as VMware Ready, completed a Solution Brief and a Joint Webinar are eligible to release a Joint Whitepaper with VMware. Requires completed <a href="#">Business Case</a> and VMware approval.			1 Per Year	2 Per Year
<b>Listing on Global Alliances Page</b> All authorized Global partners will be listed on VMware's Global Alliances page.				•

### VMware Ready Program

VMware Ready is a comprehensive certification and co-branding program that makes it easy for Technology Alliance Partners, Global OEM Partners, and System Builders to show customers that their solutions have passed VMware-specified integration or interoperability criteria and are technically ready for use with VMware vSphere™, VMware View™ and VMware environment.

Partners who have passed 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 that their solutions have been certified by VMware.

Partners should contact their [VMware account manager](#) with any questions they have regarding the VMware Ready program or its requirements. For more information visit the [VMware Ready page](#).

### VMware Technology Alliance Program Logo

TAP partners are permitted to use the VMware TAP logo on web sites, marketing documents, sales documents, slide presentations, and other collateral. The VMware logo and trademark guidelines can be found [here](#). The logo is provided in a variety of formats, including EPS.

**Note:** In accordance with the TAP agreement, partners must follow the [VMware Trademark and Logo guidelines](#) when using the VMware TAP Program logo. Partners who fail to do so are subject to termination of their TAP Program partnership.

**LEARN MORE ABOUT VSX MARKETPLACE**

Questions about the VSX Marketplace? Email the [VSX team](#) for support or more information.

**Marketing Tools****Partner Profile and Partner Locator**

Partner Profiles provide valuable company information, listed in the [VMware Partner Locator](#). The Partner Locator is a search tool that showcases a TAP partner's relationship with VMware to customers and prospects. From the Partner Locator, customers go to the [VMware Solution Exchange \(VSX\)](#) to browse solutions listings provided by the partner. To update Partner Central profile information, log on to Partner Central at: <http://www.vmware.com/partnercentral>.

**VMware Solution Exchange (VSX)**

The VSX marketplace, <http://solutionexchange.vmware.com/> is an end-to-end marketplace for VMware partners and developers to showcase their solutions, including virtual appliances vApps and plug-ins for VMware products and vCO plug-ins for VMware products.. Leveraging the VSX, TAP partners can capture leads from prospective customers and engage with customers on a one-to-one basis.

**All TAP Access, Elite, and Global level partners can:**

- Create company and product listings.
- Upload solution-related resources.
- Post support statement.
- Register multiple VSX users and associate them to the company and solution listings by role (number of unique employees per company subject to limitation).
- Access company sales pipeline (role based).

Using the VSX features, customers, developers and partners create a dynamic community of users. This facilitates discussion, collaboration, and accelerated development and deployment cycles within our collective virtualization ecosystem. The VSX provides a way for customers to locate, evaluate and purchase VMware and partner solutions.

In addition:

TAP Elite and Global partners are eligible to apply for a featured spot on the VSX. A featured spot on the VSX provides enhanced visibility for the partner's product or solution. VMware reserves the right to review and approve the applications for a featured listing. Details of the application and criteria for a Featured listing on VSX can be found [here](#).

Customers can perform the following functions:

- Browse solutions on the VSX by category, vertical industry, or technology type.
- Search for company and solution listings.
- Download resources such as white papers, deployment guides, case studies, and data sheets.
- Download and evaluate virtual appliances, vCO plug-ins, vApps, and trial software.
- Contact a VMware partner.
- Rate and review VSX solution listings.

Partners interested in learning more about the program should reach out to: [eoem-info@vmware.com](mailto:eoem-info@vmware.com).

Access partners that want to upgrade their partnership to the Elite level should reach out to: [tapalliance@vmware.com](mailto:tapalliance@vmware.com) for more details.

### Joint Enablement of Key Channel Partners

VMware will work with TAP Global partners on cross-mapping joint enablement of Key Channel Partners to drive joint solutions into the market. Under the program:

- VMware will work with each TAP Global partner to identify top joint resellers in at least two geographies and will conduct training for those joint resellers around identified joint VMware-TAP partner solutions.
- The TAP partner must have sales-ready collateral, such as datasheets, whitepapers or other selling materials, to share with reseller as a part of the training process.

### Embedded OEM Partnership Opportunity

TAP partners interested in packaging and distributing VMware products with their hardware or software solutions are encouraged to join the Embedded OEM route-to-market. The Embedded OEM route-to-market allows TAP partners to enable new business models, deliver packaged solutions, and provide a flexible OEM strategy for a wide range of businesses.

Embedded OEM partners are required to maintain a TAP Elite or Global partnership in good standing, maintain a reasonable number VCPs on staff, provide L1 and L2 support to customers, and meet minimum royalty thresholds/license bookings as part of their route-to-market requirements.

### Sponsorship Opportunities

Sponsorship opportunities are available for VMware events, such as VMworld, regional forums, and online forums.

#### VMworld

VMworld presents information to professionals in organizations seeking to reduce IT complexity and enable IT as a service through virtualization and cloud computing. VMworld includes hands-on lab training for technology partners to discuss virtualization best practices, leveraging IT as a service, and more.

#### Audience:

VMware customers, partners, prospects, press, analysts.

Visit the [VMworld page](#) for complete event details about both VMworld US and VMworld Europe.

#### VMware Forums

VMware Forums are our largest one-day regional prospecting events. Forums consist of a broad industry keynote and breakout sessions covering topics that address solutions for virtualization, cloud infrastructure, management, end-user computing, and application development. Customer stories and product experts are featured, and attendees can meet with sponsors and exhibitors in an exhibitor lounge. In Asia-Pacific, vForums are similar to VMworld and run for two days in some cities.

### Online VMware Forum

Online VMware Forum is a free event allowing customers to learn about accelerating IT, so that their business can respond more effectively to markets, competitors and customers. VMware experts, industry analysts and IT professionals discuss how virtualization and cloud computing helps organizations reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green.

#### **Audience:**

IT managers, directors, and architects in the following functional areas: development, application, system administration, datacenter, desktop, security, and database.

Complete event details can be found on the [vForum page](#).

Sponsorship preference for VMware events is given to Global, Elite partners and VMware Ready partners.

### Press Guidelines and PR Templates

VMware supports TAP partners in four types of press releases:

- Announcing a partner is joining the TAP program at the Access, Elite, or Global levels.
- Announcing a partner's product as VMware Ready certified.
- Announcing the upgrade to the Elite level from the Access level.

Providing a supporting quote for a custom partner press release related to a product or solution that works with VMware products.

**Note:** Eligibility for a custom press release is one per year for TAP Access partners, two per year for TAP Elite partners and four per year for TAP Global partners. TAP Mobile partners are eligible for up to one custom quote per year.

Applications for custom press releases should be sent to the [Alliance PR team](#). Any press release that mentions VMware must receive final approval prior to release.

TAP partners who do not follow the press guidelines are subject to termination of their VMware TAP program partnership.

### VMware Ready Solution Brief

A solution brief is a two-page document that describes how a partner's VMware Ready product or solution works with a VMware product. Partners may use a Solution Brief as a marketing aid for their certified product or solution. A partner may request a Solution Brief by completing a VMware template related to the subject area of their product or solution.

Interested TAP Elite and Global partners can submit a [business case](#) to review a Solution Brief for a non-VMware Ready certified product or solution. Non-VMware Ready certified requests will need to have a detailed business case and proof of extensive testing to ensure that their request is approved. The business case review process will take up to two weeks for VMware to review and approve the business case once the business case has been completed and submitted.

The existing template is available at [Partner Central under the Marketing tab](#). For a subject area not covered by the existing template, partners may request that VMware create one. Such requests should be made by e-mail to [the TAP team directly](#).

TAP Elite partners are allowed one request per year and TAP Global partners are allowed three requests per year.

### Joint Webinars

Once TAP Elite and Global partners have completed the Solution Brief benefit, they are eligible to apply to conduct a joint webinar with VMware.

During this partner hosted webinar, the partner, along with a designated VMware speaker, will discuss the partner-VMware integrated solution, and target either a technical or sales audience.

TAP Elite partners are granted up to one webinar request per year and Global partners are granted up to two webinar requests per year. This allotment is reset with each successful program renewal.

Elite and Global level partners interested in leveraging this benefit need to have their business case approved by VMware.

In addition to the approved business case, partners must also have completed a joint solution brief on a VMware Ready certified and approved product.

To submit the business case, completely fill out the [business case template](#) and send it back to the [TAP Team](#). Please allow two weeks for VMware to review and approve the business case once it has been submitted for approval.

If a partner is eligible and has been approved, VMware will supply a speaker, and contribute slides to the partner's presentation. Typical VMware speakers may include product or program managers, VMware architects or alliance managers.

Also if requested by the partner, VMware will market the webinar to our TAP partners. After the partner has submitted their slides to [tapalliance@vmware.com](mailto:tapalliance@vmware.com), please allow three weeks for review, a VMware speaker to be assigned and VMware slides to be created. During this time period speaker availability and possible webinar dates will be sent to the partner.

Once the webinar date is set, if requested, the TAP team can publish the webinar information via the various social media vehicles to the broader TAP community.

The partner will be asked to promote the webinar in tandem to their end-user/customers or partners via their own communication channels and that the partner post the session (via the events section) on the [VMware Solution Exchange \(VSX\)](#).

### Joint Whitepapers

VMware supports the publication of a joint white paper on a TAP Elite or Global Partner's Product or Solution. Once TAP Elite and Global partners have completed the Joint Webinar benefit, they are eligible to apply for a Joint Whitepaper with VMware. The joint whitepaper is a technical document that is no longer than 20 pages, that assists customers with installing or configuring the partner's VMware Ready product or solution with a VMware product.

TAP Elite partners are granted up to one joint whitepaper request per year and Global partners are granted up to two joint whitepaper requests per year. This allotment is reset with each successful program renewal.

Elite and Global level partners interested in leveraging this benefit need to submit and have their business case approved by VMware. In addition to the approved business case, partners must also have completed a joint webinar and a solution brief on a VMware Ready certified and approved product.

To submit the business case, completely fill out the [business case template](#) and send it back to the [TAP team](#).

Please allow two weeks for VMware to review and approve the business case once it has been submitted for approval.

If a partner is eligible and has been approved, the partner will then receive the white paper template and guidelines for submission. Once the partner has completed the whitepaper, they will submit the release to [tapalliance@vmware.com](mailto:tapalliance@vmware.com) for review.

Please allow 3-5 business days for initial review and notes.

Once partners make revisions based on the initial notes, they will resubmit the document for further technical review. Please allow 15 business days to complete the technical review. Any final edits are then made by the partner and sent back for final review and layout. Layout can take up to 10 business days.

The partner will be asked to promote the whitepaper in tandem to their end-user/ customers or partners via their own communication channels and that the partner post the document on the respective VMware Solution Exchange (VSX) product page.

**Note:** Also please keep in mind that the review process of the business case can take up to two weeks. More time may be required before major VMware events.

- Resources are limited for these benefits. In addition to meeting the defined eligibility criteria, the partner must submit a business case and receive approval from VMware. Please reach out to the [TAP Team](#) for additional requirements and further guidance.

#### **Listing on vmware.com Global Alliances Page**

All authorized Global partners will be listed on VMware's Global Alliances page. The Global Alliances page serves as a central location for customers to identify which VMware partners are engaged with VMware at the highest and most strategic level.

Representation on the Global Alliances page provides prospective joint customers with the confidence that VMware and the partner are working together to drive joint and supported solutions into the market. It provides details about the partnership that customers can use to make purchasing decisions. To become listed on the [Global Alliances page](#), partners should work with their Named Alliance Manager.

## Support

The TAP program grants a variety of product and development support resources to partners at every partner level. VMware's Global Support Services team provides per incident product support for Access level partners while Elite and Global level partners receive unlimited basic support for their NFR licenses.

All TAP Access, Elite, and Global level partners have a named account manager to assist them with program or benefit-related questions. TAP Elite and Global partners can also reach out to the TAP Tech team with certification related questions.

TAP BENEFIT	ACCESS	ELITE	GLOBAL
<b>TSANet</b> TAP partners get a steep discount when they join the <a href="#">TSANet/VMware portal</a> . With the TSANet process, partners can collaborate when a multi-vendor support issue arises.	•	•	•
<b>Product Support</b> Basic installation and configuration product support.	5 Incidents	Basic SNS	Basic SNS
<b>TAP Alliance Program Support + Named Account Manager</b> Assistance in navigating all TAP benefits.	•	•	•
<b>Named Alliance Manager</b> Global TAP partners will work closely with a named Alliance Manager at VMware.			•
<b>Named VMware Executive and Business Unit Sponsor</b> Each Global partner will have the opportunity to work with a VMware Executive and/or Business Unit Sponsor on a defined cadence.			•

## VMware Support Partner Ecosystem (TSANet)

The VMware Support Partner Ecosystem provides TAP partners with the ability to collaborate on multi-vendor support issues more efficiently. When a customer has bought support and products individually from both VMware and the TAP partner, the Ecosystem provides and obligates both VMware and the partner to work with each other as opposed to pointing the customer back and forth, leading to a very frustrating experience for our common customer.

Unlike a traditional OEM relationship where there is a back-line support path, the Ecosystem is a two-way relationship and provides the ability for either party to contact on behalf of an entitled customer. This program is strictly a support relationship. Where calls are low in frequency, they are typically high in complexity. The support ecosystem provides the mechanism for both VMware and partners to achieve a higher level of customer satisfaction in what can be a tense and disruptive time for our customers.

The program is implemented via the Technical Support Alliance Network (TSANet) which presents TAP partners with the legal relationship documents. These documents bind both VMware and partner into a support relationship where each are obligated to work with each other on behalf of the common customer.

The partner will give VMware (via TSANet) process instructions if the partner's customer 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 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 which provides the partner a link to VMware's support and escalation process. Further, the partner's process is now stored in the TSANet database and can be accessed by VMware.

The system will also automatically generate an email requesting all parties to review and update these records every ninety days. The sign-up support portal is located at our [custom portal](#).

#### **TAP Partner Technical Product Support**

VMware is committed to delivering enterprise-class, worldwide support to TAP partners with a single objective in mind: the success of our partners.

#### **Per Incident Support**

VMware Per Incident support is designed to meet the needs of partners with small datacenters and software development organizations. An incident is defined as a question relating to a specific, discrete issue and may involve several interactions with Technical Support prior to resolution.

With Per Incident support, partners can choose to log cases and receive responses either through the web or by the phone.

Partners can find more information on the [Per Incident Support offering page](#).

Access partners are automatically granted a 5 pack of per incident support. This allotment is reset with every successful program renewal. Unused support instances are not rolled over with each program renewal.

#### **VMware Basic Support and Subscription (SnS) Service**

Basic 12x5 SnS is available for NFR licenses given to TAP Elite and Global partners. Critical issues are targeted for a 4-hour response time, and major issues are addressed within 8 hours. This level of support is designed for non-critical applications and platforms.

VMware global support centers are strategically placed to provide partners with fast and efficient access to regional partner support centers. Each center is staffed with engineers that provide industry-leading expertise in virtualization and years of experience supporting virtual infrastructure products in real-world customer environments.

For more information about Basic SnS, please visit the [Basic Support offering page](#).

Elite and Global partners with high-level support issues or certification problems can send an email to [TAPTech@VMware.com](mailto:TAPTech@VMware.com). The TAP Tech team is a liaison between Elite and Global partners and VMware Support Teams. This ensures that requests are routed to the proper support group.

### TAP Mobile Support

TAP Mobile partners do not receive the same support as Access, Elite, or Global level TAP partners. The TAP Mobile level has a self-service support structure with access to the Knowledgebase community.

### TAP Alliance Program Support + Named TAP Account Manager

TAP Access, Elite and Global partners will have access to TAP program support via a named TAP account manager. The TAP account manager will answer questions that the partner has regarding all of their TAP benefits. The account manager will also engage with the TAP partner to better understand their business and products, and to recommend areas of further partnership with VMware.

### Named Alliance Manager

Global TAP partners will work closely with a named alliance manager at VMware. The VMware alliance manager will serve as a central point of contact for the partner's work with VMware. The alliance manager will communicate with the partner about VMware's strategy in a given market segment, and, where appropriate, work to facilitate joint development, and go-to-market activities.

### Named VMware Executive and Business Unit Sponsor

Each Global partner will have the opportunity to work with a VMware executive and/or business unit sponsor on a defined cadence. The VMware executive/business unit sponsor will engage with the partners' executives to define and drive various strategic opportunities within both companies. The engaging executives are key decision makers at VMware, and their support has a significant impact on a partner's success in working with VMware.

### Knowledge Base & Support Forums

The [VMware Knowledge Base](#) is a searchable database that includes resolutions to common technical issues, tips, technical notes and answers to VMware product FAQs. Also, VMware offers support forums, allowing TAP partners interaction with other partners of the extended VMware community.

More information about VMware Support Offerings and Policies can be found [here](#).

