

VeloCloud Partner Program Guide

June 2019

The VMware SD-WAN by VeloCloud Opportunity

With VMware SD-WAN™ by VeloCloud® partners gain access to the market-leading SD-WAN solution (source: Gartner, IHS, Frost & Sullivan) to provide enterprise customers with a **transformative wide area network experience**, including exceptional application performance over any transport, drastically simplified network management, and streamlined access to Cloud services and platforms.



The VMware SD-WAN by VeloCloud Opportunity



The VeloCloud Partner Program gives resellers an opportunity to expand their market share by integrating the VMware SD-WAN by VeloCloud solution into their product portfolios. Program participants earn deal registration perks, technical support, and much more.

[VMware SD-WAN addresses the major trends facing enterprises:](#)

- Increased usage of bandwidth-hungry apps, such as VoIP, unified communications (UC), and video
- Expansion of branch locations, teleworkers, and other remote sites
- Migration to cloud applications
- Pressure to reduce the capital and operational costs of traditional MPLS and private line networking
- Demand for rapid deployment for temporary sites, emergency response units, construction sites, and pop-up retail and events

VeloCloud Partner Program Market Opportunity

1 Tap into the \$4 billion high-growth market¹, such as net-new WAN budgets. Take advantage of industry trends affecting the modern enterprise: cloud, next generation technologies, automation, and corporate infrastructure cost-savings

3 Expand growth opportunities using a predictable subscription model:

- Transition from a hardware-oriented, single-solution business to a comprehensive SaaS-based platform
- Tap into high margin, recurring revenue, while taking advantage of the flexible consumption models. Depending on business requirements, partners can purchase VMware SD-WAN via OPEX or CAPEX.
- Accelerate time to market and time to revenue with short sales cycles and proven customer value propositions.

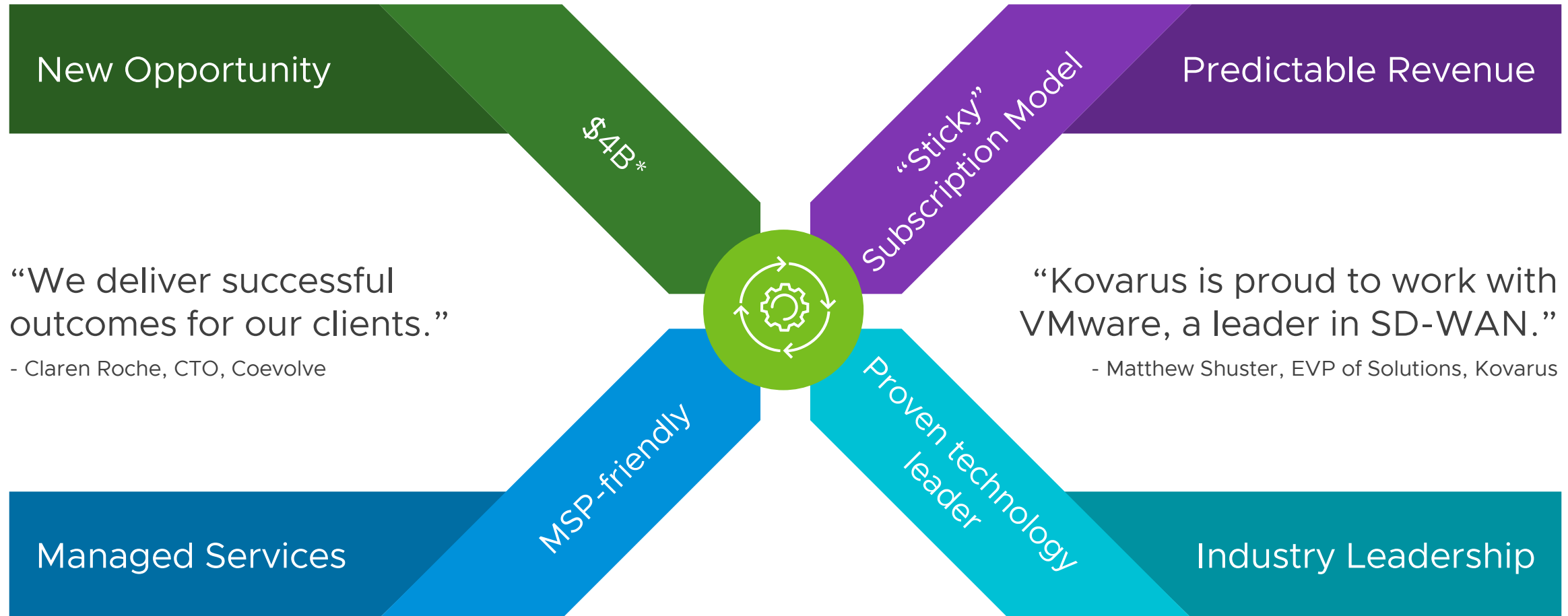
2 Take advantage of VMware's proven strategic, technological, and execution leadership position in the burgeoning WAN edge market, according to Gartner, IHS Markit, Quadrant Solutions, and Frost & Sullivan.

4 Add managed services easily. SD-WAN technology allows partners to move beyond transactional to a trusted adviser role for their end-user customers:

- Layer high-margin services revenue on top of SD-WAN.
- Opportunities for services include but are not limited to technical and customer support, installation services, design and architecture, and ongoing network management. Partners certified to provide L1/L2 support receive an additional discount

1. Frost & Sullivan. "Global SD-WAN Vendor Market Mid-Year Forecasts, 2018." August 2018.

VeloCloud Partner Program Benefits



1. Frost & Sullivan. "Global SD-WAN Vendor Market Mid-Year Forecasts, 2018." August 2018.

VeloCloud Partner Program Overview

The SD-WAN market is growing at a 49% CAGR (source: Frost & Sullivan, 2018). To help partners take advantage of this growth on a world-wide scale, VeloCloud partnered with global distributors to sell VMware SD-WAN by VeloCloud to any VeloCloud Channel Partner or Service Provider in good standing and duly authorized for the distribution territory.

With a channel-driven model that includes attractive discounts, deal registration, qualified leads and more, the VeloCloud Partner Program constantly strives to provide partners with tools and resources needed to expand business.

VeloCloud Partner Program*

Levels



VeloCloud Partner Program Performance

Partner commitment

New to VeloCloud partners must sign the VeloCloud Partner Program agreement before they can become part of the VeloCloud Partner Program. They must also review the VeloCloud Code of Conduct and complete any Due Diligence Questionnaire requirements or be a member in good standing in the VMware Partner Network program

Performance review and re-leveling

In order to maintain a partner's compliance with the VeloCloud Partner Program, VMware will compare each partner's performance for the previous four quarters to its respective partner level requirements. If the partner has met all the requirements for the next higher program level for four consecutive quarters, VeloCloud will adjust the partner's level upward for the following year. **For a partner to keep its current program level, the partner must meet all the requirements for its partner level the prior four quarters.** The partner level may also be adjusted downward to the next level following four quarters of a partner's lack of compliance with the stated program requirements included in this guide.

VeloCloud Partner Program

Overview



** Developing countries will have lower bookings requirements

VeloCloud Partner Program Requirements and Benefits Levels

Performance Requirements	Registered	Silver	Gold	Platinum
Annual Bookings Requirement		Yes (Reduced) *	Yes (Reduced) *	Yes (Reduced) *
Discounts				
Deal Registration Discount	•	•	•	•
Not for Resale Unit Discounts		•	•	•
Not for Resale Lab Kit Limit		•	•	•
Business Requirements				
VeloCloud Partner Program Agreement	•	•	•	•
Quarterly Business Plan Review			•	•
Deal Registration Through Portal	•	•	•	•
Ethics and Compliance Training	•	•	•	•

*Developing regions: EMEA, APAC, LATAM. A partner's eligibility for the developing region commitment is based on the location of the corporate headquarters. Developing regions are reviewed on a yearly basis.

VeloCloud Partner Program Requirements and Benefits Levels

	Registered	Silver	Gold	Platinum
Sales Personnel Requirements				
VSP – Networking and Security VSP – SD-WAN (when available) 2 hours, no cost, self-paced		•	•	•
VTSP – SD-WAN 4.5 hours, no cost, self-paced		•	•	•
SD-WAN Technical Post Sales Certification (Deploy and Manage) 8 hours, fee-based class		•	•	•
Only for partners providing support: L1/L2 Support Badging (when available)		•	•	•
Training				
Self-Paced Training on the Partner Portal (Free)	•	•	•	•
Webinar Training (Free)	•	•	•	•
Classroom Training Plus Lab (Fee based)	•	•	•	•

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VeloCloud Partner Program Requirements and Benefits Levels

	Registered	Silver	Gold	Platinum
Communications				
Partner Portal	•	•	•	•
Webinar Training Invitations	•	•	•	•
Product Updates	•	•	•	•
Sales & Marketing				
Local Account Team			•	•
Access to Sales Leads			•	•
Market Development Funds Eligibility (Proposal based)			•	•
Access to Campaign Messaging (VMware Partner Edge)		•	•	•
Featured Partner Listing on VeloCloud.com		•	•	•

*Developing regions: EMEA, APAC, LATAM. A partner's eligibility for the developing region commitment is based on the location of the corporate headquarters. Developing regions are reviewed on a yearly basis.

Technical Support Services

Most VeloCloud partners will be selling VMware support which is bundled through the SKUs available with our key global distributors.

If a VeloCloud partner has qualified and trained technical support personnel and would like to offer end user customers support, the partner will need to pass the support badging requirements (when available).

Partners should guide customers to VMware for any support questions at:

https://www.vmware.com/support/contacts/us_support.html



Partner Sales and Technical Training

Sales and solution knowledge are important factors in enabling partners to achieve success with VMware SD-WAN by VeloCloud.

To assist partners in getting up to speed on VMware SD-WAN, we offer multiple educational opportunities to ensure partners are thoroughly prepared.

Platinum, Gold, and Silver Partners are required to have a minimum number of technical and sales staff trained based on partner level.



Types of Training

VMware provides comprehensive sales and technical training to ensure your organization is prepared to sell, deploy, manage, and support customers.



Self-paced

VMware SD-WAN coursework will include self-paced training classes covering the solution value proposition, opportunity identification and qualification, objection handling and competitive positioning, and other best practices around selling strategies.



Virtual

Live virtual courses are offered weekly as interactive webinars free of charge.

Virtual technical labs are available to supplement self-paced training courses and enable partners to develop required SD-WAN expertise.



Classroom

VeloCloud also offers fee-based classroom, instructor-led curriculum beyond the self-paced courses on a monthly basis at various locations throughout North America, Europe, and Asia.

Partners are responsible for travel logistics.



Sales and Marketing Support

As members of the VeloCloud Partner Program, partners have access to resources to help increase revenue and grow profits. VMware offers a variety of sales and marketing resources, programs, tools, and communication vehicles to help partners market and sell VMware SD-WAN.

Sales and Marketing Support



Account management

Platinum and Gold partners have access to VMware SD-WAN sales representatives to assist with ongoing sales-related requests.

Silver and Registered partners may consult their distributor partners to accelerate sales leads and opportunities.



Sales leads

VeloCloud drives demand through regular sales and marketing programs such as webinars, email campaigns, and tradeshows.

Partners are encouraged to participate in the variety of joint and unilateral marketing activities to promote and sell VMware SD-WAN as part of their product portfolios.



Joint sales calls

VeloCloud team members are available for joint sales calls on appropriately qualified opportunities for Platinum and Gold partners.

Sales and Marketing Support

Not for Resale Units

Not for resale (NFR) units are commonly used in field engagements to demonstrate the system and with prospects interested in testing units in their environment.

NFR units are available exclusively for VeloCloud partners at a 50 percent discount rate after completing training requirements.

All NFR units include perpetual support and software updates (no warranty or replacement) for the life of the partner agreement or device (whichever is shorter).

NFR units will be covered by our Support team as outlined in the VeloCloud support terms and conditions during regular business hours.

Market development funds and programs

The VeloCloud Partner Market Development Fund (MDF) is designed to assist qualified partners in generating new leads and increasing VMware SD-WAN revenue streams through joint marketing activities, such as digital and print advertising, tradeshows, conferences, webinars, virtual events, prospecting, content syndication, online marketing, and other activities. Please refer to the [VeloCloud Partner Joint Marketing Policy](#) for more details.

Only VeloCloud Gold and Platinum partners are eligible to receive MDF with approved, proposal-based demand generation plans. VeloCloud may provide MDF for up to 50 percent of the joint activity's expense.

VeloCloud strictly enforces the guidelines outlined in the VeloCloud Partner Joint Marketing Policy to ensure compliance with overall marketing and ROI goals.

Sales and Marketing Support

VeloCloud Partner Portal

The VeloCloud Partner Portal serves as a centralized source for the information needs of sales, technical, and marketing staff.

Authorized partners receive login credentials to access the site at partners.velocloud.com shortly after the VeloCloud Partner Program Agreement is executed.

The VeloCloud Partner Portal features a variety of materials to ensure partners have successful Go-To-Market processes, healthy sales pipeline, and technical excellence, including:

- Training resources
- Sales/technical resources
- Marketing resources
- Run books and standard operating procedures

Upon becoming a VeloCloud partner, the partner and their employees gain access to the VeloCloud Partner Portal. The authorized contact in the partner's organization receives a welcome letter, the VeloCloud Partner Program membership certificate, and the training curriculum accessible on the partner portal.

The VeloCloud Partner Portal is exclusive for VeloCloud Partner Program members and includes confidential information. By accessing the partner portal, partners agree to not disclose any confidential information that belongs to VeloCloud, nor will they provide their login and password information to any other party.

Sales and Marketing Support

Partner agreements

It is a requirement for all partners in the VeloCloud Partner Program to sign the VeloCloud Partner Program Agreement.

Deal registration

VeloCloud deal registration rewards partners for proactively seeking, identifying, and pursuing new business opportunities in enterprise customer accounts. Early deal registrations that qualify under the defined process may be granted special discount privileges if closed during the valid deal registration period.

Partners must register deals directly through the VeloCloud Partner Portal. The guidelines and rules are located on the Portal as well. For more information, visit velocloud.com/company/deal-registration-guidelines.

How to join

To join the VeloCloud Partner Program, visit velocloud.com/partners/become-a-partner, fill out the registration form and follow instructions to sign the VeloCloud Partner Program Agreement digitally.

A VeloCloud representative will review your application and get back to you within 72 hours.



Thank You

VMware SD-WAN by VeloCloud Solution Overview

VMware SD-WAN by VeloCloud combines the economics and flexibility of a hybrid WAN with the deployment speed and low maintenance of a cloud-based service. It includes policy-based network-wide application performance, visibility and control while dramatically simplifying the WAN by delivering virtualized services from the cloud to branch offices.

The VMware SD-WAN Edge with Dynamic Multi-Path Optimization (DMPO) and deep application recognition aggregates multiple links (e.g. Private, Cable, DSL, 4G-LTE) and steers traffic over the optimal links to other on-premises VMware SD-WAN Edges in branch offices, private data centers, campuses, and headquarters. The VMware SD-WAN Edge can also optionally connect to the system of global VMware SD-WAN Gateway by VeloCloud™ to provide performance, security, and visibility for cloud services (SaaS, IaaS, B2B Internet).

This system of VMware SD-WAN Gateways is deployed globally at top-tier cloud data centers to provide scalable and on-demand cloud network services. VMware SD-WAN Gateways implement VMware SD-WAN DMPO, cloud VPN and VMware SD-WAN Multisource Inbound Quality of Service between global cloud services (SaaS, IaaS, network services) and each VMware SD-WAN Edge, enabling multiple broadband and private leased lines to appear as a single, high-performance WAN.

The cloud-based VMware SD-WAN Orchestrator by VeloCloud is used to provision networkwide business policy, enable services insertion, perform real-time monitoring, and analyze application performance.