

Authorized Distributor Program Guide

Updated Q3 FY2018

VMware Confidential



Authorized Distributor Program Guide

Introduction

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Welcome to the VMware Partner Network

VMware Authorized Distributor Program Overview

The VMware Authorized Distributor Program is designed to help sustain a profitable business model in a fast-changing environment where resellers require best-in-class value-added services, a high level of selling support, and focused technical expertise.

Our Authorized Distributors offer a broad range of value-added services for VMware partners and serve as an extension of VMware, helping to ensure partners have the tools and support needed to be successful and serving three primary roles: Distribution Logistics, Market Reach and Channel Development.

Program Roles and Responsibilities

Distribution Logistics

- Sales Support
- Quoting and Licensing
- Order Fulfillment
- Credit / Financing
- Technical Support

Market Reach

- Vendor Adjacency and Alliance
- Partner Recruitment
- Partner Reactivation
- Partner Marketing
- End User Events (Developing Countries)

Channel Development Partner Manager

- Partner Enablement
- Pre-Sales
- Professional Services
- Launch / New Product Support
- Program Development / Rollout
- Demo Centers

Our Partners — The Cornerstone to Our Success

The VMware Partner Network (VPN) is the framework for collaboration between VMware and you, our partners, offering a wide range of benefits, training resources, certifications, and rewards to ensure our mutual success. We strive to provide a consistent, predictable and profitable program that enables you to grow with us.



Ross Brown

Senior Vice President of Worldwide Partners and Alliances

“Thank you for your partnership! VMware is extremely grateful for your commitment and we are dedicated to delivering programs that create value in your business and are paramount to our mutual success. Our goal is to reward and recognize your success as you harness the collective strengths of our organizations to deliver an unparalleled experience for our customers.”

To receive Authorized Distributor Program Guide updates, [subscribe](#) to this document on Partner Central.

For questions, contact us: partnernetwork@vmware.com.

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Program Benefits

Distribution Rights Benefits

License & Service Distribution Rights within Authorized Territory(ies)¹

Authorized Distributor



Financial Benefits

Distributor Rewards Rebate Program Eligibility²



Not-for-Resale (NFR) Licenses



Discounted Internal Use Licenses (IUL)



Training Discount - 20%



Sales and Marketing Benefits

Advantage+ Opportunity Registration



Development Funds Program Eligibility



Preferred Distributor Program Eligibility



VMware Purchasing Programs Eligibility



Partner Demand Center Access



Partner Press Release Templates



Partner Data Services (PDS) Access



Online Sales Tools and Services IP



Website Content Syndication



VMware Partner Logo Usage



Enablement Benefits

Training and Certifications



Online Events and Webinar Access



Partner University Access



General Benefits

Partner Central Portal Access



Partner Locator Listing



Partner Technical Support



Partner Support Center Assistance



¹Distribution rights are subject to the [VMware Sales Territory Restrictions and Order Requirements Guide](#) on Partner Central.

²Certain Distributors are eligible for the [Global Distributor Rewards Program](#)

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Program Requirements

All program requirements must be met in order to continue to receive program benefits.³

		Authorized Distributor
Agreements	VMware Authorized Distributor Partner Program Agreement⁴	●
Systems Requirements	Electronic Data Interface (EDI) System Integration and Reporting⁵	●
Compliance Requirements	Ethics and Compliance Training for Partners	●
	Due Diligence Questionnaire (DDQ)	●
Training Requirements	Distributor training requirements for eligibility in the quarterly Distribution Rewards Program	●
Marketing Requirements	Partner Profile	●

³VMware will conduct a compliance review at least once a year at program membership renewal, and reserves the right to confirm compliance more frequently.

⁴For Return Material Authorization (RMA) inquiries. [Click here](#) for more information on RMA policy. For support contact AR_Support@vmware.com

⁵Target go live for EDI is within 60 days of contract sign, unless technical needs of either party require an extension which is to be no later than 6 months of contract signed, and must be approved by VMware

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Partner and Customer Information

Partners agree to receiving information from VMware for:

- Program administration
- Program information, including events and training opportunities.
- VMware-related surveys and research
- Information/materials supporting distribution activities.

As an Authorized Distributor Partner, you agree that VMware may publish your organization name and address on the VMware partner portal listing program members. Information you provide to VMware in connection with customer orders or engagements is subject to the [VMware Privacy Policy](#), and may be used to establish and manage customer entitlements and accounts, to provide additional information to customers regarding products and offerings, and for sales representative compensation purposes.

Partner Central Helpful Links

- A** Advantage+ vmware.com/go/adplus
- D** Demand Center vmwaredemandcenter.com
Development Funds vmware.com/go/devfunds
Distributor Business Center vmware.com/go/dbc
Distributor Rewards Rebates vmware.com/go/distirewards
- I** Internal Use Licenses (IUL) vmware.com/go/iul
- L** Logo Usage Guidelines vmware.com/go/partnerlogosbadges

- M** My VMware vmware.com/web/vmware/login
- N** Not for Resale Licenses (NFR) vmware.com/go/nfr
- P** Partner Central vmware.com/go/partnercentral
Partner Link vmware.com/go/partnerlink
Partner Locator partnerlocator.vmware.com
Partner Support Center vmware.com/go/partnersupportcenter
Partner Technical Support vmware.com/go/techsupport
Partner University vmware.com/go/partneruniversity
Preferred Distributor Program vmware.com/go/distipreferred
Pricelist vmware.com/go/pricing
Promotions vmware.com/go/promotions
- Q** Quarterly Partner Briefings vmware.com/go/launchbriefing
- R** Renewals vmware.com/go/renewals
Return Material Authorization (RMA) Policy <http://www.vmware.com/partners>
- S** Solution Enablement Toolkits (SETs) vmware.com/go/SET
- T** Subscription Services vmware.com/go/partnercentral/sdp
- V** Twitter twitter.com/vmware_partners
vmLIVE Schedule vmware.com/go/vmlive
VMware Blogs blogs.vmware.com/partner
VMware Purchasing Programs vmware.com/go/vpp
VMware Sales Territory Restrictions and Order Requirements Guide vmware.com/go/vtrg
- W** Website Content Syndication vmware.com/go/wcs

