

# VMware Cloud Provider Program Managed Services Provider

## Partner Datasheet

### AT A GLANCE

The VMware Cloud Provider Program (VCP) has been expanded to enable Service Providers to leverage VMware software-as-a-service offerings—and deliver more managed services in the process. VMware Managed Services Providers can offer additional cloud services (both public and hybrid) and develop new markets without investment in data center capacity.

For Service Providers, delivering unique managed services atop infrastructure and applications enables differentiation and increased profitability. According to MarketsandMarkets, by 2021 the total estimated managed services market opportunity is predicted to be \$242B.<sup>1</sup> You can take advantage of this fast-growing market through the VCP Managed Services Provider model, designed to help you increase revenues and grow your cloud business.

### How Will Partners Benefit?

You will have more choice and greater flexibility in how to build and offer cloud solutions by leveraging VMware SaaS technologies such as VMware Cloud on AWS, VMware AirWatch and WorkspaceONE, and VMware Horizon Cloud.

Leveraging these offerings, you can gain additional managed services revenue and still own the terms of service with customers to further strengthen your trusted advisor status.

This program extension means you can continue to leverage license subscriptions to build your own cloud and also broaden your portfolio offering with VMware services, giving you more options to accelerate your growth while remaining under the same program. Other benefits include:

- Expand your geographic footprint using VMware managed data center locations
- Extend your vertical market expertise with VMware service compliance certifications
- Improve time-to-market by leveraging VMware R&D
- Deliver a complete portfolio of VMware SDDC, mobility and desktop software-as-a-service offerings
- Support VMware Ready certified ISV applications
- Consolidate operations and billings through the VCP Program

### Requirements

Service Providers must join the VCP Program (or sign an MSP addendum if already in the program) and take out an MSP contract with their Aggregator for a committed MSRP spend and associated discount. As a participating partner, you will own the terms of service with your customers and include support and managed services on top of VMware services.

### How Will Your Customers Benefit?

By providing more flexibility in how you build and offer cloud solutions, the VCP Managed Services Provider model will give your end-customers more cloud management choice.

Your customers will benefit from VMware service compatibility and agility as well as from the differentiated managed services you deliver to them. They can focus on their business, rather than IT—because you are managing and monitoring their VMware software-as-a-service technology. You can also leverage VMware certifications and add your unique managed services to capture opportunities in a particular customer vertical.

Free up your customer's resources, provide them with global coverage without investment in data center capacity, and deliver SDDC, mobility and desktop value-added services that fit their unique needs by leveraging the VCP MSP offering.

### Get Started

- Enroll in the [VMware Cloud Provider Program](#)
- Sign a contract with a [VMware Aggregator](#) for a monthly committed spend
- Complete the trainings for the applicable services: [VMware Cloud on AWS](#), [Mobility](#) or [Desktop](#).

<sup>1</sup> MarketsandMarkets: Managed Services Market by Data Center (Hosting, Colocation, and Storage), Infrastructure (Print Services, Desktop, Inventory), Networking (Remote Monitoring, MPLS, VPNS), Information, Mobility, Communications, and Security - Global Forecast to 2021. September 2013, Report Code TC 3070



### Your Cloud Advantage

Accelerate IT. Accelerate Your Business