

# VMware Partner Connect

## Background

**Q. What is VMware Partner Connect?**

A. VMware Partner Connect is the name of the next-generation partner program from VMware. Partner Connect is one consistent program experience, built to give partners greater flexibility and choice as they align their business models to meet their customers' most pressing needs.

**Q. Where can I go to learn more about VMware Partner Connect?**

A. Please visit [vmware.com/go/partner-connect](http://vmware.com/go/partner-connect) or email [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com) for more information.

**Q. How are distributors and aggregators impacted?**

A. Distributors as well as aggregators remain a critical part of our partner program. As the program evolves we will streamline processes such as contracts to improve the overall distributor and aggregator experience. Partners will transact with their existing distributors and aggregators. More details to come.

**Q. Why are you changing the VMware partner program?**

A. VMware Partner Network was launched nine years ago. Over the years, it has continued to evolve with different short-term adjustments. Those short-term adjustments have often made how partners engage with VMware more complex. Partner Connect is a departure from siloed and complex engagement frameworks to be a consistent, simple experience to help you grow your business in an ever-changing world.

**Q. Who was involved in the development of the new program?**

A. The program was developed by a cross-functional team representing a broad set of perspectives incorporating both VMware internal teams as well as partner teams. The Partner Advisory Council continues to provide feedback regarding various aspects of the program.

**Q. As a partner, how will my experience in the new Partner Connect program differ from my experience within the VMware Partner Network program?**

A. You only sign one agreement in the new program. Prior to this change, you had to sign different agreements for each partner type. Having everything in one agreement allows us to engage with you as one entity governed by a single agreement, and we are rationalizing the records for each partner. This change alone makes for a simpler VMware experience.

- The new, dynamic, role-based portal will allow us to deliver more relevant content to you, making it easier to get the information you need.
- The streamlining of agreements and levels as well as dramatically improving the partner portal will help us drive a simplified on-boarding process and annual renewal.
- The addition of Master Services Competencies will help you further differentiate and unlock maximum value from VMware.

**Q. Are the routes to market changing?**

A. We are consolidating the routes to market to make it easier for you to do business with us. You will no longer have to choose Solution Provider or Service Provider. There is one program with one agreement. As business models change or expand, we have streamlined the process to accelerate time to benefit.

## Driving Capability Around the Strategic IT Priorities

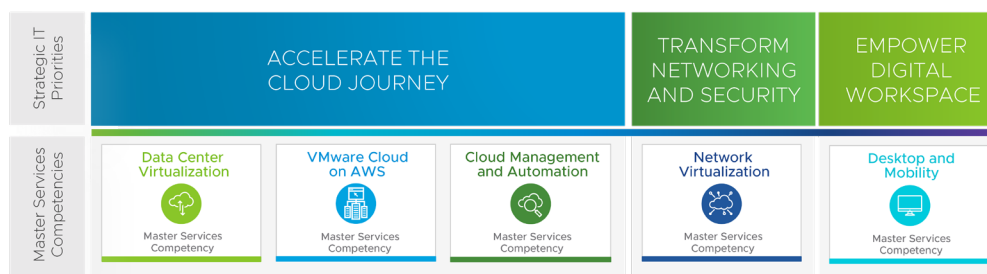


FIGURE 1: Competencies organized by strategic IT priorities

**Q. How does our partner go-to-market align with Strategic IT Priorities?**

**A.** We have unified our overall go-to-market approach so that we communicate with you the same way we communicate with customers. Competencies are organized according to Accelerate the Cloud Journey, Transform Networking and Security, and Empower the Digital Workspace. See Figure 1.

**Q. What are the guiding principles of this program?**

**A. Simplicity:**

- One holistic program framework to engage with VMware, giving you access to the full portfolio
- Simplified, rationalized role-specific requirements
- Alignment of benefits and requirements to partner business models

**Choice:**

- Flexibility in partnering with VMware based on partner’s business models
- Partners choose where they invest to solve their customers’ needs
- Customers connect with partners with the right capabilities for their digital transformation

**Innovation:**

- Tiering based on increased value to customers and demonstrated partner mastery
- Incentives go beyond the transaction and align across the customer lifecycle
- Recognition and promotion of partner mastery in delivering on customer outcomes

**Q. How are the program tiers changing?**

**A.** Under the current VMware Partner Network structure, there are Professional, Enterprise, and Premier tiers within the Solution Provider and Service Provider VMware Cloud Provider™ Program programs.

In the new Partner Connect program, there is only one program that covers both Solution Providers and Service Providers. Operationally, there will be three reward tiers: Partner, Advanced Partner, and Principal Partner. Only the Principal Partner tier will be recognized and badged externally. See Figure 2.

**Q. How do solution competencies fit into Partner Connect?**

**A.** Solution competencies will continue to be the basic capability-building tool for partners. Earning solution competencies will continue to unlock benefits, including deal registration.

**Q. How do Master Services Competencies fit into Partner Connect?**

**A.** Partner Connect builds off the success of our Master Services Competencies (MSC), launched a year ago, to provide the greatest benefit to those partners who have invested the time and energy to achieve these top designations. Master Services Competent partners will now unlock additional deployment and consumption incentive opportunities. A new MSC for VMware Cloud™ on AWS was announced at the Partner Leadership Summit. [Learn more about MSC.](#)

**Q. What are the specific requirements for each level?**

**A.** Partner Connect requirements will balance investments across business models, markets, and solution maturity using a value-based points strategy. Accelerators are applied to increase the value of specific transactions.

## Aligning Benefits and Requirements to Partner Business Models

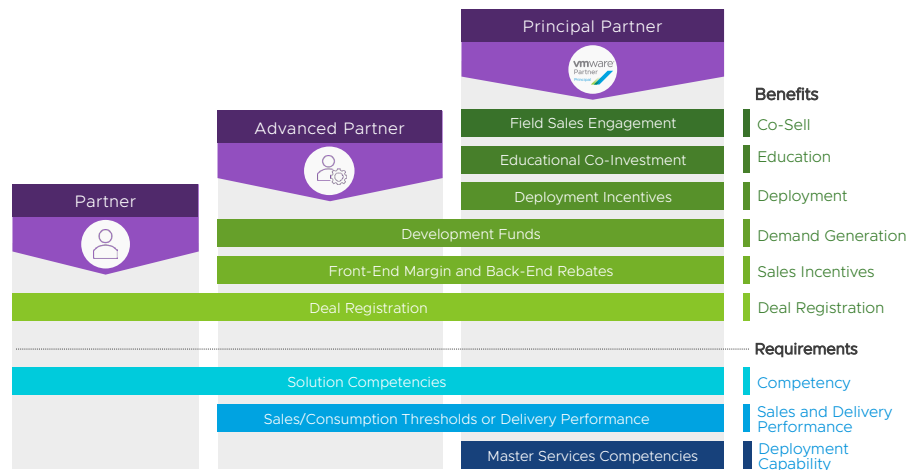


FIGURE 2: Partner benefits and requirements

**Q. Are the foundational training requirements changing?**

A. We are simplifying the foundational training requirements for all partners to include (2) VSP Foundation. If a partner wants to sell subscription based software they will also need (1) VOP-SE. And if a partner wants to do cloud hosting/managed services they will need (1) VOP-CP.

**Q. Can I choose my investment with VMware for different areas of my business?**

A. Yes, you can choose the level of investment within each VMware solution area, aligned to the VMware strategic IT priorities, that makes sense for your business. Depending on your business, you can be more transactional in certain solution areas and more strategic in others. To unlock the most value, you will want to invest in the Master Services Competencies that make sense for you. See Figure 3.

**Q. How will the incentive structure change?**

A. As the Partner Incentives and Investment Team continues to evolve incentives, we are driving focus around the customer lifecycle and journey (land, adopt, expand, renew). The strategy of aligning incentives to the customer lifecycle remains intact as we transition into Partner Connect.

With Partner Connect, there will be partner eligibility and terminology updates to the Incentive programs. More details will be provided in the future as we continue to evolve the incentives to accelerate strategic initiatives.

**Q. How will engagement with VMware field sales change?**

A. Only Principal Partners who co-sell with VMware will have direct engagement with field sales. Partners who have a proven services and deployment track record will receive additional investment from VMware and be able to participate in joint sales engagements.

**Q. How long is the transition period from the current program to the new one?**

A. The new Partner Connect program was announced at the Partner Leadership Summit on April 2, 2019, and the program will be completely live in early 2020. VMworld® will start a countdown with milestones for you to complete so that you are fully ready to transact when Partner Connect goes live. See Figure 4.

**Q. What can I do to prepare for the transition?**

A. It's important for you to know where you want to focus within the strategic IT priorities and how much you want to invest. Again, for some areas, you will want to be sure you have Master Services Competencies, and you might want to remain transactional in other areas. Understanding where to focus will help support the transition.

**Partner Maturity Aligned to Outcomes**

*\*Tier credits, targets and thresholds under analysis*



		HYBRID CLOUD		MULTI-CLOUD		MODERN APPLICATIONS	TRANSFORM NETWORKING & SECURITY	EMPOWER DIGITAL WORKSPACE
		Data Center Virtualization	Cloud Mgmt. & Automation	VMC on AWS	Cloud Provider	Modern Applications	Network & Security	Digital Workspace
<b>Principal</b> 	MSC	Data Center Virtualization	Cloud Management & Automation	VMC on AWS			Network Virtualization	Digital Workspace
	Solution Competencies	<ul style="list-style-type: none"> <li>Server Virtualization -AND-</li> <li>Hyper-Converged Infrastructure (HCI)</li> </ul>	<ul style="list-style-type: none"> <li>Management Automation -AND-</li> <li>Management Operations</li> </ul>	VMC on AWS	Cloud Provider	NA	Network Virtualization	<ul style="list-style-type: none"> <li>Desktop Virtualization -AND-</li> <li>Mobility Management</li> </ul>
	Sales Performance	*1M Tier Credits	*1M Tier Credits	*1M Tier Credits	*1M Tier Credits	*1M Tier Credits	*1M Tier Credits	*1M Tier Credits
<b>Advanced</b>	Solution Competencies	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Server Virtualization</li> <li>Hyper-Converged Infrastructure (HCI)</li> <li>Business Continuity</li> </ul>	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Management Automation</li> <li>Management Operations</li> </ul>	VMC on AWS	Cloud Provider	PKS	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Network Virtualization</li> <li>SD-WAN</li> </ul>	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Desktop Virtualization</li> <li>Mobility Management</li> </ul>
	Sales Performance	*50K Tier Credits	*50K Tier Credits	*50K Tier Credits	*50K Tier Credits	*50K Tier Credits	*50K Tier Credits	*50K Tier Credits
<b>Partner</b>	Solution Competencies	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Server Virtualization</li> <li>Hyper-Converged Infrastructure (HCI)</li> <li>Business Continuity</li> </ul>	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Management Automation</li> <li>Management Operations</li> </ul>	VMC on AWS	Cloud Provider	PKS	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Network Virtualization</li> <li>SD-WAN</li> </ul>	Any (1) aligned SC: <ul style="list-style-type: none"> <li>Desktop Virtualization</li> <li>Mobility Management</li> </ul>
Additional Operational Requirements		(1) VOP-CP with Committed Contract to Transact for Hosting/Managed Services offerings and/or (1) VOP-SE for subscription-based offerings						
Foundational Requirements For All Partners		VMware Partner Connect Contract   (2) VSP Foundation   Ethics & Compliance Training   Due Diligence Questionnaire   Program Fee (TBD) <i>Once met, allows partners to transact. Benefits applicable starting at the Partner level.</i>						

FIGURE 3: Partner maturity alignment

**Q. How are existing partner agreements impacted?**

**A.** VMware is working to rationalize existing investments now so that there is a clear plan and path for partners as we move toward the Q1FY21 go live. Click-through agreements will be updated, and a new, simplified agreement will need to be signed. Partners currently enrolled in a program that will be ending will receive 60 days' notice about next steps before the agreement ends.

**Q. How will partner badges change, and what do I use in the meantime?**

**A.** You should continue using the existing badges until Partner Connect goes live in Q1FY21. New badges are in development and will be rolled out in preparation for go live. If you qualify for a badge as part of Partner Connect, you will be contacted prior to the launch. In Partner Connect badges will be available once Principal Partner requirements have been met for a specific strategic IT priority path (aligned with MSC).



FIGURE 4: Partner Connect timeline