

Limitless Opportunity

Simplified Structure.
Elevated Experience.
An Innovative Program
for Cloud-Smart Partners.

Optimized for partner profitability, Partner Connect uses a simplified, unified framework and points system to accelerate growth and reward you for your capabilities and achievements.

The Partner Connect Evolution

1 One Program for All

A unified point system rewards all the ways partners go to market today.

2 Benefits & Incentives Integration

Track-specific criteria that reward you with incentives and benefits as you grow your VMware practice.

3 Real-Time Access to Performance

Customizable dashboards provide up-to-date views of your profitability and program progression.

One Program for All

- Unified Points-Based System
- Business Model Focused
- New Program Levels
- Expanded Capabilities
- Progress Through Performance and Capabilities

Simplified Incentive Structure

No Annual Fee¹

Expanded Benefits as Partners Progress

Practice-Building and Acceleration With Ignite

VMware Ecosystem Solutions Innovation Studio

Benefits & Incentives Integration

Progress Through Program Levels via Performance and Capabilities²

Get rewarded for growing your business and developing your expertise by earning points for performance and new/expanded capabilities. Higher program levels unlock greater financial benefits and more business-building support.

Performance Points + Capability Points

Pinnacle

VMware's most strategic global and transformational partners with multiple program validations and demonstrated sales and services success at scale

Principal

Partners with robust sales and services capabilities, as demonstrated by VMware certifications and customer success

Advanced

Partners with demonstrated competencies in sales and technical services, as well as customer experience

Select

Partners that have qualified for new and expanded benefits in sales enablement, co-innovation resources, and marketing support

Community

Onboarding
Partners that have completed the requirements to transact and/or service VMware technology

² Additional requirements may apply at each program level.

New and Expanded Benefits

Unlock greater benefits and rewards—financial and non-financial—as you progress through program levels with VMware Partner Connect.

As you invest in VMware through increased training and overall achievements throughout the customer lifecycle, you earn opportunities for incremental and impactful rewards—both financial and non-financial.

Marketing

- ✓ Partner Connect Logo + Badging
- ✓ Partner Demand Center
- ✓ Partner Locator Listing
- ✓ GPS Velocity Use Cases
- ✓ Press Release Support

Sales Tools

- ✓ No-Cost or Discounted NFR/IUL/EVAL Licenses
- ✓ Access to On-Demand Pre-Sales Enablement
- ✓ Test Drive
- ✓ Transaction Rights
- ✓ Unlimited Partner Portal Access

Training and Education

- ✓ Access to Ignite
- ✓ VCCL Basic Subscription
- ✓ VMware Education Reseller Program
- ✓ Training Discounts
- ✓ Access to VMware Livefire Solutions

Solutions Dashboard

- ✓ Access to Solutions Hub
- ✓ Access to Solutions Lab
- ✓ Partner Technical Support for NFR Licenses
- ✓ Solution Builder Tool Access
- ✓ VMware Skyline Access

For a full list of benefits by program level, visit the VMware Partner Portal.

Near Real-Time Access to Performance Metrics

Program Level
Points and requirements achieved

Next Level
What's needed to progress

Business Models
Your current model(s)

Points Details
Bookings, lifecycle, capability

Business Models Aligned to Business Outcomes

Partner Connect is flexible, enabling you to accelerate growth while being rewarded for all the ways you go to market.

The program provides simple, clear paths to profitability as you move fluidly between business models.

Solution Reseller

Solution Services Provider

Cloud Services Provider

Solution Builder

Additional Resources

Trust VMware to provide the right resources and incentives to be successful in the multi-cloud era.

[VMware Partner Connect](#)

[Login to the Partner Portal](#)