

Revenue Credit for OEM Sales

Frequently Asked Questions

Q. What is Revenue Credit for OEM sales and what does it mean for partners?

A. VMware works with our VMware Global OEM partners (“OEM”) to receive sales reporting on VMware platform products sold through our OEM channels. This reporting allows VMware to count VMware platform sales through the OEM Partners towards your VMware Partner Network revenue requirement, enabling Partners to progress to higher levels within the program. At higher VPN levels, you receive additional benefits such as increased licenses (NFR/IUL), advantage+, rebates, technical support, etc. For a detailed listing of the benefits, please download the Solution Provider Program Guide from Partner Central.

Q. What is considered VMware platform products sold through OEM channels?

A. VMware platform products are VMware products sold under the OEM brand and SKU. If VMware (not OEM) professional services are part of the deal, revenue credit for those services sold will also be granted.

Q. Why is VMware introducing Revenue Credit for OEM Sales?

A. Revenue Credit for OEM sales allows VMware to extend partner benefits based on VMware platform sales irrespective of brand allowing Partners to further invest in the VMware platform regardless of which route to market is taken to purchase the products.

Q. Which OEM Partners are currently participating?

A. VMware will be crediting partners for Cisco, Dell, Fujitsu Technology Solutions, Hewlett Packard (HP), Hitachi, Lenovo, and VCE OEM sales of VMware products. Please review the matrix below for geographic eligibility:

OEM Vendor	Geographic Eligibility
Cisco	Global
Dell	Global
Fujitsu	EMEA and Japan only
Hewlett Packard (HP)	Global
Hitachi	Japan and Global (HDS)
Lenovo	Global
VCE	Global

Q. What do I need to do in order for my VMware platform sales to count towards my VMware status?

A. Joint Partners with participating OEM Partners will need to digitally sign an opt-in agreement, which will allow participating OEMs to provide sales reporting data to VMware. VMware’s opt-in agreement is only applicable for the named OEMs participating in this program (Cisco, Dell,

Fujitsu, Hewlett Packard (HP), Hitachi, Lenovo, and VCE). For solution providers who elect to participate in this program, VMware’s opt-in agreement will be pushed out via email to these partners for signature. If you do not receive the opt-in agreement and would like to participate, please contact partnernetwork@vmware.com and request for the Revenue Credit for OEM Sales partner opt-in agreement.

Q. How will the opt-in agreements be sent?

A. The agreement will be sent from VMware Partner Network via echosign@echosign.com. EchoSign is a tool VMware is utilizing to capture the digitally signed document.

Q. Who is eligible to receive revenue credit for OEM sales?

A. All VMware Solution Providers are eligible to receive revenue credit for OEM sales. This includes all partner tiers within the Solution Provider program.

Q. When will my OEM sales start counting towards my revenue commitment?

A. Once a Partner has opted-in, OEM sales will count towards revenue commitment starting in that given month. The data will be limited to when the OEM’s data becomes available to VMware. Please review the matrix below for OEM reporting availability:

OEM Vendor	Reporting Available Starting
Hewlett Packard (HP)	April 2011
Cisco	July 2011
Dell	January 2012
Fujitsu (EMEA & Japan)	January 2012 & June 2013
Lenovo	November 2014
VCE	April 2012
Hitachi	June 2014

Q. Once revenue credit is recognized, will Partners be progressed to the next level immediately?

A. Partners will receive credit starting with sales in the month in which they sign the opt-in agreement and upon an OEM participating in the program. If all requirements are met, Partners will be progress to the next level in the Solution Provider program.

Q. How soon after I close a sale will I receive credit from VMware?

A. OEM sales will be recognized by VMware approximately two months after the sale has taken place. This is due to the monthly reporting received by the OEM Partners and the processing of this data. Partners will receive credit starting in the month in which they sign the opt-in agreement and upon an OEM participating in the program.

Q. Am I required to claim or register my sales before they are credited?

- A. Partners are not required to claim or register OEM sales for credit.

To opt-in to the program, please contact partnernetwork@vmware.com and request the Revenue Credit for OEM Sales partner opt-in agreement.

Q. Do I need to specify anything on my OEM orders to ensure I receive VMware credit?

- A. There is no special notation required on OEM orders to receive credit. Partners simply need to opt-in with their OEM partners to allow their purchasing details to be shared with VMware.

Q. What if my qualifying OEM SKU transactions are not showing in my total VPN revenues?

- A. VMware is reliant on receiving accurate OEM SKU transaction reports from the OEMs participating in this program. Sometimes OEM reporting systems fail to report all qualifying transactions to VMware. If this happens, a partner can contact partnernetwork@vmware.com to initiate a review of the transaction in question. In such instances, having an English language copy of the partner PO can expedite the recognition of expedited processing of the transaction. If VMware is unable to verify a transaction (either from the OEM or via a valid PO), we will be unable to grant revenue credit for that transaction.

Q. Is there a minimum revenue amount I have to achieve in OEM sales before they are credited?

- A. There is no minimum revenue amount needed to participate.

Q. Do I get credit for non-VMware or VMware product sales made through my OEM?

- A. Credit will only be given on OEM VMware platform license and initial SnS product sales via the OEM Partner channel. We will not be giving credit for non-VMware product sales.

Q. Do I get credit for selling OEM support for the VMware licenses?

- A. Credit will only be given on VMware platform license product sales and initial SnS via the OEM Partner channel. We will not be giving credit for non-VMware product sales or OEM support.

For Hewlett Packard (HP) sales of care packs, VMware will not be providing credits at this time and will be addressing this at a future date.

Q. How will VMware calculate the Revenue Credit for OEM Sales?

- A. VMware will be calculating the OEM revenue credit based on the OEM branded license SKUs approximate value equal to the VMware branded SKU equivalent. VMware will calculate the OEM revenue credit using a formula that will be approximately equal to the Distributor cost for the VMware branded SKU equivalent with a pre-determined uplift. VMware will apply the formula to OEM branded SKUs purchased.

Q. How do I verify that my OEM sales have been credited?

- A. Contact partnernetwork@vmware.com to verify sales credit. Please note that OEM sales credit will not be available until two months after the sale has taken place. In addition, the credit value will not match the Partner's purchase price from the OEM due to the credit value being based on the VMware branded SKU equivalent.

Q. Who do I contact if I think one of my OEM sales is missing?

- A. Contact partnernetwork@vmware.com to verify if sales credit was provided based on the transaction date and SKU information. If the OEM sale is missing, please provide your OEM Partner ID, product sales date, product SKU, Order ID number, transacting Distributor for the specific order (if applicable). VMware will work with the OEM to identify the issue and take the appropriate action necessary to rectify the situation.

Q. By what date do orders start to qualify (i.e., how far back do my bookings get me credit)?

- A. Orders start to qualify when an OEM's sales reporting data becomes available to VMware and will not be retroactive.

Q. Are my OEM sales eligible for incentives such as advantage+, Solution Rewards, VPP, etc.?

- A. OEM sales are not eligible for incentives such as advantage+, Solution Rewards, Rebates, or VPP. However, OEM sales will count towards the revenue requirements for progression in the VMware Partner Network enabling Partners to gain access to greater benefits and rewards.

Q. Who do I contact if I have questions?

- A. Please contact partnernetwork@vmware.com with any questions.