VMware Solution Provider Program Guide For New Partners

Q3 FY20

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The VMware Partner Network (VPN) is the framework for collaboration between VMware and our partners, offering a wide range of benefits, training resources, certifications, and rewards to ensure our mutual success. VMware strives to provide a consistent, predictable and profitable program that enables you to grow with us. The Solution Provider Program targets partners who, not only resell software and hardware, but also combine their technology expertise with services. Solution Provider offerings can include the design, planning and deployment of complex virtualization solutions to meet the needs of their customers.

Through robust sales and technical training, certifications, exceptional marketing and sales tools, and reliable technical support, you as a VMware partner are fully enabled to deliver proven technology as well as valued expertise and services to your customers. This program gives partners:

- **ACCESS** to benefits, rewards and resources that help drive license and service business
- **INCREASED** profitability
- **NEW OPPORTUNITY** creation
- **DIFFERENTIATION** from the competition

NOTE: Without explicit approval from VMware, Solution Providers cannot resell to another Solution Provider (resell) Partner.
PROGRAM OVERVIEW

REQUIREMENTS

VPN Enrolled

The VPN Agreement gets your VMware partner journey started. This is your initial stage before joining the Solution Provider Program.

Limited Access to the Partner Central secure portal to:
- Learn more about and decide if the Solution Provider program fits your business model.
- Attain needed sales and technical solution skills to join the Solution Provider program.

Program at-a-Glance

Program Enrollment

Program Progression

VPN Agreement

Complete the VMware Partner Network (VPN) Agreement

Professional

Upon completion of the above requirements, including submission of Program Agreement program fee payment, the partner is active and able to transact at the Professional level.

- Reselling rights
- Training discounts
- NFR/IUL Licenses
- Safeguard Registration
- Partner Locator listing
- Access IP materials

Enterprise

Upon completion of the above requirements, the partner is now an Enterprise level Solution Provider.

- Professional benefits plus:
  - Opportunity Registration upfront discount
  - Solution Rewards rebates
  - Development Fund eligibility
  - Purchasing Plan eligibility
  - Additional NFR/IUL licenses

Premier

Upon completion of the above requirements, the partner is now a Premier level Solution Provider.

- Enterprise benefits plus:
  - Premier Rewards rebate
  - Additional NFR/IUL licenses
  - VMware Partner Management eligibility

BENEFITS

Program Value

Program at-a-Glance

Program Enrollment

Program Progression

Program Overview

Benefits

Resources

NOTE: Reselling rights are not yet available.
PROGRAM OVERVIEW

 initial enrollment steps

VPN Enrollment
Join the VMware Partner Network (VPN) from [www.vmware.com](http://www.vmware.com) by completing the VPN Enrollment Form and accepting the VPN Agreement. Initial partner status will be VPN Enrolled (includes no resell rights).

Program Selection
Once enrolled, the Partner Primary Contact receives access to Partner Central, our partner portal. On the Partner Central homepage, you must select the Solution Provider route and proceed to the next steps.

1. From [www.vmware.com](http://www.vmware.com), select “Partner Programs” and click on “Enroll Now”
2. Complete the program application
   - VMware sends the Primary Contact an email with Partner ID that allows limited access to Partner Central
3. Log onto Partner Central and click on “Select Program”
4. Select “Solution Provider” from the list, select the Preferred Distributor and hit “Submit”
Register for the required trainings in VMware Partner University by going to the “Accreditation” tab and selecting the VSP and VTSP Foundation courses.

Once training is completed, a confirmation is emailed the Primary Contact.

Once all training requirements are met, the “Progression” button will appear on your Partner Central homepage, allowing you to complete the Solution Provider form and accept the Program Agreement.
VMware will send the Primary Contact an eligibility confirmation email to progress to Professional tier, effective upon payment of the annual program fee.

Clicking on "Payment" directs you to the Fee Store, where you must select "Proceed to Checkout" to complete payment.

Upon receipt of payment, the Primary Contact will receive the below automated email containing your Partner ID. You now have full access to Partner Central.
ENTERPRISE LEVEL PROGRESSION STEPS

- **Complete Training Requirements**: To progress to Enterprise, you must attain subsequent training in Partner University. Additional individuals in your organization must complete VSP and VSTP Foundation accreditations, as well as VCP certifications. Additionally, you must attain at least one Solution Competency.

- **Complete the Compliance Requirements**: Complete the Ethics and Compliance training in Partner University.

- **Enroll in Enterprise Program Tier**: You will receive an invitation to progress once the requirements have been met and immediately after, you will be required to fill out the progression form.

- **Pay Progression Fee**: You will progress to the next tier upon payment of the next tier's progression fee.

- **Progress**: You will receive a welcome email to inform you of your successful progression to the Enterprise tier and access to additional program benefits.
The following program benefits are available for Solution Provider Partners. These benefits will contribute with your success as a VMware partner.

## BENEFITS

### REWARDS AND INCENTIVES

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Details</th>
<th>Tier Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resale Rights*</td>
<td>Partners are allowed to start transacting immediately after all Solution Provider program requirements are complete, which unlocks access to the program incentives and rewards.</td>
<td></td>
<td>Professional (Safeguard Registration only), Enterprise and Premier</td>
</tr>
<tr>
<td>Advantage+ Opportunity Registration</td>
<td>This program protects and/or rewards sales opportunities for partners driving advanced solutions with their customers. Protects partner’s pre-sales investments on net new opportunities.</td>
<td>• Front-end discount.</td>
<td>Professional (Safeguard Registration only), Enterprise and Premier</td>
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<tr>
<td></td>
<td></td>
<td>• Discounts, varied by product</td>
<td>Enterprise and Premier</td>
</tr>
<tr>
<td>ELA Preferred Pricing</td>
<td>Provides partners with ‘VMware’s Best Price’ at the time of sale for qualified and approved ELA Registrations only/ as part of the Advantage+ Program.</td>
<td>• ELA Fulfillment Rebate, varied by product</td>
<td>Enterprise and Premier</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• ELA Price Protection</td>
<td>Enterprise and Premier</td>
</tr>
<tr>
<td>Solution Rewards</td>
<td>This is a rebate program associated with attainment of Solution Competencies. Rebate percentage varies by solution area sold.</td>
<td>• Back end Rebate</td>
<td>All Partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• List license value based on product family</td>
<td></td>
</tr>
<tr>
<td>Development Funds</td>
<td>The Program supports external marketing campaigns, enablement and sales initiatives that generate demand for VMware products. For qualified authorized partners.</td>
<td>• Post-Sales Rewards by proposal and VMW approval</td>
<td>Enterprise and Premier</td>
</tr>
<tr>
<td>Sales Rewards</td>
<td>Dynamic bonus program that rewards accredited individuals within a participating VMware Solution Provider partner organization by allowing them to accrue and then quickly redeem points for merchandise, gift cards, travel vouchers and more. <em>NOTE: May not be available in all Geos.</em></td>
<td>• Post Sales Rewards Bonus</td>
<td>Professional, Enterprise and Premier Partner individuals with accreditation(s)</td>
</tr>
</tbody>
</table>

*Resale rights are subject to the [VMware Sales Territory Restrictions and Order Requirements Guide](https://partnercentral.vmware.com) on Partner Central.
## BENEFITS

### TRAINING

<table>
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<tr>
<td>Training Discount</td>
<td>VMware offers a discount on training.</td>
<td>All VMware products</td>
<td></td>
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<tr>
<td>Accreditations</td>
<td>Accreditations recognize knowledge on the different VMware Solutions. They are awarded at the individual level</td>
<td>VSP, VTPS, VOP</td>
<td></td>
</tr>
<tr>
<td>Certifications</td>
<td>VMware is committed to providing industry-leading certifications that demonstrate your expertise on the different technology areas. Certain VMware certifications help your company achieve Solution Competencies by fulfilling the Technical Post-Sales accreditation requirement. Your organization achieves Master Services Competencies when they have the required number of individuals complete the solution-specific certification.</td>
<td>VCA, VCP, VCAP, VCDX</td>
<td></td>
</tr>
<tr>
<td>Solution Competencies</td>
<td>Solution Competencies demonstrate your sales and technical proficiency, and proven customer success and expertise in a specialized area of business. Attaining a VMware Competency allows you to differentiate by showcasing proficiency in selling solutions and delivery of services in a specific solution area. Note in addition to being a benefit, Competency attainment is tied to overall program compliance, they are awarded at a organizational level.</td>
<td>All Partners</td>
<td></td>
</tr>
<tr>
<td>Hands-On Labs (HOLs)</td>
<td>Virtual labs that help partners and customers prepare for certifications, validate features and access to learn about the latest VMware Products. The environments are fully configured, tested and documented for online access. For a in person learning experience attend the Socialabs.</td>
<td>They are offered for different experience levels, Classified is by technology</td>
<td></td>
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<tr>
<td>vmLIVE Daily Webcasts</td>
<td>Daily session webinars that serve as continuing education for the entire global VMware Partner Network. Each session provides key updates across products/solutions, partner programs and incentives, sales and marketing.</td>
<td>Regional, Global</td>
<td></td>
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# BENEFITS

## DEMAND GENERATION

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td><strong>Partner Demand Center</strong></td>
<td>Equips a modern marketer to operate in a digital world with tools, content, integrated campaigns and resources that generate demand and turn prospects into customers.</td>
<td></td>
<td>All Partners</td>
</tr>
<tr>
<td><strong>Partner Press Release Templates</strong></td>
<td>Keeps the VMware partners informed about relevant announcements, products, solutions, enablement launches and updates, events and more.</td>
<td></td>
<td>Enterprise and Premier</td>
</tr>
<tr>
<td><strong>Website Content Syndication</strong></td>
<td>Generate awareness with VMware solution content syndicated on your website. Provides easy to copy-and-paste one-time setup with customizable overview pages and enables you to obtain metrics and generate leads. Available in 14 languages</td>
<td></td>
<td>All Partners</td>
</tr>
<tr>
<td>Benefit</td>
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<td>Details</td>
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<tr>
<td><strong>Renewal Center</strong></td>
<td>Self-service capabilities to help drive VMware upsell and renewal opportunities.</td>
<td>• Cross-sell/up-sell support</td>
<td>All Partners</td>
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<tr>
<td></td>
<td></td>
<td>• Intuitive quote request</td>
<td></td>
</tr>
<tr>
<td><strong>Not For Resale (NFR) Licenses</strong></td>
<td>No-cost VMware product licenses for lab testing, in-house demo, and training and educational. Eligible partners also receive one year of subscription services with the NFR software.</td>
<td>• All VMware products</td>
<td>Professional, Enterprise* and Premier*</td>
</tr>
<tr>
<td><strong>Internal Use Licenses (IULs)</strong></td>
<td>Production licenses offered at substantial discounts to help partners get first-hand understanding of software capabilities. Partners are required to purchase subscription and support for the use of internal use software, and are allowed to purchase an amount worth of licenses per year.</td>
<td>• Discount on selected licenses</td>
<td>Professional, Enterprise** and Premier**</td>
</tr>
<tr>
<td><strong>Partner Technical Support</strong></td>
<td>Support Codes are granted to partners according to their partner membership level. Partners can use their Support Code entitlements against any Not For Sale License. Each membership level is granted a number of Support Code Incidents per year.</td>
<td>• Incidents by tier</td>
<td>All Partners</td>
</tr>
<tr>
<td><strong>Partner Locator</strong></td>
<td>Allows the VMware external customers and partners to intuitively search for partners to help address desired business goals.</td>
<td>• Search can be done by partner type, level and competencies they have</td>
<td>All Partners</td>
</tr>
</tbody>
</table>

*Refer to the NFR Policy Guide for more information on NFR entitlement per program tier and products. Enterprise and Premier partners may obtain additional NFRs accordingly.

** Refer to the IUL Policy Guide for additional information. Enterprise partners may obtain additional free licenses accordingly.
## BENEFITS

### SERVICES ENABLEMENT

<table>
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<tbody>
<tr>
<td><strong>Solution Enablement Toolkit (SETs)</strong></td>
<td>SETs package VMware services, sales and marketing IP that enable Partners to capitalize on Software-Defined Datacenter (SDDC), End-User Computing (EUC) and Cloud services opportunities and build new VMware consulting practices. There are several assets available in Partner Central.</td>
<td>Available for offerings across data center, networking, HCI, digital workspace and cloud.</td>
<td>All Partners</td>
</tr>
</tbody>
</table>
| **Master Services Competencies (MSC)** | These designate a high level of service capability in support of VMware solution offerings as validated by your customer. Attainment of an MSC unlocks valuable resources to extend the partner’s services capability, differentiate expertise and help drive more services revenue. | Includes:  
• Cloud Management and Automation  
• Data Center Virtualization  
• Desktop and Mobility  
• Network Virtualization | Enterprise and Premier |
| **Livefire Training** | Delivered by VMware Solutions Architects with real-world experience, this week-long training provides the high quality, hands-on technical enablement required for designing and delivering SDDC solutions that accelerate VMware adoption and value capture for partners. | Courses offered:  
• NSX  
• Hybrid Cloud  
• Digital Workspace | Partners attaining Master Services Competencies (Enterprise and Premier) |
| **Center for Advanced Learning (CAL) Academy** | A Global Center for Advanced Skill Development, this advanced training offered at VMware headquarters focuses on setting baseline competency, fostering innovation and developing elite service professionals through access to the most advanced technical, professional and leadership skills available. | • Available for all solutions | Partners attaining Master Services Competencies (Enterprise and Premier) |
## PROGRAM SUCCESS

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<tr>
<td><strong>Partner Central</strong></td>
<td>Partner Central is an award-winning web portal that equips partners with everything needed to effectively manage the VMware business. Gain access to marketing and sales resources, including incentives and rewards, deal registration, product information, and the enablement and support to help partners successfully achieve their business goals.</td>
<td>Access to all types of trainings, certifications, accreditations, labs</td>
<td>All Partners</td>
</tr>
</tbody>
</table>
| **Partner University** | Accessible via Partner Central, Partner University give partners with access to all training and learning resources that will grant a competitive advantage and the ability to position themselves as a trusted advisor for their customers, which results in higher profitability. | Support is available in:  
  - English  
  - Japanese  
  - Chinese | |
| **Partner Support Center (PSC)** | The VMware Partner Support Center offers best-in-class support to all partner tiers, with a strong focus on ease of doing business through each step of the partner’s journey. Contact: partenernetwork@vmware.com | Support is available in:  
  - English  
  - Japanese  
  - Chinese | |
| **Partner Badges** | Allow partners to promote their excellence in delivering VMware virtualized solutions as well as solutions and service delivery expertise, whether promoting online, in customer communications or in sales proposals and materials. | • Program and Tier badges  
• Solution Competencies badges  
• Master Services Competencies badges | |
Partner Central is an award-winning web portal that equips VMware partners with everything they need to effectively manage their VMware business. Partner Central provides partners with exclusive access to marketing and sales resources including incentives and rewards, deal registration, product information, and the enablement and support required to successfully achieve their business goals.

**Account information**: current primary contact, preference, and other contacts, which should be updated as needed, under the “My Company” section. Partners first must log in and select the “Update Personal Profile” option on the Solution Provider Partner homepage.

**Marketing benefits**: such as program badges, campaigns marketing templates design to build awareness, drive demand, and generate leads.

**Program announcements**: including upcoming events, webinar recordings, and the most recent Solution Provider’s news.

**The VMware Knowledge Base**: a searchable database for resolving common technical issues, tips, and technical notes, and answers to VMware product FAQs. This repository of articles provides support solutions, error messages, and troubleshooting guides on all of the VMware products.
Partner University provides partners with content, tools and training that drive awareness of, and alignment with, VMware strategy and solutions.

Everything to enable you in the VMware Partner learning journey
RESOURCES

03 HELPFUL LINKS *

Advantage+ Quarterly Partner Briefings
Demand Center Renewals
Development Funds Solution Competencies
Developed Country List Solution Enablement Toolkits (SETs)
Internal Use License (IUL) Solutions Rewards
Master Services Competencies Subscription Services
My VMware Twitter
Not for Resale Licenses (NFR) vmLIVE
Partner Central VMware Blogs
Partner Competencies VMware Certified Professional
Partner Link VMware Purchasing Program
Partner Locator VMware Sales Professionals (VSP)
Partner Support Center VMware Sales Territory Restrictions and Order Requirements Guide
Partner Technical Support VMware Technical Solutions Professionals (VTSP)
Partner University Website Content Syndication
Promotions

Partner Central Supplemental Programs and Resources – Please note that various links above contain requirements or Terms and Conditions applicable to you and the supplemental programs available to you and your organization. Participation in any supplemental programs is conditioned upon your compliance with the applicable Term and Conditions. *Partner Central access required