

# Solution Provider Program Guide

Updated Q3 FY2018

VMware Confidential



# Solution Provider Program Guide

## Introduction

## Benefits

## Requirements

## Additional Information

## Welcome to the VMware Partner Network

### VMware Solution Provider Program Overview




The VMware Solution Provider Program gives partners access to benefits, rewards and resources that:

- increase profitability
- create new opportunities
- differentiate you from your competitors and
- help you drive license and services business

Through robust sales and technical training, certifications, exceptional marketing and sales tools, and reliable technical support, you are fully enabled to deliver proven technology and valued expertise to your customers.

### Program Enrollment

Partners join the VMware Partner Network (VPN) at the [Enrolled Tier](#), allowing you to:

-  **Learn** more about the different Route-to-Market programs we offer.
-  **Decide** which Route-to-Market program or programs are right for your business model.
-  **Attain** the needed sales and technical solution skills to progress to a higher program tier.



(Note that Enrolled Partners have no resell rights)

### Our Partners — The Cornerstone to Our Success

The VMware Partner Network (VPN) is the framework for collaboration between VMware and you, our partners, offering a wide range of benefits, training resources, certifications, and rewards to ensure our mutual success. We strive to provide a consistent, predictable and profitable program that enables you to grow with us.



**Ross Brown**

Senior Vice President of  
Worldwide Partners and  
Alliances

*“Thank you for your partnership! VMware is extremely grateful for your commitment and we are dedicated to delivering programs that create value in your business and are paramount to our mutual success. Our goal is to reward and recognize your success as you harness the collective strengths of our organizations to deliver an unparalleled experience for our customers.”*

To receive Solution Provider Program Guide updates, [subscribe](#) to this document on Partner Central.

For questions, contact us: [partnernetwork@vmware.com](mailto:partnernetwork@vmware.com)

# Solution Provider Program Guide

Introduction

**Benefits**

Requirements

Additional Information

## Program Benefits

### Resale Rights Benefits

License & Service Resell Rights within Authorized Territory<sup>1</sup>

Professional      Enterprise      Premier

●                      ●                      ●

### Financial Benefits

[Advantage+ Opportunity Registration](#)

●                      ●                      ●

[Solution Rewards Rebate Program Eligibility](#)

●                      ●                      ●

[Development Funds Program Eligibility](#)

●                      ●

[Not-for-Resale \(NFR\) Licenses](#)

●                      ●●                      ●●●●

[Discounted Internal Use Licenses \(IUL\)](#)

●                      ●●                      ●●●●

[Training Discount - 20%](#)

●                      ●                      ●

### Sales and Marketing Benefits

[VMware Purchasing Programs Eligibility](#)

●                      ●

[Partner Demand Center Access](#)

●                      ●                      ●

[Partner Press Release Templates](#)

●                      ●

[Online Sales Tools and Services IP](#)

●                      ●                      ●

[Website Content Syndication](#)

●                      ●                      ●

[VMware Partner Logo Usage](#)

●                      ●                      ●

### Enablement Benefits

[Training and Certifications](#)

●                      ●                      ●

[Online Events and Webinar Access](#)

●                      ●                      ●

[Partner University Access](#)

●                      ●                      ●

### General Benefits

[Partner Central Portal Access](#)

●                      ●                      ●

[Partner Locator Listing](#)

●                      ●                      ●

[Partner Technical Support](#)

●                      ●                      ●

[Partner Support Center Assistance](#)

●                      ●                      ●

<sup>1</sup>Resale rights are subject to the [VMware Sales Territory Restrictions and Order Requirements Guide](#) on Partner Central.

## Program Requirements

All program requirements must be met in order to continue to receive program benefits.

		Professional	Enterprise	Premier
Agreements and Program Fees	<a href="#">VMware Partner Network Enrollment Agreement</a>	●	●	●
	<a href="#">Solution Provider Partner Program Agreement</a>	●	●	●
	Annual Fee	\$495 USD (\$245 USD) <sup>3</sup>	\$2,495 USD (\$1,295 USD) <sup>3</sup>	\$4,995 USD (\$2,495 USD) <sup>3</sup>
Compliance Requirements	<a href="#">Ethics and Compliance Training for Partners</a>		●	●
	<a href="#">Due Diligence Questionnaire (Completed upon request)</a>		●	●
Revenue Requirements	Revenue Minimum (previous 12 months)			\$1 Million USD (\$500,000 USD) <sup>3</sup>
	Transaction Minimum (previous 12 months)			10 Transactions
Training Requirements	<a href="#">VMware Sales Professional (VSP) Foundation<sup>2</sup></a>	1	2 (1) <sup>3</sup>	4 (2) <sup>3</sup>
	<a href="#">VMware Technical Solutions Professional (VTSP) Foundation<sup>2</sup></a>	1	2 (1) <sup>3</sup>	4 (2) <sup>3</sup>
	<a href="#">VMware Certified Professional (VCP)<sup>2</sup></a>		2 (1) <sup>3</sup>	4 (2) <sup>3</sup>
	<a href="#">VMware Solution Competency</a>		1	3 (2) <sup>3</sup>
Marketing Requirements	Partner Profile	●	●	●

<sup>2</sup>Number of individuals per company.

<sup>3</sup>Requirements in () are for Developing Countries. See the [VMware Developed Country List](#) for details.

Introduction

Benefits

Requirements

Additional Information

## Additional Information

### Partner and Customer Information

Partners agree to receiving information from VMware for:

- Program administration
- Program information, including events and training opportunities.
- VMware-related surveys and research
- Information/materials supporting resell activities.

As a Solution Provider Partner, you agree that VMware may publish your organization name and address on the VMware partner portal listing program members.

Information you provide to VMware in connection with customer orders or engagements is subject to the [VMware Privacy Policy](#), and may be used to establish and manage customer entitlements and accounts, to provide additional information to customers regarding products and offerings, and for sales representative compensation purposes.

### Partner Central Helpful Links

- A** Advantage+ [vmware.com/go/adplus](http://vmware.com/go/adplus)
- D** Demand Center [vmwaredemandcenter.com](http://vmwaredemandcenter.com)  
Development Funds [vmware.com/go/devfunds](http://vmware.com/go/devfunds)  
Developed Country List [www.vmware.com/go/dcl](http://www.vmware.com/go/dcl)
- I** Internal Use Licenses (IUL) [vmware.com/go/iul](http://vmware.com/go/iul)
- L** Logo Usage Guidelines [vmware.com/go/partnerlogosbadges](http://vmware.com/go/partnerlogosbadges)
- M** My VMware [vmware.com/web/vmware/login](http://vmware.com/web/vmware/login)

- N** Not for Resale Licenses (NFR) [vmware.com/go/nfr](http://vmware.com/go/nfr)
- P** Partner Central [vmware.com/go/partnercentral](http://vmware.com/go/partnercentral)  
Partner Link [vmware.com/go/partnerlink](http://vmware.com/go/partnerlink)  
Partner Locator [partnerlocator.vmware.com](http://partnerlocator.vmware.com)  
Partner Support Center [vmware.com/go/partnersupportcenter](http://vmware.com/go/partnersupportcenter)  
Partner Technical Support [vmware.com/go/techsupport](http://vmware.com/go/techsupport)  
Partner University [vmware.com/go/partneruniversity](http://vmware.com/go/partneruniversity)  
Promotions [vmware.com/go/promotions](http://vmware.com/go/promotions)
- Q** Quarterly Partner Briefings [vmware.com/go/launchbriefing](http://vmware.com/go/launchbriefing)
- R** Renewals [vmware.com/go/renewals](http://vmware.com/go/renewals)
- S** Solution Competencies [vmware.com/go/solutioncompetencies](http://vmware.com/go/solutioncompetencies)  
Solution Enablement Toolkits (SETs) [vmware.com/go/SET](http://vmware.com/go/SET)  
Solution Rewards [vmware.com/go/solutionrewards](http://vmware.com/go/solutionrewards)  
Subscription Services [vmware.com/go/partnercentral/sdp](http://vmware.com/go/partnercentral/sdp)
- T** Twitter [twitter.com/vmware\\_partners](https://twitter.com/vmware_partners)
- V** vmLIVE Schedule [vmware.com/go/vmlive](http://vmware.com/go/vmlive)  
VMware Blogs [blogs.vmware.com/partner](http://blogs.vmware.com/partner)  
VMware Certified Professional (VCP) [vmware.com/go/vcp](http://vmware.com/go/vcp)  
VMware Purchasing Programs [vmware.com/go/vpp](http://vmware.com/go/vpp)  
VMware Sales Professional (VSP) [vmware.com/go/vsp](http://vmware.com/go/vsp)  
VMware Sales Territory Restrictions and Order Requirements Guide [vmware.com/go/vtrg](http://vmware.com/go/vtrg)  
VMware Technical Solutions Professional (VTSP) [vmware.com/go/vtsp](http://vmware.com/go/vtsp)
- W** Website Content Syndication [vmware.com/go/wcs](http://vmware.com/go/wcs)

