

Solution Provider Program Guide

Updated Q4 FY2018



Solution Provider Program Guide

Introduction

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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.



Brandon Sweeney
Senior Vice President of
Worldwide Sales
Acceleration

“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

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Program Benefits

Resale Rights Benefits

License & Service Resell Rights within Authorized Territory¹

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](#)



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

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Program Requirements

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

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

²Number of individuals per company.

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

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

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