

vmware® PARTNER NETWORK

# VMware vCloud Air Network Program Guide

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THIS GUIDE SETS FORTH PROGRAM RULES AND POLICIES THAT GOVERN YOUR PARTICIPATION IN THE VMWARE V-CLOUD AIR NETWORK PROGRAM. THE VMWARE V-CLOUD AIR NETWORK PROGRAM WAS PREVIOUSLY CALLED THE VMWARE SERVICE PROVIDER PROGRAM (VSPP). ANY REFERENCES TO VSPP OR THE VSPP PROGRAM GUIDE IN YOUR SERVICE PROVIDER PROGRAM AGREEMENT NOW REFER TO THE VMWARE V-CLOUD AIR NETWORK PROGRAM AND THIS GUIDE RESPECTIVELY.

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## Welcome to the VMware Partner Network

### Our Partners — The Cornerstone to Our Success

The VMware Partner Network (VPN) is for our entire partner ecosystem that sells, builds, develops, or trains on VMware products and solutions. The VMware Partner Network is designed to recognize your expertise, reward you for the total impact you have in the marketplace, and deliver value to help your business thrive.

## VMware vCloud Air Network Program Overview

The VMware vCloud Air Network Program was designed for Service Providers to facilitate a successful partnership with VMware through offering benefits such as subscription licensing, support, and tools through which partners can develop, promote, and sell their VMware-based products, services, and solutions.

Note: This program guide is subject to change. To receive updates, subscribe to this [document on Partner Central](#).

## VMware Program Policies

### Program Enrollment and Compliance

#### Enrolled Tier

When joining the VMware Partner Network, a partner joins at the Enrolled tier, and does not need to specify a specific Route-to-Market program. The Enrolled tier allows partners to:

- Learn more about the different Route-to-Market programs (e.g. Solution Provider, Service Provider, Consulting and Integration Partner or Technology Alliance Partner) we offer.
- Take time to decide what Route-to-Market program is right for their business model, and start acquiring the needed sales & technical solution skills with free online training to accelerate their time to the first transaction.

Please note that partners in the Enrolled tier do NOT have resell rights.

To progress to a higher tier within the VMware vCloud Air Network Program, a partner must (a) have declared its intent to participate in that Route-to-Market, (b) attain one VSP-CP and one VOP-CP and (c) enter a VMware vCloud Air Network Program agreement. Benefits and requirements vary by program membership level.

VMware vCloud Air Network Program membership will renew automatically for successive one-year terms provided the partner remains in compliance with all program requirements. VMware reviews program compliance at least once a year and reserves the right to re-level partners that exceed or no longer meet the requirements of their membership level.

### Territorial Restrictions, Legal Entity and VMware Program Membership

Except as otherwise authorized by VMware:

- Partners desiring to operate entities in more than one country must join the VMware vCloud Air Network Program by enrolling in each country from which partner desires to use VMware products or services to provided hosting services.
- Each operating entity must satisfy the program membership requirements on its own.
- Each authorized entity is permitted to deliver VMware-based offerings only from its appointed Territory. "Territory" means the country in which partner's principal place of business is located. VMware will publish, from time to time, the exceptions to this policy.
- Each authorized entity must obtain products or services entitlements solely from Aggregators authorized by VMware to deal in the Territory. VMware vCloud Air Network Service Providers may enter into supply relationships with these Aggregators directly.
- The foregoing provisions are without prejudice to the freedom of partners located in the European Economic Area (EEA) or Switzerland to purchase from and/or resell to other reseller or distribution partners authorized by VMware to deal in the EEA or Switzerland.

Parent companies, affiliates, subsidiaries, or acquired companies of a program member are not program members and do not qualify for program benefits unless they obtain authorization from VMware. Company name, DBA (Doing business as), or AKA (Also known as), or other naming convention identified by the program member can be used to establish distinct legal status.

In the case of acquisitions, mergers, and/or other business combinations, the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity.

The territory restrictions are subject to change. Please check the [territory restrictions policy](#) on Partner Central.

### Partner and Customer Information

By joining the VMware Partner Network, a partner consents to receiving program-related information from VMware for the following purposes:

- a) Administering the program;
- b) Providing information to the partner about the program, including events and training opportunities;
- c) Inviting partner to participate in surveys and research; and
- d) Providing the partner with information and materials to support its efforts to deliver VMware solutions, including security information, technical information, and sales and marketing materials and resources.

Partner agrees that VMware may publish partner's name and address in a listing of program members, may reference partner as a member of the program and may publish partner's VMware qualifications, in each case using partner's logo, subject to reasonable trademark and logo usage guidelines provided by partner and to the VMware Privacy Policy posted at [www.VMware.com/help/privacy.html](http://www.VMware.com/help/privacy.html).

Information provided to VMware in connection with customer orders or engagements is subject to the VMware privacy policy located at <http://www.vmware.com/help/privacy.html>, 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 Integrity

At VMware, we are committed to helping our partners reduce business risks that result from noncompliant behavior and avoid unnecessary costs, reputational damage, and penalties, including government sanctions and legal action for violations.

Many local anti-corruption laws, and VMware internal policy, strictly prohibit bribery in any form and towards any recipient – either a government or commercial party. To increase compliance with anti-corruption laws, VMware must develop and administer comprehensive compliance programs that broadly address and minimize all compliance risks and extend compliance responsibility to all individuals or entities involved in the downstream distribution, promotion or sale of products and services.

VMware has instituted a comprehensive Partner Integrity initiative which includes the following elements that direct and indirect partners must successfully complete both as a prerequisite to being eligible to participate in the VMware Partner Network Partner Programs: pre-screening, ongoing qualification, partner vetting, self-certification and training requirements. Except as otherwise authorized by VMware:

- a) Partners must adhere to all terms contained in the [VMware Partner Code of Conduct](#).
- b) As part of the VPN application process, partners will be required to acknowledge that they will remain in compliance with the terms of this Program Guide, the VMware Partner Code of Conduct, and all applicable laws pertaining to their resale of VMware products/services.
- c) The prescreening process includes an internal business qualification process which will be conducted by VMware sales and finance teams. Formal acceptance in the VPN Program is contingent upon successful completion by partner of a detailed due diligence questionnaire where, amongst other items, the partner must self-disclose any current or pending compliance violations.
- d) All partners must self-certify at least every three years that they are in compliance with all applicable laws pertaining to their resale of VMware products and services.

- e) Partner must take mandatory ongoing training relating to anti-corruption regulations and partners' obligations with regard to US Export Control Laws and will be delivered via the VMware online "MyLearn" portal. Partners will be required to complete the first installment of training within 30 days after being on-boarded. Additional mandatory training modules may be identified from time to time.

Should partners have any questions about the VMware Partner Integrity Initiative, they should contact [partnernetwork@VMware.com](mailto:partnernetwork@VMware.com).

### VMware vCloud Air Network Program Installations

#### General Installation

The VMware vCloud Air Network Program allows for Service Providers to install and use VMware products on their site as part of a Hosted IT Service. "Hosted IT Services" means Service Provider's internet-based, subscription computing service that allows multiple third party companies to access the processing power, computing, or software applications from systems that are installed and operated by Service Provider. All of the VMware products must be installed and used solely by the Service Provider on their owned or leased hardware in their owned or leased premises within the Territory with the following exception:

The VMware vCenter™ Site Recovery Manager™ Protection licenses may be installed on Hosting Customer's premises as long as Service Provider controls all hardware and administration associated with the hosted environment.

Prior written approval is required from the VMware vCloud Air Network Program Office for any deviation from these installation requirements.

#### Hosted IT Services

To the extent that VMware Products are used by Service Provider under the VMware vCloud Air Network Program to provide Hosted IT Services, the applicable end user license agreements are hereby amended as follows:

(a) the following language is added at the end of the section, "Scope of License:" "Notwithstanding any other term in this EULA and subject to Your compliance with the EULA, solely to the extent

necessary to exercise the rights granted in the VMware vCloud Air Network Program, You may host for unaffiliated third parties and such third parties may install, upload, or uninstall computer application(s) to and from the Virtual Machine(s)."

(b) Term of License. Notwithstanding any other term in the applicable license agreement, the license shall be limited to the term that the Service Provider is a member of the VMware vCloud Air Network Program and is operating under a valid rental agreement with a VMware Aggregator. Upon termination or expiration of the VMware vCloud Air Network Program agreement for any reason, Service Provider shall cease using all VMware products licensed under the program, and will destroy or return to VMware all copies of the VMware products (including backup copies) in any and all media, and delete any such copies that are resident in the memory or hard disks of computers owned or controlled by Service Provider.

#### White Label Model

The term White Label is defined as a model whereby a Service Provider (Master Service Provider) resells its Hosted IT Service to another Service Provider (Secondary Service Provider) in a non-branded manner, whereby the Secondary Service Provider offers this same hosted service to its Hosting Customers under its own brand. All use of White Labeled service must meet the following criteria.

- All Secondary Service Providers must be minimally Enrolled members in the VMware Partner Network with the Service Provider route to market declared. This will ensure that the Secondary Service Provider has completed the Partner Central click through and is subject to the requirements of the VMware vCloud Air Network Program.
- Production Support and Service (SnS) remains at the Master Service Provider only.
- Management of the hosted solution and software remains at the Master Service Provider only. Secondary Service Providers may not change or manage the system themselves.
- Secondary Service Providers that are reselling (or consuming) the Master Service Provider's Hosted IT Service must abide by all the terms outlined in the VMware vCloud Air Network Program Guide and VMware vCloud Air Network Program Agreements.
- Secondary Service Providers must report all monthly usage data, including any monthly

Hosting Customer usage over 700 points, to the Master Service Provider in a timely manner to ensure the Master Service Provider is able to report to its VMware Aggregator on time.

- Any White Label Service must reside within the Master Service Provider's datacenter. Exceptions for residing in the Secondary Service Provider's datacenter will be considered upon written request to the VMware vCloud Air Network Program Office.
- Secondary Service Providers may only provide the White Label Service to the final Hosting Customers, and may NOT resell the White Label Service to any other interim users (i.e. additional service providers or resellers).
- Use of VMware logo(s) by Secondary Service Providers or Hosting Customers of the White Labeled Service will be governed by VMware's logo guidelines. The Master Service Provider is not granted any rights to sub-license the use of VMware's logo.
- Any benefits and program tiering under the VMware vCloud Air Network Program will not be granted to Secondary Service Providers for any White Labeled Services.

Master Service Providers must assure that the terms of the applicable VMware EULA apply to all use of the White Labeled Services by the Secondary Service Provider regardless of the data center in which the White Labeled Service is operated.

### Resale Model

Service Providers are never permitted to resell or distribute the licenses obtained through the VMware vCloud Air Network Program. However, it is acceptable for a Service Provider to enter into an agreement with a secondary partner such as a VMware Solution Provider to resell the Service Provider's Hosted IT Service. All management, reporting and legal relationship to the Aggregator remain with the Service Provider. VMware does not enter into or become involved with the relationship between the Service Provider and the Solution Provider in this endeavor.

### Rental Agreements

#### Rental Reporting

- The VMware vCloud Air Network Program Service Provider is required to report usage data to its VMware Aggregator on a monthly basis. This data shall include the details of each VMware product

used with the quantity and total points incurred. Specific calculation methods for each product are available in the VMware vCloud Air Network Program Product Usage Guide. Timing and method of reporting will be defined by the VMware Aggregator. Data will be shared with VMware and/or a VMware designated third party.

- All use of the VMware vCloud Service Provider Bundles require that the VMware Usage Meter be installed to monitor and report on usage of the products.
- Usage Meter reports to the Aggregator for information gathered in the Usage Meter must include the "License Summary Report" for vCloud Bundles, the "Customer Summary Report" for Hosting Customer reporting and the "Product Usage Report" for all non-Usage Meter monitored products. For Usage Meter 3.2 onwards include the "Monthly Product Report" in place of both the "License Summary Report" and the "Product Usage Report". See Usage Meter Guide for information on how to install and use the Usage Meter.
- Other products must be monitored manually by the Service Provider and reported to the Aggregator in accordance with the Aggregator's reporting process.
- The Customer Summary Report for Hosting Customer reporting is required for Hosting Customers that generated more than 700 points per month in usage. This is equivalent to 100 GB Reserved vRAM for the vCloud Premier Bundles or any combination of products that is equivalent to a total over the 700 point limit.
- The minimum information in Customer Summary Report for Hosting Customers meeting the 700 point criteria above will include region, country, state, zip code and usage by product. Each Hosting Customer name must be included in reports to the extent permitted by applicable law.
- For Service Providers using Hosted IT Services themselves, each Hosting Customer report will include region, country, state, zip code and usage by product for the Service Provider, its business unit(s), affiliate(s), and parent company. Use by Service Provider of its own Hosted IT Services cannot exceed more than 10% of the total usage per month.
- Any Service Provider that does not include full data on their reports to the Aggregator each month as listed here may be downgraded in the program to the Professional level.

- Audits for compliance on reporting, tiering pre-requisites, contract level, and contract payments may be conducted once a year. Service Providers not fully in compliance with requirements and payments will be down leveled in the Program and SnS entitlements for rental licenses will be terminated. Additional steps may be taken regarding out of date payments.
- Failure to report usage data on a monthly basis may result in the immediate termination of the SnS entitlement associated with the Service Provider's rental agreement.
- All data must be maintained for a minimum of 3 years.
- VMware Aggregators may have additional reporting requirements.

have questions about Global Rental Agreements or to receive a detailed set of requirements to become authorized for a Global Rental Agreement

### Service Provider Business Portal

The Business Portal is a cloud based tool to assist VMware Aggregators and Service Providers with completing the monthly rental and end user reporting requirements. This portal is the system of record to identify Service Provider contract levels and track monthly usage data. Service Providers may also access their historical reports as they continue to report in future months. Service Providers are required to submit their monthly usage reports to their Aggregator through the Business Portal unless all parties agree to use the Aggregator's portal. All data reported into the Business Portal is subject to review, approval and audit by VMware or VMware Aggregators. In the second half of 2014, the Business Portal will be capable of accepting automated reports from the vCloud Usage Meter tool. Service Providers must enable this functionality upon notification from VMware, but will always have the ability to review and approve the data in the Business Portal prior to official submission to VMware.

### Global License Rental Agreement

VMware vCloud Air Network Service Providers in good standing who operate in at least 2 of the 3 VMware designated geographies (Americas, EMEA and APJ) and commit to a point plan for a minimum of 60,000 points per month may be eligible to enter into a Global License Rental Agreement. A Global License Rental Agreement is a single agreement between a Global Service Provider, including its eligible affiliates, and an authorized Global VMware Aggregator. The Global Service Provider's globally aggregated point consumption is applied towards the monthly minimum point commitment of 60,000 points. Please contact your VMware Business Development Manager if you

## Program Requirements

The following outlines the specific program requirements for VMware vCloud Air Network Service Provider partners.

All program requirements must be met in order to continue to receive program benefits as called out in the Benefits section of this guide and on VMware partner portal, [Partner Central](#).

PROGRAM REQUIREMENTS			
	PROFESSIONAL	ENTERPRISE	PREMIER
BUSINESS REQUIREMENTS AND REPORTING			
<a href="#">Program Agreement</a>	✓		
Program Fee	None		
Rental Contract	Sign a rental contract with a VMware Aggregator committing to a minimum volume of consumption monthly for 12 months. A minimum monthly fee will be collected regardless of actual usage.		
Product Usage Reporting	Use the VMware Usage Meter to track VMware product usage on supported products and report monthly usage to Aggregator through the Service Provider Business Portal.		
Customer Reporting	Report customer usage for Hosting Customers that generated more than 700 points per month in usage.		
PURCHASES			
Minimum <sup>1</sup>	360 point plan or higher	10,800 point plan or higher; 3600 point plan for developing countries	100,000 point plan or higher
PRODUCTS			
Horizon Desktop as a Service (DaaS)	Not eligible to offer	10,800 point plan or higher, hosted proof of concept (POC), VMware Horizon™ Desktop as a Service (DaaS)® partner on-boarding, and report all customer monthly usage through the Service Provider Business Portal.	
TRAINING AND CERTIFICATION			
<a href="#">VMware Certified Professional (VCP)</a> on Staff per country with hosting data center		Two (2) VCPs; One (1) for developing countries	Four (4) VCPs; Two (2) for developing countries
<a href="#">VMware Sales Professional – Cloud Provider (VSP-CP)</a>	One (1) VSP-CP		
<a href="#">VMware Operations Professional – Cloud Provider (VOP-CP)</a>	One (1) VOP-CP		
Solution Competency		<a href="#">Cloud Providers Competency</a>	
TECHNICAL ALIGNMENT			
VMware Hybrid Cloud Powered Badge			✓

## VMware vCloud Air Network Program

MARKETING		
Partner Profile & <a href="#">Partner Locator</a>	✓	
VMware presence on partner's website – <a href="#">see guidelines</a>	Post "VMware partner" logo	Post "VMware partner" logo and VMware services descriptions

<sup>1</sup> Service Providers are able to sign a new contract with their Aggregator at any time if they are committing to an increased minimum point level contract. (For example, moving from a 360 to an 1800 point contract) Service Providers must sign a new contract for a 12 month period starting on the change date. New keys and SnS numbers will be issued for the new commitment level. Service Providers are not able to sign a new contract with their Aggregator for a lower minimum commitment during the 12 month term of their contract.

· The VMware Horizon DaaS Partner On-Boarding service is designed to provide a new Service Provider with the professional services required to assist with and provide expertise in the Design, Installation and Knowledge Transfer for the Horizon DaaS Platform. This is a mandatory fixed-price service requirement. Find more information at [www.vcloudvalidation.com](http://www.vcloudvalidation.com)

· See the [VMware Developed vs Developing Countries](#) flyer for details.

· VMware Hybrid Cloud Powered (formerly named vCloud Powered): A technology badge for any public or hybrid cloud service based on VMware vSphere and VMware vCloud Director that exposes the VMware vCloud API and supports the Open Virtualization Format (OVF) for image upload and download. Service Providers holding an active, compliant 3600 point contract or higher are eligible to apply for a Hybrid Cloud Powered designated service. Refer to the Hybrid Cloud Powered Datasheet for additional information.

## Program Benefits

To assist in the success of VMware partners, the VMware vCloud Air Network Program offers a wide range of benefits. Benefits will vary depending upon the partnership type and level in the VMware Partner Network programs.

PROGRAM BENEFITS			
	PROFESSIONAL	ENTERPRISE	PREMIER
SOFTWARE LICENSES AND SUPPORT			
Authorization to Rent VMware Products Through VMware Aggregators	✓		
Technical Support	Production level support included with rental contract		
<a href="#">Not for Resale Licenses (NFR)</a>	See VPN Sales Partner NFR Policy Guide for details.	See VPN Sales Partner NFR Policy Guide for details. 2 Support Codes / year	See VPN Sales Partner NFR Policy Guide for details. 5 Support Codes/ year
Cloud Test Demonstration Environment <sup>1</sup>	Maximum of 100 GB Reserved RAM VMware vCloud® Service Provider Bundles, per country where Service Provider is authorized for participation based on criteria	Maximum of 500 GB Reserved RAM VMware vCloud® Service Provider Bundles, per country where Service Provider is authorized for participation based on criteria	Maximum of 2000 GB Reserved RAM VMware vCloud® Service Provider Bundles, per country where Service Provider is authorized for participation based on criteria
<a href="#">Internal Use Software Licenses (IUL)<sup>2</sup></a>	✓		
Use of Hosted IT Services by Service Provider <sup>3</sup>	Up to 10% of monthly points or up to 100 points (whichever is greater) based on criteria.		
MARKETING			
VMware Partner Identifier and Logo Usage: <a href="#">Professional</a> , <a href="#">Enterprise</a> , <a href="#">Premier</a>	VMware partners can promote their partnership by displaying the appropriate identifier on their websites, in advertisements and customer communications, and other marketing materials. Brand and logo usage guidelines and logo files can be accessed and downloaded from Partner Central. Logos are available in .EPS and .GIF formats		
Partner Locator	✓		
VMware IaaS Powered Badge	All authorized partners with an active rental contract with a VMware Aggregator can use the VMware IaaS Powered badge to promote their hosted infrastructure services.		
Listing on vcloudproviders.vmware.com	✓		
Press Release Support – Progression in Level	VMware will supply news release templates, with Director- level quotes		
Press Release Support – VMware Hybrid Cloud Powered and Horizon DaaS Powered	VMware will supply news release template upon approval		
<a href="#">Development Fund (DF)</a>	Pooled and by request based on approved marketing plan		Pooled and preferred access based on approved marketing plan

## VMware vCloud Air Network Program

Option to be a Cloud Credits redemption partner		✓	✓
Horizon DaaS deal referrals from VMware sales		✓ (If Horizon DaaS Powered)	✓ (If Horizon DaaS Powered)
Social Media			✓
Promoted on vcloudproviders.vmware.com			✓
Lead Generation Programs			✓
Joint success stories/ case studies			1/year
Joint webcast			1/year
<b>EDUCATION AND SUPPORT</b>			
<a href="#">VMware Certified Professional (VCP)</a>	20% discount on VMware-delivered courses (US locations only.) Courses are also available through VMware Authorized Training Centers. Contact Training Center for pricing.		
<a href="#">VMware Sales Professional (VSP) Training and Accreditation</a>	No-charge, online introductory sales training designed to teach partners about virtualization basics and how to message VMware solutions to new and existing customers.		
<a href="#">VMware Sales Professional – Cloud Provider (VSP-CP) Training and Accreditation</a>	No-charge, online introductory sales training enabling partners to have pertinent conversations with customers surrounding cloud computing and identify opportunities where partners can have immediate impact.		
<a href="#">VMware Operations Professional – Cloud Provider (VOP-CP) Training and Accreditation</a>	No-charge, online operations training designed to enable VMware vCloud Air Network Service Provider partners to successfully use key tools for managing vCloud operations-related tasks for their service offerings.		
<a href="#">VMware Technical Solution Professional (VTSP) Training and Accreditation</a>	No-charge online, self-paced technical accreditation that uses guided tours, demonstrations and quizzes to teach technical pre-sales personnel about VMware products and solutions. Designed to be a springboard for technical people new to selling VMware and virtualization and cloud infrastructure		
Access to Service Provider Specific Learning Paths in <a href="#">Partner University</a>	✓		
<a href="#">Partner Central</a>	Web-based portal with content customized to the partner's program, level and role with dedicated pages for products and solutions, promotions, sales tools and marketing tools to help develop your virtualization practice		
Partner Success Center (PSC) ( <a href="mailto:partnernetwork@vmware.com">partnernetwork@vmware.com</a> )	A one-stop shop for VMware Partner Network program inquiries. As part of our ongoing efforts to improve ease of doing business with partners, the Partner Success Center provides real-time, around the clock program support in several languages. Production support is included for products rented through the VMware vCloud Air Network Program subscription model.  Note: VMware recommends that only VMware Certified Professionals (VCP) call VMware Tech Support. This ensures that incidents are handled as efficiently as possible.		

ACCOUNT MANAGEMENT		
VMware Business Manager and Marketing Manager		May be assigned on a discretionary basis by VMware

<sup>1</sup> Cloud Test Demonstration: VMware Service Providers in good standing can use some of their licenses to establish a Cloud Test Demonstration Environment, if following criteria is met: a) Service Provider must configure the Usage Meter to report demonstration usage separately from production usage and report that monthly usage to Aggregator; b) the environment is used for no more than 30 hosting customer users at a time; c) Service Provider may not charge any fees; d) the demonstration ends when the Service Provider converts the Hosting Customer trial into a billable service or 90 days from the date Hosting Customer commences any use of, or access to the environment.

<sup>2</sup> IUL is NOT to be used for backend systems such as management of platform, DNS, billing and provisioning platforms etc.

· VMware Service Providers in good standing at the Enterprise Level or higher have the ability to use up to 10% of their reported points monthly or up to 100 points (whichever is greater) for their own consumption, if following criteria is met: a) All points usage by the Service Provider of their Hosted IT Service must be reported through the hosting customer reporting process; b) payment for the usage will be at the same rate that the Service Provider incurs for their public Hosted IT Services; c) Service Provider may only use the same multi-tenant Hosted IT Services that their hosting customers are using, not a single tenant environment; and d) for purposes of this benefit, the Service Provider is considered itself, business units, parent companies, or affiliates associated with the Service Provider.

## Partner Central Helpful Links

Advantage+	<a href="http://www.vmware.com/go/adplus">www.vmware.com/go/adplus</a>
Development Funds (formerly MDF)	<a href="http://www.vmware.com/go/devfunds">www.vmware.com/go/devfunds</a>
Enterprise License Agreements (ELA) Preferred Pricing	<a href="http://www.vmware.com/go/ela">www.vmware.com/go/ela</a>
Enterprise Purchasing Program (EPP)	<a href="http://www.vmware.com/epp">www.vmware.com/epp</a>
Internal Use Licenses (IUL)	<a href="http://www.vmware.com/go/iul">www.vmware.com/go/iul</a>
Lead Sharing Program	<a href="http://www.vmware.com/go/marketingacademy">www.vmware.com/go/marketingacademy</a>
Marketing Academy	<a href="http://www.vmware.com/go/leads">www.vmware.com/go/leads</a>
Not for Resale Licenses (NFR)	<a href="http://www.vmware.com/go/nfr">www.vmware.com/go/nfr</a>
Partner Central	<a href="http://www.vmware.com/go/partnercentral">www.vmware.com/go/partnercentral</a>
Partner Link	<a href="http://www.vmware.com/go/partnerlink">www.vmware.com/go/partnerlink</a>
Partner Locator	<a href="http://partnerlocator.vmware.com">partnerlocator.vmware.com</a>
Partner Marketing Bureau	<a href="http://www.vmware.com/go/marketingbureau">www.vmware.com/go/marketingbureau</a>
Partner Support Center	<a href="http://www.vmware.com/go/partnersupportcenter">www.vmware.com/go/partnersupportcenter</a>
Partner Technical Support	<a href="http://www.vmware.com/go/techsupport">www.vmware.com/go/techsupport</a>
Partner University	<a href="http://www.vmware.com/go/partneruniversity">www.vmware.com/go/partneruniversity</a>
Partner Technical Support	<a href="http://www.vmware.com/go/techsupport">www.vmware.com/go/techsupport</a>
Premier Rewards	<a href="http://www.vmware.com/go/premierrewards">www.vmware.com/go/premierrewards</a>
Promotions	<a href="http://www.vmware.com/go/promotions">www.vmware.com/go/promotions</a>
Renewals	<a href="http://www.vmware.com/go/renewals">www.vmware.com/go/renewals</a>
Sales Rewards	<a href="http://www.vmware.com/go/salesrewards">www.vmware.com/go/salesrewards</a>
Solution Competencies	<a href="http://www.vmware.com/go/solutioncompetencies">www.vmware.com/go/solutioncompetencies</a>
Solution Enablement Toolkits (SETs)	<a href="http://www.vmware.com/go/SET">www.vmware.com/go/SET</a>
Solution Rewards	<a href="http://www.vmware.com/go/solutionrewards">www.vmware.com/go/solutionrewards</a>
Specializations	<a href="http://www.vmware.com/go/specializations">www.vmware.com/go/specializations</a>
Subscription Services	<a href="http://www.vmware.com/go/partnercentral/sdp">www.vmware.com/go/partnercentral/sdp</a>
Twitter	<a href="https://twitter.com/vmwarepartners">Twitter.com/vmwarepartners</a>
vmLIVE Schedule	<a href="http://www.vmware.com/go/vmlive">www.vmware.com/go/vmlive</a>
VMware Blogs	<a href="http://Blogs.vmware.com/partner">Blogs.vmware.com/partner</a>
VMware GRID	<a href="http://www.vmwaregrid.com">www.vmwaregrid.com</a>
VMware Certified Professional (VCP)	<a href="http://www.vmware.com/go/vcp">www.vmware.com/go/vcp</a>
VMware Purchasing Program (VPP)	<a href="http://www.vmware.com/go/vpp">www.vmware.com/go/vpp</a>
VMware Sales Professional (VSP)	<a href="http://www.vmware.com/go/vsp">www.vmware.com/go/vsp</a>
VMware Technical Solutions Professional (VTSP)	<a href="http://www.vmware.com/go/vtsp">www.vmware.com/go/vtsp</a>
VSP Boot Camp (formerly SolutionTracks)	<a href="http://www.vmware.com/go/vspbootcamp">www.vmware.com/go/vspbootcamp</a>
Website-in-a-Box	<a href="http://www.vmware.com/go/websiteinbox">www.vmware.com/go/websiteinbox</a>

## APPENDIX - Operational Information

### Unique Partner Identification Number

Upon program authorization, VMware will provide each VMware partner in a country with a unique Partner Identification Number. This VMware "Partner ID" is required for all orders, including registering opportunities and Internal Use Licenses (IUL). The VMware Partner ID is referenced in order to allocate proper discounts and to calculate specific program benefits, such as development funds, when applicable.

### Academic Installations

Service Providers may install and operate VMware products for academic institutions. Specific Academic SKUs are not currently available in the VMware vCloud Air Network Program. Contact your VMware Business Development Manager or the VMware vCloud Air Network Program Office for assistance with Academic opportunities.

### U.S. Government Sales

The VMware vCloud Air Network Program enables Service Providers to sell into the U.S. Federal marketplace using VMware Federal License Keys. These Federal License Keys provide U.S. based Support for VMware products to help address the needs of the U.S. Federal government. All Service Providers that are in good standing, are currently registered in the VMware Partner Network, and have demonstrated an understanding of the U.S. Federal marketplace, are eligible to obtain Federal License Keys.

NOTE THAT IN THE EVENT A SERVICE PROVIDER USES NON-FEDERAL LICENSE KEYS TO PROVIDE A HOSTED IT SERVICE TO U.S. FEDERAL END-CUSTOMERS, that Service Provider expressly acknowledges and agrees they are waiving any right or ability to receive U.S. based support services or any other features offered by VMware Federal License Keys that are meant to address the needs of the U.S. Federal Government. Additionally, if a Service Provider uses a commercial VMware product to provide or operate a service to U.S. Federal end-customers, the Service Provider must complete the Federal SKU Exception Form and email to: [govskuexception@vmware.com](mailto:govskuexception@vmware.com).

Disclaimer: VMware expressly disclaims that any VMware products or their use as part of any service provided by a Service Provider are compliant with any Federal Regulations, including but not limited to Section 508. The Federal Licenses that are ordered for a

Service Provider through an Aggregator include the warranties provided at:

<http://www.vmware.com/solutions/industry/government/warranty.html>

Any warranties provided with these Federal License Keys are provided solely for the VMware products alone, and do not extend to any services provided by a Service Provider to any U.S. Federal Government End User or other government entity.

### U.S. Government Reporting

In addition to the product usage reporting required for all VMware products consumed through the VMware vCloud Air Network Program, regardless of whether a Service Provider uses a Commercial VMware product for State and Local Government and Education ("SLED") or Federal License Keys, Service Providers providing a Hosted IT Service to any United States Federal government or SLED entity as an End User must separately report government End User transactions (including End User names) to their VMware Aggregator on a monthly basis.

A United States Government End User is defined as:

- All U.S. Federal (executive, legislative or judicial) agencies, bureaus, departments, commissions, boards, offices, or councils.
- All U.S. Tribal Government entities and nations.
- All U.S. Federally Funded Research and Development Centers (FFRDCs).
- SLED: all state and local government entities, K-12 educational entities, and institutions of higher education.

If a Service Provider is delivering hosting services to any U.S. Government End Users on a shared platform, VMware considers this to be multi-tenant, and as such VMware products may only be used through the vCloud Air Network Program, and not under any other VMware license.

All reporting requirements applicable in the VMware vCloud Air Network Program will apply to U.S. Government End Users, including but not limited to the use of the VMware vCloud Usage Meter.

Reporting for U.S Government End User usage must be completely separate from the commercial End User usage reporting provided to the Aggregator.

### U.S. Federal Support

To ensure Service Providers using Federal License Keys receive U.S. Citizen on U.S. Soil support, Service Providers must call the VMware dedicated U.S. Federal Support telephone number (1-877-869-2730 or 1-650-846-2060) for assistance with any licensing or technical support issue related to a Federal License Key. If a Service Provider requires speaking to someone with any type of government clearances, they must inform the representative immediately at the start of the call.

No additional support contract is necessary as U.S. Support and Subscription is included with Federal License Keys. VMware U.S. Federal Technical Support is provided to VMware Service Providers calling on

behalf of U.S. Federal Government End Users, thus providing access to VMware technical support engineers who are physically located in, and are citizens of, the United States.

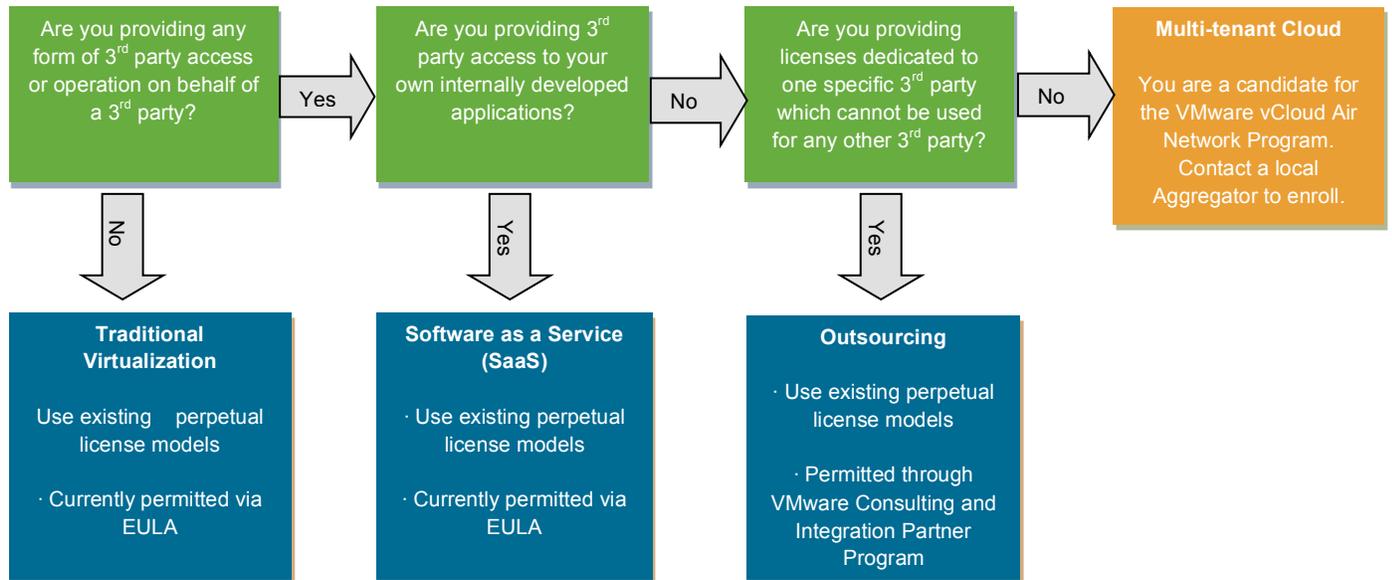
The above telephone number is for the exclusive use of Service Providers that have purchased Federal License Keys requesting VMware support on behalf of U.S. Federal Government End Users only. VMware will deny service to any unauthorized users and route them back to standard VMware contact avenues to receive technical support.

VMware cannot guarantee that support requests filed via the Internet will be assigned to a U.S. citizen on U.S. soil. Do not file support requests via the Internet; instead, file all support requests by telephone using the dedicated U.S. Federal Support telephone number.

For more information, see:  
[www.vmware.com/support/services/usfedsupport.html](http://www.vmware.com/support/services/usfedsupport.html)

## Licensing Model Clarification

The following diagram is a clarification of the uses permissible for VMware products under a perpetual license and when use will require VMware vCloud Air Network Program membership. The VMware vCloud Air Network Program must be used to operate a service or “rent” or “host” VMware products and is required for all environments that provide any form of access by, or hosting for, multiple third parties. A “Third-Party” is defined as any entity that is not an Affiliate (as defined in the VMware end user license agreement), department, division, or business group within the Partner. For clarity, licenses acquired under the VMware vCloud Air Network Program may not be used or installed for internal use.



Software as a Service (SaaS) is defined as an application delivery model where a customer accesses and uses a software program that is hosted and delivered by a third party. Delivery is through a Software Vendor (ISV) that developed the software and owns the intellectual property rights in the software, in which case a perpetual license should be used. If a Service Provider is hosting and delivering the software developed by the ISV, VMware vCloud Air Network Program licensing must be used.

ISVs must use the standard VMware EULA and the perpetual licensing model from VMware when delivering SaaS applications that are owned solely by that Software Vendor. However, with prior written approval from the VMware vCloud Air Network Program Office, the ISV may be allowed to use rental licenses to deliver their service directly to third party customers. Service Provider’s delivery of any hosted applications **must** use the VMware vCloud Air Network Program licensing model if they are hosting or providing any form of service to a third party: (1) that they have not developed internally, or (2) that is hosting or providing access to any application which they do not own solely and exclusively.

Example:

- Company ABC develops an application that can be set up to be a SaaS environment
- Service Provider XYZ stands up that application either out of the box or with modifications
- Because Service Provider XYZ did not develop the original application software, Service Provider XYZ must procure VMware licenses through the VMware vCloud Air Network Program



Your Cloud Advantage

Accelerate IT. Accelerate Your Business

VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 www.vmware.com

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