

VMware Marketplace™

Consolidation of VMware Solution Exchange and VMware Cloud Marketplace

VMware Marketplace Consolidation

Q. Why did the VMware Cloud Marketplace and the VMware Solution Exchange merge?

A. Until this point, we had two key enterprise marketplaces at VMware: VMware Solution Exchange (VSX) and VMware Cloud Marketplace. Launched in 2012, the VSX has traditionally been the portal where our customers find technology partner offerings that are compatible with VMware products and solutions. It has since averaged more than 1 million annual unique visitors, creating thousands of leads for our broader Technology Alliance Program (TAP) ecosystem. Meanwhile, VMware Cloud Marketplace was launched in August 2019 with a charter of providing customers an easy way to discover and deploy validated third-party and open-source solutions on various VMware platforms.

With the consolidation of VSX and VMware Cloud Marketplace into a combined catalog known as VMware Marketplace, customers will have access to a convenient one-stop shop, featuring over 2,500 third-party, open-source and first-party solutions across all VMware platforms, solution categories and format types. Moreover, customers will be able to discover and learn about different solutions, as well as deploy them directly to VMware endpoints (when a deployment asset is provided). Our software and hardware partners can utilize the combined marketplace to reach and meet the needs of, the entire VMware customer base. For our partners, VMware Marketplace greatly streamlines publishing, promotional and go-to-market activities.

Q. What would be the new URL of the VMware Marketplace?

A. In the short term, the URL of the VMware Marketplace will be <https://marketplace.cloud.vmware.com>. In the future, this will likely change to reflect the new name. At that time, there would be a redirect from this URL to the new URL.

Q. What will happen to my solution on VMware Solution Exchange?

A. All published and draft VSX solutions will be automatically migrated over to VMware Marketplace. Deleted listings will not be migrated. Once migration is completed, we will notify you with instructions on how to sign in, manage, update, and publish solutions.

Q. How do I sign-in to VMware Marketplace as an existing user of VMware Solution Exchange?

A. You can sign-in to the VMware Marketplace using the same set of credentials that you have been using to sign-in to the VMware Solution Exchange. You can sign-in from the VMware Marketplace URL (see question on URL, above).

Q. How do I access my VMware Solution Exchange solution on the VMware Marketplace?

A. Once you sign-in to the VMware Marketplace as a publisher, you will find “Service Management” in the left navigation bar. Clicking the Service Management tab will take you to the solutions page where you can add, edit, update, archive or publish solutions.

Q. How do I manage my solutions from the VMware Solution Exchange?

A. Once you sign-in to VMware Marketplace as a publisher, you can manage the solutions under Service Management in the left navigation bar. To view all your published solutions, click on the Services tab in the left navigation bar.

Q. Will my publishing process be the same as it was in the VMware Solution Exchange?

A. For the most part, the publishing process is the same in the VMware Marketplace as it was in the VMware Solution Exchange, with some changes to the solution exit form. Authorized TAP program members can create and edit solution listings using the VMware Marketplace publisher.

Solution submission approval processes will remain the same. We will review submitted listings within 24 to 48 hours. Submitters will be notified if there are any additional approvals needed that may cause additional review time.

Q. Do I need to sign up for any additional program to continue participating in the VMware Marketplace?

A. All publishing marketplace profiles (now called orgs) must be an authorized TAP partner, just as in the previous VSX marketplace.

Q. What benefits do I get with my new VMware Marketplace listing?

A. VMware Marketplace is the evolution of VMware Solution Exchange. This new Marketplace provides additional functionality on top of what existed in VMware Solution

Exchange. Apart from listing the solutions to the Marketplace, you can also deploy these solutions to the respective compatible platforms, directly from the Marketplace. There are also additional capabilities such as managing the subscriptions, auto-updating to newer versions of solutions, and access to analytics related to solution usage.

Q. Will I still be able to collect leads through my new VMware Marketplace publisher account?

A. Yes. You will still be able to collect leads from VMware Marketplace. On every solution details page, there is a link to “Request Info”. This collects the leads from the solution details page and send it to the admin of the organization.

Q. Will I be able to sell my solution on the VMware Marketplace?

A. Not at the moment. We are working hard to add monetization and commerce capabilities to the VMware Marketplace. This is on our roadmap and will be reflected on the Marketplace in the future. Stay tuned!

Q. How do I reach out to the team if I have further questions?

A. Contact us at VMwareMarketplace@vmware.com.