Program Overview

Q: What is VMware Marketplace?
A: VMware Marketplace ("the Marketplace") enables customers to discover, purchase and deploy validated, third-party and open-source solutions to VMware endpoints. The Marketplace facilitates the interaction between VMware’s customers ("Customers") and VMware’s partners ("Partners").

Q: Is VMware Marketplace right for me?
A: For Partners, the Marketplace represents a portal through which they can easily publish solutions that reach the wide VMware customer base. For Customers, the Marketplace offers a way to search for, trial, purchase and deploy validated and compatible ecosystem solutions that they need.

Q: Who can use VMware Marketplace?
A: VMware Marketplace caters to a wide variety of users across VMware’s build – run – manage – connect – secure portfolio strategy. These users include DevOps Managers, Application Developers, IT Admins, Database Admins, Cloud Admins and Network Security Admins.

On the other hand, VMware partners can utilize the VMware Marketplace to reach a global customer base, find new sales leads, and strengthen their alliance with VMware.

Q: What happened to VMware Cloud Marketplace?
A: In late August, the name of VMware Cloud Marketplace was officially changed to VMware Marketplace. This change reflects the fact that the former VMware Solution Exchange (VSX) was consolidated into VMware Cloud Marketplace, resulting in a broad, comprehensive catalog of over 2,000 third-party and open-source solutions as well as first-party tools. This broad catalog was renamed VMware Marketplace.

The consolidation successfully streamlined the partner publishing experience and created a single destination for customers.

Q: What happened to the VSX solutions?
A: All VSX solutions were migrated in mid-September. The full set of 2,500+ solutions, including 2,000+ from VSX, are now available in the VMware Marketplace. Partners with published solutions on VSX will be able to access the same on VMware Marketplace through accounts that were automatically set-up at the time of migration. Customers can access the former VSX solutions through VMware Marketplace.

Q: Where can I learn more about the VSX Consolidation?
A: Please find more information through our consolidation FAQ under the Resources section of our website here or email us at VMwareMarketplace@vmware.com.

Q: What kind of content is available on VMware Marketplace?
A: VMware Marketplace includes third-party and open-source solutions across formats such as OVA s, ISOs, Helm Charts, Docker images and Blueprints. It also includes some first-party tools featuring management packs, content packs, plug-ins and more.

Q: Why choose VMware Marketplace over other marketplaces?
A: VMware Marketplace is the most convenient way to discover and consume VMware-compatible and VMware-validated third-party and open-source solutions. Moreover, these solutions can be consumed just as you would consume VMware cloud services – same identity modules, same organization hierarchies, and so on. It is the best way to deploy and use these solutions directly on popular VMware environment such as vSphere.

And of course, the VMware Marketplace is the only place to get the latest VMware tools such as plug-ins, content packs, management packs and more, that augment our product and services.

Q: Can I deploy these ecosystem solutions to my VMware environments directly from VMware Marketplace?
A: Yes! The Marketplace enables deployment of third-party and open-source solutions directly to VMware environments such as VMware Cloud on AWS, VMware Cloud Director, VMware Tanzu Kubernetes Grid, VMware vSphere, and VMware Cloud Foundation.

Using VMware Marketplace as a Customer

Sign-up & onboarding
Q: How do I sign up for VMware Marketplace?
A: You can sign up through the self-onboarding option in the top right corner of the VMware Marketplace catalog page. Once
the Marketplace is attached to your Org, the Org Owner can invite members to use the service.

Q: How much does it cost to be part of VMware Marketplace?
A: There is no cost to use VMware Marketplace as a Customer.

Q: Do I have to sign a contract to be part of VMware Marketplace?
A: No. Customers’ use of VMware Marketplace will be covered by existing terms of service from VMware.

Q: What are the pre-requisites to be part of VMware Marketplace?
A: There are no pre-requisites to browse the catalog. However, in order to utilize the deployable assets, you should have access to the compatible VMware product or service.

Subscribing to a solution
Q: How can I find the right solution(s) for my company?
A: VMware Marketplace includes filtering and search capabilities to enable easy browsing through our catalog.

Q: How do I subscribe to, download or deploy a solution through VMware Marketplace?
A: Click the Subscribe, Download or Deploy button on the page of the solution in which you are interested. Please note that you must be logged in to VMware Marketplace in order to perform these actions.

Please view our “VMware Marketplace for Consumers” User Guide for more information.

Q: Who controls the deployment of a solution from VMware Marketplace?
A: The customer ultimately controls the deployment of a solution. The VMware Marketplace service adds the deployable content to the relevant location, such as the VMware Cloud on AWS content library or the VMware Cloud Director catalog.

Q: To which Software Defined Data Center (SDDC) can I deploy a solution?
A: VMware Marketplace enables customers to deploy to any SDDC to which they have access. Please note that SDDCs are specific to VMware Cloud on AWS.

Q: Can I buy a solution through VMware Marketplace?
A: We will be enabling the purchase of ecosystem solutions on the Marketplace in the near future.

Content
Q: What kind of third-party and open-source solutions are published on VMware Marketplace?
A: VMware Marketplace offers third-party and open-source solutions that solve common customer needs, such as storage, security, networking, monitoring and more.

Q: How many solutions are published on VMware Marketplace?
A: Currently, VMware Marketplace offers over 2,000 solutions including third-party and open-source solutions, plus some first-party content such as management packs and plug-ins.

Q: What types of solutions are on the Marketplace?
A: The VMware Marketplace catalog currently consists of two types of solutions: BYOL / Trial and List. Both BYOL / Trial and List solution partners must be part of VMware’s Technology Alliance Program (TAP).

BYOL / Trial solutions are those with deployable assets that can be seamlessly connected to a customer’s VMware environment. Partners publishing these deployable solutions must validate their assets.

List solutions are those without deployable assets, i.e. purely informational listings.

In the future, once we enable commercial transactions on the Marketplace, we will have a third type of solution – paid.

Q: Does VMware Marketplace include open-source solutions?
A: Yes. Our catalog includes hundreds of open-source solutions that are packaged and published in-house by VMware’s Bitnami. Each of these solutions also includes continuously updated versions, and the Marketplace offers the capability for the customer to select exactly which version(s) of each solution they would like to subscribe to or download.

Q: Will partner solutions be tested and validated before they are published on VMware Marketplace?
A: Yes. Deployable third-party solutions on VMware Marketplace must successfully test their solutions for use by our Customers. Helm Charts validating on Tanzu Kubernetes Grid can now go through our new Continuous Validation as a
VMware Marketplace FAQ

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Service (CVaaS) feature. Read our announcement blog on CVaaS [here](#).

Other solutions must certify or validate their solutions through the VMware Ready or Partner Ready validation programs. Read more about these programs [here](#).

**Q: Can I deploy all the solutions in the Marketplace catalog?**

A: No. All the solutions in our catalog offer compatibility with one or more VMware products and services. Some of them feature deployable assets while others provide business & technical and a link to more information. Some solutions cannot offer Deployability – for example, in the case of the Hardware solutions in our catalog.

**Support**

**Q: In which locations is VMware Marketplace currently available?**

A: VMware Marketplace catalog is available globally.

**Q: Who will support the third-party solutions that are utilized from VMware Marketplace?**

A: Technical support for third-party solutions is provided by the partner. Please check the “Support” section of a solution’s listing for more information.

**Q: Who do I contact if I have an issue with the use of VMware Marketplace, including issues with Cloud Services Portal?**

A: Please file a Support Request through the VMware Cloud Services Portal (CSP) – more information [here](#). Please note: the Support Request should be filed under the “VMware Marketplace” support category.

**Sign-up & onboarding**

**Q: How do I sign up for VMware Marketplace?**

A: The process to publish your solution on the Marketplace is straightforward:

- Register your company as a Technology Alliance Partner (TAP). Please click [here](#) to get started with the TAP program.
- Accept the VMware Marketplace developer agreement, which appears as an in-product click-to-accept pop-up when you first access your account.
- Validate your solution through CVaaS if uploading a Tanzu Kubernetes Grid-compatible Helm Chart. For all other solutions, validate or certify your solution through the VMware Ready and Partner Ready programs. Read more about these programs [here](#).

After these steps are done, proceed to publish your solution through the in-product publish flow. For more instructions, review our detailed documentation.

**Q: How much does it cost to be part of VMware Marketplace?**

A: VMware Marketplace itself does not cost anything to use. However, in order to publish solutions on the service, your company must first register in the TAP program, which includes a nominal annual fee. Learn more about the TAP program [here](#).

**Publishing a solution**

**Q: What is the process to publish a solution on VMware Marketplace?**

A: Please refer to the “Using VMware Marketplace as a Partner” User Guide for extensive documentation on the publishing process.

**Q: What kind of information do I have to gather in order to publish a solution on VMware Marketplace?**

A: Please refer to the User Guide link above for extensive documentation on the publishing process. In general, you will need access to high-level marketing information (e.g. Summary, description), and if applicable, deployment assets...
(e.g. your OVA or ISO files) and export compliance information.

**Q: Why do you need export control information?**

**A:** This information is required as per the regulations set out by the U.S. Department of Commerce, Bureau of Industry and Security regulations. Learn more [here](#).

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**Key Links:**


For support related questions, please file a Support Request [How Do I Get Support (vmware.com)](https://www.vmware.com/support.html).

For further inquiries, please contact [VMwareMarketplace@vmware.com](mailto:VMwareMarketplace@vmware.com).