

VMware Marketplace

Program Overview

Q: What is VMware Marketplace?

A: VMware Marketplace (“the Marketplace”) enables customers to discover, try, purchase, and deploy certified and validated, ecosystem 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, try, 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, generate leads, and strengthen their relationship with VMware.

Q: What kind of content is available on VMware Marketplace?

A: VMware Marketplace includes first-party tools, third-party solutions, and open source solutions across formats such as OVAs, 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. For more information, please refer to our [Documentation](#).

Q: Is there a cost associated with using VMware Marketplace?

A: VMware Marketplace is available to all customers. There is no cost associated with using VMware Marketplace. However, customers can purchase third-party solutions directly from the Marketplace.

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 view the appropriate redirect links or 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, deploy or purchase a solution through VMware Marketplace?

A: Click on the relevant button on the listing page: Subscribe, Download, Deploy or Purchase.. Please note that you must be logged in to VMware Marketplace in order to perform these actions.

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: VMware Marketplace allows you to purchase solutions directly from the catalog. The Marketplace also includes many free, open source solutions and solutions with Bring-your-own-license (BYOL) functionality.

*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 across many industry categories such as storage, security, networking, monitoring and more.

Q: What types of solutions are on the Marketplace?

A: The VMware Marketplace catalog currently consists of three types of solutions: List Only, BYOL / Trial, and Paid. To publish a solution, partners must be part of VMware's Technology Alliance Program (TAP). For more information, please refer to our [Program Guide](#).

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 (through 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, download or deploy.

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 customers. Helm Charts validating on Tanzu Kubernetes Grid can now go through our new Platform Validation feature. Read our announcement blog on Platform Validation [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 details, and redirect links for more information. Some solutions cannot offer Deployability – for example, in the case of the Hardware solutions in our catalog.

Q: What is the announcement regarding VMware Application Catalog and VMware Marketplace?

A: Until now, the VMware Application Catalog user interface was accessed by customers via VMware's Cloud Services Console by clicking on the VMware Application Catalog tile. Starting July 2022, the VMware Application Catalog user interface will be surfaced through VMware Marketplace – making VMware Marketplace a true one-stop shop for first party tools, third-party solutions, open source solutions.

Q: What is VMware Application Catalog?

A: VMware Application Catalog is a customizable selection of trusted, pre-packaged open source application components that are continuously maintained and verifiably tested for use in production environments.

Q: How can I access VMware Application Catalog through VMware Marketplace?

A: Users may simply go the VMware Marketplace homepage at marketplace.cloud.vmware.com, sign in with their existing CSP credentials and begin accessing the interface shown above.

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

A: VMware Marketplace catalog is available globally from a user point of view. For partners wishing to publish Paid listings to the Marketplace, please note that we currently support only those companies that have a buy-sell entity based in the United States. Future releases will expand this capability to more locations.

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.

Using VMware Marketplace as a Partner

*Sign-up & onboarding***Q: How do I get started with publishing a solution on VMware Marketplace?**

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

- Set up your Cloud Services organization
- Register your company as a Technology Alliance Partner (TAP) – this can be done directly through the Marketplace UI
- Link your Cloud Services organization with your TAP account in order to enable Publish rights
- Accept the click-to-accept VMware Marketplace agreement, which appears in-product when you first access the Publish section of your organization
- Validate your solution: through Platform Validation if uploading a Tanzu Kubernetes Grid-compatible Helm Chart or, for all other solutions, 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](#). If you wish to publish a Paid solution to the Marketplace, please note that there is a transaction fee associated with each transaction that occurs via VMware Marketplace.

*Publishing a solution***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](#).

Platform Validation Feature

Q: What is the Platform Validation feature on VMware Marketplace?

A: Platform Validation provides real-time and automated validation of the most recent version of an application on the latest version of VMware platforms and vice versa, published on VMware Marketplace. Platform Validation alleviates the need for manual compatibility testing efforts, while highlighting interoperability issues real time. Platform Validation consists of two components:

1. Validation at core platform level – application independent testing on predefined target platforms with a focus on generic application lifecycle and platform tests
2. Validation at application level – application specific tests provided by the publisher, which range from probing the live web app to lower-level checks executed inside the container

Q: Why did VMware Marketplace team develop Platform Validation?

A: VMware developed Platform Validation keeping in mind the needs of both our customers and publishing partners on VMware Marketplace: For our customers, Platform Validation provides the guarantee that latest application versions will work on the latest deployment platform version, every single time. For Partners, Platform Validation lends the ability to present customers with the latest versions of interoperable applications that they can take advantage of at any given time. Additionally, Platform Validation also gives publishers the flexibility to define custom test scenarios on their apps, for an extra boost of confidence that their app will always work as expected

Q: What kind of solutions can be validated through Platform Validation?

A: Platform Validation currently validates Kubernetes Helm Chart solutions deployable on VMware Tanzu Kubernetes Grid. In future releases, the Platform Validation functionality will be extended to virtual machines and other VMware deployment environments as well.

Q: What functionality does the latest release include?

A: With this release of Platform Validation, publishers can:

- Trigger automated platform validation of their product (Helm Chart) through a self-service interface against VMware Tanzu Kubernetes Grid and view test results with associated output logs
- View the history of all past test executions, as the Marketplace keeps a persistent audit trail of the execution runs for each individual version of the Helm Chart uploaded
- Publish the product on the VMware Marketplace once platform tests are executed successfully

Q: How is Platform Validation related to the existing validation programs, such as Partner Ready?

A: The Platform Validation process is an automated version of the Partner Ready and VMware Ready validation programs. Currently, solutions that are validated through Platform Validation are eligible for the “Partner Ready for VMware Tanzu” badge. Other VMware Validation programs will be merged with the Platform Validation program in future releases.

Q: Do partners need to validate against both Partner Ready / VMware Ready AND Platform Validation?

A: No. Solutions that successfully go through Platform Validation will automatically receive the equivalent “Partner Ready for VMware Tanzu” badge.

Q: How is Platform Validation triggered? Is it mandatory?

A: Platform validation is triggered in one of the following two ways:

- First, it is automatically triggered whenever a publisher publishes a brand-new asset or a newer version of their existing asset. A successful platform validation is mandatory for a solution to be approved for publishing on VMware Marketplace
- Second, it can also be manually accessed by the publisher by visiting a new section on their listing called the self-service validation section, where they can define, run, visualize, and troubleshoot new and existing platform and application validation for their solutions.

Platform	Start Date	Status	Test Result	Logs	Actions
	4/20/2021				
	4/20/2021				

Q: Who is the intended user of Platform Validation?

A: Currently, the primary intended users are publishing partners looking to publish validated Kubernetes Helm Charts on the Marketplace. We plan to expand the capability to other form factors in the future. These validated assets, in turn, will be used by VMware Marketplace users.

Q: How can partners integrate Platform Validation in their CI/CD pipeline?

A: At present, Partners cannot automatically integrate their CI/CD pipeline with VMware Platform Validation. For every new release of the Partner Application, the Partner must use the Marketplace’s UI to upload their application(s) and trigger platform validation. In future, VMware might provide CLI / API interface to automatically integrate Partners CI/CD pipelines.

Q: Does Platform Validation have any SLA? (I.e., how long does it take for solutions to appear)?

A: Platform Validation runs two types of tests (1) VMware validations tests suite (2) Partner provided application specific test suites. (1) is mandatory for listing on VMware Marketplace and (2) is optional. For (1), it might take anywhere from 4 to 12 hours based on the jobs in the Platform Validation Pipeline.

Q: What are the customer benefits from having Platform Validation in our feature set?

A: For customers, Platform Validation ensures they have access to the latest version of any solution on the latest version of VMware deployment platforms and guarantees that the latest version chosen will work as expected on their chosen VMware endpoint.

Q: What is the end-to-end process that a partner goes through for Platform Validation, from the point of expressing interest to completing validation?

A: For general steps on how to set up your Publish rights, please see the previous portion of this document. Once you are correctly onboarded on VMware Marketplace as a Publisher, please go to the Distributable Solution workflow under Publish > Solution. As part of this flow, you will have the option to leverage Platform Validation.

Consolidating VSX and Cloud Marketplace

Q: What happened to VMware Cloud Marketplace?

A: In August 2020, 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 2020. The full set of solutions 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.

Key Links:

To learn more about VMware Marketplace, please visit us at <https://www.vmware.com/products/vmware-marketplace.html>.

You can also browse our public catalog at <https://marketplace.cloud.vmware.com>.

Browse our documentation at <https://docs.vmware.com/en/VMware-Marketplace/index.html>.

For support related questions, please file a Support Request [How to file a Support Request](#)

For further inquiries, please contact VMwareMarketplace@vmware.com.

