

VMware Marketplace

November 2020

Program Overview

Q: What is VMware Marketplace?

A: VMware Marketplace enables customers to discover and deploy validated third-party and open-source solutions to VMware cloud environments.

Q: Is VMware Marketplace right for me?

A: For our customers, the Marketplace opens up a rich ecosystem of third-party and open-source solutions to use alongside their VMware platforms. On the other hand, partners can work with us to create a rich ecosystem of cloud solutions that help our customers realize their business goals. Please [reach out](#) to our team for more information on how our service could be the perfect fit for you and your organization.

Q: Who can use VMware Marketplace?

A: There are two types of users of VMware Marketplace: Publishers / partners and subscribers / customers. Publishers are third-party vendors that publish solution(s) on VMware Marketplace. Subscribers are VMware customers that utilize third-party and open-source solutions through VMware Marketplace to augment their cloud experience.

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 2,500 third-party, open-source and first-party solutions. This broad catalog was renamed VMware Marketplace.

Q: Why was VSX consolidated into VMware Cloud Marketplace?

A: While VSX and VMware Cloud Marketplace both provided significant value to VMware customers and partners, maintaining two different sites has caused extra work for our partners and confusion for our customers. The consolidation will address many of these issues, streamlining the partner publishing experience and creating 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 OVAs, ISOs, Helm Charts, Docker images and Blueprints. It also includes some first-party tools (see “VMware Tools” in the catalog), 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.

Q: Which platforms are currently integrated with VMware Marketplace?

A: In Marketplace terms, integration relates to a consumer’s ability to deploy a solution directly to the VMware environment. In that sense, the Marketplace is currently integrated with VMware Cloud on AWS, VMware Cloud Director, VMware Tanzu Kubernetes Grid Integrated Edition, VMware vSphere, and VMware Cloud Foundation. Additionally, however, the VMware Marketplace features ecosystem solutions compatible with all other VMware platforms, such as Horizon, vRealize, etc.

Using VMware Marketplace as a Subscriber

*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 Subscriber.

Q: Do I have to sign a contract to be part of VMware Marketplace?

A: No. As a Subscriber, your 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: In order to subscribe to or deploy solutions from VMware Marketplace, you must be a customer of the VMware Marketplace's integrated platforms (see previous section of FAQ for list of such platforms). However, there are no pre-requisites to simply browse the catalog.

*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 a solution through VMware Marketplace?

A: Click the subscribe 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 subscribe to a solution.

Q: How do I deploy a solution through VMware Marketplace?

A: 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 subscriber 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. The subscriber is responsible for launching the virtual machine.

Q: To which Software Defined Data Center (SDDC) can I deploy a solution?

A: VMware Marketplace enables subscribers 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: Not yet. VMware Marketplace currently offers Bring-your-own-license (BYOL) functionality, as well as a large number of free solutions. We plan to introduce commerce in the 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 backup and disaster recovery, network security, and endpoint security.

Q: How many solutions are published on VMware Marketplace?

A: Currently, VMware Marketplace offers over 2,500 third-party and open-source solutions, plus some first-party content such as management packs and plug-ins.

Q: How do you select the solutions published on VMware Marketplace?

A: The VMware Marketplace catalog consists of two types of solutions: BYOL / Trial and List. BYOL / Trial solutions are those with deployable assets that can be seamlessly connected to a subscriber's VMware environment. Since they are deployable, these solutions must go through VMware's validation program. List solutions are those without deployable assets, i.e. purely informational listings. Both BYOL / Trial and List solution publishers must be part of VMware's Technology Alliance Program (TAP).

Q: Does VMware Marketplace include open-source solutions?

A: Yes. Our catalog includes hundreds of open-source solutions packaged by Bitnami, a leader in application packaging technology. Each of these solutions also includes continuously updated versions, and the Marketplace offers the capability for the subscriber 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 certify through the VMware Ready or

Partner Ready validation programs. Read more about these programs [here](#).

Q: Are all solutions on the Marketplace deployable?

A: No. The catalog includes hundreds of List solutions (which include SaaS). These solutions showcase information and links that the user can then review, typically on the partner's website.

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 downloaded from VMware Marketplace?

A: Support for third-party solutions is provided by the publisher. 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 reach out to [VMware Customer Support](#). You can also file a support request within CSP. Look for the "VMware Marketplace" support category.

Using VMware Marketplace as a Publisher

Sign-up & onboarding

Q: How do I sign up for VMware Marketplace?

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

- **Registration:** Register your company as a Technology Alliance Partner (TAP). Please click [here](#) to get started with the TAP program.
- **Validation:** If uploading a deployable asset, validate your solution(s) through the appropriate Partner Ready and

VMware Ready programs. Read more about these programs [here](#).

- **Onboarding:** Click to accept the Marketplace Developer Agreement, and proceed to add your solution details (including upload of content if applicable).

Our team will set you up with your publisher account on VMware Marketplace, prior to the Onboarding step. Please reach out to VMwareMarketplace@vmware.com after you have registered for TAP and validated your solution (if applicable).

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](#).

Q: Do I have to sign a contract to be part of VMware Marketplace?

A: Yes. Companies must click to accept the VMware Marketplace Developer Agreement prior to publishing a solution. Please [email us](#) if you'd like to review a copy prior to the Onboarding process.

Q: What certifications do I need to receive to be part of VMware Marketplace?

A: Deployable solutions being published on VMware Marketplace must receive Partner Ready or VMware Ready certification for the VMware platforms with which they are integrated. Read more about these programs [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 Publisher](#)" 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](#).

Key Links:

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

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 further inquiries, please contact VMwareMarketplace@vmware.com.