Table of contents

Overview .................................................. 3
For Customers ........................................... 3
   Benefits............................................... 3
   High-Level Use Cases.............................. 4
   Marketplace Features.............................. 4
   Getting Started for Customers.................... 5
For Partners ............................................ 5
   Partner Benefits................................... 5
   Partner Publishing Options....................... 6
   Key Features....................................... 9
   Co-Marketing Opportunities....................... 9
Glossary ................................................. 11
Overview
As we support our customers to build, run, manage, connect, and protect any application on any cloud across any device, it is important to enrich this experience through meaningful partnerships with other technology vendors in the industry. Seamless integration with other ISV solutions delivers better customer experience.

VMware Marketplace enables customers to discover and deploy validated third-party and open-source solutions for VMware-based cloud environments such as VMware Cloud on AWS, VMware vCloud Director and VMware vSphere.

The service helps customers in a number of ways:

- **Find VMware-compatible ecosystem solutions**: Allows customers to easily find solutions from the VMware technology partner ecosystem which are interoperable or validated and certified with VMware technologies.
- **Align hybrid cloud experience**: VMware Marketplace makes the cloud adoption transition easy by offering a similar experience for use of third-party solutions and open-source in the cloud or on premises.
- **Maximize platform investment**: VMware Marketplace expands the capability of VMware’s cloud platforms through seamless use of specialized third-party solutions.
- **Ensure developer flexibility**: VMware Marketplace offers a balance between developers’ need for flexibility in building modern apps with IT’s need to maintain governance through a catalog of trusted, validated third-party and open-source solutions.
- **Manage partner ecosystem effectively**: VMware Marketplace enables customers to leverage their existing third-party licenses on premises and in the cloud, while also enabling discovery of additional solutions.

For Customers

Benefits
For our customers, VMware Marketplace offers a way to discover and deploy validated third-party and open-source solutions directly to VMware endpoints. Moreover, the catalog includes some first-party tools such as management packs and plug-ins for easy customer use. We have purpose-built the service with several key benefits in mind:

- **Convenience**: One-stop shop for third-party solutions, open-source solutions and first-party tools
- **Trust**: Secure access and delivery of validated solutions
- **Flexibility**: Deployable across platforms, apps, formats
- **Transparency**: Single console for notifications, updates, analytics and more
Figure 1: VMware Marketplace Benefits for Customers

High-level Use Cases
VMware Marketplace enables our customers in several key scenarios.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage partner ecosystem effectively</td>
<td>Ensure you have access to the right third-party and open-source solutions you need for an efficient, successful adoption of cloud technologies—on-premises, public or hybrid.</td>
</tr>
<tr>
<td>Maximize VMware platform investment</td>
<td>Make the most of your VMware platform by leveraging the full ecosystem of deployable, validated third-party and open-source solutions.</td>
</tr>
<tr>
<td>Ensure developer flexibility</td>
<td>Give your developers access to validated third-party and open-source solutions, so that they can focus on building great applications rather than on compliance.</td>
</tr>
</tbody>
</table>

Marketplace Features
VMware Marketplace comes with a number of features that provide high usability to customers, such as:

<table>
<thead>
<tr>
<th>Features</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validated Solutions</td>
<td>Each deployable solution in our catalog is validated by requiring a successful certification in the Partner Ready / VMware Ready programs. Proof of validation is indicated by Validation Badges on the solution’s page.</td>
</tr>
<tr>
<td>Real-time Notifications</td>
<td>Customers can be notified in real time about solution updates via Slack, webhook and email.</td>
</tr>
<tr>
<td>Analytics</td>
<td>Customers can view data about usage and deployments as well as other information directly within their catalog console.</td>
</tr>
<tr>
<td>Container Support</td>
<td>We support seamless use of Helm charts and Docker images, including the download of tarballs. We also have the capability to store images directly in our self-managed container registry to ease end-to-end deployments.</td>
</tr>
</tbody>
</table>

Getting Started for Customers
Before getting started with VMware Marketplace, customers need to:

- Login to the VMware Cloud Services Portal ("CSP") via My VMware login, OR
- Login to CSP with your company’s details if federated with CSP.

New users can sign up for VMware Marketplace through the self-service Sign-Up process in the top-right corner of the website.

**Note:** You can browse the VMware Marketplace without signing in.


For Partners
VMware Marketplace is an important element to our partners’ go-to-market strategy with VMware.

Partner Benefits
With VMware Marketplace, partners can:

- Access VMware’s global customer base distributed across all industries, sizes and at various stages of their cloud adoption journey;
- Strengthen their VMware alliance relationship by showcasing to customers solution(s) on VMware Marketplace. Co-marketing opportunities through the VMware Marketplace with the involvement of our marketing teams are also available (see section below for more information); and
- Drive new sales opportunities in new markets & segments by leveraging our analytics feature for new leads and contacts.
ACCESS TO VMWARE CUSTOMER BASE
✓ Global base across all industries and sizes
✓ Customers at various stages of cloud adoption journey
✓ Future state: Additional source of revenue

NEW SALES & LEADS
✓ Leverage analytics feature for assessing utilization
✓ Gain leads through “Request Info” CTA button
✓ Utilize global content delivery network to reach new regions

STRONGER ALLIANCE WITH VMWARE
✓ Opportunity to showcase solution to VMware customers along cloud adoption journey
✓ Co-marketing opportunities through Marketplace marketing team – counts towards TAP tier requirements

Figure 2: VMware Marketplace Benefits for Partners

Partner Publishing Options
Partners currently have two different options for publishing a solution to VMware Marketplace. These two options vary along the way in which VMware customers interact with the solution. The two options are:

• List
• BYOL / Trial

<table>
<thead>
<tr>
<th>LIST</th>
<th>BYOL / TRIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable the discovery of your solutions through relevant marketing-only information</td>
<td>Enable direct deployment of your solution through a paid or trial solution license key</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>LIST</th>
<th>BYOL / TRIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easily discoverable</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drives leads</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drives trials</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Drives usage</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Action available on listing page</td>
<td>Request Info</td>
<td>Subscribe / Download</td>
</tr>
<tr>
<td>Requirements</td>
<td>TAP Registration Signed VMware Marketplace legal agreement</td>
<td>TAP Registration Validation (Partner Ready / VMware Ready) Signed VMware Marketplace legal agreement</td>
</tr>
<tr>
<td>Benefits</td>
<td>• Expand pipeline • Showcase SaaS solutions</td>
<td>• Connect end-to-end with VMware • Support customers</td>
</tr>
</tbody>
</table>

PUBLISHING OPTION: LIST
FOR MORE INFORMATION
• Technology Alliance Program
  vmware.com/partners/tech-alliance.html
• Partner Ready program
  vmware.com/partners/tech-alliance/partner-ready.html
• VMware Ready program
  vmware.com/partners/tech-alliance/vmware-ready.html
• Contact us at VMwareMarketplace@vmware.com

Partners can utilize the “List” option to enable discovery of their solution within VMware Marketplace. The solution’s listing information page can provide relevant marketing information (description, highlights, support information, etc.) as well as a link to the partner’s webpage to learn more.

The List option enables solutions to be easily discoverable within the VMware Marketplace catalog without making software available directly. These List solution pages enable partners to easily reach the VMware customer base and thus help to drive leads.

The List option is especially useful for partners that seek to expand their prospect pipeline, and can also be used to market SaaS solutions.

On a List solution’s webpage, customers will be redirected to a relevant, partner-chosen webpage through a “Request Info” call-to-action button.

To publish a solution using the List option, Partners must first successfully go through the Technology Alliance Program (“TAP”) Registration process. For more information on TAP, please visit the program webpage at vmware.com/partners/tech-alliance.html.

Partners must also review and sign our Cloud Marketplace Agreement via the VMware Marketplace and input all required information in the publisher portal.

PUBLISHING OPTION: BRING YOUR OWN LICENSE (“BYOL”) / TRIAL

Partners can utilize the “BYOL / Trial” option to enable direct download or deployment of their solution to the customer’s VMware endpoints. For this option, like with List, the listing page includes relevant marketing information (description, highlights, support information, etc.), webpage links. However, unlike the List option, a BYOL/Trial page also allows for uploaded software that can then be downloaded or deployed directly from the VMware Marketplace.

The BYOL / Trial option enables solutions to be available and easily discoverable within the VMware Marketplace catalog. Moreover, these solution pages enable partners to easily reach prospective and current customers, thus driving leads, trials, usage and other important actions.

On a BYOL / Trial solution’s webpage, customers will be provided with a Download button, as well as a Subscribe button that will walk them through the steps to deploy the solution.

To publish a solution using the BYOL / Trial option, Partners must:
• Successfully go through the Technology Alliance Program (TAP) Registration process;
• Validate their solution(s) through the appropriate Partner Ready or VMware Ready validation programs;
• Review and sign our Cloud Marketplace Agreement via the VMware Marketplace, and
• Input all required information in the publisher portal.

**Note:** In a BYOL / Trial option, VMware hosts and makes available the partner solution on behalf of our partners. As a result, partners **must** submit additional information during the publish process including but not limited to:

- Cryptography and Encryption data;
- Export Compliance details (e.g. ECCN, HTS);
- Open source license disclosure (file upload);
- Source code package (URL); and
- an End-user license agreement that must be accepted by the end-user customer.

At this time, we can accept regulatory and export compliance information from the United States of America only. We unfortunately cannot accept foreign classifications at this time.

If a partner is unable to provide all of the required information, they may publish their solution(s) using the “List” option (see above).
Key Features
The following are highlights of key features that Partners can leverage when participating in the VMware Marketplace Program:

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time Notifications</td>
<td>Partners can be notified in real time on aspects such as customer deployments, support requests and more, through Slack, webhook and email.</td>
</tr>
<tr>
<td>Analytics</td>
<td>Partners can view key customer data such as views, downloads and deployments. Due to data privacy requirements, partners will only be able to see organization-specific (and not person-specific) information.</td>
</tr>
</tbody>
</table>

Co-Marketing Opportunities
For our partners, the availability of ample co-marketing opportunities is one of the key benefits of being on VMware Marketplace.

By publishing a solution on VMware Marketplace, partners get access to a wide, varied set of co-marketing opportunities. We are currently in a position to offer opportunities to partners that publish a List or Trial / BYOL solution with us.

The VMware Marketplace team will work with partners to define marketing campaigns that include some elements from all three of the following categories.

<table>
<thead>
<tr>
<th>ACTIVITY TYPE</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMware-led</td>
<td>Subject to schedules, VMware Marketplace may include partner mentions in one or more of the following channels:</td>
</tr>
<tr>
<td></td>
<td>• Blogs (cloud.vmware.com/community)</td>
</tr>
<tr>
<td></td>
<td>• Newsletters (Internal / external)</td>
</tr>
<tr>
<td></td>
<td>• VMware-hosted Webinars</td>
</tr>
<tr>
<td></td>
<td>• Events (VMworld US / EMEA)</td>
</tr>
<tr>
<td></td>
<td>• Press releases</td>
</tr>
<tr>
<td></td>
<td>Other channels where partners can be mentioned include:</td>
</tr>
<tr>
<td></td>
<td>• Webpage (cloud.vmware.com/marketplace)</td>
</tr>
<tr>
<td></td>
<td>• Social Media</td>
</tr>
<tr>
<td></td>
<td>• Podcasts</td>
</tr>
</tbody>
</table>
| Partner-led | Subject to schedules, the VMware Marketplace team can participate in the following types of partner-led marketing activities:  
- Blogs  
- Newsletters  
- Partner-hosted Webinars  
- Events  
- Social media  
- Press releases |
|---|---|
| Joint activities | Our team can work jointly with partners to showcase the benefits of utilizing a partner solution via VMware Marketplace. Example activities include:  
- Co-authored and cross-posted blogs  
- Co-authored newsletters  
- Joint participation at industry events |

**Note:** Joint marketing activities with the VMware Marketplace team can count toward your TAP tier requirements. Contact us for more information.

**Getting Started as a Partner**

To get started on VMware Marketplace, please contact us at VMwareMarketplace@vmware.com.
## Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMware Marketplace</td>
<td>Service that enables VMware customers to discover and deploy validated third-party and open-source solutions to VMware environments</td>
</tr>
<tr>
<td>Customer</td>
<td>Person, organization, or other entity that utilizes the solutions that are published on VMware Marketplace</td>
</tr>
<tr>
<td>Partner</td>
<td>Person, organization, or other entity that publishes solutions on VMware Marketplace</td>
</tr>
<tr>
<td>List option</td>
<td>Solution type that enables discovery of partner solutions through relevant marketing information</td>
</tr>
<tr>
<td>BYOL / Trial option</td>
<td>Solution type that enables direct deployment of partner solution through a paid or trial solution license key</td>
</tr>
<tr>
<td>TAP</td>
<td>VMware's Technology Alliance Partner Program</td>
</tr>
<tr>
<td>CSP</td>
<td>VMware’s Cloud Services Portal – a single identity, billing and service management portal. VMware Marketplace is a service on CSP</td>
</tr>
</tbody>
</table>