VMware Marketplace
Program Guide
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>3</td>
</tr>
<tr>
<td>For Customers</td>
<td>3</td>
</tr>
<tr>
<td>Benefits</td>
<td>3</td>
</tr>
<tr>
<td>High-level Use Cases</td>
<td>4</td>
</tr>
<tr>
<td>VMware Marketplace Capabilities</td>
<td>4</td>
</tr>
<tr>
<td>Getting Started for Customers</td>
<td>4</td>
</tr>
<tr>
<td>For Partners</td>
<td>5</td>
</tr>
<tr>
<td>Partner Benefits</td>
<td>5</td>
</tr>
<tr>
<td>Partner Publishing Options</td>
<td>5</td>
</tr>
<tr>
<td>Useful Features for Partners</td>
<td>8</td>
</tr>
<tr>
<td>Co-Marketing Opportunities</td>
<td>8</td>
</tr>
<tr>
<td>Glossary</td>
<td>8</td>
</tr>
</tbody>
</table>
Overview
There are a few distinct dynamics in the enterprise software industry today. In general, customers are increasing their cloud infrastructure consumption year on year. These customers are also adopting multiple clouds based on specific use cases— from on-premises and private clouds to two or more public clouds.

In order to fulfill all of their needs, customers are turning to ecosystem solutions that they find, try, purchase, and deploy from enterprise marketplaces. Moreover, they tend to seek solutions across the stack that are compatible with their specific choices in infrastructure.

Finally, software buying decisions are no longer restricted to IT and CIO units, and are now increasingly made by LOB users.

To meet these evolving customer dynamics, we introduced the VMware Marketplace in 2019. Now, with expanded commerce capabilities, we can help customers of various personas adopt and utilize VMware platforms with the assurance that they can easily access an ecosystem of tools and applications.

For Customers
Benefits
For our customers, the Marketplace offers a way to enhance and accelerate their cloud adoption journey, by tapping into a rich ecosystem of third-party and open source solutions that are deployable on various VMware environments. We have purpose-built the service with several key benefits in mind:

- **Convenience**: Utilize “one-stop-shop” to discover, try, purchase, and deploy ecosystem solutions for your business needs
- **Trust**: Deploy solution with the assurance that they have been certified or validated through VMware programs
- **Flexibility**: Work across different types of platforms, apps, versions, and formats
- **Transparency**: Reduce operational complexity with a unified console for notifications, updates, purchases, and more

AT A GLANCE
VMware MarketplaceTM is a one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to VMware endpoints.

FOR MORE INFORMATION
- Browse our catalog at https://marketplace.cloud.vmware.com
- Contact us at VMwareMarketplace@vmware.com

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

<table>
<thead>
<tr>
<th>Capability</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Ensure developer flexibility</td>
<td>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 solutions.</td>
</tr>
<tr>
<td>Maximize VMware platform investment</td>
<td>Expands the capability of VMware’s cloud platforms through seamless use of specialized third-party solutions.</td>
</tr>
<tr>
<td>Find VMware-compatible ecosystem solutions</td>
<td>Allows customers to easily find solutions from the VMware technology partner ecosystem that are interoperable or validated and certified with VMware technologies.</td>
</tr>
<tr>
<td>Manage application portfolio effectively</td>
<td>Enables customers to leverage their application portfolio effectively alongside their core cloud compute platform, both on premises and in the cloud, through the same pane of view, and purchase new ecosystem solutions directly from the VMware Marketplace with the same payment methods.</td>
</tr>
<tr>
<td>Align hybrid cloud experience</td>
<td>Facilitates deployment on infrastructure of choice – on-premises or in hybrid environments. Allows customers to have flexibility in infrastructure. <strong>On roadmap: enable deployment directly to hyperscaler endpoints.</strong></td>
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VMware Marketplace Capabilities
VMware Marketplace comes with a number of capabilities that provide high usability to customers, such as:

- Easily browse or search for compatible, validated, and certified solutions
- Filter by type of solution, product compatibility, and many other factors.
- Click on a solution to view its detail page, guides, documentation, support, certification status, and other resources.
- Subscribe to, download, or deploy solutions into chosen VMware locations
- Purchase solutions directly from catalog
- View subscribed solutions, subscribers, platforms, versions, actions (e.g. Update), in a single tab

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 with a CSP org linked to Marketplace, **OR**
- Login to CSP with your company’s details if federated with CSP.
If you need to set up an account with VMware Marketplace, please click on “Create Marketplace Account” on the Marketplace UI.

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

For more information on CSP Orgs, please review the CSP documentation:


**For Partners**

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

**Partner Benefits**

With VMware Marketplace, partners enjoy numerous benefits.

- **Customer reach:** Access the VMware customer base and streamline your systems with our global content delivery network
- **Leads and Revenue:** Generate new leads through your Marketplace listing and establish a new source of revenue/channel with paid listings
- **Co-marketing Opportunities:** Engage with joint & prospective customers through co-marketing opportunities; showcase your VMware Ready or VMware Partner Ready certification

**Partner Publishing Options**

There are three different publishing options on VMware Marketplace that partners can avail. These options vary along the way in which VMware customers interact with the solution. A comparison between the three is provided below:

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<tr>
<th></th>
<th>LIST ONLY</th>
<th>BYOL / TRIAL</th>
<th>Paid</th>
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</thead>
<tbody>
<tr>
<td>Easily discoverable</td>
<td>Enable the discovery of a solution through relevant marketing-only information</td>
<td>Enable discovery and direct deployment of a solution through a license key not purchased via VMware Marketplace</td>
<td>Enable discovery and deployment of a solution through a license key purchased via VMware Marketplace</td>
</tr>
<tr>
<td>Drives leads</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drives trials</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drives usage</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Action available on listing page</td>
<td>Try Now</td>
<td>Subscribe, Download, or Deploy</td>
<td>Purchase</td>
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## Requirements

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<tr>
<th>TAP Registration Accepted VMware Marketplace legal agreement</th>
<th>TAP Registration Validation / Certification Accepted VMware Marketplace legal agreement</th>
<th>TAP Registration Validation / Certification Accepted VMware Marketplace legal agreement</th>
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## Benefits

- Expand pipeline
- Showcase SaaS solutions
- Connect end-to-end with VMware
- Support customers
- Drive additional revenue
- Enable net-new channel & buyer personas

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**PUBLISHING OPTION: LIST ONLY**

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

The List Only 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 Only solution’s webpage, customers will be redirected to a relevant, partner-chosen webpage through a “Try Now” call-to-action button.

To publish a solution using the List Only 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](http://vmware.com/partners/tech-alliance.html).

Partners must also review and sign our VMware Marketplace agreement (click-through within the product) 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 discovery and direct deployment of a solution through a license key not purchased via VMware Marketplace. For this option, like with List Only, the listing page includes relevant marketing information (description, highlights, support information, etc.), and webpage links. However, unlike the List Only 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, Subscribe or Deploy button, depending on the type of uploaded asset.

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), either through the appropriate Partner Ready or VMware Ready validation programs or through VMware Marketplace’s platform validation functionality (currently available for container-based solutions);
- Review and click-to-accept our VMware Marketplace agreement within the Marketplace portal, 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)
- Open source license disclosure (file upload)
- Source code package (URL) and
- an End-user license agreement (EULA) 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, and cannot accept foreign classifications.

If a partner is unable to provide all of the required information, they may publish their solution(s) using the “List Only” option (see above).

**PUBLISHING OPTION: PAID**

Partners can utilize the Paid option to enable discovery and deployment of their solution through a license key purchased directly via VMware Marketplace. For this option, like with BYOL / Trial, the listing page includes relevant marketing information (description, highlights, support information, etc.), webpage links and typically uploaded software that can then be downloaded or deployed directly from the VMware Marketplace. Further, the Paid option will also provide offer details such as list price, billing term, billing frequency, units of measurement and more. Paid Listings will be enabled with a “Purchase” button.

In order to publish a Paid listing, Partners must:

- Successfully go through the Technology Alliance Program (TAP) Registration process;
- Validate their solution(s), either through the appropriate Partner Ready or VMware Ready validation programs or through VMware Marketplace’s platform validation functionality (currently available for container-based solutions);
- Review and click-to-accept our VMware Marketplace agreement within the Marketplace portal;
- Input all required information in the publisher portal; and
- Provide additional details such as a fulfillment point of contact.

For more information, please review our Publisher Guide.
Useful Features for Partners
The following are useful features for Partners that participate as publishers on the VMware Marketplace:

- Single location to publish deployable assets across various VMware platforms (VMware Cloud on AWS, vSphere, VMware Cloud Foundation, VMware Cloud Director and VMware Tanzu Kubernetes Grid)
- Single location to publish informational listings containing compatibility information for any VMware product
- Single location to automatically validate solution for each new version of the associated VMware deployment platform – and vice versa – through the Platform Validation feature
- Seamless connectivity and delivery of solution templates to cloud environments (for virtual appliances)
- Connectivity of virtual appliances to on-premises SDDCs through the “pull” mechanism
- Host container solutions in the Marketplace registry for enterprise-grade security and reliability

Co-Marketing Opportunities
Every publishing partner is eligible for co-marketing opportunities, including an announcement on the VMware Marketplace Twitter page [LINK] and other social media, mentions in the monthly VMware Marketplace Newsletter, and access to the publish announcement press release template [LINK].

Partners who publish an asset-based solution (BYOL / Trial) become eligible for additional opportunities, including webinars, webpage features, and more. Further, partners who publish Paid listings get access to our full breadth of co-marketing opportunities.

To express interest in participating in co-marketing opportunities, please contact VMwareMarketplace@vmware.com.

Note: VMware reserves the right to offer out-of-Tier co-marketing opportunities to partners as per strategic and business needs.

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>VMware Marketplace</th>
<th>A one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to VMware endpoints.</th>
</tr>
</thead>
<tbody>
<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 entity that publishes the solutions on VMware Marketplace</td>
</tr>
<tr>
<td>List Only option</td>
<td>Publishing option that enables discovery of partner solution through relevant marketing information</td>
</tr>
<tr>
<td>BYOL / Trial option</td>
<td>Publishing option that enables discovery and deployment of solution through a license key not purchased via VMware Marketplace</td>
</tr>
<tr>
<td>Paid option</td>
<td>Publishing option that enables discovery and use of partner solution through a license key purchased via VMware Marketplace</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>
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</tbody>
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