VMware Marketplace
Program Guide
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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.

Getting Started with VMware Marketplace
VMware Marketplace 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 such as VMware Cloud™, VMware Tanzu®, and VMware vSphere®. The catalog includes third-party solutions, open source solutions and VMware tools across a variety of industry categories.

VMware Marketplace is built on top of VMware’s Cloud Services Platform (CSP). By leveraging this common platform across all VMware Cloud Services, the Marketplace offers a unified way for partners and customers to add users, request support, and much more. To learn more about CSP, please reference documentation here [LINK].

User Types
Through CSP, there are two user types associated with VMware Marketplace: Organization Owner and Organization Members.

- **Organization Owners** have permission to add new Members, manage Member accounts, publish & manage solutions, purchase solutions through the Marketplace, and submit support tickets through CSP
- **Organization Members** must request access to the Marketplace from their Organization Owner; Members have permission to publish and manage solutions on the Marketplace

Accessing VMware Marketplace for the First Time – Organization Owners
Organization Owners sign up for VMware Marketplace and invite members of their organization to access the service.

- For instructions on how to invite Members, please reference Cloud Services documentation [LINK]

Accessing VMware Marketplace for the First Time – Organization Members
Organization Members request access to the Marketplace Service from the Organization Owner via CSP. To do so, log in to https://console.cloud.vmware.com and click “Request
Access "on the VMware Marketplace service tile. Your Organization Owner is responsible for reviewing your request and providing you access to the VMware Marketplace.

- If the Org Owner is no longer with the Organization or if you are having trouble finding your Org Owner, please contact VMwareMarketplace@VMware.com

Upon first log-in to the Marketplace, you will be prompted to review a legal agreement for VMware Marketplace publishers.

**Accessing VMware Marketplace Going Forward**

Once Organization Owners and Members have gained access to the Marketplace for the first time, all subsequent logins can occur directly through the Marketplace UI by going to marketplace.cloud.vmware.com and clicking on the Sign In button.

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


**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
High-level Use Cases

VMware Marketplace enables our customers in several key scenarios.

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ensure developer flexibility</strong></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><strong>Maximize VMware platform investment</strong></td>
<td>Expands the capability of VMware’s cloud platforms through seamless use of specialized third-party solutions.</td>
</tr>
<tr>
<td><strong>Find VMware-compatible ecosystem solutions</strong></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><strong>Manage application portfolio effectively</strong></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><strong>Align hybrid cloud experience</strong></td>
<td>Facilitates deployment on infrastructure of choice – on-premises or in hybrid environments. Allows customers to have flexibility in infrastructure. <em>On roadmap: enable deployment directly to hyperscaler endpoints.</em></td>
</tr>
</tbody>
</table>

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

For Partners

VMware Marketplace is an important element to our partners’ go-to-market strategy with VMware.
Partners can access the VMware customer base, generate leads and sales, drive new revenue, and thus strengthen their relationship with VMware. VMware Marketplace augments the value of VMware products, improves customer experience, leverages the strong VMware partner ecosystem - ultimately facilitating our customers’ cloud adoption journeys.

Who Uses VMware Marketplace?
VMware Marketplace mainly serves six different customer types for the following use cases:

![FIGURE 1: VMware Marketplace User Personas](image)

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:

<table>
<thead>
<tr>
<th>LIST ONLY</th>
<th>BYOL / TRIAL</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<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>Easily discoverable</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----</td>
<td>-----</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>Try Now</td>
<td>Subscribe, Download, or Deploy</td>
</tr>
</tbody>
</table>
| Requirements        | TAP Registration
Accepted VMware Marketplace legal agreement | TAP Registration
Validation / Certification
Accepted VMware Marketplace legal agreement | TAP Registration
Validation / Certification
Accepted VMware Marketplace legal agreement
Offer details |
| Benefits            | • Expand pipeline
• Showcase SaaS solutions | • Connect end-to-end with VMware
• Support customers | • Drive additional revenue
• Enable net-new channel & buyer personas |

**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

**Publishing Solutions on VMware Marketplace**

**Partner Prerequisites**

Any visitor to the VMware Marketplace catalog page [LINK] may browse listings without signing in to the Marketplace.
Publishing a solution requires a partner to sign into the Marketplace with a valid Cloud Services Account, per the access instructions above. Partners must also have an active Technology Alliance Partner (TAP) membership to be granted publishing rights on VMware Marketplace.

To connect your VMware Marketplace-linked CSP Organization to your TAP account, please click on the Publish With Us button after sign-in. For the remaining steps, please follow the instructions in our Publisher Docs here [LINK]. For more information about the Technology Alliance Partner (TAP) program, please visit the TAP marketing page here [LINK].

Once your Organization is connected your TAP account, you will have access to a Publish menu. Please refer to our Publisher Docs here [LINK] for detailed instructions on how to publish.

- Maintaining an active TAP membership is a requirement for all partners with published solutions on the Marketplace
- Updating the Marketplace solution listing annually is a requirement of maintaining an active TAP membership

<table>
<thead>
<tr>
<th>ACTION</th>
<th>PREREQUISITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browse listings</td>
<td>None – Any visitor can browse Marketplace listings without logging in, by going to marketplace.cloud.vmware.com</td>
</tr>
<tr>
<td>Publish a solution</td>
<td>To publish a solution on the VMware Marketplace, a partner must have:</td>
</tr>
<tr>
<td></td>
<td>• An active Technology Alliance Partner (TAP) membership</td>
</tr>
<tr>
<td></td>
<td>• A Cloud Services account</td>
</tr>
<tr>
<td>Publish a deployable solution</td>
<td>To publish a solution where you will be uploading an asset, a partner must fulfill the prerequisites in the “Publish a solution” section, plus complete validation and / or certification for that solution.</td>
</tr>
</tbody>
</table>

**Solution Validation and Certification**
As outlined in the table above, both the BYOL / Trial and Paid publishing options require the partner to go through a process that verifies the deployability of their solution on a VMware endpoint. This process is called Validation or Certification, depending on the type of program.

Verifying or certifying a solution’s deployability on VMware environments offers a level of trust to customers. Moreover, verified/certified solutions are easily found by customers via a filter in the Marketplace UI explicitly designated for these types of solutions.

Thus, it is mandatory that partners validate or certify deployable solutions before publishing a BYOL/Trial or Paid listing.

There are three possible methods to verify solution deployability on VMware environments: Partner Ready, VMware Ready and Platform Validation. To learn more about each validation or certification program, please refer to the following resources:
Solution Publishing Flow
As described above, the process to publish any type of listing on the VMware Marketplace starts with registering through VMware’s Technology Alliance Program (TAP). For more information on TAP, please visit the website here [LINK].

- All publishing partners are required to accept the click-through publisher agreement, which appears in-product before the first solution is published
- Partners select the type of solution listing to create: listing or distributable
- If selecting a distributable listing type (BYOL / Trial or Paid), solutions must be validated or certified before being published, as described in the section above

Once these steps are completed, the partner can submit solutions for publication in the VMware Marketplace.

Listing Only Solutions (No Distributable Asset)
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.

Partners must also review and sign our VMware Marketplace agreement (click-through within the product) and input all required information in the publisher portal.
BYOL / Trial Solutions
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).

**FIGURE 3:** VMware Marketplace Publishing Flow for BYOL / Trial Solutions

**Paid Solutions**

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.

What Happens after Submitting a Solution to be Published
After receiving a solution, the VMware Marketplace team reviews the contents of the submission and provides feedback. The partner might receive change requests after submission. Once approved, the VMware Marketplace team publishes the solution to the VMware Marketplace catalog.

Co-Marketing Opportunities
Based on the type of listing option that a partner chooses, there are different co-marketing opportunities available to partners.

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.

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.

Capturing New Leads
VMware Marketplace enables publishers to capture new leads via two methods: first, by capturing contact information from customers who request more information about a solution. Second, by tracking traffic from the “Try Now” button through a campaign link set up by the partner.

Request for More Info
To view leads generated by customers requesting more information about a Marketplace listing, click “View” from the menu after logging in, then select “Leads”, as illustrated below:
Prospective customers click on the “Request Info” button on the solution page:

Customers are prompted to submit their contact information by filling out a contact form:
Try Now Button
By setting up the “Try Now” button as a campaign link to the solution website, partners can track traffic generated by a Marketplace listing.

Optimizing Listings
Best practices regarding optimizing listing pages can be found in the VMware Marketplace Listing Style Guide on our Resources page here [LINK].

Common Publishing Questions
For answers to commonly asked Marketplace questions, please refer to the FAQ on our Resources page here [LINK].

Support
For additional detail on the publishing flow and other processes, please refer to VMware Marketplace Documentation here [LINK].
To submit a support ticket, please follow the CSP support flow documented here [LINK].

Feedback
To submit feedback on your use of the VMware Marketplace, please refer to the instructions as provided in our recent blog here [LINK].
## Glossary

<table>
<thead>
<tr>
<th><strong>VMware Marketplace</strong></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><strong>Customer</strong></td>
<td>Person, organization, or other entity that utilizes the solutions that are published on VMware Marketplace</td>
</tr>
<tr>
<td><strong>Partner</strong></td>
<td>Person, organization, or entity that publishes the solutions on VMware Marketplace</td>
</tr>
<tr>
<td><strong>List Only option</strong></td>
<td>Publishing option that enables discovery of partner solution through relevant marketing information</td>
</tr>
<tr>
<td><strong>BYOL / Trial option</strong></td>
<td>Publishing option that enables discovery and deployment of solution through a license key not purchased via VMware Marketplace</td>
</tr>
<tr>
<td><strong>Paid option</strong></td>
<td>Publishing option that enables discovery and use of partner solution through a license key purchased via VMware Marketplace</td>
</tr>
<tr>
<td><strong>TAP</strong></td>
<td>VMware’s Technology Alliance Partner Program</td>
</tr>
<tr>
<td><strong>CSP</strong></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>