# 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 ....................................... 5  
   Key Features .......................................................... 8  
   Co-Marketing Opportunities ....................................... 8  
Glossary .................................................................. 9
AT A GLANCE
VMware Marketplace enables customers to discover, purchase and deploy continuously validated third-party and open-source solutions for VMware endpoints.

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

Overview
Customers are increasing their cloud infrastructure consumption year on year. Moreover, we see customers adopting multiple clouds based on specific use cases—from on-premises and private clouds to two or more public clouds. Towards this, customers are seeking software solutions across the stack that are compatible with their specific choices in infrastructure.

VMware Marketplace enables customers to discover, purchase and deploy validated third-party and open-source solutions for VMware endpoints such as VMware Cloud, VMware Tanzu and VMware vSphere. The catalog, which also includes first-party tools, represents a one-stop shop from which customers can access our robust ecosystem. Partners can access our global joint customer base, enable leads and even sales, and build a stronger relationship with VMware. Moreover, they can keep their solutions up to date through our continuous validation pipeline.

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 find the third-party, open-source and first-party solutions for your business needs
- **Trust**: Deployable solutions on the VMware Marketplace are validated and securely delivered
- **Flexibility**: Work across different types of platforms, apps, 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>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<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>
<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>Find VMware-compatible ecosystem solutions</td>
<td>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>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>Align hybrid cloud experience</td>
<td>Deploy on the infrastructure of your choice—whether it’s on-premises, public cloud or in hybrid environments—thus ensuring maximum flexibility wherever your workloads are.</td>
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</table>

VMware 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 and certified for use. Some solutions are validated through our continuous validation pipeline, which keeps the solutions up to date with the latest version of the underlying VMware product. Proof of validation is indicated by 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>
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</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 with a CSP org linked to Marketplace, OR
- Login to CSP with your company's details if federated with CSP.

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 enjoy numerous benefits.

- **Global reach**: Access the global VMware customer base across all sizes, industries, and stage of cloud adoption. Streamline your systems with our global content delivery network.
- **Leads and Revenue**: Find new leads and set up a new source of revenue through paid listings on the Marketplace.
- **Co-marketing Opportunities**: Engage with joint customers, prospectives and others through our co-marketing opportunities such as blogs, webinars, and more

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. The options are:

- List-Only
- BYOL / Trial
- Paid
## 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, please refer to the VMware Marketplace Program Guide.
FOR MORE INFORMATION

- Technology Alliance Program
  [vmware.com/partners/tech-alliance.html](http://vmware.com/partners/tech-alliance.html)
- Partner Ready program
- VMware Ready program
- Contact us at
  [VMwareMarketplace@vmware.com](mailto:VMwareMarketplace@vmware.com)

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 direct download or deployment of their solution to the customer’s VMware endpoints. For this option, like with List-Only, the listing page includes relevant marketing information (description, highlights, support information, etc.), 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 continuous 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
Details around the option to publish paid listings will be announced shortly. Keep an eye on our website for all of the latest news!

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>
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<tr>
<td>Lead Generation</td>
<td>Partners can redirect prospective customers to the “Request Info” button, which is enabled for every listing (no matter the publish option). The entries that come in through this button are accessible to the partner via a Leads section in their publisher portal.</td>
</tr>
<tr>
<td>Version Visibility</td>
<td>With VMware Marketplace listings, partners can showcase the version-level VMware product compatibility information, which is highly useful for our joint customers.</td>
</tr>
<tr>
<td>Continuous Validation</td>
<td>VMware Marketplace now offers a pipeline for continuous and automated validation of container-based solutions that automatically grants the relevant Badge to partners. This functionality will soon be extended to other form factors such as VMs.</td>
</tr>
<tr>
<td>Single Location to Showcase Solutions</td>
<td>Partners can showcase all of their relevant Badges, versions, resources, technical details and (soon) commercial details all through a single, easily accessible listing page.</td>
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Co-Marketing Opportunities
The VMware Marketplace enables standard marketing opportunities for all solutions, including mentions on our social media and access to a Marketplace listing announcement press release template. For publishers that select the BYOL / Trial or Paid publishing options, we offer additional co-marketing opportunities such as featured mentions in newsletters and on our webpage, participation in a publisher-hosted webinar and more.

Additionally, VMware Marketplace occasionally promotes partner-related content through VMware engagement channels such as webinars, blogs, newsletters and 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>Definition</th>
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<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>Organization that publishes solutions on VMware Marketplace</td>
</tr>
<tr>
<td>List-Only option</td>
<td>Publishing option that enables discovery of partner solutions through relevant marketing information</td>
</tr>
<tr>
<td>BYOL / Trial option</td>
<td>Publishing option that enables direct deployment of partner solution through a previously purchased paid or trial solution license key</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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