

VMware Marketplace

Discover and Deploy Validated Third-Party and Open-Source Solutions to VMware Environments

CHALLENGE AT A GLANCE

Customers are adopting multiple clouds based on specific use cases they are trying to solve. They seek software solutions across the stack that are compatible with their specific choices in infrastructure.

SOLUTION AT A GLANCE

VMware Marketplace enables customers to **discover, purchase*** and **deploy** validated **third-party** and **open-source** solutions for VMware endpoints.

FOR MORE INFORMATION

- Visit our marketing page at <https://www.vmware.com/product/s/vmware-marketplace.html>
- Browse our catalog at <https://marketplace.vmware.com>
- Access our documentation at <https://docs.vmware.com/en/VMware-Marketplace/index.html>
- Contact us at VMwareMarketplace@vmware.com

*Commerce functionality coming soon

Introduction

The market is driven by an increase in cloud adoption. We see customers who wish to adopt multiple clouds based on their unique use cases – playing across on-premises and multiple private & public clouds. Towards this, customers are seeking software solutions across the stack that are compatible with their specific choices in infrastructure.

In addition, as the industry moves *en masse* toward subscriptions, customers need a simple way to manage their application portfolio alongside their core cloud platform. Moreover, customers want to allow their developers to utilize open-source solutions and build modern applications quickly and securely.

Finally, customers are increasingly looking to simplify and consolidate their seller ecosystem and Day 2 operations such as updates, notifications and billing, while also seeking seamless integration between these ecosystem solutions and the core compute platform.

As VMware continues to 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.

To address these customer needs, VMware Marketplace was launched in August 2019 as the one-stop shop for compatible ecosystem solutions across all VMware products.

How VMware Marketplace Helps Customers

VMware Marketplace aids our customers in a number of ways:



Ensure developer flexibility

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.



Maximize VMware platform investment

Make the most of your VMware platform by leveraging the full ecosystem of deployable, validated third-party and open-source solutions.



Find VMware-compatible ecosystem solutions

Easily find solutions from the VMware technology partner ecosystem that are interoperable or validated and certified with VMware technologies.



Manage application portfolio effectively

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.

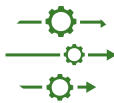


Align hybrid cloud experience

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.

Core Benefits

With a plethora of potential use cases for all user types, VMware Marketplace offers a number of core benefits to our customers:



Convenience

“One-stop-shop” to find the ecosystem solutions for your business needs



Trust

Secure delivery of validated solutions



Flexibility

Work across different types of platforms, apps, versions and formats



Transparency

Unified console for notifications, updates, analytics and more

Who Uses the VMware Marketplace?

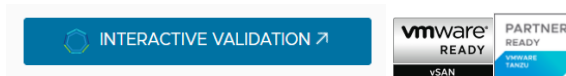
The VMware Marketplace service is utilized today by users across the VMware portfolio strategy spectrum of build – manage – run – connect – protect.

- **DevOps Managers** who use the Marketplace to find open-source and third-party software that can be easily configured and safely utilized by developers
- **Developers** who utilize our selection of container-based and open-source solutions to build & quickly improve microservices, and to discover new cloud-native technology
- **IT Admins** who find VMware tools (plug-ins, content packs, etc.) in addition to third-party and open-source software in our catalog to maintain their cloud services and implement a full SDDC – including an ecosystem
- **Database Admins** who utilize our selection of third-party and open-source database solutions to ensure data availability, secure data and prevent data loss
- **Cloud Admins** who learn about our compatible ecosystem solutions in order to enable cloud native development in a controlled way, and migrate & modernize as seamlessly as possible
- **Network Security Admins** who use our solutions to design, build, test, govern and maintain their network security architecture

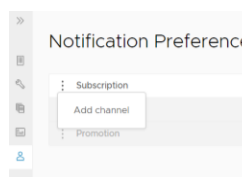
Notable Features

VMware Marketplace is purpose-built with our customers' deployment needs in mind. Our feature set is robust, intuitive – and growing. Highlights include:

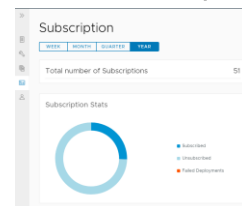
- **Validation badges:** Each deployable solution in our catalog is validated and certified for use. Some solutions are validated through our continuous validation pipeline, which keeps the solutions up to date with the latest version of the underlying VMware product. Proof of validation is indicated by Badges on the solution's page.



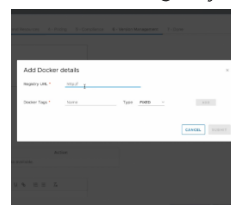
- **Real-time notifications:** Customers can be notified in real time about solution updates via Slack, webhook and email.



- **Analytics:** Customers can view data about usage and deployments as well as other information directly within their catalog console.



- **Container Registry:** 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.



Next Steps

Visit our website at <https://www.vmware.com/products/vmware-marketplace.html> to learn more. For further inquiries, contact us at VMwareMarketplace@vmware.com.

