VMware Marketplace

Discover, Try, Purchase and Deploy Ecosystem 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, try, purchase,** and **deploy** validated and certified ecosystem solutions directly to VMware endpoints.

FOR MORE INFORMATION

- Visit our marketing page at *https://www.vmware.com/products/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*

Introduction

As the speed of cloud adoption accelerates, developers and IT admins have felt an increasing desire to adopt multiple clouds based on their unique needs - across on-premises and private & public clouds. Because of this, they need to obtain solutions across the stack that are compatible with their specific choices in infrastructure.

Customers also require a secure solution that enables their developers to quickly deploy and utilize third-party and open source solutions when building great modern applications. Armed with this task and a focus on reducing operational complexity, it is often hard for customers to find an approach that helps them effectively manage their application portfolio.

Additionally, customers want to simplify and consolidate their seller ecosystem and Day 2 operations such as updates, notifications, and billing management, while also seeking seamless integration between these ecosystem solutions and their core compute platform.

To fulfill all these needs, customers turn to ecosystem solutions that they can discover and deploy from enterprise marketplaces.

VMware Marketplace supports the customer cloud adoption journey with VMware by offering validated and certified ecosystem solutions to help build, run, manage, connect, and protect applications on any cloud across any device. The solutions catalog includes over 2,400 first-party tools, third-party solutions, and open source solutions across a variety of industry categories. Customers can easily discover, try, purchase, and deploy these solutions directly to VMware endpoints such as VMware Cloud™, VMware Tanzu®, and VMware vSphere®.

How VMware Marketplace Helps Customers

VMware Marketplace aids our customers in several ways:

Ensure developer flexibility

Offer a balance between developers' need for flexibility and speed in building modern apps with IT's need to maintain governance through a catalog of trusted and verified first-party tools, third-party solutions, and open source solutions.

Maximize VMware platform investment

Expand the capability of VMware's cloud platforms through seamless use of specialized third-party solutions.

Find VMware-compatible ecosystem solutions

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

Manage application portfolio effectively

Leverage your application portfolio effectively alongside your 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.

Simplify deployments

Facilitate deployment on infrastructure of choice – on-premises or in hybrid environments. Ensure flexibility in infrastructure.

Core Benefits

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

Convenience	Trust	Flexibility	Single Pane VIew
"One-stop shop" to find the ecosystem solutions for your business needs	Secure delivery of certified and validated solutions	Work across different types of platforms, apps, versions, and formats	Unified console for notifications, updates, and purchases

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 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 deployment needs in mind. Our feature set is robust, intuitive – and growing:

- 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, and actions through the Subscriptions tab
- Request and get access to curated, hardened, and enterprise-ready OSS images through VMware Application Catalog

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*.

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