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Introduction to 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.

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.

Publishing Options

There are three different types of publishing options supported by VMware Marketplace, including:

- Promotional Listings: enable the discovery of a solution through relevant marketing-only information
- BYOL Listings: enable discovery and direct deployment of a solution through a license key not purchased (or a trial license key) via VMware Marketplace
- Paid Listings: enable discovery and deployment of a solution through a license key purchased through VMware

In this document, we will outline the pre-requisites and other details to publish and maintain BYOL and Paid Listings on the VMware Marketplace.

Program Pre-Requisites

Publishing a Listing 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.

For the full list of the VMware Marketplace Program Pre-requisites, please reference the VMware Marketplace Program Guide.

Validation and Certification Requirements

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 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:

- VMware Certification and Validation Overview [LINK]
- VMware Ready Validation Page [LINK]
• Partner Ready Certification Page [LINK]

BYOL Listings Requirements

For BYOL Listings, we require pricing, version, and compliance information about the Solution, in addition to marketing, support and technical information.

Paid Listing Requirements

Before setting up your Listing

For Paid Listings, we require pricing, version, and compliance information about the Solution, in addition to marketing, support and technical information.

Moreover, for Paid Listings, we require additional information to help set up your offer in the VMware Marketplace.

If you would like to publish a Paid Listing, please ensure that you provide the following details:

• Internal SKU IDs (for each SKU)
• Internal SKU Descriptions (for each SKU)
• Billing Terms – 12 months or 36 months (for each SKU)
• Billing Frequency – Monthly or Prepaid (for each SKU)
• Unit of Measurement e.g. per hour, per seat (for each SKU)
• List Price (for each SKU)
• Name and email address of a Fulfillment Point of Contact (POC)

When a purchase is made

Customers will be able to directly download Solutions from the Marketplace; however, Partner will be responsible for fulfilling the license for BYOL Listings and Paid Listings.

When a customer purchases your offer through the VMware Marketplace, we will work with the Fulfillment POC to ensure that the license is fulfilled, so that we can begin the billing activities. Please note that we require partners to fulfill the licenses to customers within a 24-hour SLA window from the time that VMware notifies the partner that a Customer has purchased a license on VMware Marketplace.

A customer purchasing your offer through VMware Marketplace will pay to VMware the sum of your list price and any sales, use or other tax amount on top of your list price. From that amount, we will subtract amounts to be refunded or charged back from you, as well as our transaction fee (15% of your offer’s list price). The final Proceeds due to you will be remitted to the locations set up through the initial vendor payment set-up processes. These Proceeds will be paid out on a quarterly basis for all transactions in that reporting period.

For example: A Partner has published a paid offer with a list price of $1,000 per unit on VMware Marketplace. In the past quarter, customers around the world have purchased 100 units total of the Partner’s paid offer. Based on these figures, the Partner seeks to receive the following amount as Proceeds:

<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Transaction Example

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner offer list price</td>
<td>$1,000 / unit</td>
</tr>
<tr>
<td>Quantity of Partner offer sold in the reporting period (one quarter)</td>
<td>100 units</td>
</tr>
<tr>
<td>Total list price value</td>
<td>$100,000</td>
</tr>
<tr>
<td>(= \text{Partner offer list price} \times \text{quantity} )</td>
<td></td>
</tr>
<tr>
<td>Sales, use, or other taxes collected from Customers by payment processor (\text{assume 10% of list price} )</td>
<td>$10,000</td>
</tr>
<tr>
<td>Total amount paid by Customers</td>
<td>$110,000</td>
</tr>
<tr>
<td>Total amount received by VMware from Customers in connection with Transactions</td>
<td>$100,000</td>
</tr>
<tr>
<td>VMware transaction fee (15% of Partner offer list price)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Payment processing fee owed by Partner (\text{currently 0%} )</td>
<td>$0</td>
</tr>
<tr>
<td>Amounts refunded or charged back (\text{using an example number} )</td>
<td>$1,000</td>
</tr>
<tr>
<td>Any other fees owed by Partner to VMware</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Partner Proceeds</strong></td>
<td><strong>$84,000</strong></td>
</tr>
</tbody>
</table>

In the above example, Customers pay a total of $110,000, accounting for the Partner offer list price and any sales, use or other taxes collected by the payment processor. Of that amount, VMware receives $100,000, from which we keep $15,000 as our transaction fee. The remaining amount is paid to the Partner as Proceeds, minus any other amounts to be refunded, charged back or owed by the Partner (in this case, $1,000). At this time, the payment processor fee to be paid by the Partner is $0; this fee is currently covered entirely by VMware.

Please note that the Partner is required to pay taxes for their Proceeds. We ensure that the full pre-tax Proceeds are paid to the Partner by requiring a tax exempt certificate at the time of the Partner’s Accounts-Payable set-up with VMware.
Please note that we perform reconciliation and payout activities on a quarterly basis, following the NET 65 payment schedules. In case of a refund that is initiated by the customer due to fraud or loss, any refund paid out to a Customer will be deducted from the Proceeds as noted above.

Compliance Requirements
The Compliance section is mandatory for BYOL Listings and Paid Listings. The following compliance details are asked:

- Description of how the solution makes use of its encryption functionality along with specific encryption purpose
- Description of any proprietary / non-standard encryption, as defined in the EAR, contained in the solution that has not been reviewed by the Department of Commerce
- Export Control Classification Number (ECCN)
- Harmonized Tariff Schedule (HTS) Number
- License Exception
- Open-source license disclosure
- End-User License Agreement
- (Optional, but required for virtual appliances/containers) Open Source - Source Code Disclosure package URL
- (Optional) CCATS Number & Document

If you have questions on how to complete any of these sections, you should consult your legal team.

Removing Your Listing
VMware may remove or suspend the availability of any Listing for any reason and at any time, with or without notice. Partners may remove a BYOL Listing or Paid Listing from the Marketplace at any time. To do so, they may utilize the Publish -> Solution option in the top-left menu, and select “Archive” on the tile.

References
- For details on optimizing your listings, please refer to the Listing Style Guide
- For information on what happens after submitting a solution to be published, please refer to the Program Guide
- For answers to commonly asked questions, please refer to the FAQ
- For additional detail on the publishing flow and other processes, as well as details on Day 2 Operations of managing a listing, please refer to VMware Marketplace Documentation
- To submit feedback on your use of the VMware Marketplace, please refer to the instructions here