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Introduction to VMware Marketplace

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

Who Uses VMware Marketplace

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

![VMware Portfolio Strategy Diagram]

**FIGURE 1:** VMware Portfolio Strategy and summary of customer profiles

Partner Benefits

For partners, VMware Marketplace is the single access point to reach VMware’s global customer base. Through the Marketplace, partners are also able to obtain new leads and sales.

With VMware Marketplace, partners can:

- Access and service VMware’s global customer base across industries, and various stages of cloud adoption
- Streamline workflows with VMware’s global content delivery network
- Find new sales leads through their Marketplace listing via the “Request Info” functionality
- Establish a new source of revenue through paid listings
- Engage with joint and prospective customers through co-marketing opportunities (see co-marketing section below for more information)
- Fulfill Technology Alliance Partner (TAP) program requirements through Marketplace co-marketing opportunities
“Thanks to the level of automation and simplification introduced, VMware Marketplace has allowed us to quickly expand the catalog of applications and templates that we make available to our customers.”
RAFFAELLO POLTRONIERI, CLOUD SOLUTIONS ARCHITECT, NETALIA

Key Partner Benefits

Global Reach
- Access the global VMware customer base across all sizes, industries, and stages of cloud adoption
- Streamline your systems with our global content delivery network

Leads and Revenue
- Find new leads through any type of Marketplace listing through the “Request Info” functionality
- Set up a new source of revenue through paid listings

Co-Marketing Opportunities
- Engage with joint customers & prospects through co-marketing opportunities such as blogs, webinars, and more
- Fulfill your TAP requirements through Marketplace co-marketing activities

Getting Started with VMware Marketplace
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 and manage solutions, 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 sign up, please reference documentation here [LINK]
- For instructions on how to invite Members, please reference documentation here [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 the VMware marketplace service tile

- For instructions on how to sign up for a new Cloud Services account, please reference documentation here [LINK]
• If the Org Owner is no longer with the organization, please contact VMwareMarketplace@VMware.com

Upon logging into the Marketplace, partners will be prompted to review the Developer Agreement.

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 Sign In.

Publishing Solutions on VMware Marketplace

Partner Prerequisites

Users, including partners, can browse listings without signing in to the Marketplace by going to marketplace.cloud.vmware.com.

Publishing a solution requires a partner to sign into the Marketplace, which requires a 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.

If an organization is not an active member of the Technology Alliance Partner (TAP) program, the partner user will be prompted to apply directly through the Marketplace upon signing in. For more information about the Technology Alliance Partner (TAP) program, please visit the TAP marketing page here [LINK].

• 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 – users, including partners, can browse Marketplace listings without logging in by going to marketplacecloud.vmware.com</td>
</tr>
</tbody>
</table>
| Publish a solution| To publish a solution on the Marketplace, a partner must have:  
• An active Technology Alliance Partner (TAP) membership  
• A Cloud Services account |
BEST PRACTICE
Validate or certify solutions before publishing a BYOL/Trial or Paid listing

FOR MORE INFORMATION
• Learn more about VMware Certifications and Validations here techpartnerhub.vmware.com/certs-validations/home
• Visit the VMware Ready Validation page here techpartnerhub.vmware.com/certs-validations/vmware-ready
• Visit the Partner Ready Certification page here vmware.com/partners/tech-alliance/partner-ready

Publishing Options
There are three different types of publishing options supported by VMware Marketplace, including:
• List-only: enable the discovery of a solution through relevant marketing-only information
• BYOL / Trial: enable discovery and direct deployment of a solution through a previously purchased or trial license key
• Paid: enable direct deployment of a solution through a license key purchased via VMware Marketplace

The requirements for publishing these different options are outlined in the table below, along with a high-level overview of the benefits and features of each.

<table>
<thead>
<tr>
<th></th>
<th>LIST-ONLY</th>
<th>BYOL / TRIAL</th>
<th>PAID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easily discoverable</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drivers loads</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drivers trials</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Drivers usage</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Call-to-Action</td>
<td>Try Now</td>
<td>Subscribe / Download / Deploy</td>
<td>Buy Now</td>
</tr>
<tr>
<td>Requirements</td>
<td>• TAR Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• VMware Marketplace legal agreement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits</td>
<td>• Expand pipeline</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Showcase basic solutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideal for</td>
<td>SaaS, Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Deployable solutions such as OVAs, Helm charts, ISOs, Docker Images

FIGURE 3: VMware Marketplace Publishing Options

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 certified and validated 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 Continuous Validation as a Service (CVaaS). 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]
• Continuous Validation as a Service (CVaaS) FAQ [LINK]

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-only Marketplace Developer 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)
For List Only solutions, Marketing, Support and Technical information is required.

![Create Solution](image)

**FIGURE 4:** VMware Marketplace Publishing Flow for Listing Only Solutions
COMPLIANCE REQUIREMENTS
For questions regarding a specific case when it comes to ECCN, HTS Numbers, or License Exceptions, partners should consult their legal team.
VMware is not authorized to provide legal information to non-VMware entities.

BYOL / Trial Solutions (Distributable Asset)
For BYOL / Trial solutions, Pricing, Version, and Compliance information is required, in addition to Marketing, Support and Technical.

FIGURE 5: VMware Marketplace Publishing Flow for Distributable Solutions

Note: The Compliance section is mandatory for any assets that are uploaded, including containers, OVAS, plug-ins, management packs and so on. 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
- (Required if virtual appliance) Source code package URL
- (Optional) CCATS Number & Document

Please note that VMware does not have legal permission to provide advice to partners on filling out the Compliance section. Partners must refer to their own internal legal teams in order to compile these details.
Optimizing Listings
Best practices regarding optimizing listing pages can be found in the Marketplace Listing Style Guide on the Marketplace Resources page here [LINK].

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.

Common Publishing Questions
For answers to commonly asked Marketplace questions, please refer to the FAQ in the Resources section of the Marketplace marketing page here [LINK].

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

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

Eligibility
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

Note: VMware reserves the right to offer out-of-Tier co-marketing opportunities to partners as per strategic and business needs.

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:

![VMware Marketplace](image)

**FIGURE 6:** VMware Marketplace Lead Capture

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.
Managing Listings
To learn more about Day 2 Operations of managing a listing, including adding assets and updating listing with new versions, please refer to Marketplace Documentation here [LINK].
## Glossary

<table>
<thead>
<tr>
<th>VMware Marketplace</th>
<th>Service that enables VMware customers to discover, purchase, and deploy validated third-party and open-source solutions for VMware endpoints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner</td>
<td>Person, organization, or entity that publishes the solutions on VMware Marketplace</td>
</tr>
<tr>
<td>Listing / List-Only</td>
<td>Solution type that enables discovery of partner solution through relevant marketing information</td>
</tr>
<tr>
<td>BYOL / Trial</td>
<td>Bring Your Own License – solution type that enables direct deployment of partner solution through a paid or trial solution license key</td>
</tr>
<tr>
<td>TAP</td>
<td>VMware Technology Alliance Partner Program</td>
</tr>
<tr>
<td>CSP</td>
<td>VMware Cloud Services Portal – a single identity, billing, and service management portal. VMware Cloud Marketplace is a service on CSP.</td>
</tr>
</tbody>
</table>
