VMware Marketplace Publisher Guide

Fall 2021
Table of contents

Introduction to VMware Marketplace ................................................................. 3
Who Uses VMware Marketplace ........................................................................... 3
Partner Benefits ..................................................................................................... 3
Getting Started with VMware Marketplace ......................................................... 3
  User Types ......................................................................................................... 4
  Accessing VMware Marketplace for the First Time – Organization Owners 4
  Accessing VMware Marketplace for the First Time – Organization Members 4
  Accessing VMware Marketplace Going Forward .............................................. 4
Publishing Solutions on VMware Marketplace ..................................................... 4
  Partner Prerequisites ........................................................................................ 4
  Publishing Options .......................................................................................... 5
  Solution Validation and Certification ................................................................. 5
  Solution Publishing Flow .................................................................................. 6
  Listing Only Solutions (No Distributable Asset) ................................................ 6
  BYOL / Trial Solutions ..................................................................................... 6
  Paid Solutions .................................................................................................. 7
  Optimizing Listings ........................................................................................... 8
  What Happens after Submitting a Solution to be Published ............................. 8
  Common Publishing Questions ....................................................................... 8
  Support ............................................................................................................ 8
  Feedback .......................................................................................................... 9
Co-Marketing Opportunities .................................................................................. 9
  Eligibility .......................................................................................................... 9
Capturing New Leads ........................................................................................... 9
  Request for More Info ............................................................................... 9
  Try Now Button ............................................................................................. 11
Managing Listings ................................................................................................. 11
Glossary ............................................................................................................... 12
“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

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.

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

![VMware Portfolio Strategy](image)

FOR MORE INFORMATION
- Contact us at VMwareMarketplace@vmware.com

Partner Benefits
For partners, VMware Marketplace offers several key benefits:

- **Customer reach**: Access the VMware customer base and streamline your systems with our global content delivery network
- **Leads and Revenue**: Generate new leads through your Marketplace listing and establish a new source of revenue/channel with paid listings
- **Co-marketing opportunities**: Engage with joint & prospective customers through co-marketing opportunities; showcase your VMware Ready or VMware Partner Ready certification

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 & manage solutions, purchase solutions through the Marketplace, 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 our Publisher Docs here [LINK]
- For instructions on how to invite Members, please reference Cloud Services documentation [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 “Request Access” on the VMware Marketplace service tile. Your Organization Owner is responsible for reviewing your request and providing you access to the VMware Marketplace.

- If the Org Owner is no longer with the Organization or if you are having trouble finding your Org Owner, please contact VMwareMarketplace@VMware.com

Upon first log-in to the Marketplace, you will be prompted to review a legal agreement for VMware Marketplace publishers.

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 on the Sign In button.

Publishing Solutions on VMware Marketplace
Partner Prerequisites
Any visitor to the VMware Marketplace catalog page [LINK] may browse listings without signing in to the Marketplace.

Publishing a solution 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.

To connect your VMware Marketplace-linked CSP Organization to your TAP account, please click on the Publish With Us button after sign-in. For the remaining steps, please follow the instructions in our Publisher Docs here [LINK]. For more information about the Technology Alliance Partner (TAP) program, please visit the TAP marketing page here [LINK].
Once your Organization is connected your TAP account, you will have access to a Publish menu. Please refer to our Publisher Docs here [LINK] for detailed instructions on how to publish.

- 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

**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 license key not purchased via VMware Marketplace
- **Paid**: enable discovery and deployment of a solution through a license key purchased via VMware Marketplace

**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 these types of 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 Platform Validation. To learn more about each validation or certification program, please refer to the following resources:

- VMware Certification and Validation Overview [LINK]
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.

- VMware Ready Validation Page [LINK]
- Partner Ready Certification Page [LINK]
- Platform Validation 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-through publisher 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 Listing Only solutions, Marketing, Support and Technical information is required.

BYOL / Trial Solutions
For BYOL / Trial solutions, we require Pricing, Version, and Compliance information about the distributable asset, in addition to Marketing, Support and Technical information.
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.

Paid Solutions

Before setting up your offer
For Paid solutions, we require additional information to help set up your offer in the VMware Marketplace – in addition to the requirements around Version, Compliance, Marketing, Support and Technical as outlined in the previous sections.

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

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.

A customer purchasing your offer through VMware Marketplace will pay to VMware the sum of your list price and the relevant tax amount on top of your list price. From that amount, we will subtract the portions due to our credit card payment processor, any sales, use, or other taxes collected from Customers, amounts refunded or charged back and our own transaction fees. The final amount due to you will be remitted to the locations set up through the initial vendor payment set-up processes.

Please note that we perform reconciliation and payout activities on a quarterly basis, following the NET65 payment schedules. In case of a refund that is initiated by the customer due to fraud or loss, you are responsible for the refund amount to the customer.

Optimizing Listings

Best practices regarding optimizing listing pages can be found in the VMware Marketplace Listing Style Guide on our 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 on our Resources page here [LINK].

Support

For additional detail on the publishing flow and other processes, please refer to VMware Marketplace Documentation here [LINK].

To submit a support ticket, please follow the CSP support flow documented here [LINK].
Feedback
To submit feedback on your use of the VMware Marketplace, please refer to the instructions as provided in our recent blog 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:
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 VMware Marketplace Documentation here [LINK].
## Glossary

<table>
<thead>
<tr>
<th>VMware Marketplace</th>
<th>A one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to 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>List-Only option</td>
<td>Publishing option that enables discovery of partner solution through relevant marketing information</td>
</tr>
<tr>
<td>BYOL / Trial option</td>
<td>Publishing option that enables discovery and deployment of solution through a license key not purchased via VMware Marketplace</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 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>
<tr>
<td>Organization Owner</td>
<td>A user that has permission to add new Members, manage Member accounts, publish &amp; manage solutions, purchase solutions through the Marketplace, and submit support tickets through CSP</td>
</tr>
<tr>
<td>Organization Member</td>
<td>A user that must request access to the Marketplace from their Organization Owner; Members have permission to publish and manage solutions on the Marketplace</td>
</tr>
</tbody>
</table>