

Cloud Provider Solution Competency

Overview

THE CLOUD PROVIDER COMPETENCY IS RIGHT FOR PARTNERS

- In the VMware Service Provider Program (VSPP)
- Selling IaaS and managed services
- With customers moving from physical to cloud (P2C)
- With customers migrating from private to public clouds

Why Achieve the Cloud Provider Competency?

- **A \$244B Opportunity.** According to Gartner, by 2017 the public cloud services market is predicted to exceed \$244B.¹ The Cloud Provider Competency helps partners create opportunities, drive pipeline and increase revenues with VMware to address this significant market opportunity.
- **Recurring Revenue Streams.** Unlike traditional software licenses with a one-time purchase and periodic renewals, delivering VMware-based cloud services through a subscription model helps build your services practice and increase predictable, recurring revenue.
- **Learn More, Earn More.** Competent partners traditionally earn greater margins and increased deal sizes.

With the Cloud Provider Competency, you gain:

- Access to sales and technical assets, marketing materials, Partner Locator listing and more to help you sell, design and deliver VMware-based cloud services with confidence

Delivering VMware-Based Cloud Services

The VMware Cloud Provider Competency enables Service Provider partners to successfully identify cloud computing opportunities to sell and deliver VMware-based cloud services. The Competency provides the foundational training required for partners to deliver these services, giving partners the opportunity to participate and gain influence in the cloud discussion with customers. With VMware-based cloud services, partners continue to drive the holistic managed services that customers are looking for from the hybrid cloud.

Note: *The Cloud Provider Competency will be a requirement for VMware Service Providers in the Enterprise and Premier tiers as of May 12, 2014.*

Why Achieve VMware Competencies?

Attaining a Competency gives you a proven route to more revenue and profitability by arming you with the knowledge and tools to:

- Accelerate deals by selling your own, branded services
- Multiply profits with larger deals, more volume and greater services margin
- Lead customers to IT Transformation with the proven leader in virtualization and cloud infrastructure

BENEFITS AT A GLANCE

- **Accelerated time to greater revenue** with incentives, course options, and an annuity stream of consistent revenue
- **Profit from the entire user consumption life cycle** when customers order additional services or consume more services than initially anticipated, your revenue increases
- **Increase your competitive differentiation through services** differentiate your VMware-based cloud service by leveraging the key cloud characteristics of scalability, elasticity and security inherent to VMware's virtualization infrastructure so that you can focus on differentiating with your value-added services.
- **Get listed on vcloudproviders.vmware.com** to ensure customers will find you when looking for a public cloud provider by listing your VMware-based cloud service on the vcloudproviders.vmware.com marketplace.

Cloud Provider Competency Requirements

In order to give you flexibility and choice, the paths for Sales and Technical Sales Cloud Provider Competency trainings consist of self-paced eLearning courses that may be taken as schedules permit. For Technical Post-Sales accreditation, in-person trainings are required. Competencies are attained by groups of employees in your company rather than individuals attaining the entire Competency.

Complete 2 Sales, 1 Technical Post-Sales and 1 Operations accreditation as listed below:		
Training	Sales	2 VSP – CP (Cloud Provider) <i>3 hour self-paced eLearning</i>
	Technical Post-Sales	1 VCP-DCV - OR - 1 VCP-Cloud ² <i>Instructor-led Training and Certification Exam</i>
	Operations	1 VOP – CP (Cloud Provider Operations) <i>1 hour self-paced eLearning</i>

To view the accreditation/certification versions that currently qualify, please go to Partner University.

Associated Products

View the [VMware Service Provider Program Product Usage Guide](#) for the full list of products available in this program.

Next Steps:

- Choose and [complete the Cloud Provider Competency Courses](#) on Partner University.

Additional Information

- For more information on the Cloud Provider Competency benefits, go to: [Partner Central](#)
- For Cloud Provider Competency training details go to [Partner University](#)
- All other questions, please contact: partnernetwork@vmware.com

¹ Gartner: Public Cloud Services, Worldwide, 2011-2017, 3Q13 Update, 27 September 2013 G00248730.

² Must have at least one (1) VCP-DCV or (1) VCP-Cloud on staff.



Your Cloud Advantage

Accelerate IT. Accelerate Your Business