

# Hybrid Cloud Solution Competency

## Overview

### THE HYBRID CLOUD SOLUTION COMPETENCY IS RIGHT FOR PARTNERS

- Selling managed services
- With customers moving from physical to cloud (P2C)
- With customers migrating from private to public clouds

#### Why Achieve the Hybrid Cloud Solution Competency?

- **A \$244B Opportunity.** According to Gartner, by 2017 the public cloud services market is predicted to exceed \$244B.<sup>1</sup> The Hybrid Cloud Solution Competency helps partners create opportunities, drive pipeline and increase revenues with VMware to address this significant market opportunity.
- **Recurring Revenue Streams.** Unlike traditional software with a one-time purchase and periodic renewals, VMware® vCloud® Hybrid Service™ provides an annuity stream of consistent revenue.
- **Get Customers to the Cloud Faster.** vCHS is not just compatible with your customers' current IT investment; it is the same platform they already run internally.
- **Learn More, Earn More.** Competent Partners are entitled to receive up to 5% more margin through Solution Rewards quarterly back-end rebate.

#### With the Hybrid Cloud Solution Competency, you gain:

- Access to sales and technical assets, marketing materials, Locator listing, and more to help you sell, design and deliver VMware Hybrid Cloud Solutions with confidence

#### Delivering VMware Hybrid Cloud Service

The VMware Hybrid Cloud Solution Competency enables partners to successfully sell cloud services and seamlessly migrate customers from physical to cloud (P2C), or migrate customers from the private cloud to the public cloud. The Competency provides the foundational training required for partners to deliver VMware Hybrid Cloud Service, giving partners the opportunity to participate and gain influence in the cloud discussion with customers.

With vCloud Hybrid Service, partners continue to drive the holistic managed services and solutions that customers are looking for from the hybrid cloud. **Note:** *The Hybrid Cloud Competency will be a requirement before a partner can transact on the Service as of Jan 2, 2014.*

#### Why Achieve VMware Solution Competencies?

Attaining a Solution 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 solutions
- Multiply profits with more rebates, 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
- **Greater margin** with up to 5% Solution Rewards rebate
- **Increase your competitive differentiation through services** when you sell managed services without the cost of building and maintaining the infrastructure on which the managed services are built
- **Tools and resources that help grow and close sales faster** including access to sales and technical IP, assets, marketing materials, Locator listing, and more

### Hybrid Cloud Solution Competency Requirements

In order to give you flexibility and choice, the paths for Sales and Technical Sales Hybrid Cloud 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 VSP, 2 VTSP and 1 VCP and 1 VSE accreditation listed below:	
Training	<b>Sales</b> VSP – Hybrid <i>3 hour self-paced eLearning OR ½ day Boot Camp</i>
	<b>Technical Sales</b> VTSP – Hybrid <i>5 hour self-paced eLearning OR 1 day Boot Camp</i>
	<b>Technical Post-Sales</b> VCP-DCV <i>5 day instructor-led training<sup>2</sup></i>
	<b>VMware Subscription Expert Accreditation (VSE)</b> Includes Subscription Ops Overview Bus. Considerations Quote, Order, Invoice Metered Usage, Add-ons Renewal, Pricing <i>5 hour self-paced eLearning</i>

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

#### Associated Products

Partners will earn credit for selling the following solutions: VMware® vCloud® Hybrid Service™.

#### Next Steps

1. Complete the [Subscription Services Authorization Amendment](#) on Partner Central
2. Choose and [Complete Hybrid Cloud Solution Competency Courses](#) on Partner University.

#### Additional Information

- For more information on the Hybrid Cloud Solution Competency benefits, incentives go to: <http://www.vmware.com/go/competency/hybridcloud>
- For Hybrid Cloud Solution Competency training details go to Partner University: <http://www.vmware.com/go/partneruniversity/hybridcloud>
- For more on all the Competencies: [www.vmware.com/go/competencies](http://www.vmware.com/go/competencies)
- All other questions, please contact: [partnernetwork@vmware.com](mailto:partnernetwork@vmware.com)

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

<sup>2</sup> Must have one (1) VCP-DCV on staff



Your Cloud Advantage

Accelerate IT. Accelerate Your Business

VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 [www.vmware.com](http://www.vmware.com)

Copyright © 2014 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at <http://www.vmware.com/go/patents>. VMware is a registered trademark or trademark of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: VMW\_14Q2\_DS\_HybridCloudCompetency