

VMware Marketplace

Discover and Deploy Validated Third-Party and Open-Source Solutions to VMware Environments

CHALLENGE AT A GLANCE

Customers are adopting multiple clouds based on specific use cases they are trying to solve. They seek software solutions across the stack that are compatible with their specific choices in infrastructure.

SOLUTION AT A GLANCE

VMware Marketplace enables customers to discover and deploy validated third-party and open-source solutions directly to VMware environments such as VMware Cloud on AWS, VMware vSphere and VMware Cloud Director.

FOR MORE INFORMATION

- Visit our marketing page at <https://cloud.vmware.com/marketplace>
- Browse our catalog at <https://marketplace.vmware.com>
- Access our documentation at <https://docs.vmware.com/en/VMware-Marketplace/index.html>
- Contact us at VMwareMarketplace@vmware.com

Introduction

The market is driven by an increase in cloud adoption. We see customers adopting multiple clouds based on specific use cases they are trying to solve – from on-premise and private clouds to two or more public clouds. Towards this, customers are seeking software solutions across the stack that are compatible with their specific choices in infrastructure.

In addition, customers currently must manage their subscriptions to and licenses of these third-party solutions separately from the VMware platform; moreover, there is no enterprise guarantee that the third-party solution or OSS will work on the VMware platform.

As VMware continues to support our customers to build, run, manage, connect, and protect any application on any cloud across any device, it is important to enrich this experience through meaningful partnerships with other technology vendors in the industry. At the end of the day, seamless integration with other ISV solutions delivers better customer experience.

How VMware Marketplace Helps Customers

VMware Marketplace aids our customers in a number of ways:



Find VMware-compatible ecosystem solutions: Allows customers to easily find solutions from the VMware technology partner ecosystem which are interoperable or validated and certified with VMware technologies



Align hybrid cloud experience: Facilitates deployment on infrastructure of choice – on-premises, public cloud or hybrid environments. Enables customers to have flexibility in the infrastructure



Maximize platform investment: Expands the capability of VMware's cloud platforms through seamless use of specialized third-party solutions and OSS



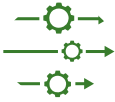



Ensure developer flexibility: Balances between developers' need for flexibility in building modern apps with IT's need to maintain governance through a catalog of trusted, validated third-party solutions and OSS



Manage partner ecosystem effectively: Enables customers to leverage their existing third-party licenses on premises and in the cloud, while also enabling discovery of additional solutions

Core Benefits

With a plethora of potential use cases for all user types, VMware Marketplace offers a number of core benefits to our customers:

			
Convenience	Trust	Flexibility	Transparency
One-stop shop for third-party, open-source and first-party solutions & tools	Secure access and delivery of validated solutions	Deployable across platforms, apps, formats	Single console for notifications, analytics and more

Capabilities

VMware Marketplace represents a seamless, trustful, and highly engineered method to find and utilize the third-party and open-source solutions that our customers love. We enable this in a number of notable ways:

Effective browsing: With large catalogs, it is sometimes difficult to find what you are looking for – or even to know what you should be looking for. Our catalog includes several browse-friendly features, such as an intuitive search bar, extensive filters, sorting capabilities and more. Also, the catalog is free to browse even if you are not logged in, further making the browsing process more intuitive.

Rich details: Each solution’s page on VMware Marketplace contains an array of useful information, such as product highlights, compatible platforms, available versions, support details, data sheets and more.

Right solution, right version, right platform: With our deep integrations to popular VMware platforms, you can subscribe to solutions and deploy them directly into your chosen SDDC and platform. You can also get the latest deployment instructions for container assets, Docker images, and more. Moreover, you can always choose the precise version of the solution you want to deploy.

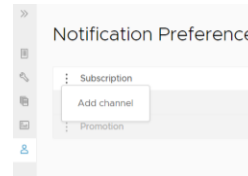
Notable Features

VMware Marketplace is purpose-built with our customers’ deployment needs in mind. Our feature set is robust, intuitive – and growing. Highlights include:

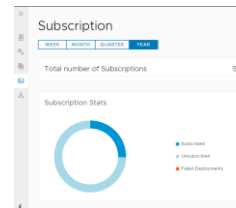
- **Validation badges:** Each deployable solution in our catalog is validated through VMware’s Partner Ready or VMware Ready certification programs. This information is indicated on the solution’s page through Validation Badges.



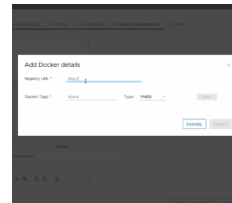
- **Real-time notifications:** Customers can be notified in real time about solution updates via Slack, webhook and email.



- **Analytics:** Customers can view data about usage and deployments as well as other information directly within their catalog console



- **Container Registry:** We support seamless use of Helm charts and Docker images, including the download of tarballs. We also have the capability to store images directly in our self-managed container registry to ease end-to-end deployments.



Next Steps

Visit our website at <https://cloud.vmware.com/marketplace> to learn more. For further inquiries, contact us at VMwareMarketplace@vmware.com.

