

# VMware Cloud Universal

Program Guide

*Last updated: 08 March 2021*

## At a Glance

The VMware Cloud Universal program provides customers the flexibility to commit to spend a fixed amount with VMware and then retire that commitment by deploying VMware Cloud Universal eligible offerings.

NOTE: Some features of the VMware Cloud Universal program may not be available as of the date of this Program Guide. Consult a VMware sales representative for details.

## Key Benefits

VMware Cloud Universal provides a unique solution for hybrid cloud customers who need a combination of on-premises capacity and cloud capacity, as well as deployment flexibility. VMware Cloud Universal addresses customer concerns about:

- Hybrid Cloud Architecture - Future-proofed hybrid cloud investments
- Cloud Migration initiatives with extended/flexible timelines
- Cloud Extension for burst capacity needs

VMware Cloud Universal focuses on the following key benefits to address these needs:

- **Choice and flexibility:** Commit once and deploy any eligible service at any time during the contract execution.
- **Cloud Acceleration Benefit:** VMware Cloud Acceleration Benefits (CAB) is an incentive that is designed to offer VMware Cloud Universal customers a flexible way to leverage the value of their VMware Software Defined Data Center (SDDC) perpetual licenses as they migrate on-premises workloads to VMware Cloud Universal offerings. For more information, refer to the Cloud Acceleration Benefit Program Guide at <https://www.vmware.com/products/cloud-universal.html>
- **Consistent infrastructure and operations:** a consistent SDDC-based infrastructure stack powers VMware Cloud Universal across on-premises and cloud deployments with the VMware Cloud (VMC) Console, a unified control plane that simplifies SDDC management.

## Eligible Offerings

Organization owners and users may retire the commitment spend for eligible offerings. As of the date of this Program Guide, the eligible offerings of VMware Cloud Universal are:

- **VMware Cloud Foundation Subscription** is a "customer-managed", integrated Software Defined Data Center solution that is primarily delivered on-premises and deployable on supported hardware platforms.
- **VMware Cloud on AWS** is a "VMware-managed" hosted solution that combines AWS infrastructure and VMware's software defined data center ("SDDC") software in a single offering. A full product list of VMware Cloud on AWS eligible offerings can be found in <https://cloud.vmware.com/vmc-aws>
- **VMware Cloud on Dell EMC** is a "VMware-managed" Local-Cloud-as-a-Service (LCaaS) solution, which includes a fully integrated software and hardware stack and provides customers the advantage of public cloud business model on their premises.
- **vRealize Cloud Universal** is a SaaS management suite designed to accelerate cloud adoption by combining SaaS and on-premises capabilities for automation, operations, and log analytics with the freedom to move between the two as needed.

VMware may modify the list of Eligible Offerings and will communicate such changes by modifying this Program Guide. Customers may retire the commitment spend for the VMware Cloud Universal Program to redeem for any then-available VMware Cloud Universal Eligible Offerings, except as excluded below.

The following offerings are excluded from future eligibility as VMware Cloud Universal eligible offerings:

- Offerings which are subject to third party restrictions that prohibit distribution using SPP Credits,
- Offerings which VMware specifically designates as in-eligible, and
- Offerings that may be limited or restricted by applicable law.

If VMware removes offerings from the list of VMware Cloud Universal eligible offerings, Customers will no longer be able to purchase those offerings through the VMware Cloud Universal program.

## VMware Success 360

VMware SaaS Success 360 is a comprehensive customer success SKU-based offering that guides customers through all the stages of their journey with VMware solutions. It provides a consistent way of working with VMware that will help customers continually realize value and achieve outcomes faster from their investments. The components are:

- **Success Planning** gives the customer the ability to create a personalized Success Plan based on the customers' current state and their desired goals.
- **Ongoing Adoption Guidance** is self-service assistance to help customers adopt a feature or build a basic capability. This includes on-demand "how-to" or "use case" webinars.
- **Design Workshops** are live remote sessions with expert engineers for leading customers through a new feature, capability, or configuration in their system.
- **Proactive Support** helps customers speed issue resolution, minimize downtime, coordinate root cause analysis, and prevent recurring incidents.

A Success Scorecard will provide customers with a dynamic view of their overall health using critical metrics. We will track business value, performance value and experience value to help us ensure customers are realizing value, and that our products are performing as expected. We will share progress and stay aligned with the customer through regular Executive Business Reviews to ensure stakeholders are completely aligned and in sync at all times.

By combining Adoption Guidance and Design Workshops with other resources such as knowledge articles, community forums, white papers, or other self-service resources customers will have a comprehensive approach to achieving their goals, from advice through operationalization and continuous value realization

VMware Success 360 is a required component of VMware Cloud Universal purchases.

For more information including terms and conditions governing VMware Success 360, please visit the following site: <https://www.vmware.com/content/dam/digitalmarketing/vmware/en/pdf/customer-success/vmware-success-360-datasheet.pdf> or contact [s360salessupport@vmware.com](mailto:s360salessupport@vmware.com).

## SPP Credits

Customers may use SPP Credits to make purchases of VMware Cloud Universal Eligible Offerings. Information about the SPP Credits can be found in the VMware Subscription Purchasing Program Guide and the VMware Subscription Purchasing Operations Guide, which are available at <https://www.vmware.com/go/spp>, or directly at <https://my.vmware.com/web/vmware/spp-landing>. Your purchase of the SPP Credits is subject to the terms set forth in this Program Guide and in the SPP guides.

## Terms Governing the Use of Eligible Offerings

Customer's use of the Eligible Offering are subject to the applicable VMware standard terms accompanying or presented in the Eligible Offering, which is the VMware End User License Agreement (EULA) for on-premises offerings, or the VMware Cloud Service Offering Terms of Service (TOS) for cloud service offerings. These terms are available through links on the main end user terms landing page, at: [www.vmware.com/download/eula](http://www.vmware.com/download/eula).

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