Accelerating Your Customer Journey

Our strategic programs help you achieve outcomes faster with VMware Tanzu®

"We put the platform in place, established product teams, and got really good facilitation and training from [VMware Tanzu Labs] to drive these product teams forward."
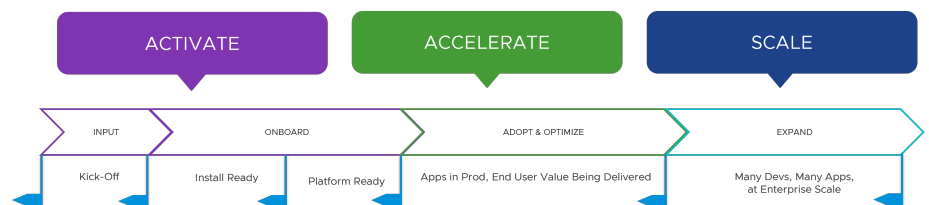
Sean Graham
Engineering Manager
DICK'S Sporting Goods

How we partner with you

- Validate your vision and outcomes
- Onboard and activate
- Build a success plan and execution program
- Establish value measurement and validation
- Elevate customer advocacy
- Enable your team across your entire customer journey

We know how critical it is for you to achieve your organization's desired business outcomes. As part of the Customer Experience and Success organization for VMware Tanzu, our goal is to unite your strategic initiatives with Tanzu solutions to achieve measurable business value. Your goals are our goals, and whether you're revamping your strategy, upskilling your team, or fixing a bug, our team will be with you every step of the way.

With our Activate, Accelerate, and Scale framework, we help organizations like yours progress along the customer journey to demonstrate immediate business value using Tanzu products.

ACTIVATE	ACCELERATE	SCALE
INPUT / ONBOARD	ADOPT & OPTIMIZE	EXPAND
Kick-Off / Install Ready / Platform Ready	Apps in Prod, End User Value Being Delivered	Many Devs, Many Apps, at Enterprise Scale

Activate

During the Activate phase, we'll enable you to achieve quick wins and thin slices of path to production that demonstrate immediate value. Our dedicated Customer Success Team will collaborate with you to build out a success plan and partner with you every step of the way. Our primary focus at this stage is to get your teams install-ready and your platform ready, involving tasks such as understanding underlying requirements for the install, ensuring proper access to the product, and clarifying goals to set you up for a successful product activation. VMware Tanzu Labs™, our premiere consulting organization, will then not only ensure that the platform is successfully up and running, but work with your platform engineers to impart best practices for building out and operating the platform.

Accelerate

During the Accelerate stage, with partnership from our Customer Success Team and the Tanzu Labs team, we'll enable you to scale the value of your platform

vmware®

Tanzu Customer Success

Our customer success team, whose services are included with your product purchase, will partner with you every step of the way to achieve your desired business outcomes based on a clear and proven success framework.

VMware Tanzu Labs™

Tanzu Labs, our premiere consulting offering, provides customized services based on your business goals. Whether it's setting up your platform, onboarding developers, or running value-generating apps at scale, Tanzu Labs is your partner in executing your app delivery strategy.

Tanzu Technical Account Management

Our Tanzu Technical Account Management team provides your organization with personal VMware Tanzu expertise, advocacy, and advisory skills to keep your app delivery initiatives on track. This subscription-based remote service helps you successfully utilize Tanzu solutions to focus on innovation through modern application development.

Support

Our support team's mission is to accelerate your outcomes by removing any/all impediments you may encounter while utilizing Tanzu solutions. We do this by leveraging our proven customer success/support framework that combines digital-based support tools and human-based expertise in a 24x7x365 global approach.

by customizing the platform, onboarding app teams, optimizing the developer experience, and ultimately start solving business problems. We'll guide your team with platform engineering best practices, a key component of delivering apps to production at scale securely across your cloud estate. The Accelerate stage is where value for your organization truly starts to be delivered.

Scale

During the Scale stage, we'll enable your platform and platform engineers to serve many developers, with many apps in production, at enterprise scale. Our goal is to work with you to continue enabling platform engineering practices that ensure the stability, security and scalability of your app platform. We'll guide your teams to manage your platform like a product to alleviate cognitive load for your developers and build an ever-evolving platform for your business needs. Our Solution Architects and Technical Account Managers will help solidify best practices and the platform as a product mindset. Our Customer Success Management and Tanzu Labs teams will remain in lockstep with you throughout the entire journey.

Additional Resources

In addition to the teams that are dedicated to enabling your success, we also provide easily accessible resources that you can leverage anytime, anywhere.

• Tanzu Tech Zone: Visit our technical content portal for practical guidance on evaluating, implementing, and operating VMware Tanzu solutions.

• Tanzu Developer Center: Learn from our developer advocates to discover best practices, learn new technologies, and stay up to date with the latest tools.

• Tanzu Academy Pro: Get certified and learn how to drive immediate business outcomes with Tanzu products.

• KubeAcademy: Learn Kubernetes fundamentals from industry experts at your own pace.

Get Started

Ultimately, our strategic programs are built to support you across your entire customer journey and achieve your intended business outcomes. To learn more, visit tanzu.vmware.com/labs