

VMware Technology Alliance (TAP) Program

Partner Network FAQ

Q. How can I join the TAP program?

- A. Each partner must first join the VMware Partner Network at the free [Enrolled Tier level](#) to apply for the Technology Alliance Partner (TAP) program. TAP is one of the programs that a partner can choose to apply to after joining at the Enrolled Tier level.

Once you have completed the above steps, you will receive an email confirming your TAP application has been received and is being reviewed. Within 3 business days you will receive another email stating the TAP application has been accepted instructions to remit payment, if approved.

To complete your TAP application login to [Partner Central](#) and follow these steps:

- Select Technology Alliance Partner as your Route to Market
- Return to the Enrolled Level home page and select the “progression” button on the right hand side of the page
- Complete the TAP Application and have an authorized representative accept and sign the TAP Legal Agreement

You may join at either the Access or Elite level of the TAP Program. The Access membership is \$750 annually, whereas Elite is \$7500 annually. Should you join as Access member, you may upgrade to Elite prior to renewal date by submitting an upgrade fee of \$6750.

Q. When do I receive my TAP NFR licenses?

- A. Once the payment is received, the membership will be authorized. The NFR licenses provided as a TAP benefit will be issued to the Technical Contact listed, within 5 business days. **If there is not a Technical Contact listed, the Primary Contact will be sent the NFR licenses.

Q. How do other members of the company create a Partner Central profile?

- A. To access your TAP benefits in the Partner Central portal, go to: http://vmware.force.com/PartnerForms/User_Self_Reg_Search
- Type in the name of your company in the company name search field
 - Click on “search”
 - Click on your company name from the search results (must say Technology Alliance Partner)
 - Fill out all required fields and click on “submit”

Q. Who can I contact with questions about the TAP Program?

- A. You may contact the TAP Team via [email](#) and US based Partners may call 866-524-4966.

Q. What are the main benefits of the TAP Elite level?

- A. TAP Elite membership includes a suite of NFR licenses for testing and development purposes, the ability to attend exclusive NDA Roadmap sessions, go-to-market opportunities, the ability to publish product listings in the VMware Solution Exchange (VSX), supporting quote for two custom press releases, access to quarterly TAP webinars and extensive training available through Partner University. Additional benefits are also available if partners meet the defined eligibility criteria and receive approval from VMware. These benefits include Joint Webinars, Joint Whitepapers, Joint Solution Briefs, Certification Planning Session Webinars, and a 1:1 meeting with a VMware Product Manager.

For a complete list of benefits, please refer to the [TAP Program Guide](#).

Q. When can I renew my TAP Elite membership?

- A. Renewal notifications are sent to the Primary Contact, allowing adequate time to renew your membership before the renewal date. You can also reach out to the TAP [renewal specialist](#) for renewal support. Renewal payments can be made online at any time via the [online portal](#).

Q. What happens if I decide not to renew my TAP Elite membership?

- A. Once your TAP partnership has been terminated, all TAP benefits are suspended. The loss of benefits include:
- Termination of all TAP NFR licenses – you will be sent a Certification of Destruction Agreement and be asked to complete the Return of Property section from the TAP Agreement.
 - Your VMware Solution Exchange (VSX) listings will be removed and you will lose access to any VSX leads.
 - You will no longer have access to the Developer Center tools and any certifications that are not finalized will be terminated.
 - Your access will be restricted to Enrolled Level access, granting you access to Partner University.

Please contact tapalliance@vmware.com if you have questions regarding membership or renewals.

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Q. When and how do I receive additional licenses that are added to the NFR bundle? Do I need to do anything to receive them?

A. When additional licenses are added to the NFR bundle, they are automatically sent to your Primary Technical Contact. No action is needed by the partner to receive them; however, you will receive notification once your licenses have been distributed. Check with tapalliance@vmware.com if you have questions.

Q. Do additional licenses added to the TAP Elite level include Basic SnS product support?

A. Additional licenses added to the TAP Elite NFR bundle are automatically provided with Basic SnS contract and are eligible for support.

Q. What are the main benefits of the TAP Access level?

A. TAP Access membership includes a suite of NFR licenses for testing and development purposes, limited go-to-market opportunities, the ability to publish product listings in the VMware Solution Exchange (VSX), one supporting quote for a custom press release, access to quarterly TAP webinars and extensive training available through Partner University. TAP Access Partners also receive subscription support on their NFR keys. This allows them to receive upgrades, patches and deltas when new keys are included in the bundle.

For a complete list of benefits, please refer to the [TAP Program Guide](#).

Q. When can I renew my TAP Access membership?

A. Renewal notifications will be sent to the Primary Contact, allowing you adequate time to renew your membership before the renewal date. You can also reach out to the [TAP renewal specialist](#) at any time. Renewal payments can be made online at any time via the [online portal](#).

Q. What happens if I decide not to renew my TAP Access membership?

A. Once your TAP partnership has been terminated, all benefits will be suspended. The loss of benefits include:

- Termination of all TAP NFR licenses – you will be sent a Certification of Destruction Agreement and be asked to complete the Return of Property section from the TAP Agreement.
- Your VMware Solution Exchange (VSX) listings will be removed and you will lose access to any VSX leads.
- You will no longer have access to the Developer Center tools and any certifications that are not finalized will be terminated.

- Your access will be restricted to Enrolled Level access, granting you access to Partner University.

Please contact tapalliance@vmware.com if you have questions regarding membership or renewals.

Q. Do additional licenses added to the TAP Access level include product support?

A. Additional licenses added to the TAP Access NFR bundle are automatically associated to the existing 5-incident product support pack included with the original bundle. Additional TAP NFR licenses are also entitled to subscription updates.

Q. What happens when I use all of my per incident support requests?

A. If an Access level partner uses all of their per incident support requests in a year, they need to purchase any additional support through the sales channel. More information about purchased per incident support can be found [here](#).

Q. Which licenses are included in the different levels of TAP membership?

A. Both Access and Elite partner levels receive the same VMware software to test with; however, the quantities are significantly larger in the Elite bundles. A complete list of NFR licenses, including quantities delivered to each TAP level, is included in the [NFR document](#).

Q. How can TAP NFR licenses be utilized?

A. All software licenses provided through the TAP Program are considered not for resale (NFR) licenses. Acceptable uses of TAP NFR Licenses are solely for the purposes of demonstrating, developing, testing and supporting interoperability and integrations between partner products and VMware software.

TAP NFR Licenses are not available for any production use. Production uses of the licenses include, but are not limited to, using VMware NFR Software for the Partner's own information processing or computing needs, or the demonstration, development, testing or support of Partner products that have not been developed or integrated with VMware software, pursuant to the TAP Program. Any production use of TAP NFR Licenses is strictly prohibited and may result in termination.

NFR Licenses are not perpetual and will expire upon termination of the TAP Partnership. Partner's use of any NFR licensed product shall be subject to the Partner's compliance with the terms and conditions of the TAP Agreement.

Additional information, including select examples of acceptable and unacceptable NFR usage, is available in the [TAP NFR Guide](#).

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Q. What type of support is included with these licenses?

- A. The NFR licenses given to TAP Elite members include Basic SnS, which includes product support Monday through Friday from 8 a.m. to 5 p.m. Pacific Time. TAP Access members receive a 5-incident product support pack with their license bundle. TAP Access partners also receive subscription support with their NFR licenses.

Q. I have an integration/development opportunity and need access to VMware product APIs. Where can I obtain these tools and do I need to be a TAP member to access them?

- A. Many VMware APIs and SDKs are available to our TAP Partners at the VMware [Developer Center](#). Please keep in mind that some APIs are only available to TAP Elite members who chose to participate in VMware Ready or co-development programs.

Please contact tapalliance@vmware.com for more information.

Q. What type of development support can I expect in each of the different levels of TAP membership?

- A. TAP Elite members receive 5 incidents of SDK Support (email only) with their annual membership. TAP Elite members are able to purchase annual Unlimited SDK Support at a significant discount from the [Partner Store](#) within Partner Central. TAP Access members are not eligible for SDK support, but do have 5 incidents of product support per year.

Q. What is the VMware Solution Exchange (VSX) and how would I use it to promote my products?

- A. The VSX enables VMware partners to market virtual appliances, vCO plug-ins and other VMware-related products and solutions. Partners can create and edit their own listings, present support statements and upload supporting resources such as whitepapers, demos, and videos. Partners can also showcase their own partner ecosystem in the VSX, including technology partners, OEMs and integrators who help deliver their solution.

The VSX enables customers to contact partners through the “Request Info” button. Partners receive queries as leads, which can be exported and managed in the VSX CRM system. Partners also receive lead reports on downloaded products, trials, and resources if they ask customers to register to access the assets.

For help with establishing your VSX listings, visit the [VSX Partner Corner](#) page. Please send additional questions to vsxalliance@vmware.com.

Q. Where can I learn more about the different VMware Ready programs?

- A. To learn more about the VMware Ready program, including the various categories under which a product can be certified, please visit the [VMware Ready Program page](#). More information about these programs can also be found under the [VMware Ready tab](#) in Partner Central.

Q. Where can I find more information regarding new and upcoming VMware Ready categories?

- A. Visit the VMware Ready [page](#) on [Partner Central](#) for the latest information regarding updated VMware Ready categories. On this page you will also be able to download the VMware Ready Program Guide, which contains additional information regarding the program and its requirements.

Q. I'm interested in announcing my partnership with VMware. What options are available?

- A. The TAP program offers pre-approved press release templates that may be used by our partners to announce their TAP Access and Elite membership status. We do not do joint press releases with TAP members. Reach out to [Alliance PR](#) for additional support.

Q. What options are available to announce that my product is now VMware Ready?

- A. The TAP program offers a pre-approved press release template that may be used by our partners to announce that their product is now certified as VMware Ready. Unfortunately, joint press releases with VMware are not available at this time. Please reach out to [Alliance PR](#) for additional support.

Q. How do I ensure that I receive important program updates and partner communications?

- A. The VMware TAP Program team will notify you of key events and activities related to your benefits by sending newsletters and specific TAP updates. To ensure that you receive any TAP communications that may be sent, please opt in to receive communications through your Partner Central profile. To opt in for communications, visit the Partner Central Home page and highlight your name. Select the My Profile / My Company option and then select the My Communication Preferences section to update your communication preferences.

For further assistance with updating your communication preferences, please reach out to the [TAP Team](#) for support.

Partner Network FAQ

Q. How do I update the primary contact or remove users for my account?

A. Partner Central users do not have the ability to make changes or remove contacts in the partner account. Please send those requests to tapalliance@vmware.com.

Q. What training paths are required for TAP membership?

A. TAP Elite and Global partners are required to have users with a VMware Certified Professional (VCP) and VMware Technical Sales Professional (VTSP) accreditation on file. Elite partners need one accreditation of either a VCP or a VCP on staff. Global partners need to have 3 users with VCP and 2 users with VTSP accreditations. TAP Access partners are recommended to have at least 1 VTSP and VCP accredited user on staff.

TAP Elite and Global partners also receive discounts on training courses, such as the VCP. To receive your discount, ensure that you register for your courses through the [Partner University](#) portal in Partner Central.

Q. How to I join TSANet to fulfill my TAP requirement?

A. TAP members get a steep discount when they join the TSANet/VMware portal. With the TSANet process, members can collaborate when a multi-vendor support issue arises. To fulfill your VMware Ready prerequisite and join the TSANet program, please register [here](#). Please be aware that the discounted registration cost for the TSANet membership is \$200. For any TSANet/TAP related questions, please reach out to tapalliance@vmware.com.

Q. How do I submit my support statement to fulfill my TAP requirement?

A. ISV Application partners are required to submit and commit to a statement of support for at least one software application product. We accept support statements that follow our general template, which can be submitted [here](#). We also accept install/configuration guides or other partner-facing collateral that can be shared with our partners and customer. Once the statement of support has been approved, we publish the statement in our online Supported Business Applications [page](#). For questions related to support statements, please reach out to isvsupport@vmware.com.

For any additional questions you may have, reach out to tapalliance@vmware.com or call us at 866-524-4966.

