VMware Master Services Competencies Guide

PROGRAM GUIDE–**AUGUST 2023**

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Updates

Date	Update Description	Page Number
March 3rd, 2020	Program Guide published for Partner Connect Launch	All
April 8th, 2020	Updated links and screengrabs	Page 15
May 4th, 2020	Badging Eligibility, Importance of MSCs, Principal Eligibility, Partner Locator, Press release template and Branding Guidelines	Pages: 4, 17, 18, 21 and 22
July 20th, 2020	Cloud Native MSC, Principal benefits and MSC Recognition	Pages: 8, 18, 21 and 25
August 3rd, 2020	Customer Reference Submission Criteria	Page 15
December 1st, 2020	VCF MSC, Removing PCT	Page 13
January 7th, 2021	Host Satellite	Page 18, 19
February 1st, 2021	Customer References Process For VMware Cloud Foundation Only	Page 16
September 2nd, 2021	Data Center Virtualization Enhancements	Page 9
September 20th, 2021	Cloud Native, Digital Workspace, Host Satellite	Page 8, 10, 20
November 12th, 2021	SD-WAN MSC	Page 12
May 6th, 2022	Cloud Native Products	Page 8
August 1, 2022	Minor changes, overall guide	All
May 3, 2023	SD-WAN MSC requirement	Page 12

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Competencies Overview

VMware Master Services Competencies

The Different Partner Competencies

VMware Partner Competencies

Overview

VMware Partner Competencies recognize sales and technical proficiency, delivery expertise and customer success for next-generation VMware solution areas. Achieving a VMware Partner Competency allows you to strengthen your services capabilities, and unlock valuable partner benefits including:

PARTNER COMPANY TRAINING

- Services resources and IP and other enablement
- Design, delivery, and implementation knowledge building and expertise

GROW SHARE OF WALLET

- Increased deal sizes and services growth
- Accelerated time-to-market in emerging VMware solution areas

DIFFERENTIATION WITH CUSTOMERS AND PROSPECTS

- Greater customer and market visibility
- Higher awareness with the VMware Field for customer opportunities

VMware Solution Competencies and Master Services Competencies

VMware offers partners two types of competencies: Solution Competencies and Master Services Competencies:

SOLUTION COMPETENCIES

VMware Solution Competencies are a first step in a partner's achievement of sales and technical expertise in VMware virtualization and cloud computing solutions.

Solution Competencies are achieved at the **organizational** level. They include sales training as well as both pre- and post-sales technical trainings.

MASTER SERVICES COMPETENCIES

VMware Master Services Competencies require achieving advanced technical certifications and proof of high-level service capability and expertise as validated by your customers.

Unlike Solution Competencies, a **partner** organization must demonstrate services delivery experience and capability by providing three (or one depending on the competency) customer references for recently completed projects in order to achieve a Master Services Competency (in addition to meeting the training requirements.)

More information about VMware Master Services Competencies and how to get started is available in the Resources section of this guide.

Competencies Overview

VMware Master Services Competencies

The Different Partner Competencies

VMware Partner Competencies

VMware Master Services Competencies (MSC)

VMware Master Services Competencies are designed to validate your company's capacity to deliver services related to specific VMware technologies and designate a progression from competent to highly capable. Your organization attains a Master Services Competency by: 1) having the required number of individuals achieve a set of advanced, solution-specific VMware certifications and badges, and 2) submission of customer references.

Specific requirements are available on each Master Services Competency page in this guide.

THE VALUE OF ATTAINING A MASTER SERVICES COMPETENCY

Partners that successfully achieve the Master Services Competency unlock a set of benefits designed to help strengthen expertise to drive future services growth and deepen customer relationships.

Eligibility to achieve Pinnacle level in Partner Connect; badging is achieved at Pinnacle level only

How Your Certifications Help Your Company

The partner organization achieves a Master Services Competency when the required number of individuals complete the solution-specific certifications and/or badges. These certifications stay with a partner individual throughout VMware partner engagement.

Note: VMware routinely refreshes the training available to Partners, providing the latest information on VMware solutions and technology. To ensure a Partner is keeping its training and competency skills current, only those training courses at either the most recent version, or one version previous applies towards achieving the Partner Connect Program requirements. This impacts all training required for program progression and leveling, e.g., Foundational, Solution Competency, Master Services Competency. It is expected that a Partner will ensure any VMware training and certifications achieved meet this standard.

For more information visit VMware Master Services Competencies Page

Competencies Overview

VMware Master Services Competencies

The Different Partner Competencies

VMware Partner Competencies

SOLUTION COMPETENCIES

Attaining a Solution Competency enables partners to gain proficiency in selling VMware solutions. A Solution Competency includes sales, pre-sales and post-sales technical expertise to help partners prepare to sell VMware solutions. Solution Competencies help partners achieve higher levels in the Partner Connect program as well as potential access to rebates (applicable for Advanced, Pinnacle and Principal levels and for select VMware products).

- A **first step** in declaring proficiency within an IT Solution path; providing VMware solution sales and deployment insights
- **Required** for progression and rewards in the Partner Connect program
- Unlocks **Solution Rewards'** rebates beginning at the Advanced level within the Partner Connect program

EXAMPLE: Server Virtualization Solution Competency

VSP-SV	VTSP-SV	SV Technical Post Sales
1.5-hour eLearning (online, no cost)	3.5-hour eLearning (online, no cost)	Server Virtualization Post-Sales Accreditation: vSphere OR VCP-DCV

MASTER SERVICES COMPETENCIES

Master Services Competencies (MSCs) are built upon the attainment of advanced-level certifications and submission of customer reference to help identify, validate, and promote VMware's most service-capable partners. They unlock valuable resources and recognition to extend partners' services capability, differentiate expertise, and help drive more services revenue.

- Demonstrates partners have moved from **'competent to capable'** with resources to differentiate expertise in VMware technology
- **Required** for progression and rewards in the Partner Connect program
- Key to driving higher-level and **more services business**

EXAMPLE: Cloud Management and Automation Master Services Competency

A. Training

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)
VCP-CMA	VCAP-CMA

Partner companies need 5 certified individuals with at least 2 certified in Advanced Professional level.

B. Customer References

3X

Three Customer References required to validate experience and expertise in the specific VMware Solution area associated with a Master Services Competency.

For more information visit the Partner Connect Portal VMware Master Services Competencies

vmware Partner Connect

VMware Master Services Competencies

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Cloud Management and Automation

Cloud Native

Data Center Virtualization

Digital Workspace

Network Virtualization

SD-WAN

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Host Satellite

Cloud Management And Automation Master Services Competency

The **Cloud Management and Automation Master Services Competency** is a designation of expertise in VMware's Cloud Management and Automation solutions and services delivery. Achieving this helps improve customer credibility and validates a deep understanding of cloud management design principles and methodologies, and possession of the skills necessary to leverage best practices to provide a scalable and reliable virtualization platform for your customers.

SOLUTION: VMware vRealize for Cloud Solutions

Products: vRealize Suite™, vCloud Suite™, vRealize Automation™, vRealize Business for Cloud™, VMware vRealize Infrastructure Navigator™, VMware vRealize Operations™, VMware vRealize Application Management add-on, VMware vRealize Log Insight™, VMware vRealize Business for Cloud™

REQUIREMENTS

A. Training

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)
VCP-CMA	VCAP-CMA

Partner Organizations need 5 certified individuals, with at least 2 individuals certified in Advanced Professional level.

B. Customer References

3X Three customer references required; submitting these validates experience and expertise in Cloud Management and Automation solution design and delivery

GETTING STARTED

Cloud Management and Automation MSC on Partner University. *Partner ID required*

Satellite MSC Requirements

Satellite partners that are afilliated to a Host partner in a region become eligible for a subset of MSC requirements.

Cloud Management and Automation

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Cloud Native Master Services Competency

Cloud Native Master Services Competency designates partner organizations as expert in running and managing VMware Tanzu solutions. Partners can proudly display this accreditation which demonstrates a deep understanding of Kubernetes administration core concepts and the capability to ensure continuous delivery of customer applications on Kubernetes-based platforms.

SOLUTIONS: Modern Applications Platform, Cloud Native Apps

Products: Tanzu Kubernetes Grid (TKG), Tanzu Advanced, Tanzu Basic, TANZU FOR KUBERNETES OPERATIONS, Tanzu Kubernetes Grid, Tanzu Kubernetes Grid Integrated, Tanzu Mission Control, Tanzu Observability Solutions, TANZU SERVICE MESH, Tanzu Standard, TANZU STANDARD ON VMC, TKG for vSphere.

REQUIREMENTS

For more information, please access the Cloud Native FAQ

A. Training

Prerequisite: Earn the Certified Kubernetes Administrator (CKA) Certification (Administered by Cloud Native Computing Foundation)

Master Specialist – Cloud Native Badge

VCP-Application Modernization (VCP-AM) certification
OR
VMware Cloud Native Master Specialist Exam- 5V0-71.19 (must complete exam by October 31, 2021).

Partner Organizations need 3 individuals to earn these requirements

B. Customer Reference

1X One customer reference required; submitting this validates experience and expertise in Cloud Native solution design and delivery

GETTING STARTED

Cloud Native on Partner University
Partner ID required

Satellite MSC Requirements

Satellite partners that are afilliated to a Host Partner in a region become eligible for a subset of MSC requirements.

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Data Center Virtualization Master Services Competency

The Data Center Virtualization Master Services Competency is specifically targeted toward partners who deliver deployment, adoption, and management of virtualized data center infrastructure. With these enhancements to the MSC, partners can demonstrate mastery in delivering and deploying HCI and vSphere with Tanzu technologies to their customers.

ENVIRONMENTS: VMware vSphere Environments
Products: VMware vSphere, VMware vSphere with Tanzu, vSAN.

REQUIREMENTS

A. Training: Partner Organizations need at least 5 unique certified individuals.

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)	Master Specialist
3X VCP-DCV	2X VCAP	2X VMware Certified Master Specialist – HCI 1X VMware Certified Specialist - vSphere with Tanzu

Partner Organizations need 5 certified individuals, with at least 2 individuals certified in Advanced Professional level. The same individuals who achieved VCP or VCAP DCV to satisfy the DCV MSC requirement may also earn the HCI Master Specialist Badge and the same individual who achieved VCP or VCAP DCV to satisfy the DCV MSC requirement may also earn the vSphere with Tanzu Badge

B. Customer References

3X Three customer references required; validating that you have successfully completed an installation of the DCV solution. One (1) of the three (3) references must be focused on an HCI solution. So, two (2) could be HCI and one (1) DCV or two (2) DCV and one (1) HCI.

GETTING STARTED

Data Center Virtualization MSC on Partner University. *Partner ID required*

Satellite MSC Requirements

Satellite partners that are affilliated to a Host partner in a region become eligible for a subset of MSC requirements.

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Digital Workspace Master Services Competency

The Digital Workspace Master Services Competency is a designation of expertise in VMware Workspace ONE and VMware Horizon environments and services delivery. Achieving this competency validates a partner organizations' deep technical understanding and ability to architect, design and deliver professional services projects related to Desktop Virtualization, Mobile Device Management, Unified Endpoint Management, App identity and Access Management.

ENVIRONMENTS: VMware Workspace ONE and Horizon
Products: VMware Workspace ONE™ suite and productivity apps, VMware Horizon 7™, VMware Horizon Apps, VMware Horizon Cloud™, VMware App Volumes

REQUIREMENTS

A. Training: Partner Organizations need 5 unique certified individuals across 2 tracks[1]

	VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP) or Master Specialist
Track 1: Desktop and Mobility Track	1X VCP-DTM *and*	1X VCAP-DTM
Track 2**: Digital Workspace Track	2X VCP-DW *and*	1X Master Specialist Badge: Digital Workspace*

**Equivalent to a VCAP for Workspace ONE: must pass two exams*
***The MSC DW can be achieved only by achieving DW (MS DW & VCP DW) track first and then DTM track (VCP DTM, VCAP DTM). System will always fill in, calculate and display DW count until its Completed against the required count. Post DW track is completed, system will calculate and display DTM count against the required count.*

B. Customer References

3X Three customer references required; submitting these validates experience and expertise in Digital Workspace solution design and delivery

GETTING STARTED

Digital Workspace MSC on Partner University
Partner ID required

Satellite MSC Requirements

Satellite partners that are afilliated to a Host partner in a region become eligible for a subset of MSC requirements.

[1]*Partner Organizations need 5 certified individuals, across 2 tracks: Desktop and Mobility 1 VCP-DTM + 1 VCAP-DTM, and Digital Workspace: 2 VCPs-DW + 1 Master Specialist Badge-DW*

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Network Virtualization Master Services Competency

The **Network Virtualization Master Services Competency** is a designation of expertise in VMware NSX environment and services delivery. NSX delivers a unique networking model that forms the foundation of the Software Defined Data Center (SDDC). Achieving this competency validates deployment and optimization of VMware NSX environments, as well as possession of the knowledge and skills to leverage best practices for providing scalable and reliable virtualized network for your customers.

ENVIRONMENT: VMware NSX Environments
Products: VMware NSX

REQUIREMENTS

A. Training

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)
VCP-NV	VCAP-NV

Partner Organizations need 5 certified individuals, with at least 2 individuals certified in Advanced Professional level.

B. Customer References

3X Three customer references required; submitting these validates experience and expertise in Network Virtualization deployment and delivery

GETTING STARTED

Network Virtualization MSC on Partner University
Partner ID required

Satellite MSC Requirements

Satellite partners that are afilliated to a Host partner in a region become eligible for a subset of MSC requirements.

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SD-WAN Master Services Competency

The **SD-WAN MSC** designates the partner with organizational expertise to successfully design, deploy and manage VMware SD-WAN solutions. Achieving this competency validates partners deep understanding of SD-WAN core fundamentals and proficiency in complex SD-WAN Design, Implementation and Lifecycle Service Orchestration methodologies.

Solutions: VMware SD-WAN
Products: SD-WAN

REQUIREMENTS

A. Training

VMware Solution Competency	VMware Specialist Badge
Secure Access Service Edge	SD-WAN Master Specialist Badge

Partner Organization need to attain the SD-WAN Solution Competency

Partner Organization needs 3 certified individuals with a SD-WAN Master Specialist Badge.

B. Customer References

3X Three customer references required; submitting these validates experience and expertise in SD-WAN deployment and delivery

GETTING STARTED

SD-WAN MSC on Partner University
Partner ID required

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VMware Cloud On AWS

VMware Cloud on AWS Master Services Competency designates expertise in the delivery of hybrid cloud solutions based on VMware Cloud on AWS. Achieving this competency validates a partner's capabilities in the deployment of an integrated cloud solution that delivers an on-demand service enabling customers to run applications across a VMware Cloud Infrastructure environment with access to a broad range of AWS services.

SOLUTIONS: VMware Cloud on AWS

Products: VMware Cloud on AWS, VMware Cloud on AWS GovCloud, VMware Cloud on AWS Outposts, VMware Site Recovery, VMware HCX.

REQUIREMENTS

A. Training

Master Specialist – VMware Cloud on AWS Badge

VMware Certified Professional:	VMware Cloud on AWS Deploy, Configure and Manage:	Master Specialist Badge:
VCP-NV	VMware Cloud on AWS: Deploy and Manage *OR* VMware Cloud on AWS: Deploy and Manage - On Demand	Pass the Master Specialist – VMware Cloud on AWS Exam

Partner Organizations need 3 individuals to earn the **Master Specialist – VMware Cloud on AWS** Badge.

B. Customer Reference

1X One customer reference required; submitting this validates experience and expertise in VMware Cloud on AWS. The customer reference will be validated by VMware. Forms with inaccurate information will not be approved.

GETTING STARTED

VMware Cloud on AWS MSC on Partner University

Partner ID required

Satellite MSC Requirements

Satellite partners that are afilliated to a Host partner in a region become eligible for a subset of MSC requirements.

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VMware Cloud Foundation Master Services Competency

The **VMware Cloud Foundation (VCF)** Master Services Competency designates partner deployment and adoption expertise to deploy VMware Cloud Foundation solutions with a deep understanding of server and storage virtualization, hyper-converged infrastructure, virtual networking and security, and cloud management and operations.

Solutions: VMware Cloud Foundation
Products: vSphere, vSan, NSX, vRealize Suite, SDDC Manager and vCloud Suite

REQUIREMENTS

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)	VMware Specialist Badges
VCP-DCV *AND* VCP-NV	VCAP-DCV *AND* VCAP-NV	HCI Master Specialist Badge *AND* VCF Specialist Badge

Partner Organizations need 5 certified individuals, with at least 2 individuals certified in Advanced Professional level for both DCV and NV.

Partner Organizations need 3 certified individuals with a VCF Specialist badge..

Partner Organizations need 2 certified individuals with an HCI Master Specialist badge.

B. Customer References*

1X One customer reference required; submitting these validates experience and expertise in VCF deployment and delivery

GETTING STARTED

VCF MSC on Partner University
Partner ID required

Satellite MSC Requirements

Satellite partners that are afilliated to a Host partner in a region become eligible for a subset of MSC requirements.

*Customer references will expire after 2 years. After the first customer reference expires, partners will need to provide 3 references for MSC attainment.

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Customer References Process

	1 REFERENCE SUBMITTED	2 REFERENCE VALIDATED	3 REFERENCE CONFIRMED
PARTNER	Partner submits Customer Reference form in Partner Connect Portal > Program Forms tab.		Partner receives notification with Customer validation result
CUSTOMER	Customer receives form for approval (includes survey)	Customer(s) **approve** or **reject** the Customer Reference	
VMWARE	PBM/PMM (if managed partner) receives notification of Customer Reference submission[1]		PBM/PMM receives notification with Customer validation result
CUSTOMER REFERENCE	Status: Submitted	Final status changed to: ✓ Approved or ⊘ Rejected	

Customer Reference discounted from Partner Requirements

[1]PBM/PMM has the ability to mark Customer Reference 'For Review" (to be reviewed internally within VMware)

NOTES:

- Partners are recommended to inform the customer about the Customer Reference Process before submitting the form.
- Customer References are valid for 2 years from the date of submission.
- Customer References are required per solution area. If the partner performed services across different technology or solution areas for the same customer, that customer can used as a reference across the different technologies, but separate submissions are required. This is true whether the work was done under the partner's name or subcontracting for VMWare. The partner will need to reference the subcontracting on the submission form.
- Customer References are for internal validation of partner capabilities as part of Master Services Competencies and will not be shared externally.
- Partners may cancel the Customer Reference process at any time.

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Customer References Process For VMware Cloud On AWS Only

	1 REFERENCE SUBMITTED	2 REFERENCE VALIDATED	3 REFERENCE CONFIRMED
PARTNER	Partner submits Customer Reference form in Partner Connect Portal > Program Forms tab.		Partner receives confirmation of the approval or rejection of the customer reference
PBM OF RECORD	PBM submits Customer Reference form in Partner Connect Portal > Program Forms tab.		PBM receives confirmation of the approval or rejection of the customer reference
VMWARE	PBM/PMM (if managed partner) receives notification of Customer Reference submission	VMware **approves** or **rejects** the Customer Reference based on the revision process	
CUSTOMER REFERENCE	Status: Submitted	Final status changed to: Approved or Rejected	

Customer Reference discounted from Partner Requirements

NOTES:

- The Customer Reference is valid for 2 years from the date of submission.
- VMware will review the Customer Reference form and will not approved those with inaccurate information.
- If the partner performed services across different technology or solution areas for the same customer, that customer can use as a reference across the different technologies, but separate submissions are required.
- Customer References are for internal validation of partner capabilities as part of Master Services Competencies but may be shared externally with the customer's approval.
- Only approved Customer References will count towards competency requirements.

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Customer References Process For VMware Cloud Foundation Only

	1 REFERENCE SUBMITTED	2 REFERENCE VALIDATED	3 REFERENCE CONFIRMED
PARTNER	Partner submits Customer Reference form in Partner Connect Portal > Program Forms tab.		Partner receives confirmation of the approval or rejection of the customer reference
PBM OF RECORD	PBM submits Customer Reference form in Partner Connect Portal > Program Forms tab.		PBM receives confirmation of the approval or rejection of the customer reference
VMWARE	PBM/PMM (if managed partner) receives notification of Customer Reference submission	VMware **approves** or **rejects** the Customer Reference based on the revision process	
CUSTOMER REFERENCE	Status: Submitted	Final status changed to: Approved or Rejected	

Customer Reference discounted from Partner Requirements

CUSTOMER REFERENCE SUBMISSION GUIDELINES

VCF Customer References must be submitted with the following details:

- VMware Customer ID Number
- VMware Order Number
- VMware Account Executive for end customer
- A specific reference of the SDDC Manager product being deployed

NOTES:

- The Customer Reference is valid for 2 years from the date of submission.
- VMware will review the Customer Reference form and will not approve those with inaccurate information.
- If the partner performed services across different technology or solution areas for the same customer, that customer can use as a reference across the different technologies, but separate submissions are required.
- Customer References are for internal validation of partner capabilities as part of Master Services Competencies but may be shared externally with the customer's approval.
- Only approved Customer References will count towards competency requirements.

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Criteria to consider when submitting a Customer Reference

Demonstrate Partner Mastery through successful services engagements

Recommendations for a best practice customer reference submission

- ✓ Must include technologies associated with the customer reference being submitted
- ✓ All sections of the submission form should be completed, with specifics on Use case, what partner services where included, workloads, etc..
- ✓ including:
  - ✓ Project description
  - ✓ Problem statement
  - ✓ Solution, architecture and VMware products deployed
  - ✓ Project outcomes and success metrics

Digital Workspace

- ✓ Horizon repair may include desktop use-case/definitions, desktop or app delivery, security, networking, storage and compute. Describe the scope of the re-configuration.
- ✓ WS1 repair may involve re-examination of many configuration settings. Describe the scope of the re-configuration.

Cloud Native

- ✓ Must be an actual platform being used in production – what the platform is doing must be described.
- ✓ It may be used internally or externally – IE set up for internal development and applications that face the company employees

VMC on AWS

- ✓ Customer must have purchased a minimum of a 2 Host, 1 yr Reserve Instance. Partner need not have transacted the deal but provided services for onboarding.
- ✓ Recommended an approved POR and be shadowed by a CSM-P for 3 host 1yr Reserve
- ✓ Some projects can last months, if >50% of hosts deployed prior to project completion we can approve based upon CSM-P verification that the POR is doing the work.

Non – Qualifying criteria when submitting a customer reference

- Ø Assessments
- Ø POC / Pilot
- Ø Presales or strategy/planning session
- Ø Onsite staff augmentation engagements

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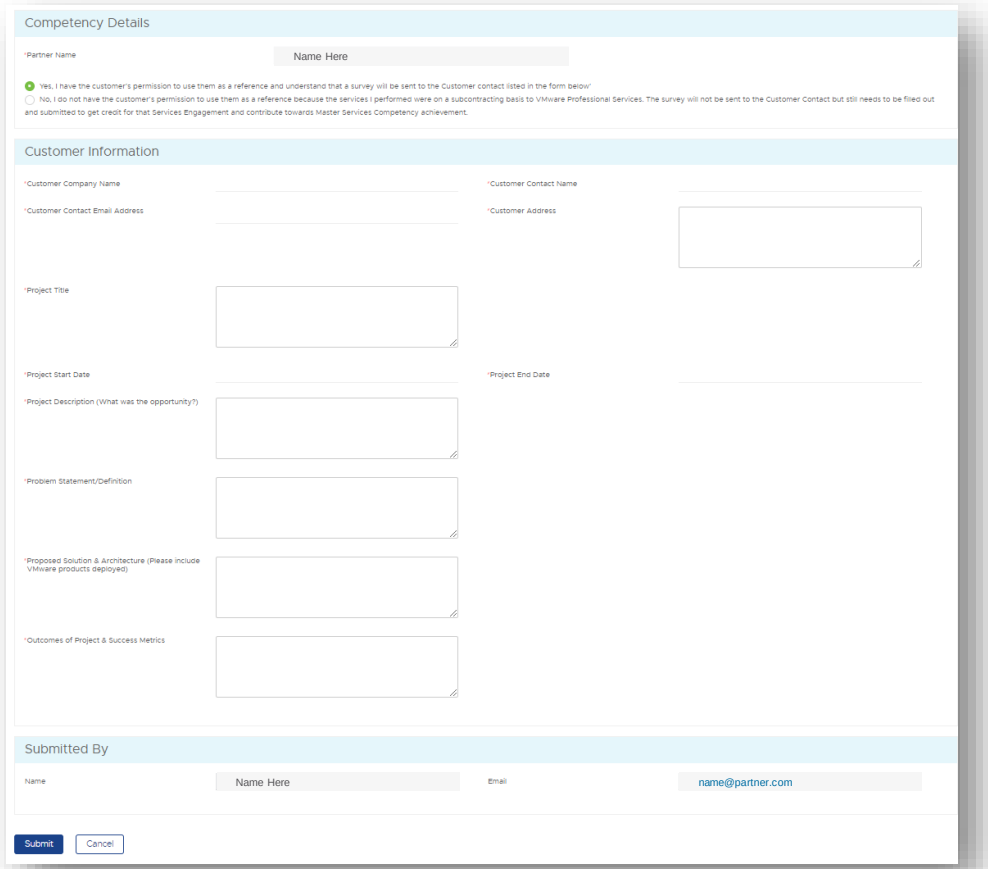
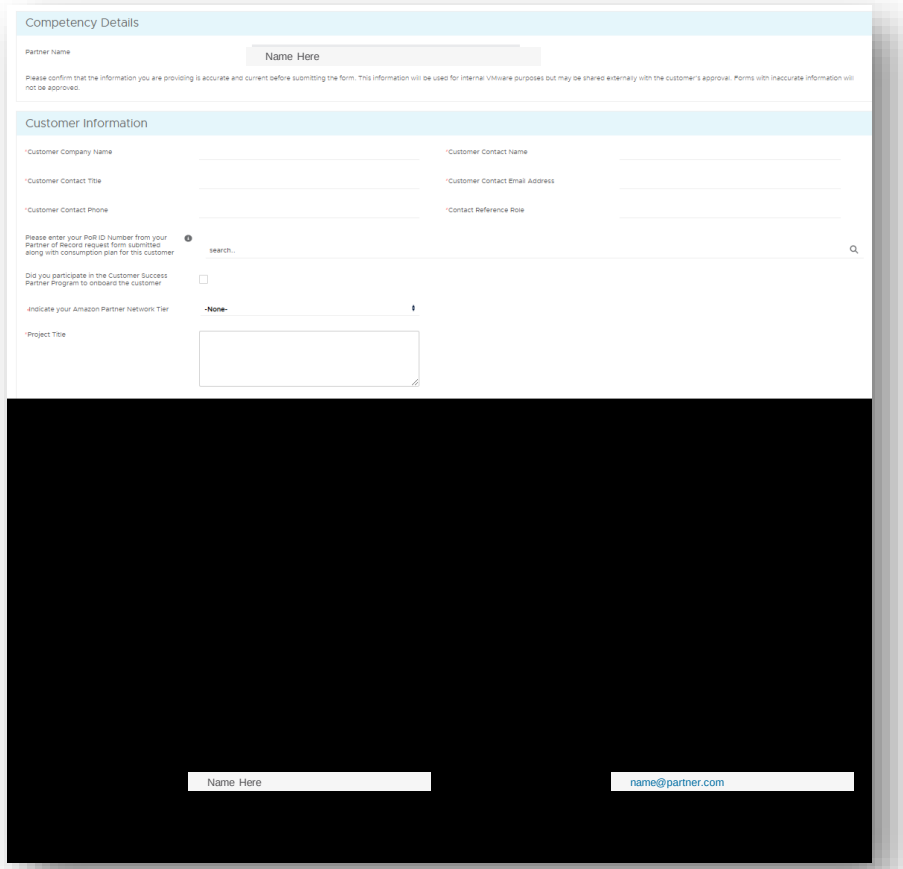
MSC Customer Reference Forms

Customer Reference Form



Customer Reference Form Specific for VMware Cloud on AWS



Submit a Customer Reference here

Access the Master Services Competency Dashboard to view your Customer References

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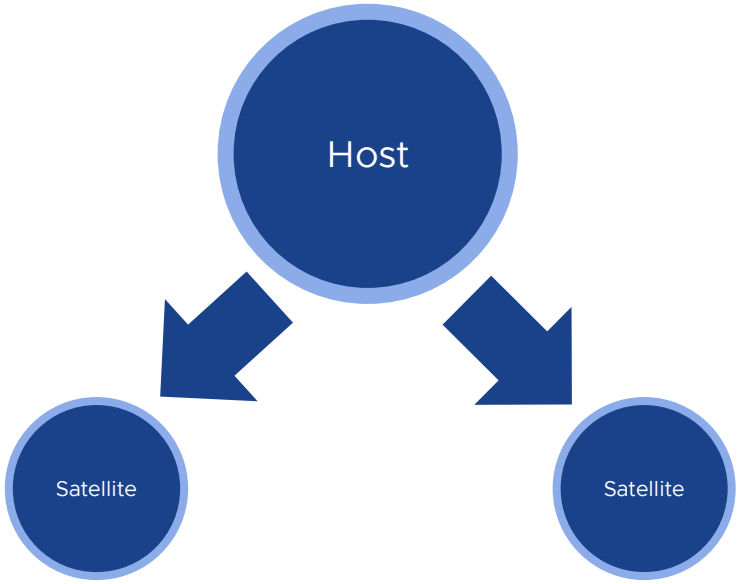
Host Satellite

Host Satellite

This program recognizes a Partner's expertise and investment in VMW services capabilities across a region. When one partner affiliate (Host) earns a full MSC all other affiliated partners (Satellite) in a region become eligible for a subset of MSC requirements.

Satellite MSC attainment provides a Pathway to Pinnacle (Points requirements remain the same)

Please visit the VMware Host Satellite MSC Partner Guide FAQ to learn more.



Full MSC Competency Achievement will trigger a requirement change for the rest of the satellite partners associated to the Partner ID achieving the competency, ensuring that Satellite MSC partners also invest.

Requirement Example

	Full MSC Requirements	Satellite MSC Requirements
Customer Validation	5 Unique Certified individuals (VCP) with at least 2 of them holding an active VCAP	2 Unique Certified individuals (VCP) with at least 1 of them holding an active VCAP
Customer Validation	3 Customer References	1 Customer Reference

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Satellite Master Services Competency Requirements

ENABLEMENT

Cloud Management & Automation (CMA)	Data Center Virtualization (DCV)	Network Virtualization (NV)	Digital Workspace (DW)	VMware Cloud Foundation (VCF)	VMware Cloud on AWS (VMC on AWS)	Cloud Native	SD-WAN
2 Certified Individuals	2 Certified Individuals	2 Certified Individuals	2 Certified Individuals	2 Certified Individuals	1 Certified Individual	1 Certified Individual	3 Certified Individual
2 VCP-CMA with a minimum of 1 VCAP-CMA	2 VCP-DCV with a minimum of 1 VCAP-DCV AND 1 HCI Master Specialist Badge 1 vSphere with Tanzu Master Specialist Badge	2 VCP-NV with a minimum of 1 VCAP-NV OR Future: 1 SD-WAN Master Specialist Badge	2 VCP-DTM with a minimum of 1 VCAP-DTM AND 1 VCP-DW with a minimum of 1 Master Specialist – Digital Workspace Badge	2 VCP-DCV and 2 VCP-NV with a minimum of 1 VCAP-DCV and 1 VCAP-NV AND 1 VCF Specialist Badge AND 1 HCI Master Specialist Badge	Master Specialist – VMware Cloud on AWS Badge	Master Specialist – Cloud Native Badge	Master Specialist – SD-WAN Badge

CUSTOMER REFERENCES

1X
Customer Reference

vmware Partner Connect

Master Services Competency Benefits

VMware Confidential – made available to VMware authorized partners solely for their internal reference

Eligibility to Achieve Principal Level in Partner Connect

MSC Recognition

Partner Locator Listing

Press Release Template

Eligibility To Achieve Pinnacle or Principal level In Partner Connect

Attaining a Master Services Competency (MSC) designation is a significant investment of time and resources for your company; VMware values and recognizes this achievement as well as offers the opportunity to better differentiate yourself, grow your wallet share, and expand your practice as a Principal and Pinnacle Partners.

The Partner Connect Program's benefit structure is designed so when you demonstrate mastery in delivering customer outcomes, you'll receive the most benefits. Services capability is inherent in our highest-leveled Pinnacle Partners, ensuring value in the promotion and recognition of those partners.

MONETIZE YOUR INVESTMENT

- Deployment Incentives
- Subcontracting considerations with professional services*
- Services Development with technical field resources (PSA, PSE)

BRAND VISIBILITY

- Partner Locator: Customer can search for their local Pinnacle partner
- Marketing badges
- Press Release templates with Social Media links

CAPABILITY BUILDING

- 30-50% Education and Certifications Discounts
- Prioritization: Livefire & Center for Advanced Learning CAL professional development
- Not For Resale License (NFR)*
- Free Premium subscriptions to the VMware Learning Zone

For more information about application and usage of the Pinnacle badge, please see the Branding Guidelines

More information about Partner Connect benefits and requirements is available in the Partner Connect Program Guide

For details on specific benefits applicable to Pinnacle Partners, visit the Pinnacle Partner Benefit page on the Partner Connect Portal.

* Does not apply to the VMware Cloud on AWS Competency

Eligibility to Achieve Pinnacle Level in Partner Connect

MSC Recognition

Partner Locator Listing

Press Release Template

Master Services Competency Recognition

Digital Designation*

The MSC Designations are digital files available to partners who have attained an MSC in a specific IT Pathway, it offers partners the opportunity to differentiate their achievement and expertise in a specific service capability, prior to reaching full Pinnacle level

What is the MSC Designation?

A digital designation that:

- Signals achievement of advanced technical certifications, independent of partner program leveling level
- Symbolizes high-level service capability and expertise that has been validated by customer references
- Represents a milestone on the path to becoming a Partner Connect Pinnacle Partner

How do Partners use the MSC Designation?

Partners may display this Designation on their web pages, digital assets, partner playbooks for their customers, and booth signage

Once a partner achieves Pinnacle Partner status, the Partner Connect Pinnacle Partner badge should be used instead

How do Partners access the MSC Designation?

Available ***by request only*** (via msc@vmware.com)

These Designations ***will not*** be posted externally to the Portal or available for download

***Example**: MSC Designation layouts*

*The MSC Designations are **not available for download** on the Partner Connect Portal. They cannot be found by searching the Portal. Information about the Designations is provided in the VMware Partner Brand Guidelines located on the Portal, or via Partner Managers.

Eligibility to Achieve Pinnacle Level in Partner Connect

MSC Recognition

Partner Locator Listing

Press Release Template

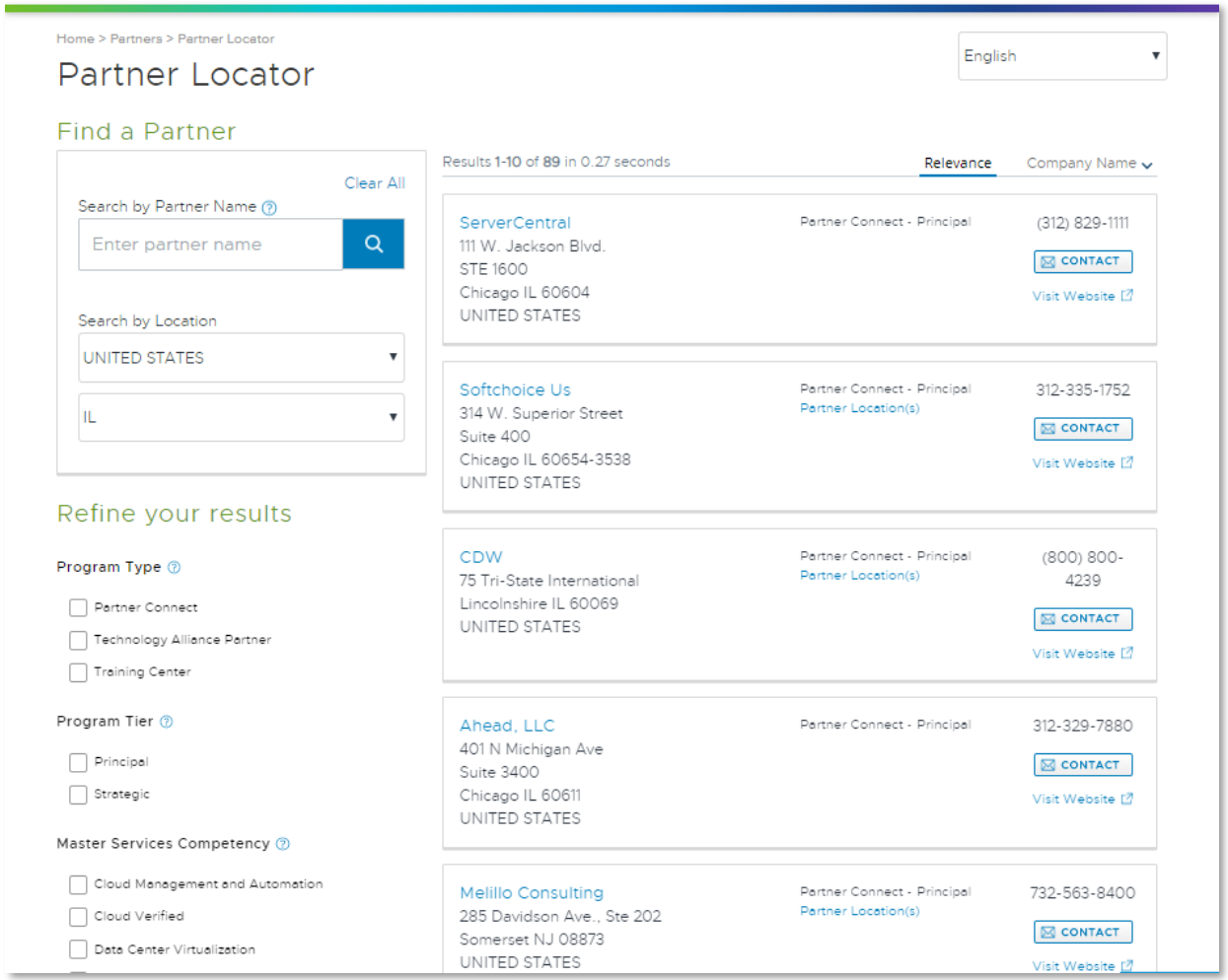
Partner Locator Listing

With your first Master Services Competency achievement, Partners are automatically included on the VMware Partner Locator, allowing your company to appear when customers search for partners with expertise in a Master Services Competency area.

The key benefits of Partner Locator:

- **Location-enabled search** (helps customers find the closest partners with a single click)
- **Powerful tools** (enables filtering search results by partner name, program type, level, specialization, competency, and geographic location)
- **Direct email** (interested customers can email partners directly from within the portal)

- Partners draw prospects referred to their website from vmware.com
- Partners pick up email leads referred to them from vmware.com
- Maximize visibility with prospects by ensuring the Partner Locator listing is updated
- Review the partner listing at vmware.com> Partners>Partner Locator



Partner Locator recently identified **102.8K** partners to prospects, drove **15.5K** prospects to partner websites, and facilitated **6,043** prospect to partner email engagements

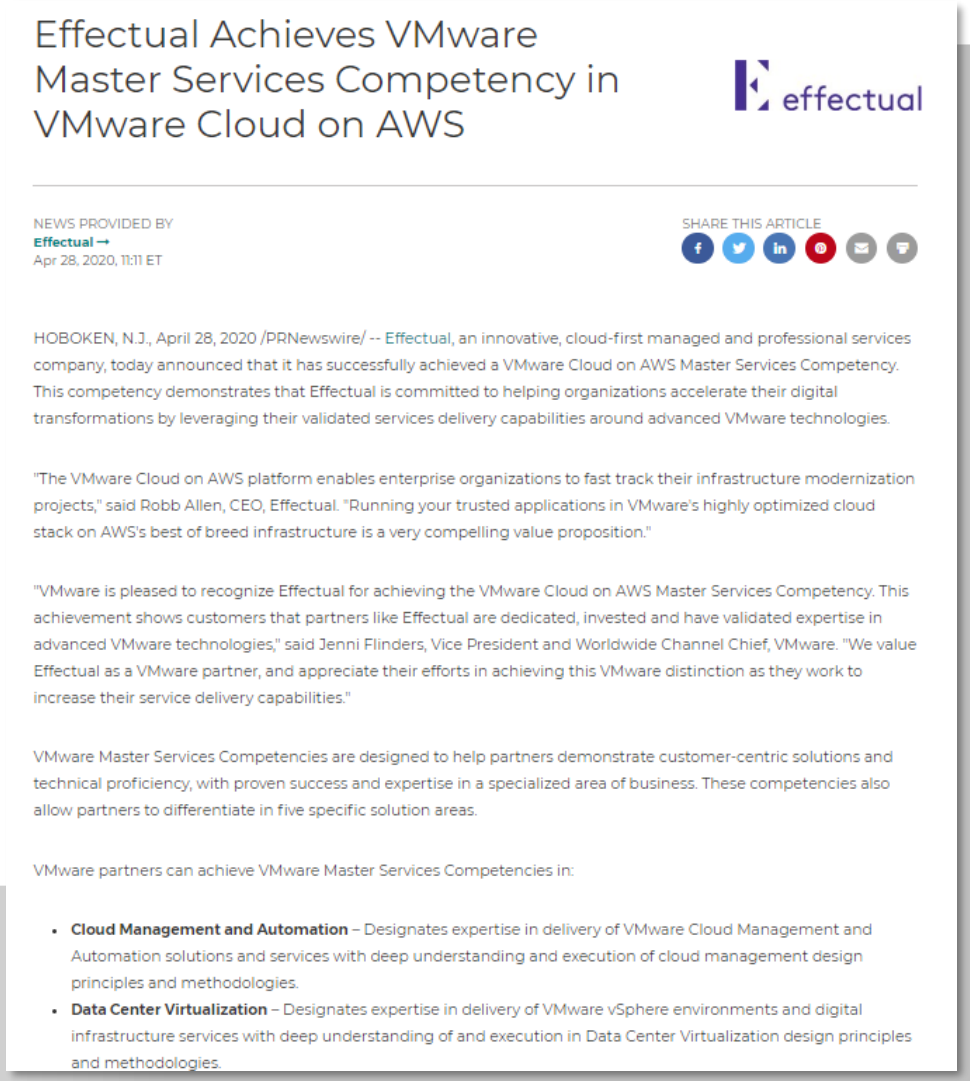
Press Release Template

Using the VMware MSC press release template Master Services Competency achievement gives your organization instant exposure around MSC achievement while branding your expertise and capabilities in the industry.

Request your press release template now:

1. Download the Press Release Template from Partner Connect Portal
2. Fill in the information in the template provided
3. (OPTIONAL) Include a quote attributed to a representative from your company
4. Submit the completed news release template back to partnerpr@vmware.com and copy your VMware marketing/business manager, if applicable, on the email.

Press Release Example



Effectual Achieves VMware Master Services Competency in VMware Cloud on AWS

effectual

NEWS PROVIDED BY
Effectual →
Apr 28, 2020, 11:11 ET

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HOBOKEN, N.J., April 28, 2020 /PRNewswire/ -- Effectual, an innovative, cloud-first managed and professional services company, today announced that it has successfully achieved a VMware Cloud on AWS Master Services Competency. This competency demonstrates that Effectual is committed to helping organizations accelerate their digital transformations by leveraging their validated services delivery capabilities around advanced VMware technologies.

"The VMware Cloud on AWS platform enables enterprise organizations to fast track their infrastructure modernization projects," said Robb Allen, CEO, Effectual. "Running your trusted applications in VMware's highly optimized cloud stack on AWS's best of breed infrastructure is a very compelling value proposition."

"VMware is pleased to recognize Effectual for achieving the VMware Cloud on AWS Master Services Competency. This achievement shows customers that partners like Effectual are dedicated, invested and have validated expertise in advanced VMware technologies," said Jenni Flinders, Vice President and Worldwide Channel Chief, VMware. "We value Effectual as a VMware partner, and appreciate their efforts in achieving this VMware distinction as they work to increase their service delivery capabilities."

VMware Master Services Competencies are designed to help partners demonstrate customer-centric solutions and technical proficiency, with proven success and expertise in a specialized area of business. These competencies also allow partners to differentiate in five specific solution areas.

VMware partners can achieve VMware Master Services Competencies in:

- **Cloud Management and Automation** – Designates expertise in delivery of VMware Cloud Management and Automation solutions and services with deep understanding and execution of cloud management design principles and methodologies.
- **Data Center Virtualization** – Designates expertise in delivery of VMware vSphere environments and digital infrastructure services with deep understanding of and execution in Data Center Virtualization design principles and methodologies.

vmware Partner Connect

Resources

VMware Confidential – made available to VMware authorized partners solely for their internal reference

Partner Resources

01 VMWARE PARTNER COMPETENCIES

Public Access

- VMware

Password Protected

- Master Services Competencies Page
- Partner University Master Services Competencies Overview

02 MASTER SERVICES COMPETENCIES

- Cloud Management and Automation MSC
- Cloud Native MSC
- Data Center Virtualization MSC
- Digital Workspace MSC
- Network Virtualization MSC
- VMware Cloud on AWS MSC
- VMware Cloud Foundation
- Master Services Competency Dashboard
- Frequently Asked Questions (FAQ)
- Host Satellite

Master Services Competencies continues in the next column…

Master Services Competencies continuation…

Customer References

- Submit a Customer Reference
- How to Submit a Customer Reference Quick Reference Guide
- Master Services Competency Customer Reference

Additional Resources

- VMware Certifications

03 QUESTIONS

Submit a support case or chat live on Partner Connect page or email partnerconnect@vmware.com

Languages

English	Spanish	Portuguese	French
Japanese	Dutch	German	Korean
Italian	Chinese	Russian	Flemish

SUPPORT HOURS

24 hours a day, Monday through Friday

Please note that the above links may reference supplemental programs and you/your organization's participation in such programs will be subject to the requirements and/or terms published at those links.

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THANK YOU

For questions or more information,
contact partnerconnect@vmware.com

vmware Partner Connect