One Program. Limitless Opportunities.

"Multi-cloud environments and consumption-based services delivery promise limitless opportunities for cloud-smart partners. The newly redesigned Partner Program makes it easier and more rewarding than ever to be a VMware partner, empowering you to capitalize on growth opportunities, expand your capabilities, and position your business for long-term success."

Ricky Cooper
Head of Worldwide Partner & Commercial Organization

"Optimized for partner profitability, Partner Connect is aligned with the way you go to market today. The program uses a simplified, unified framework and points system to accelerate growth and reward you for the totality of your VMware achievements and capabilities, whether you are a solution reseller, cloud service provider, solution services, solution builder or some combination thereof."

Tracy-Ann Palmer
Vice President, Global Channel Sales Programs Channel Compliance

Reinventing the VMware Partner Experience

Our vision for every VMware partner is that you own the customer lifecycle end to end, leading with your services, partnering with others, and building predictable recurring revenue streams.

Capability Recognition

Recognize your achievements in training and innovation, from foundational capabilities to differentiated services and IP.

Unified Program

One program platform for all partner business models connects partner programs and value-adding activities in one universal point system.

Practice Development

Structured, streamlined pathways help you expand and differentiate your VMware practice while accelerating time to customer value.

Rewarding Partner Investment

Track-specific criteria rewards you with incentives and benefits as you grow your VMware practice and progress in Partner Connect.

Flexible Approach

Versatile program structure supports you however you choose to go to market, whether with one business model or several.

Automated Insights

Self-serve access to dashboards and tools provides up-to-date views of your profitability and progression with VMware.
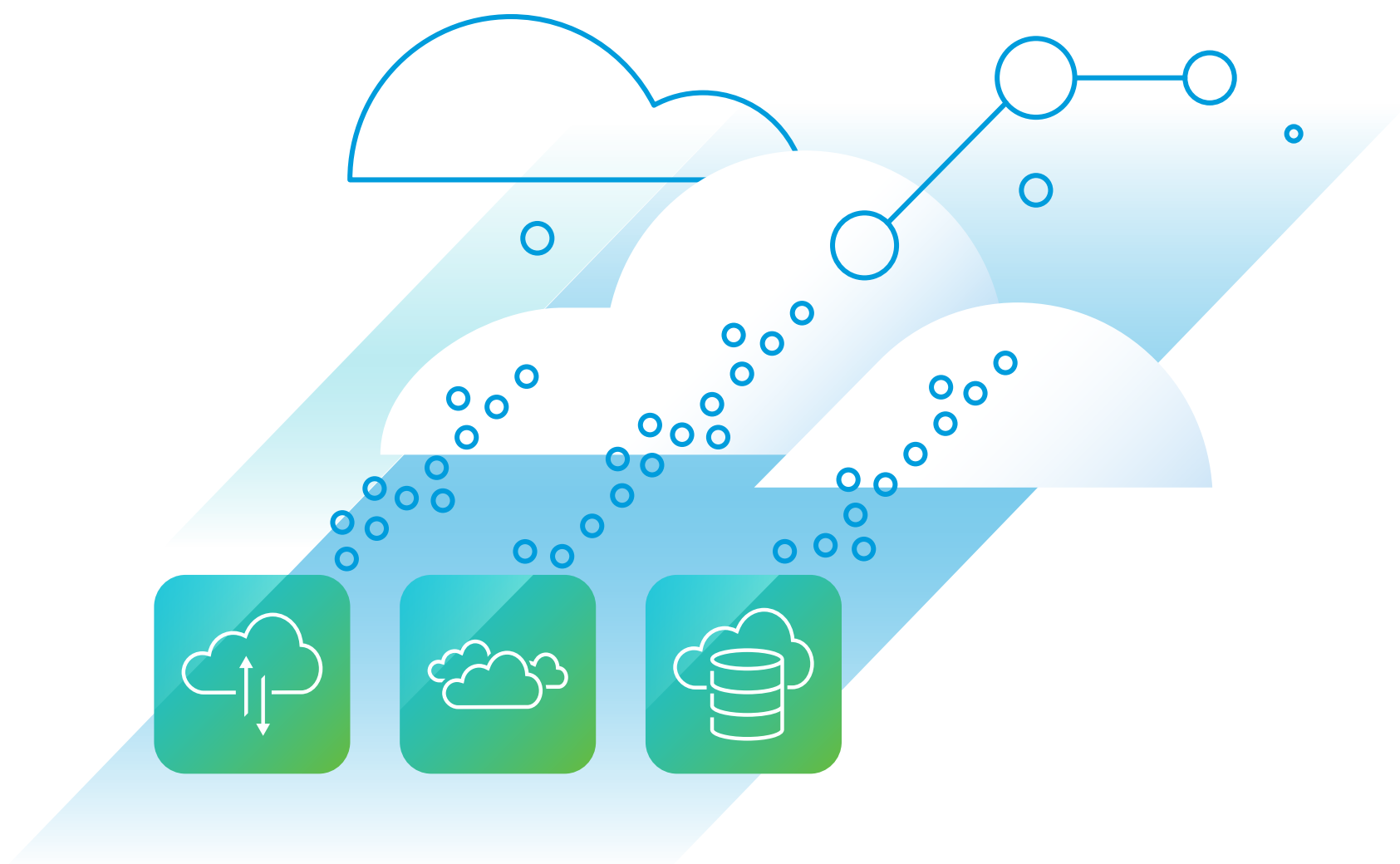
Table of Contents

The Multi-Cloud Era: What's Happening in the Industry Today

Rapid evolution and a generational shift in the importance of IT ecosystems is underway, driven by cloud growth, SaaS/subscription sales, and the potential for ecosystems to disrupt established business models. VMware Partner Connect sets you up for success.
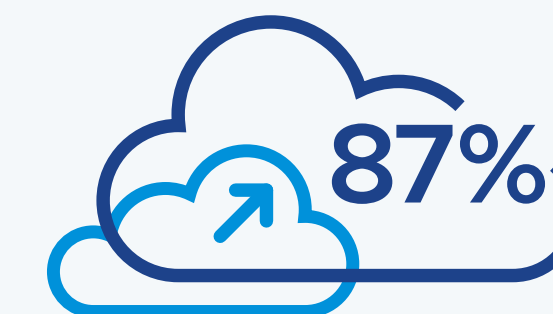
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Multi-Cloud Environments Are Now the Norm

Multi-cloud will be the dominant operating model for digital business for years, if not decades, to come—which means exceptional opportunities for skilled, cloud-smart partners.

500+

The average organization uses 500+ apps distributed across clouds[1]

87%

87% of enterprises are using at least 2 clouds today, up from 73% in 2021[2]

40%

40% of enterprises are using at least 3 clouds[2]

97%

97% of cloud-smart organizations say multi-cloud has had a positive impact on revenue[3]

1. K2 Cybersecurity, "Average Enterprise Runs 464 Custom Applications," March 2021   2. VMware Internal Analysis, July 2021   3. VMware Multi-Cloud Maturity Index, June 2022

With Multi-Cloud Comes Complexity

Many customers have claimed quick early wins in cloud transformation, but they are now in "cloud limbo" over how to advance digital transformation further. Nonetheless, they continue to explore public/private/hybrid cloud environments to capture business advantage.

Multi-Cloud Complexity

IT Spend is Under Scrutiny

Inflationary pressures are heightening customers' need for visibility and control of IT spending while unlocking the full value of their IT investments and deployments.

Multi-Cloud is Multifaceted

Multi-cloud deployments can offer agility and control of IT environments, with many attendant business benefits, but siloed clouds create complexity.
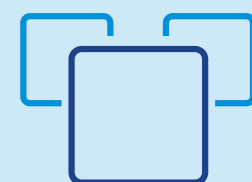
Apps Are a Differentiator

Public cloud adoption is driving demand for application modernization to convert legacy apps, accelerate development velocity, and improve business insights.

5G is Transformational

5G cloud adoption will unleash computational power and transform network infrastructure, especially cloud, through lower latency, greater capacity, and faster network speed.

Service Delivery is Evolving

Customer demand for flexible service delivery models—SaaS and subscription—is on the rise as they seek effortless scalability that is in harmony with investment strategies.

In-House Expertise is Limited

Optimized multi-cloud management is a universal accelerant for digital business, but customers often lack the expertise in-house to manage their own digital transformation.
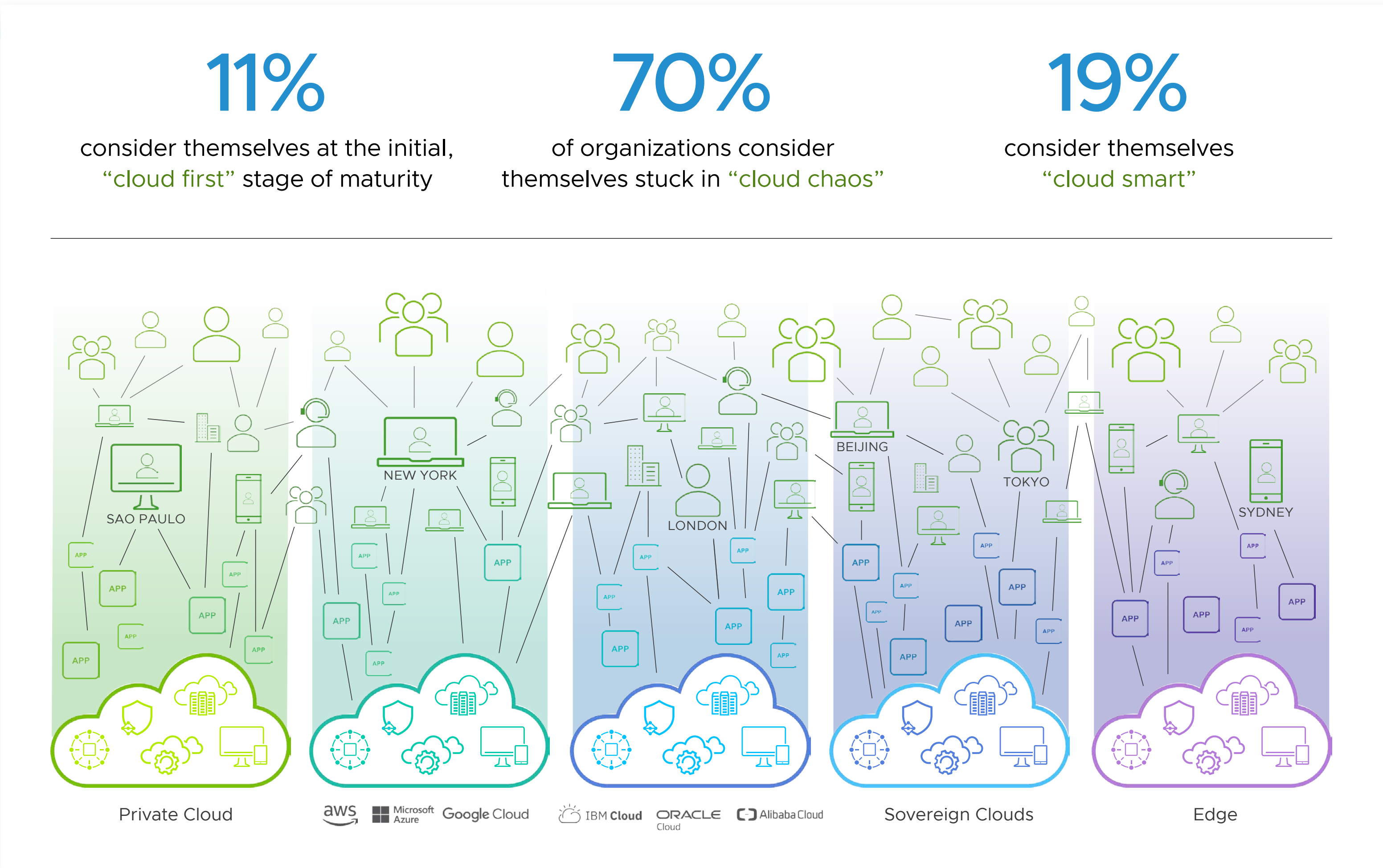
Regulations Prompt Private Clouds

Private and sovereign cloud adoption driven by regulatory requirements and security threats (especially for highly sensitive data) is increasing local and government cloud adoption.

Complexity Breeds Chaos

Disjointed cloud environments create chaos, vulnerability and subpar experiences. Customers need their apps and environments to work together across clouds—to connect, integrate easily, and be accessible yet secure.

11% consider themselves at the initial, "cloud first" stage of maturity

70% of organizations consider themselves stuck in "cloud chaos"

19% consider themselves "cloud smart"

SAO PAULO

NEW YORK

LONDON

BEIJING

TOKYO

SYDNEY

Private Cloud

aws | Microsoft Azure | Google Cloud

IBM Cloud | ORACLE Cloud | Alibaba Cloud

Sovereign Clouds

Edge

Source: VMware FY23 Q4 Executive Pulse, N=452 Enterprise Technology Executives

What Customers Want Now

Customers need trusted advisors—cloud-smart partners—to accelerate their digital transformation and help them navigate increasingly complex multi-cloud environments. For them, it's not about the infrastructure, it's about the outcomes they can achieve with the infrastructure.

$341B
Professional Services total addressable market (TAM)[2]

$150B
Multi-cloud total addressable market (TAM)[1]

- ✓ Business outcomes that technology enables—not technology for its own sake

- ✓ Expertise in leveraging multiple technologies to serve their business needs

- ✓ The ability to innovate without vendor lock-in

- ✓ Airtight data security and compliance with all regulations

- ✓ A single operating model across cloud environments that marries simplicity and consistency with agility and enterprise IT control

- ✓ Cloud subscription and consumption-based models that give them financial flexibility and enable them to scale effortlessly

1. Combination of FY23 TAMs for multi-cloud, application modernization and EUC   2. Gartner forecast, IT services worldwide 2015-2023

Enabling the VMware Cloud-Smart™ Ecosystem

The future will be led by our partners,
with limitless opportunities for services-driven
growth in the multi-cloud era.

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In a Multi-Cloud World, Services Drive Profits

With domain expertise, mutually beneficial partner relationships, and specialized skills and IP, you are uniquely positioned through the services you provide to drive smart cloud adoption, manage complex environments, and accelerate business transformation for your customers.

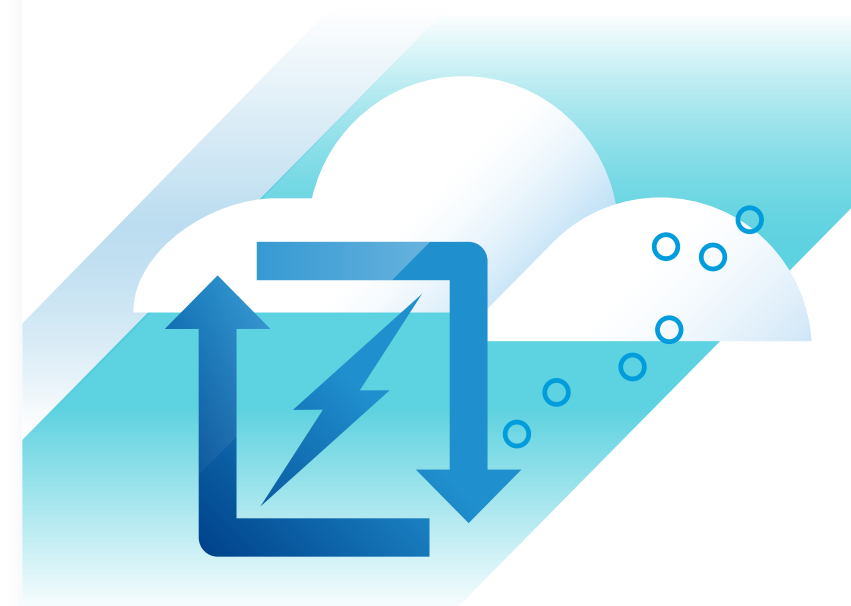## What drives margins for the most successful VMware partners:

Professional Services
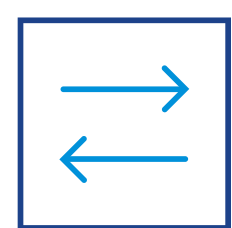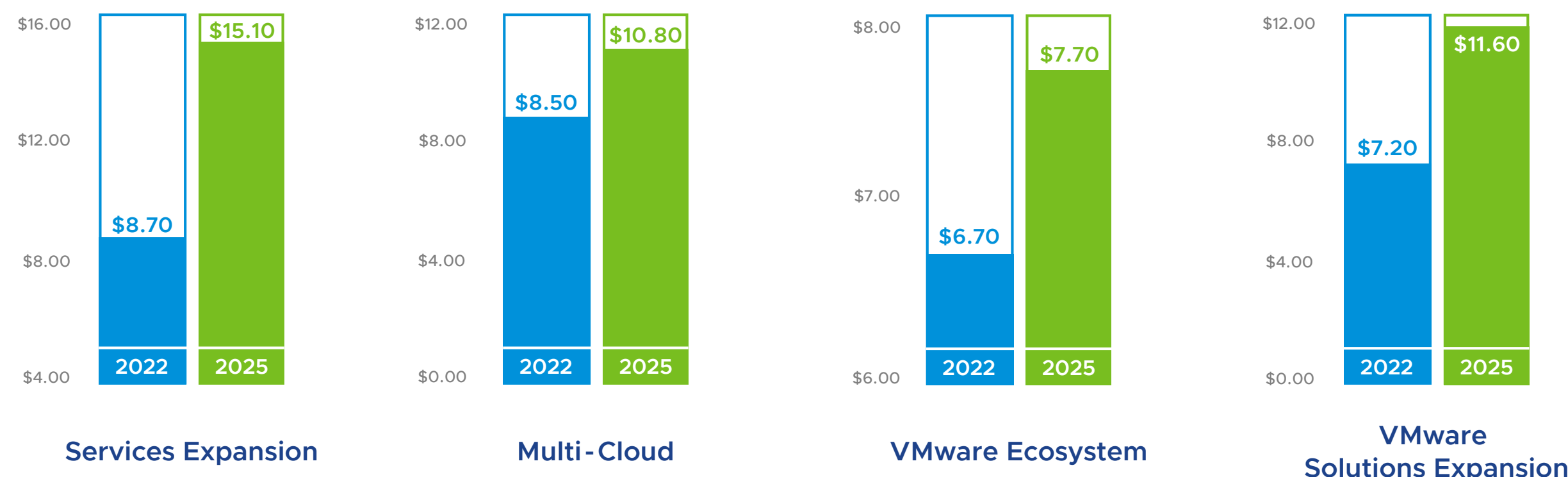
Business Transformation

Digital Transformation

The Multi-Cloud Multiplier Effect

Sponsored by VMware, IDC's "VMware Partner Market Opportunity in a Multi-Cloud World" infographic and e-book highlight the opportunities awaiting you in multi-cloud and services and provide a revenue growth forecast for partners that expand their VMware offerings.

Multipliers per $1USD invested, 2022 vs. 2025

Services Expansion
- 2022: $8.70
- 2025: $15.10

Multi-Cloud
- 2022: $8.50
- 2025: $10.80

VMware Ecosystem
- 2022: $6.70
- 2025: $7.70

VMware Solutions Expansion
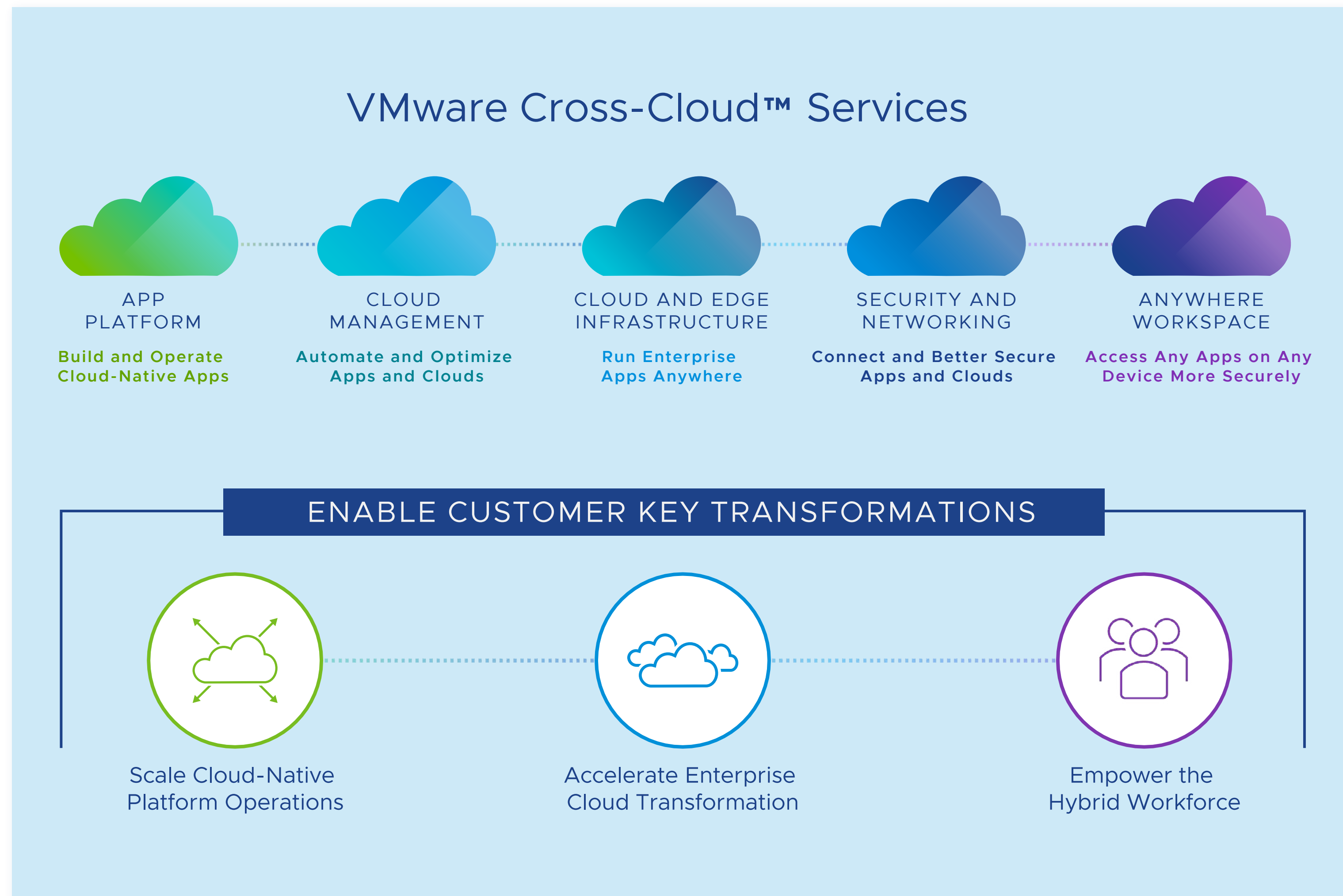- 2022: $7.20
- 2025: $11.60

Technology Innovation

VMware Cross-Cloud™ Services can be deployed singularly or in unison to address the complexity of your customers' multi-cloud environments using a cloud-smart approach to build, operate, access, and secure any app on any cloud.

VMware Cross-Cloud Services can be deployed:

✓ In isolation to solve a single problem

✓ Piecemeal to fill the gaps customers have, but also to help them use their existing tools

✓ As an entire end-to-end solution

VMware Cross-Cloud™ Services

APP PLATFORM
Build and Operate Cloud-Native Apps

CLOUD MANAGEMENT
Automate and Optimize Apps and Clouds

CLOUD AND EDGE INFRASTRUCTURE
Run Enterprise Apps Anywhere

SECURITY AND NETWORKING
Connect and Better Secure Apps and Clouds

ANYWHERE WORKSPACE
Access Any Apps on Any Device More Securely

ENABLE CUSTOMER KEY TRANSFORMATIONS

Scale Cloud-Native Platform Operations

Accelerate Enterprise Cloud Transformation

Empower the Hybrid Workforce

Go-to-Market Innovation

Supported by our industry-leading portfolio, VMware is harmonizing our go-to-market approach with our partners to open the door to limitless opportunities.

Pivot to SaaS/ Subscription Models

VMware is helping partners pivot to SaaS and subscriptions to tap into predictable revenue streams through ongoing cloud consumption, repeatable services offerings, and technology upgrades.

Incentives Aligned to Multi-Cloud

The VMware Multi-Cloud Adoption Program is designed to help customers adopt a multi-cloud strategy by accelerating their migration and modernization journey using proven methodologies, resources, and funding support.

Integrated Sales Strategy
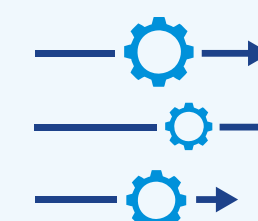
VMware's Go-To-Market Play System (GPS) aligns VMware Cross-Cloud Services outcomes to a small set of targeted sales plays coordinated with enablement and incentives, providing a streamlined and cost-effective solution.

A Marketplace of Opportunities

VMware Marketplace™ broadens your reach by giving you access to VMware customers of all sizes, across industries, in every stage of cloud adoption. You also benefit from VMware lead generation and co-marketing opportunities.

Partner Program Innovation

Being a part of the VMware Cloud-Smart Ecosystem enables you to accelerate growth, expand your capabilities, and capitalize on exceptional revenue opportunities—in short, to bring all the benefits of VMware Cross-Cloud Services to your customers. You will see the strategy behind the ecosystem reflected in the new Partner Connect program, enabling you to drive "outcomes-as-a-service" and create customers for life.

Customer-First

To unleash the true power of the VMware Cloud-Smart Ecosystem, VMware provides a flexible, collaborative framework that enables you to be your customers' trusted advisor and champion their digital transformation.

Outcomes Delivered

The VMware Cloud-Smart Ecosystem is aligned to partners' four primary go-to-market business models, with holistic support to build capabilities and leadership across the entire customer lifecycle.

Partner-Led

The VMware Cloud-Smart Ecosystem helps you make the most of your customer relationships and investments in VMware, enabling you to deliver successful technology outcomes while growing profitably.

CUSTOMER OUTCOMES

SOLUTIONS

SOLUTION SERVICES

CLOUD SERVICE PROVIDER

CUSTOMER LIFECYCLE

SOLUTION BUILDER

SOLUTION RESELLER

PARTNER PROFITABILITY

PARTNER EXPERIENCE

The VMware Partner Connect Evolution:

Simplified Structure.
Elevated Experience.
Limitless Opportunity.

Capitalize on the limitless opportunities of the multi-cloud era with Partner Connect, redesigned with and for partners to accelerate capabilities in services delivery and subscription sales across all business models and routes to market while reducing operational friction.

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How Has Partner Connect Changed?

VMware has transformed Partner Connect. Optimized to maximize your investment and profitability, the reimagined program provides a uniquely flexible points-based system that recognizes and rewards you for all the ways in which you create value, while supporting and incentivizing your growth.

LEGACY						CURRENT				
Enrolled New	Enrolled Authorized	Partner	Advanced	Principal	**LEVELS**	Community	Select	Advanced	Principal	Pinnacle
Partners advance through defined IT pathways					**BUSINESS MODELS**	Solution Reseller	Cloud Services Provider	Solution Services	Solution Builder	
Tier credits earned for transactional bookings only					**PERFORMANCE PROGRESSION**	Points are earned for activities across the customer lifecycle for transacting and non-transacting partners				
Multipliers for license type and market/solution maturity					**MULTIPLIERS**	Multipliers for license type and market/solution maturity are updated and stackable				
Solution Competencies and Master Services Competencies aligned to IT pathways					**CAPABILITY PROGRESSION**	Earn points toward level progression through an expanded portfolio of learning paths, competencies and specializations				
Benefits tied to program tier within Partner Connect					**BENEFITS**	Advancing through program levels unlocks greater financial and non-financial benefits.				
Incentives directly aligned to program tier within Partner Connect					**INCENTIVES**	Advancing through program levels unlocks greater incentives across the customer lifecycle.				

Four Partner Business Models Aligned to Customer Outcomes

Partner Connect is flexible, enabling you to accelerate growth while being rewarded for all the ways you go to market now. The program provides simple, clear paths to profitability as you move fluidly between four business models to deliver value across the entire customer lifecycle.

Solution Reseller

Partner resells VMware software and services to customers to generate revenue and margins of VMware license and subscription sales.

Cloud Services Provider

Partner leverages VMware technology, cloud infrastructure and/or cloud services to deliver hybrid and multi-cloud solutions or fully managed cloud services.

Solution Services

Partner offers services before and beyond the transaction, with an emphasis on pre-sales advisory and post-sales lifecycle services.

Solution Builder

Partner embeds VMware technology as an integrated component of their own software offerings.

You can trust VMware to provide the right roadmap, resources, and incentives for your success in the multi-cloud era.

ACCESS THE IN-DEPTH PROGRAM GUIDE

VISIT VMWARE PARTNER CONNECT

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Partners Are Already Leading the Evolution

VMware partners who attended the 2022 VMware Partner Leadership Summit are, on average, already going to market via three different business models and providing a breadth of services, from advisory services before the sale to ongoing managed services and renewals.

$

$33B

Services opportunity for CY-23

90%

Are Solution Resellers or have resale motions

88%

Are Solution Service or have advisory and/or integrator practices

85%

Are Cloud Services Providers or provide managed services as operators

90%

Will have app development capabilities within the next two years (up from 30% just two years ago)
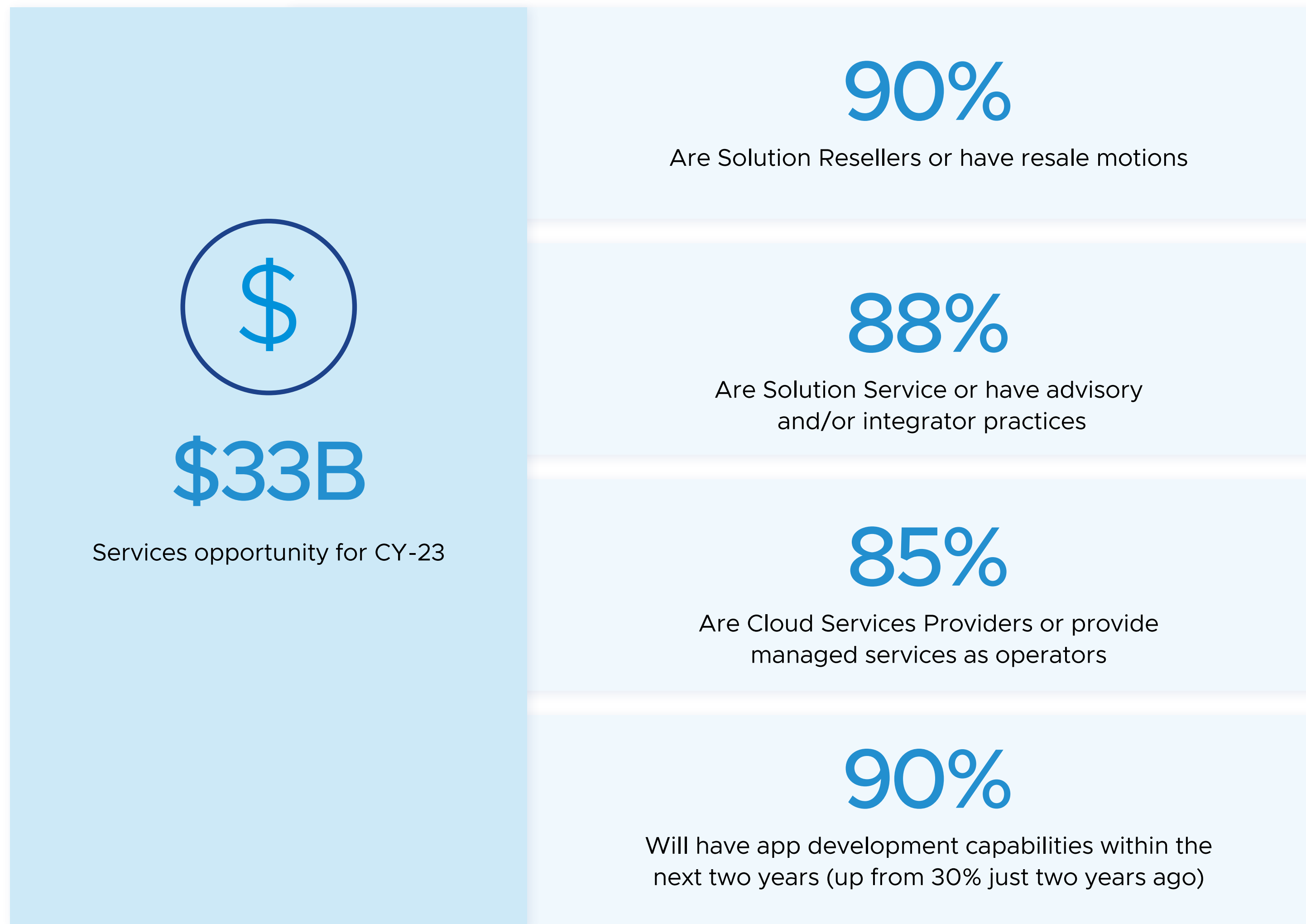
Source: VMware Internal Analysis

Five Streamlined Partner Levels

Partner Connect offers multiple paths to success. Whether you are just getting started, developing new areas of expertise, or expanding validated capabilities, the program enables you to build a profitable business with VMware and unlock exceptional value at every level of partnership.

Pinnacle

VMware's most strategic global and transformational partners with 50,500 points (50,000 performance points and 500 capability points) are candidates for the highest program level, Pinnacle. Recognized as technology leaders in their industries and regions, they have multiple program validations and demonstrated sales and services success at scale.

Benefits of Pinnacle status include exclusive VMware executive sponsorship and support in addition to all Principal and Advanced program benefits.

Principal

Partners with 1,000 points or more and robust sales and services capabilities, as demonstrated by advanced VMware certifications and customer success. Benefits of Principal status include access to co-selling, the Partner Acceleration Program and the Executive Engagement Experience, additional discounts, and prioritized listing in the Partner Locator.

Advanced

Partners with 300 points or more and demonstrated competencies in sales and technical services, as well as customer experience. Benefits of Advanced status include access to purchasing programs and education resources.

Select

Partners that have achieved initial milestones with 100 points in sales success (90%) and certified capabilities (10%). Benefits of Select status include new and expanded access to sales enablement, incentives, co-innovation resources, and marketing support, including listing in the Partner Locator.

Community

Partners that have completed the requirements to transact and/or service VMware technology. All Community members have foundational benefits such as access to resources for sales and technical enablement, co-innovation, demand generation, and practice development.

Advance Through Partner Performance and Capability

Progressing through Partner Connect levels requires you to excel in both performance and capabilities. New partners will enter the program at Community Enrolled where they will complete their initial onboarding requirements. Once completed, they will be elevated to Community and eligible to transact and/or perform activities.

Partner Connect Points Overview

- Progressing through Partner Connect requires a combination of sales and capabilities
- There is a required point split of 90% performance and 10% capability for leveling (Community - Principal)
- Performance points are earned through a combination of revenue (gross bookings) and/or lifecycle activities

90%	10%
Performance	Capability*
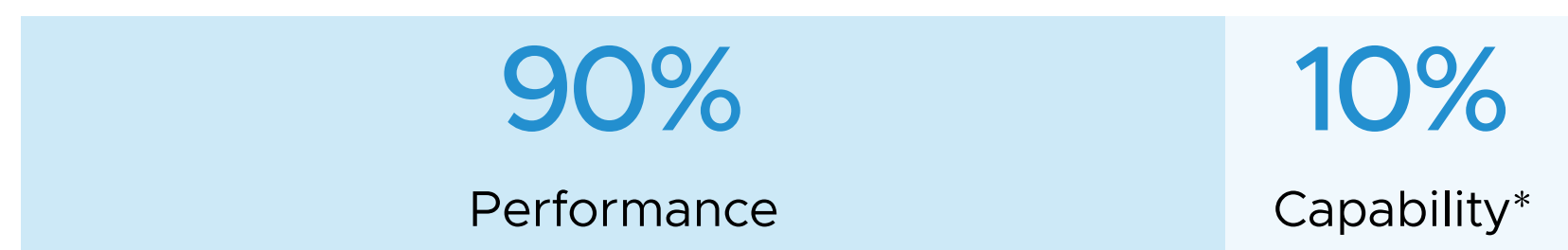
*roughly weighted

Program Levels

Levels are earned at a program level with Points + Requirements

Level	Points		Additional Requirements	
Pinnacle 50,500	50,000	Performance	• Executive Sponsor • Annual Joint Business Plan • **ANY TWO:** MSC, VSO, JBS, Specialization	
	500	Capability		
Principal 1,000	900	Performance	One MSC **OR** One VSO **OR** One JBS	
	100	Capability		
Advanced 300	270	Performance	Points Achievement	
	30	Capability		
Select 100	90	Performance	One Solution Competency	
	10	Capability		
Community 0-99	Onboarding		• Signed partner agreement • One-time program enrollment fee • Ethics and compliance training	• VSP foundation • Complete annual DDQ • VMware Code of Conduct

Points-Based System Rewards All the Ways Partners Go-to-Market

The new structure recognizes, aggregates, and rewards your accomplishments across transactions, service delivery, capabilities, and specializations. The unified points system replaces tier credits and IT pathways.

Learn more about the Partner Connect unified points system

[EXPLORE NOW]

Partner Connect Points Overview

- Priority weighting is based on license type, market and solution maturity, and lifecycle services
- Bookings calculated during program period (VMware) and reset every fiscal year
- Perpetual license and hardware resell AND renewal support and subscription (SNS) is capped

——— Performance Points ———

Total points awarded per booked deal based on TCV + multiplier points

Awarded per submitted and approved activity

— Capability Points —

Awarded per completed capability activity. Will carry over to next program period.****

Bookings		
$1,000 USD = 1 point		
	Mature Cap	Developing/ Emerging Cap
Subscription Bookings (Resell)	–	–
Cloud Provider Bookings SaaS	–	–
Cloud Provider Booking Subscriptions	–	–
Renewal: Subscriptions	–	–
Influence	–	–
OEM/eOEM Bookings & Renewals ***	–	–
License + Hardware Resell	150**	Varies by geo
Renewal: SNS	150**	Varies by geo

+

Multipliers	
Multipliers can stack	
	Multiplier
License Type*	Subs (Resell): 2x*
	CSP CB: 2x CSP SaaS: 4x
Subscription Multiplier only valid with deal reg	
Market Maturity	Developing: 1x
	Emerging: 3x
Solution Maturity	Developing: 0.5x
	Emerging: 0.5x

+

Lifecycle	
	Points
Deployment	30
Partner of Record	30
Incident Response Engagements	30
Proof of Concept	25
Partner 2 Partner	25
Technical Assessment	15

Capability	
	Points
Validated Service Offering	40
Cloud Verified	35
Master Services Competency	25
Specializations	20
VCP, VCAP/ Master Specialist	5, 10
Solution Competency	10

* Subs multiplier only valid with deal reg

** Some exclusions to point caps may apply depending on market and partner type

*** Cap will apply for third party crediting. See program guide for details.

**** Capability points earned by an individual partner employee who leaves that company will not carry over to the next program period.

An Intuitive Dashboard With Real-Time Data

The automated, self-service Partner Connect Dashboard gives you a simple digital experience that puts up-to-the-minute information at your fingertips. Views are easily customized so you know exactly where you stand across program metrics at any time.

For in-depth guidance on Partner Connect dashboards, visit the Program Progression Dashboard

DOWNLOAD NOW
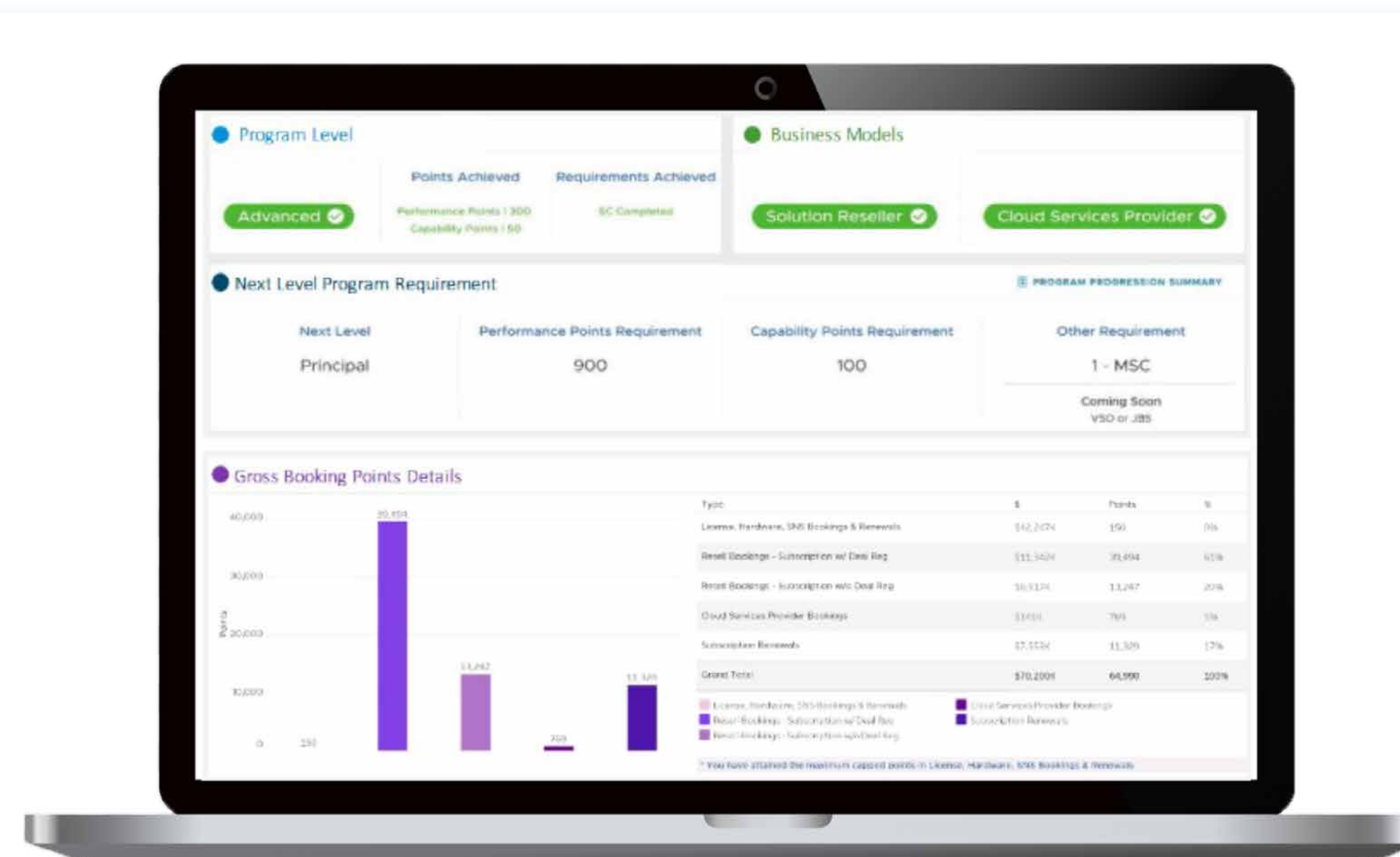
● **Program Level**
Shows program level with points and requirements achieved

● **Business Models**
Displays the business models for which partner has met the requirements

● **Gross Booking Points Details**
Provides additional visibility with detailed gross bookings, lifestyle, and capability calculations

● **Next Level Program Requirement**
Reflects the gap in performance and capability points along with other requirements needed to achieve the next level

Partner Connect Incentives

VMware gives you opportunities to earn financial incentives based upon the services and value you deliver to your customers to your customers prior to the sale, during the transaction itself, and after the sale. Incentives reward you for growing your business, achieving solution competencies and progressing to higher levels within the program.

Pre Sales

Select, Advanced, Principal, Pinnacle*
- Development Funds
- Proof of Concept
- Technical Assessments
- Opportunity Registration

Sales

Advanced, Principal, Pinnacle*
- Sales Rewards
- Big Bets
  - Seed Funds
  - Pay for Performance

Post Sales

Select, Advanced, Principal, Pinnacle*
- Deployment
- Activation
- Multi-Cloud Adoptions
- Partner-to-Partner (P2P)

*Incentives may differ by program level.

Incentives At-A-Glance by Business Model

VMware Partner Connect and its incentive programs reward partners for growing their business, achieving solution competencies, and progressing to higher levels within the program.

Incentive eligibility is determined and applied by program level, market maturity, and business model. For more information on our incentive programs, reference the Partner Connect Portal or contact our Partner Support Center.

To stay current on all Incentive and Investment program changes, access incentive/investment terms and conditions documentation directly from our Portal page.

Business Models	Sales Motion	Programs	Solution Reseller	Cloud Services Provider - SaaS	Cloud Services Provider Cloud Builder	Solution Services**	Solution Builder*
Pinnacle		All Incentives Available***	•	•		•	•
Principal		All Incentives Available***	•	•		•	•
Advanced	Pre-Sales	Opportunity Registration *Discount*	•				•
	Pre-Sales	Tech Assessment/Proof of Concept	•	•		•	
	Pre-Sales	Development Funds	•	•	•	•	•
	Sales	Big Bets	•	•	•	•	•
	Sales	Sell NEW	•	•			•
	Post-Sales	Activate NEW	•			•	
	Post-Sales	Deployment	•	•		•	
Select	Pre-Sales	Opportunity Registration *Deal Protection*	•	•			•
	Post-Sales	Partner-to-Partner (P2P)	•			•	
	Post-Sales	Multi-Cloud Adoption Program (MCAP)	•	•		•	
Community		Level Does Not Unlock Incentives					

* Opportunity Reg Discount & Protection/Sell Incentive - OEM/eOEM VMware Enterprise Order (VEO) Subscription only
** P2P eligible for IR partners & Multi-Cloud eligible for GSI partners
*** Incentive eligibility is determined and applied by program level, market maturity, and business model

Partner Incentives Historical Tracker

Track previous quarters' total incentive payout by category for a better understanding of the steps you can take to maximize your profitability.

Login to the Partner Portal to see your incentives history.

LOG INTO THE PARTNER PORTAL

Total Payout by Incentive and Investment Programs

Show By: Quarterly

Programs	FY20 Q2	FY20 Q3	FY20 Q4	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4	FY22 Q1	FY22 Q2	FY22 Q3	FY22 Q4	FY23 Q1
Total	$38,000k	$26,234k	$38,000k	$26,234k	$34,550k	$23,000k	$37,000k	$31,000k	$26,234k	$29,234k	$28,234k	$28,120k
Development Funds	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k	$4,000k

Legend: Development Funds, Sell, Activate, P2P, Assessments/POC, Big Bets, Deployment, Amplify

Training, Certifications, and Specializations

Expertise is the key to unlocking bigger deal sizes, better close rates, and higher profits. Take advantage of a range of VMware partner training programs to build solution skills and become a trusted advisor to your customers.

All Learning Paths, Solution Competencies, Master Services Competencies, and Specializations available to date continue to be valid and recognized in the new Partner Connect points framework.

vmware®

Four
Learning Paths

Reach your highest level of proficiency with VMware technologies. Whether you're just starting out with virtualization or you're a seasoned veteran marketing, selling, architecting, or deploying VMware solutions, our role-based learning paths will take you on an educational journey tailored to meet your needs.

Login to Partner University to access training

LEARN MORE

VMware's role-based Learning Paths provide sequential training roadmaps aligned with your job function, current skill level, goals, and your organization's area of focus.

✓ Differentiate your company's expertise

✓ Get a quantifiable return on your training investment

✓ Increase your eligibility for VMware Partner Connect benefits
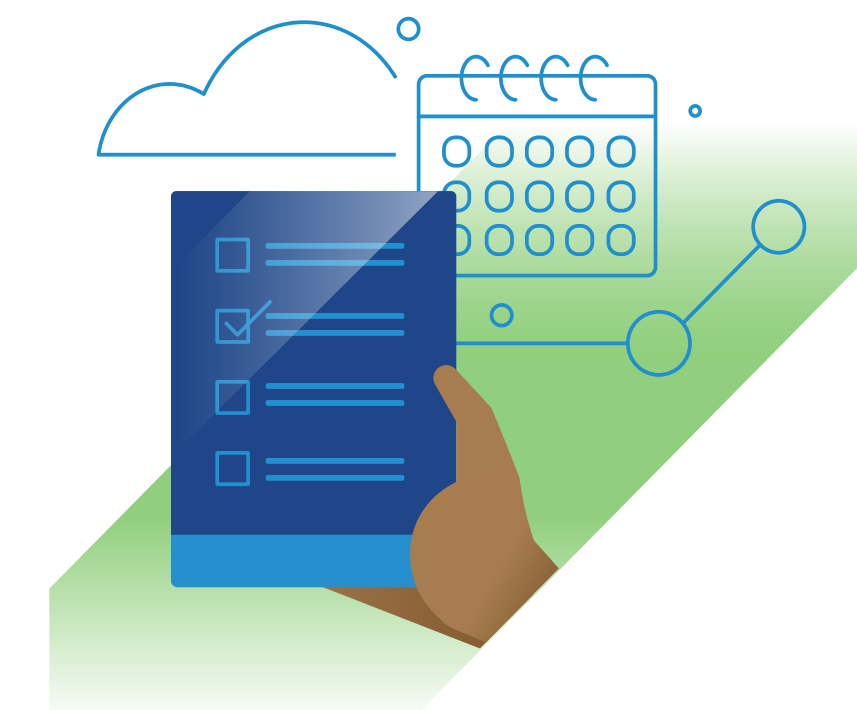
VMware Sales Professional (VSP)

The first step in the education journey for those in sales-related roles. Once you have mastered the basics, you can earn VSP accreditations in specific solution areas.

VMware Operations Professional (VOP)

Provides "quote-to-cash" process training and skills to effectively process orders, and to manage perpetual licensing products and subscription-based service offerings.

VMware Technical Solutions Professional (VTSP)

Gives those in technical selling roles the expertise needed to support VMware core products and solutions. It also imparts strategies for positioning solutions to end customers in harmony with VSPs.

VMware Certifications

Industry-recognized certifications for highly skilled technical professionals with demonstrated expertise in data center virtualization, cloud management and automation, network virtualization, or digital workspace.

Accelerate Points and Progression Through Training, Certifications, and Specializations

Capability points are an important aspect of the new unified point system for partners. Earned when you complete certain training and/or achieve various VMware certifications and accreditations, capability points complement performance points and are required to advance through Partner Connect program levels to unlock greater rewards and business-building benefits. The following pages go into more detail on the activities that earn you capability points.

Capability Points

Awarded per completed capability activity.
Will carry over to next program period.*

Capability	
	Points
Validated Service Offering	40
Cloud Verified	35
Master Services Competency	25
Specializations	20
VCP, VCAP/ Master Specialist	5, 10
Solution Competency	10

*Capability points earned by an individual partner employee who leaves that company will not carry over to the next program period.

Program Levels

Levels are earned at a program level with Points + Requirements

Level	Points		Additional Requirements
Pinnacle 50,500	50,000 Performance		• Executive Sponsor
	500 Capability		• Annual Joint Business Plan • **ANY TWO:** MSC, VSO, JBS, Specialization
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	30 Capability		
Select 100	90 Performance		One Solution Competency
	10 Capability		
Community 0-99	Onboarding		• Signed partner agreement • One-time program enrollment fee • Ethics and compliance training • VSP foundation • Complete annual DDQ • VMware Code of Conduct

Expanded Training, Competencies, and Specializations

Solution Competencies, Master Services Competencies and Specializations recognize sales and technical proficiency, delivery expertise, and customer success for next-generation VMware IT priorities. Achieving a VMware competency or specialization enables you to strengthen your services capabilities, unlock valuable benefits, and create opportunities to generate more revenue from your VMware business.

14 Solution Competencies

- Business Continuity Solution
- Cloud Provider
- Desktop Virtualization
- Endpoint Protection
- Hyperconverged Infrastructure
- Management Automation
- Management Operations
- Mobility Management
- Modern Applications Platform
- Network Security
- Network Virtualization
- Secure Access Service Edge
- Server Virtualization
- VMware Cloud on AWS

LEARN MORE

8 Master Services Competencies

- Cloud Management and Automation
- Cloud Native Apps
- Data Center Virtualization
- Digital Workspace
- Network Virtualization
- SD-WAN
- VMware Cloud Foundation™
- VMware Cloud on AWS

LEARN MORE

2 Specializations

- Partner-Led Customer Success
- Managed Services (coming soon)

LEARN MORE

Validated Service Offerings (VSOs)

For partner-led innovation, solutions and managed services.

LEARN MORE

Fourteen Solution Competencies

VMware Solution Competencies make it easier to distinguish yourself and deliver comprehensive virtualization and cloud computing solutions to your customers.

Explore Solution Competencies in the Partner University

LOGIN

Partner Solution Competencies focus on developing selling skills, architecture proficiency, and deployment expertise to help drive your success. They are a first step in achieving sales and technical expertise in VMware virtualization and cloud computing solutions. VMware partners with Solution Competencies generate higher annual sales and higher transaction sizes.

- Attained at the organizational level
- Solution-specific accreditations for sales, technical pre- and post-sales, as well as operations and licensing professionals
- Proven path to revenue and profitability
- Opportunity to differentiate your company's expertise
- Quantifiable return on training investment
- Increased eligibility for VMware Partner Connect benefits
- Instructor-led, virtual events, and 24/7 self-paced options

Eight Master Services Competencies

VMware Master Services Competencies validate your company's capacity to deliver services related to specific VMware technologies. These designate a high level of service capability as validated by your customers. Your organization attains a Master Services Competency by having the required number of individuals complete a set of advanced, solution-specific VMware certifications and submission of customer references.

Want more information about VMware Master Services Competencies?

LEARN MORE

Cloud Management and Automation

Designates partner organizational expertise in delivery of VMware Cloud Management and Automation solutions and services.

Cloud Native Apps

Designates partner organizational expertise to run and manage VMware Modern Application solutions.

Network Virtualization

Designates partner organizational expertise in delivery of VMware NSX® environments and services.

Data Center Virtualization

Designates partner organizational expertise in the delivery of VMware vSphere® environments and digital infrastructure services.

VMware Cloud Foundation™

Designates expertise in delivering business outcomes for data center modernization, application modernization, and hybrid cloud use cases.

SD-WAN

Designates partner organizational expertise to successfully design, deploy, and manage VMware SD-WAN solutions.

Digital Workspace

Designates partner organizational expertise to design, deliver, and support the ongoing management of customer apps, data, and virtual desktop solutions, whether on-premise or cloud delivered.

VMware Cloud on AWS

Designates expertise in the delivery of hybrid cloud solutions based on VMware Cloud on AWS.

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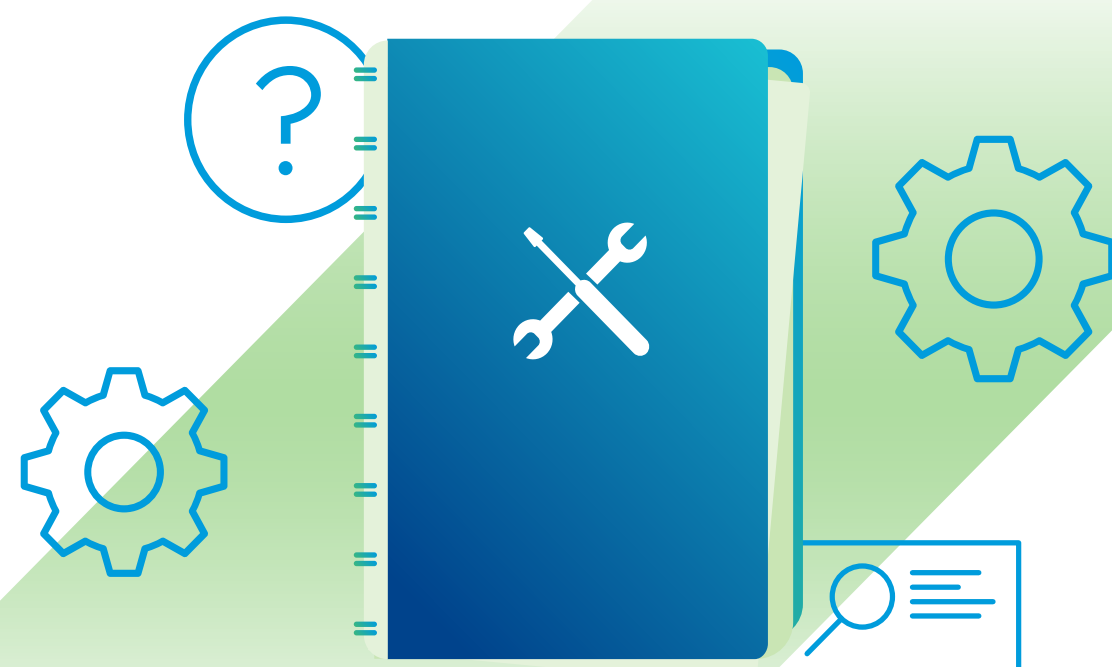
Two Specializations

Specializations provide unique additional partner practice extensions aligned to services delivery or specialized knowledge, differentiating your practice by validating skills beyond technical capability and capacity.

Partner-Led
Customer Success

Partners can collaborate to deliver Customer Success activities through VMware Success 360, VMware's Customer Success offering. Partners can also be accredited to deliver their own Customer Success offering.

- Generate long-term recurring revenue
- Reduce client churn
- Increase annual recurring revenue
- Make the customer experience better
- Improve solution adoption and expansion

COMING SOON
Managed Services
Specialization

The Managed Services Specialization allows VMware to identify and reward our most competent managed services partners delivering outcomes to our customers. It also provides a roadmap for partners to build a scalable managed services practice.

- Gain efficiency from standardized solutions
- Build long-term client relationships
- Generate predictable revenue

Visit Partner University to learn more about VMware Specializations

LOGIN

Validated Service Offerings (VSOs)

Differentiate your practice with Validated Service Offerings that support partner-led innovation, solutions and managed services built using VMware technology. Validation* ensures the functional and architectural completeness of joint solutions/services.

LOG INTO THE PARTNER PORTAL

vmware® Partner

VALIDATED SERVICE OFFERING

Validated Service Offering Badge

Partners interested in achieving VSO status are encouraged to explore the VMware Ecosystem Solutions Innovation Studio, a unique set of co-innovation and commercialization programs that help you create differentiated solutions and bring them to market quickly and effectively. Login to the Partner Portal to learn more.

- ✓ Earn capabilities points
- ✓ Capitalize on incentives
- ✓ Advance through program levels
- ✓ Differentiate partners' practice

- ✓ Enhance your reputation as a trusted advisor
- ✓ Showcase VSO badges in marketing collaterals and social media posts
- ✓ Gain access to Ignite Activation, Ignite Momentum and Ignite Elite
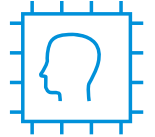
*Partners who resell the VMware portfolio but provide no additional services or solution building will be offered "Verified" status, but they will not be eligible for capability points nor will they receive a VSO badge

Partner Benefits
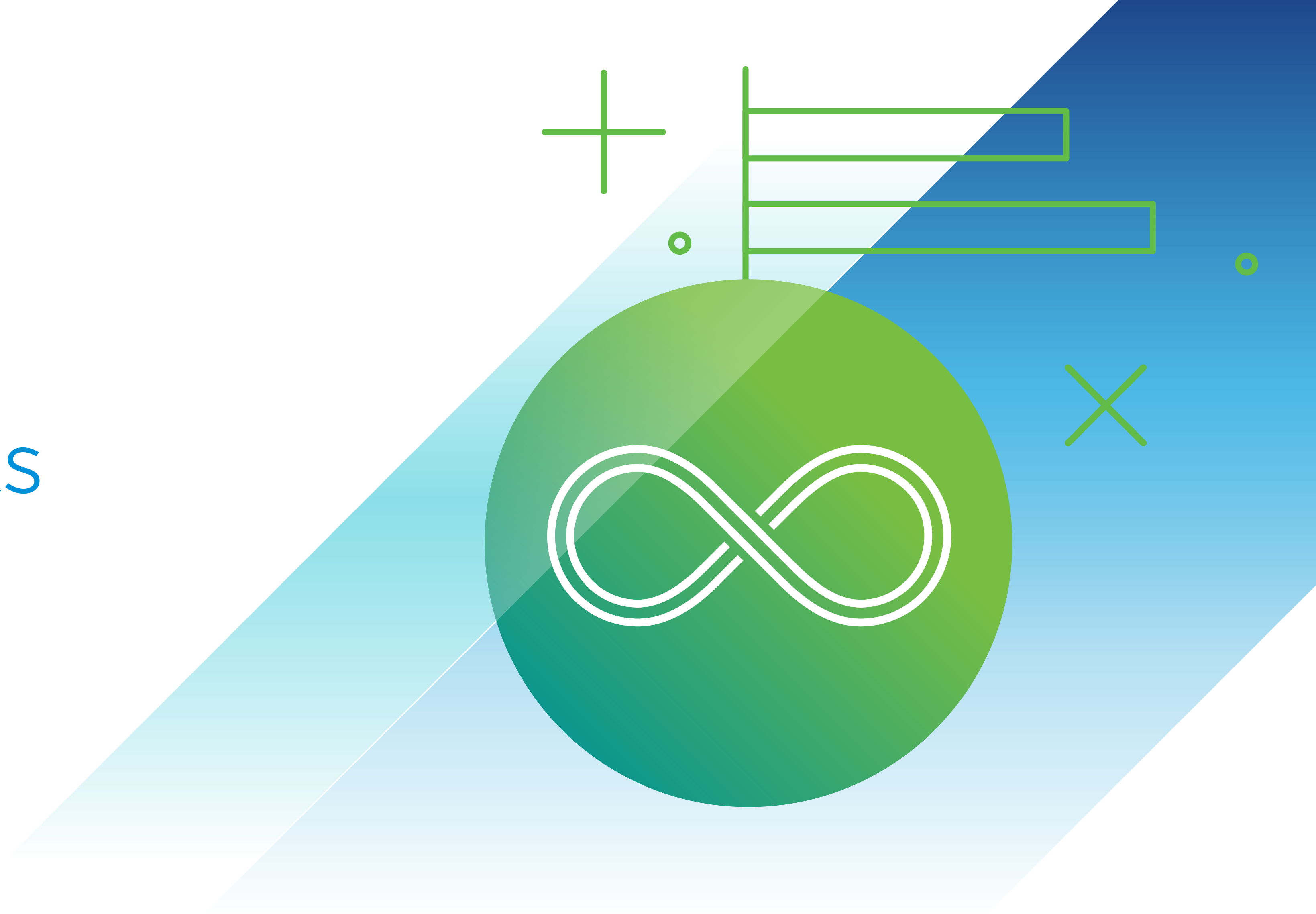
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At-a-Glance: New and Expanded Benefits

Completing foundational requirements allows you to transact with customers across the VMware portfolio. As you invest in VMware through increased training and overall achievements throughout the customer lifecycle, you earn opportunities for incremental and impactful rewards—both financial and non-financial.

Sales and Coverage

Ignite — UPDATED
Guided practice activation supporting partner competency achievement

Joint Account Team — NEW
Access to joint account team and engagement to create Joint Business Plan

Access to Executive Engagement Expertise — NEW
Accelerate specific unique growth areas via executive alignment

Test Drive — EXPANDED
Drive access for trailing and demoing SaaS products

NFR Licenses — EXPANDED
No-cost/low-cost VMware product licenses for testing in-house demo, training, and educational use

Deal Protection — EXPANDED
Opportunity reg for transactions and services providing deal prioritization for registering Cloud Services Provider - Saas Partner

Training and Education

Training Funds — NEW
VMware funded training to enhance partners depth and breadth within platform solutions (Pinnacle partners only)

Enhanced Discounts* — EXPANDED
Discounts of up to 50% (based on modality) on VMware official curriculum

Learning Subscription Promo* — NEW
Deepest ever discount of 60% (limited time promotion) on enterprise learning subscriptions to Pinnacle and Principal partners

Product and Solution

Solutions Lab — NEW
VMware facilitated hi-touch workshops to promote co-innovation and practice building

Solutions Hub — EXPANDED
Self-service digital platform enabling partners to curate and validate the solutions/services

Marketing

GPS Plays — NEW
VMware sales play assets that are repeatable to drive customer engagement, market penetration, and faster time to close

P2P Listing — NEW
Directory connecting partners with complementary skills to drive customer satisfaction

Badging — EXPANDED
Principal and Pinnacle badges available for partners to use externally

* Partner Enterprise Learning Promotion: Limited time offer expires June 30, 2023. 60% off Enterprise Learning Subscriptions. Minimum purchase of 3 subscriptions required, limit of 10 subscriptions per partner account. Pinnacle and Principal tier partners eligible for promotion.

VMware Ignite Practice Development Program

VMware Ignite is a unique partner practice activation and development program with a rigorous and proven methodology offering structured development paths to build capabilities for industry-leading partner return on investment and monetization.

The VMware Ignite practice development framework enables you to sell and deploy VMware solutions and accelerate your transition to SaaS and subscription business models to capture the multi-cloud opportunities.

VMware Ignite Partner Benefits
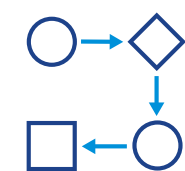
Proven, milestone-based approach provides a structured, VMware-supported path to build marketing, sales, and technical capabilities

Additional revenue streams that drive increased bookings, services engagements, ecosystem sales, and profits

First-in-line access to exclusive training and VMware experts to support sales and development efforts

PARTNER LAUNCH: IGNITE ACTIVATION
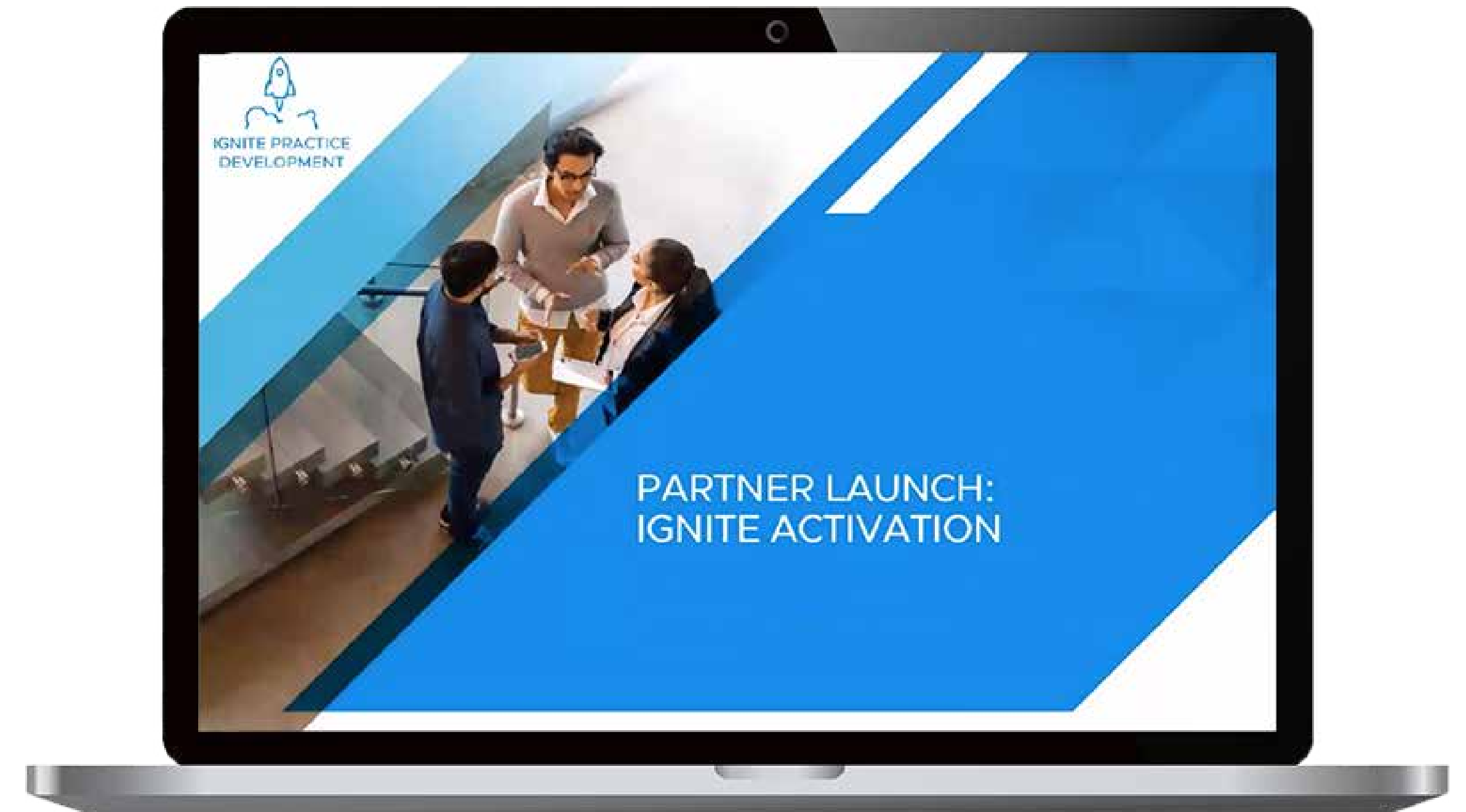
Learn more about the VMware Ignite Program

WATCH VIDEO

Activating the VMware Cloud-Smart Ecosystem Through Ignite

The Ignite program is available to all partners and all routes to market with a minimum of $10,000K investment in the past 12 months.

Community	Community/Select	Advanced	Principal	Pinnacle
Scale	**Boost**	**Activation**	**Momentum**	**Elite**
Self-service, on-demand enablement for all partners	Leverage distributor expertise to help you achieve your first Solution Competency	Accelerating the ability of services partners to drive lifecycle outcomes	Accelerating the ability of services partners to drive lifecycle outcomes	High-touch co-innovation driving practice expansion for global partners
• Self-Service IP • 0-400 EDU • Prescriptive Enablement Focused	• Program Managed • Incentives Program • 0-100 EDU • Solution Competency • Prescriptive Enablement, Marketing and Sales Activation	• Defined Path to Master Services Competencies	• Program Managed • Incentives Program • +400 EDU • Customer Success Certifications • Prescriptive Enablement, Marketing, Sales, and Services Activation	• Program Managed • Incentives Program • Multi-team Approach • Jointly Developed Enablement, Activation, and Execution Plan

VMware Ecosystem Solutions Studio

Bring to market innovative VMware Validated Service Offerings (VSOs) that meet customers' unique needs and help build a prosperous practice.

Visit here to lean about Ecosystem Solutions Studio.

VMware Solutions Lab

Refine, realize, and take your vision- inspired ideas to market with the help of Solutions Lab, a comprehensive program of guided assistance and support from VMware experts.

A Solutions Lab is a high-touch, facilitated workshop that identifies opportunities for co-innovation and practice building.VMware validates these solutions, thereby reducing your deployment complexity, costs, and time to value.

VISIT SOLUTIONS LAB
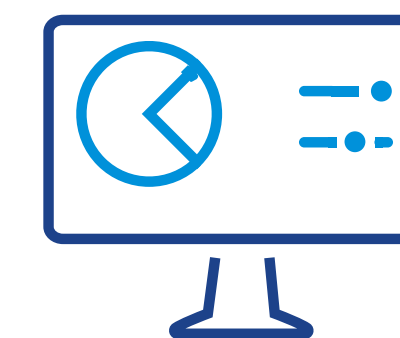
VMware Solutions Hub

Foster growth, accelerate market penetration, and increase customer stickiness with joint solutions using Solutions Hub platform.

Solutions Hub is a low-touch, integrated self-service digital platform that gives you the freedom to curate customized solutions / service offerings, get them validated by VMware and activate the joint solutions / services.

VISIT SOLUTIONS HUB

Introducing the VMware Go-to-Market Play System (GPS)

VMware's Go-to-Market Play System (GPS) enables partners to build consistent, repeatable go-to-market plays with speed and at scale to help customers address their greatest business challenges and IT pain points. The easy-to-implement play packages provide the essential sales and marketing components to target, qualify, and engage customers, resulting in more opportunities for you that close faster.

Accelerate Sales Success

With practical guidance gleaned from experienced VMware sales teams, each sales play kit includes talk tracks, customer-facing presentations, and recommended steps for engaging key decision makers at each stage of the deal cycle, setting sellers up for success.
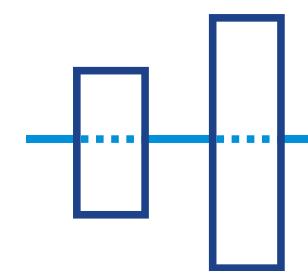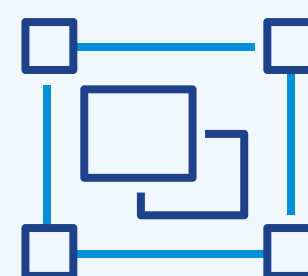
Align Your GTM Strategy

Build repeatable sales plays from awareness to purchase that teams can successfully execute.

Expand Your Footprint

Sell a broader set of solutions and engage new buying centers.

Gain Mindshare

Tap into VMware marketing campaigns to drive awareness and build pipeline.

Realize Greater Profits

Increase margin by leveraging lifecycle incentives and offset costs with marketing development funds.
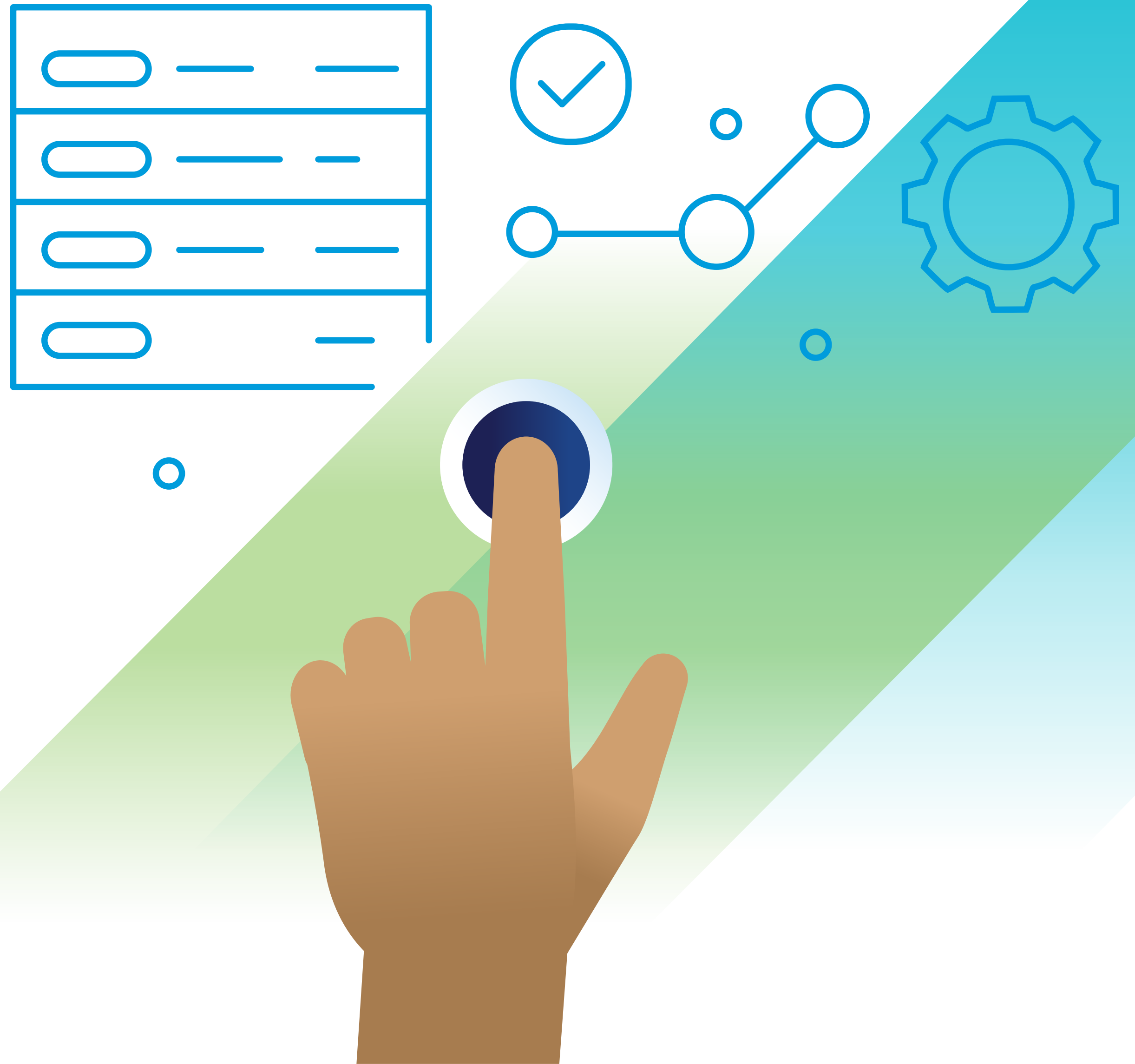
VMware Badges

VMware badges give you an easy way to share your achievements and certifications with others online.

The digital badge is an image that, when clicked on, displays verified information, such as what it took to earn it, when it was issued, and more.

When you've earned a VMware badge, you will receive an email notification from VMware's badging partner, Credly. Once you create or log into your Credly account, you'll be able to claim your badge and then share it on social media sites, embed it on your personal website, or email it.

Program Badges

Solution Business Models

Validated Service Offering (VSO)

Partner Resources

vmware®

How to Become a Partner or Renew Your Partnership

Once you accept the VMware Enrollment Agreement online, you will move to Community-Enrolled status. To transact or progress within Partner Connect, you must be Community level or higher and meet all foundational training requirements. Partner Integrity requirements also apply.

Download the VMware Partner Connect Program Guide for more information on enrollment and renewals

DOWNLOAD

Ready to Become a VMware Partner?

- Enroll in Partner Connect and accept the enrollment agreement

- To onboard, complete the forms, foundational training, and compliance training

- Submit your program fee

- Progress through program levels that provide opportunities to build a profitable business with VMware

Time to Renew Your Existing VMware Partnership?

- Fulfill renewal requirements when you are notified to do so

- Complete the necessary steps to maintain your current level and continue your progress toward the next level when it's time for your annual audit

Links to Helpful Partner Resources

→ Partner Connect Portal

The Partner Connect Portal provides everything you need to effectively manage your VMware business. Gain access to marketing and sales resources, including exclusive opportunity registration, product information, enablement, and support resources.

→ Partner University

Accessible via the VMware Partner Connect Portal, Partner University gives you access to all the training and learning resources needed for requirements compliance, as well as learning for competitive differentiation.

→ VMware Knowledge Base

The VMware Knowledge Base is a searchable database featuring troubleshooting guides and resolutions to common technical issues, technical notes, tips, and answers to VMware product FAQs.

→ Partner Support Center (PSC)

The VMware Partner Support Center offers best-in class support to all partners, with a strong focus on ease of doing business through each step of the partner journey. Support is available in English, Chinese, and Japanese. Contact: partnerconnect@vmware.com.

→ Partner Connect Dashboard

The Partner Connect Dashboard gives you real-time insight into your current status and the steps you need to take to ascend to the next level of the program.

→ vmLIVE

vmLIVE is a series of daily webcasts on topics of interest to partners, from the ins and outs of Partner Connect to effective ways to market, sell and deliver in a multi-cloud world.

→ Live Chat

The fastest and easiest way to receive support from dedicated Partner Connect specialists, with an average resolution time of 14 minutes. Available 24 hours a day in English.
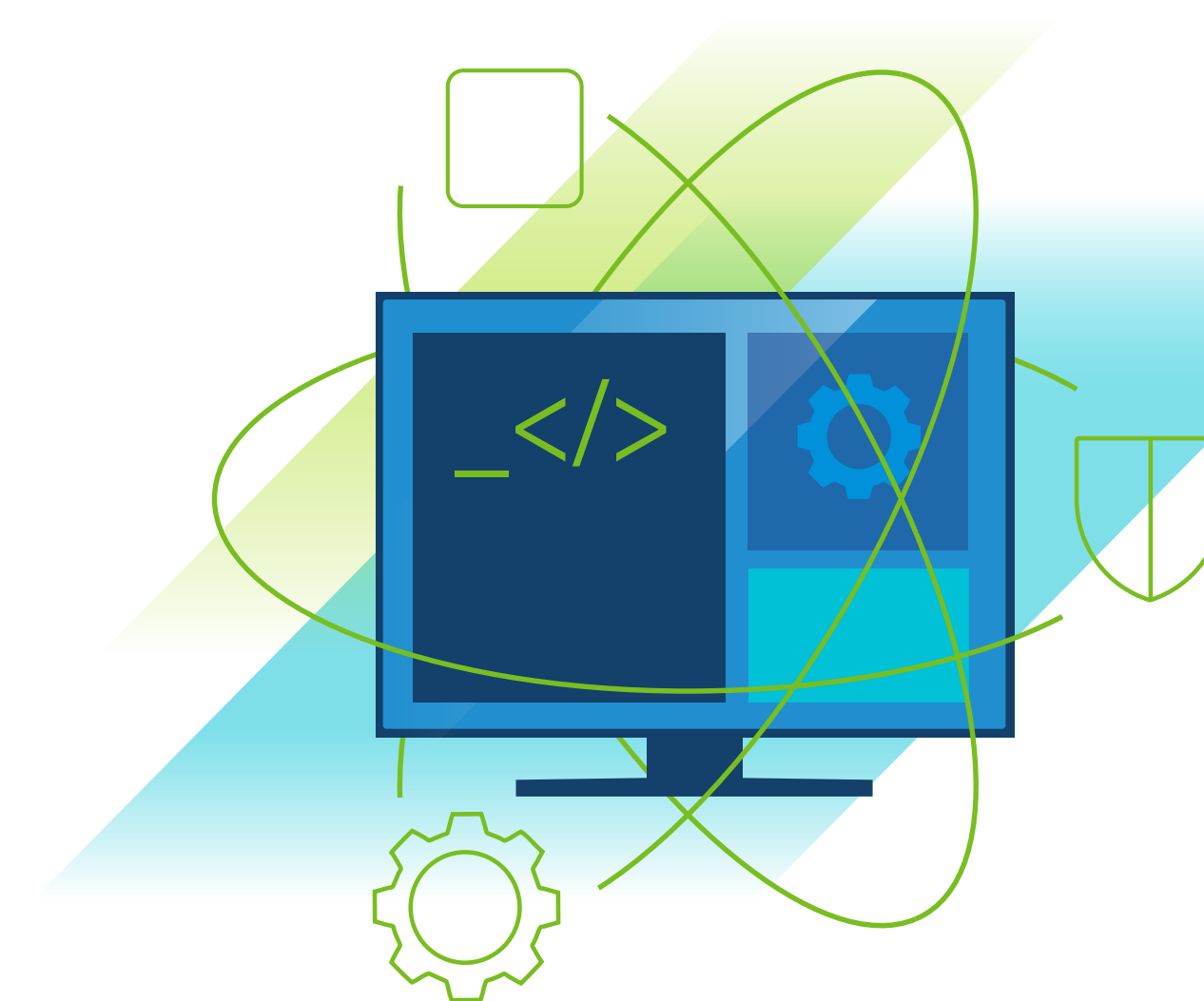
VMware Partner Connect

Simplified Structure. Elevated Experience. Limitless Opportunity.

For more information, download the
VMware Partner Connect Program Guide.