



# VMware Partner Connect Program Guide

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## LEGAL NOTICE AND UPDATES

**PLEASE NOTE:** Your participation in the Partner Connect Program may be limited by your partner program agreement with VMware. This Partner Connect Program Guide only applies to the activities authorized under your current partner program agreement(s) and does not expand your current contract authorization(s). For example, if your current agreement is a VMware Cloud Provider Program Agreement, you are not fully authorized to resell VMware offerings. To be fully authorized to transact in the different Partner Connect business models, you must sign the new Partner Connect Program Agreement.

This guide may be translated into multiple languages. Should there be any discrepancies between translated versions and the English version, the English version will prevail. This guide will be periodically updated to account for programmatic changes. Please refer to this table for the latest updates.

Date	Update Description	Page Number
February 10, 2020	Program Guide published for Partner Connect Launch	All
March 3, 2020	Updated links to align with new portal: clarification made for Services-only partner requirements; additional MSP information	All pages with links plus the following pages: 7, 19, 24, 32, 34-37, 46-49, 59
May 4, 2020	<b>New or updated content:</b> additional operational steps, tier credit calculation timeline, license rental/MSP transactions, license rental benefits and technical support, product hierarchy, marketing benefits. <b>Removed content:</b> Pre-launch or outdated materials (i.e., Partner Journey, previous Slide 5)	Following pages: 6, 8, 9, 13, 21, 26, 31, 33, 35, 39, 45, 59 and 60.
June 22, 2020	Enrollment Form link fix	Page 8.
July 6, 2020	Intake Form availability, Service-only partners benefits and overall benefits update	Page 8, 18 and 31.



## Program Value

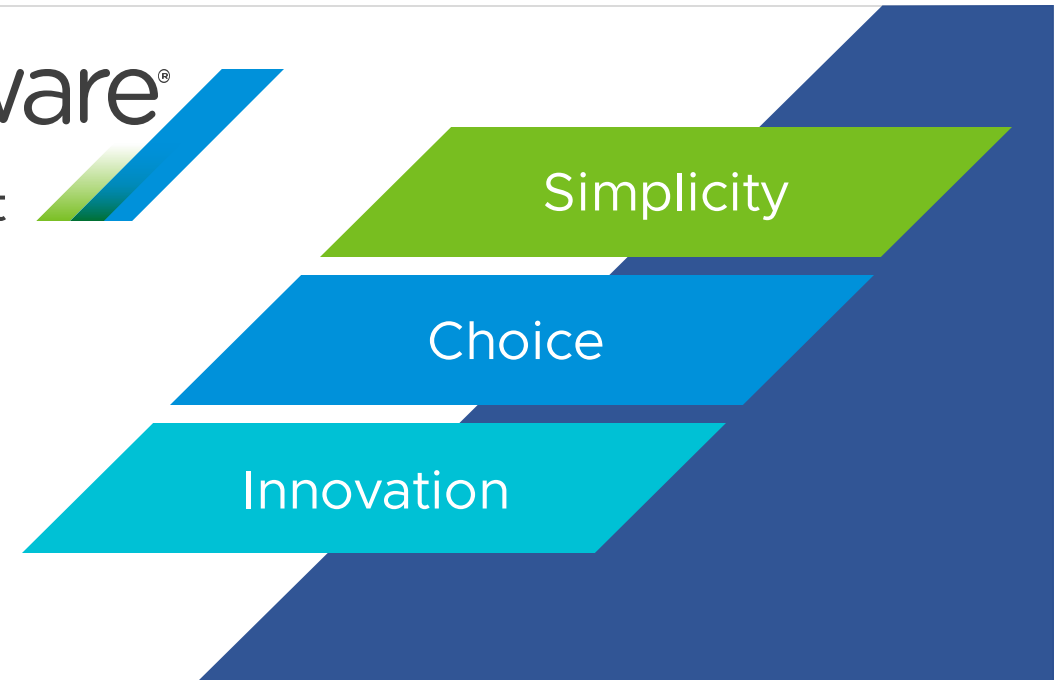
VMware Partner Connect reimagines the way we do business with our partners.

Designed to deliver simplicity, choice, and innovation, Partner Connect aligns with your business model so you can optimize profitability.

**Simplicity:** Clear paths to profitability with consolidated requirements across routes to market.

**Choice:** Easily extend services across our portfolio with access to the resources you need to help your customers scale and succeed.


**Innovation:** Offer new ways to grow your business by solving the challenges of tomorrow and leading the industry with innovative service offerings.





# Partner Connect Program Overview

VMware Partner Connect offers a simplified, consistent experience designed to provide clearer paths to profitability, whether you want to resell software or services, manage or host services, or provide value-add services to your customers.

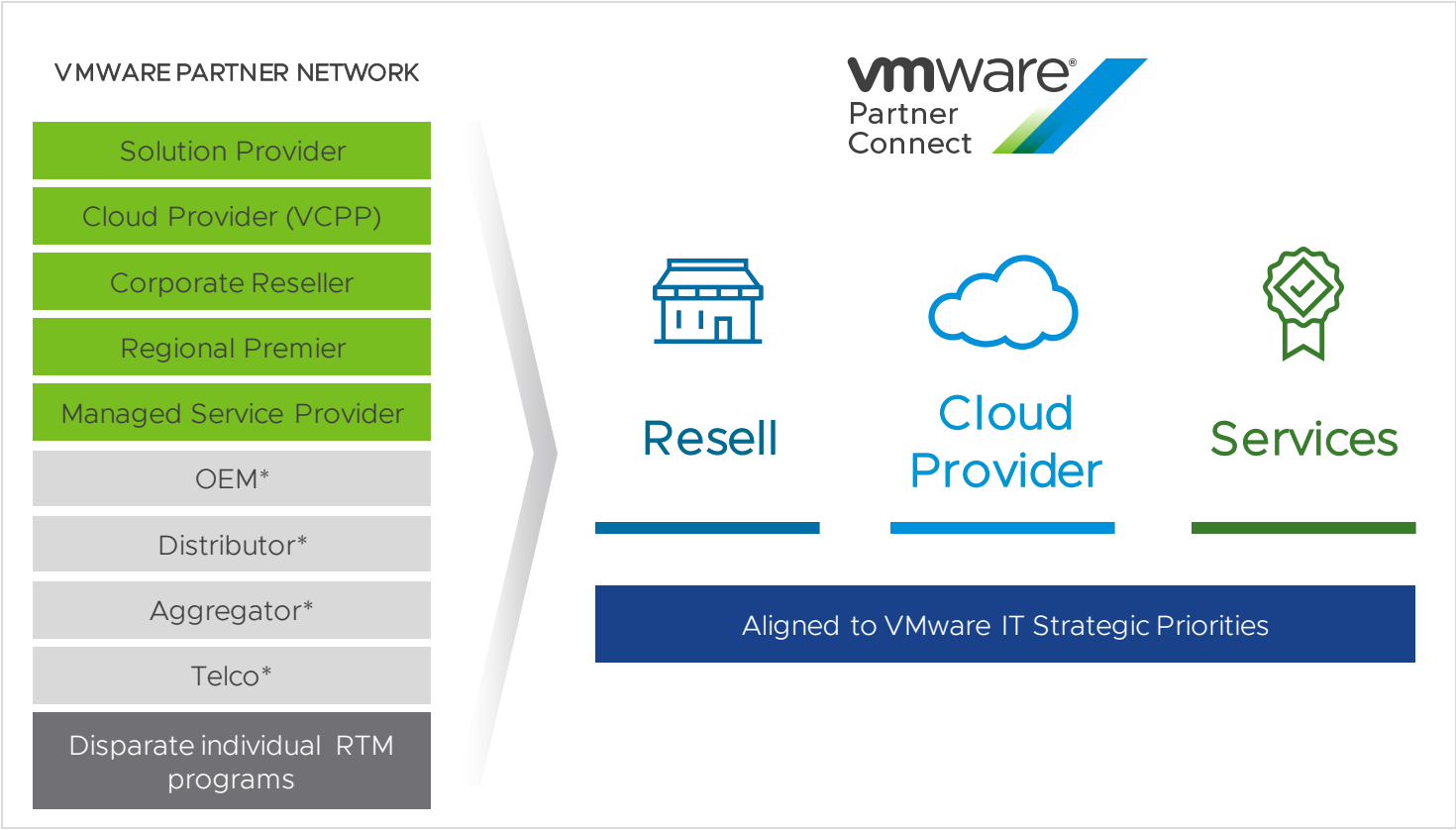
## Partner Program Framework

- 

**Resell:** Resell licenses and support and/or resell VMware SaaS offerings
- 

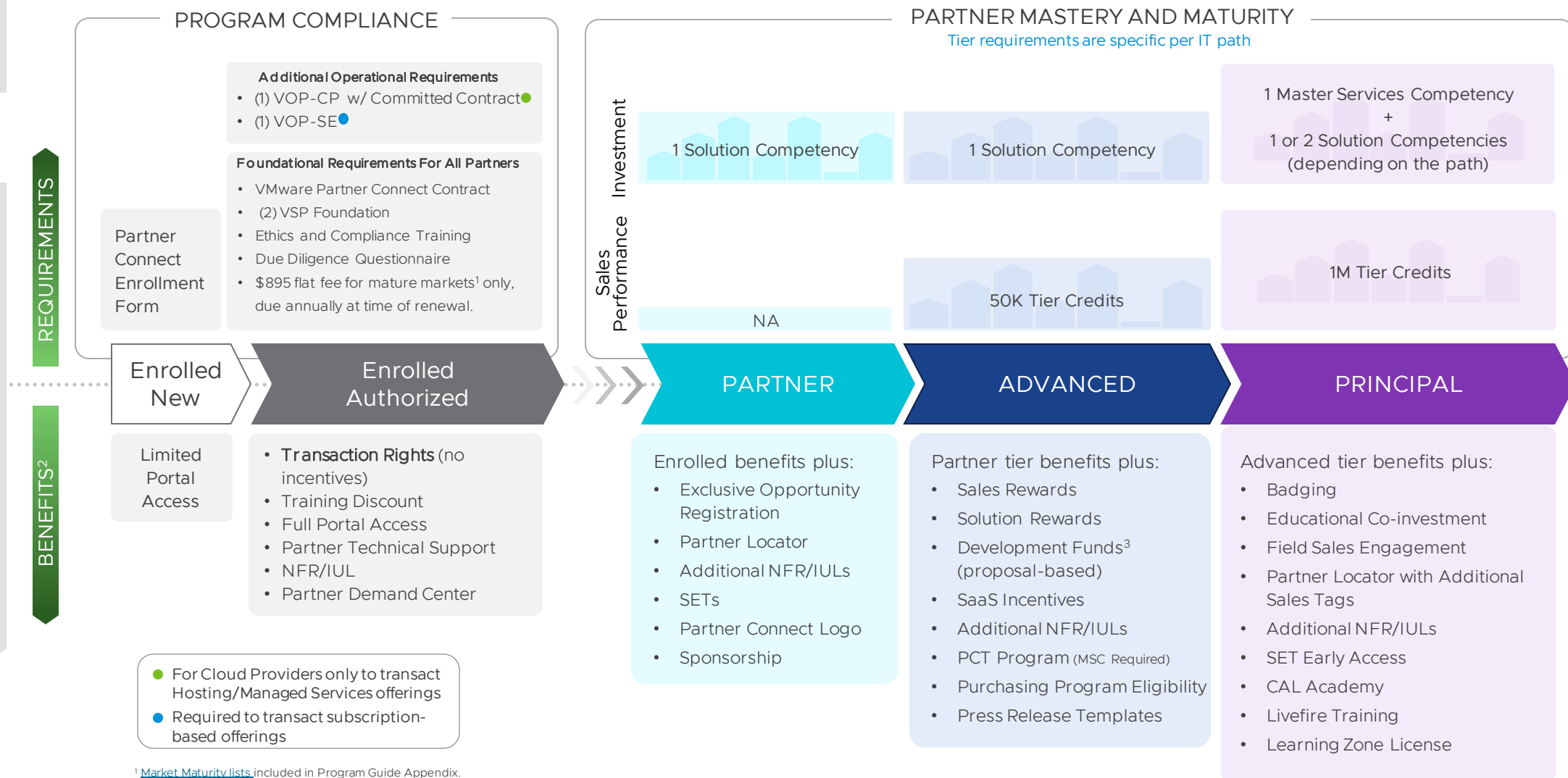
**Cloud Provider:** Cloud Hosting or resell of VMware SaaS offerings
- 

**Services:** Deliver professional services and/or subcontract with VMware professional services



\*To be included in future releases

## Program At-A-Glance



<sup>1</sup> [Market Maturity lists](#) included in Program Guide Appendix.

<sup>2</sup>Specific financial incentives for partners who have been designated as services-only partners are available to those transacting a minimum of \$10,000 (USD) during the first 12 months out of the last 15 months are eligible for consideration. See full list [here](#)

<sup>3</sup> Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier.





## Partner Enrollment

# Partner Enrollment

## Partner agreements and training

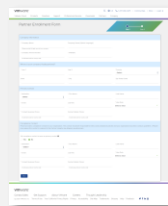
To become an Enrolled New partner, you simply need to accept the VMware Enrollment Agreement online; however, to transact within Partner Connect, you must be Enrolled Authorized. To become Enrolled Authorized, you must accept the VMware Partner Connect Program Agreement online and meet all foundational training requirements. In addition, [Partner Integrity](#) requirements apply.

### Partner Connect Forms and Agreements

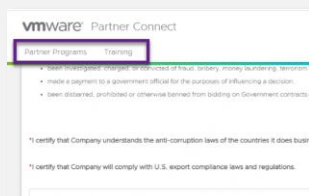
### Partner Connect Foundational and Compliance Training

### Partner Connect Program Fee

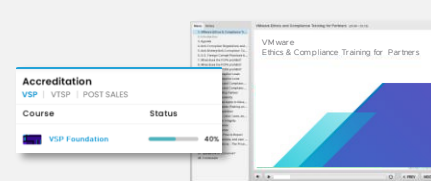
### Ready to progress to Partner Connect mastery tiers



1. Complete the [Partner Connect Enrollment Form](#) and accept the Enrollment Agreement



2. Partner achieves **Enrolled New** status and VMware provides limited access to the Partner Connect portal



3. Within 120 days of enrollment, the following must be completed:

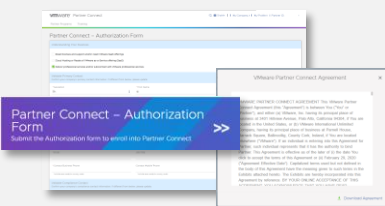
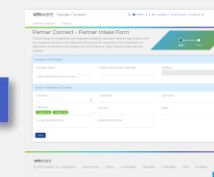
- (2) [VSP Foundation](#)
- [Ethics and Compliance training](#)



4. The organization's compliance contact should also complete:

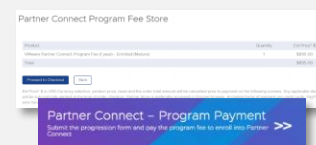
- Intake Form (can be done in parallel with Foundational Training)
- Partner Integrity Due Diligence Questionnaire (if required)

Visit the [Partner Integrity Initiative](#) page for more information and timelines.



5. Complete the Partner Connect Authorization Form to achieve **Enrolled Authorized** status. Form includes acceptance of the VMware Partner Connect Agreement and acknowledgement of the [Code of Conduct](#)

**Note:** Resell Partners are requested to select a 'Preferred Distributor'



6. Pay the program fee: \$895 flat for mature markets\* only. Program Fee due annually at time of renewal

### Additional Operational Steps:

- Cloud Providers must complete (1) [VOP-CP](#) training
- If selling subscriptions, one team member must complete (1) [VOP-SE](#) training
- Cloud Providers sign a rental agreement with their Aggregator
- Cloud Providers must click on the "Activate Cloud" button in the Partner Connect Portal to enable Cloud transactions

\*Market Maturity lists included in Program Guide Appendix.

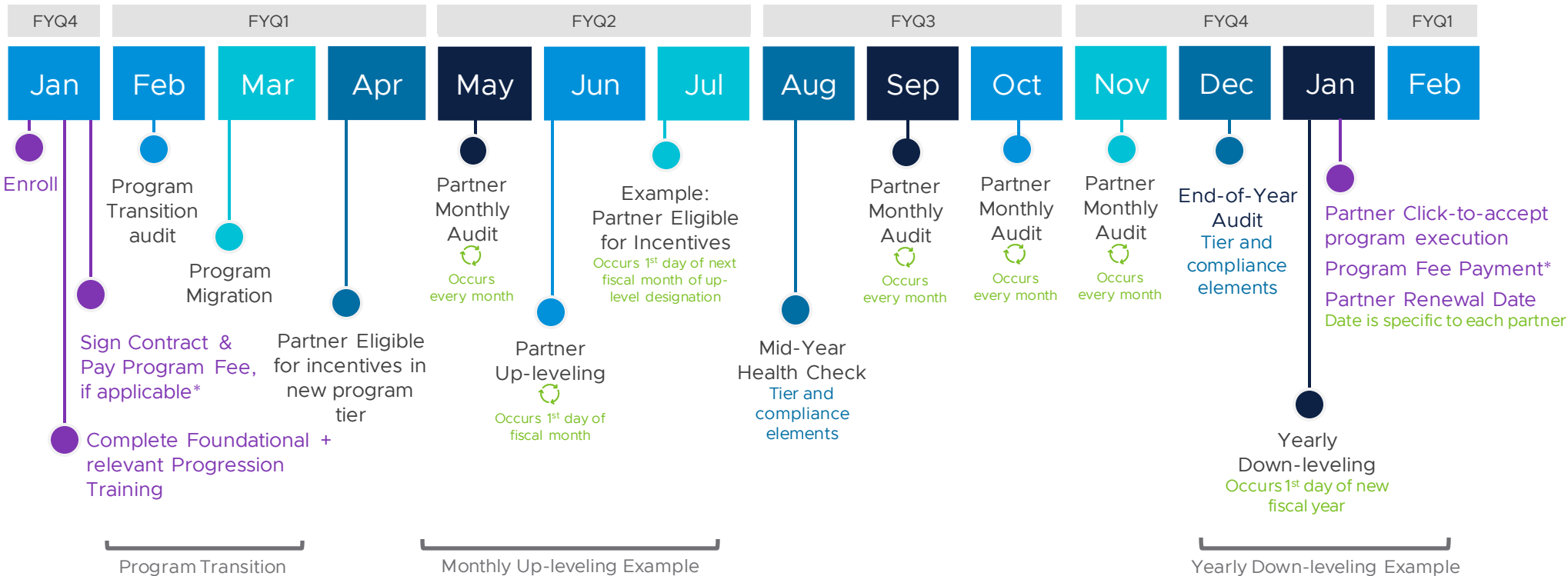


Partner Connect Journey

Tier cycle example - illustrative purposes only

Within the Partner Connect tier cycle, we proactively manage contracts on the following cadence:

- On a monthly basis, you will have the opportunity to move up in levels with access to corresponding eligible incentives.
- On an annual basis, we will conduct an audit that will be the one time per year that down-leveling is applied.



\* \$895 flat fee for mature markets only. Program Fee due annually at time of renewal.



## Business Models



# Choosing The Right Business Model

VMware Partner Connect is a single program with one set of requirements covering multiple business models. You have the flexibility to add or change business models as it makes sense for your business. As a partner, consider which business model(s) makes sense for you.



## Resell

- I want to resell VMware offerings, potentially wrapped with professional services
- I want VMware to own the license terms and provide support to my customer



## Cloud Provider

- I want to build services utilizing VMware offerings myself, in my own data center (license rental) or utilizing VMware Cloud Services (MSP)
- I want to own the license terms with my customer and provide support to my customer



## Services

- I want to deliver professional services to my customer and/or subcontract with VMware professional services for my customer

# Resell

VMware resellers are partners whose primary business model is value-added reselling and/or services delivery. By providing customers with an unbiased opinion, VMware resellers combine their technology expertise along with services to deliver VMware solutions to address specific customer business problems. VMware resellers typically advise customers to understand their customer’s business needs.

Partner Connect gives resell partners access to benefits, rewards and resources that help drive license and services business, create new opportunities, increase profitability, and differentiation from competitors.



# Cloud

**VMware Cloud Services:** There are two models used to deliver cloud services - License Rental and Managed Services Provider†.

## VMware Cloud Provider License Rental\*

Under the License Rental model, Cloud Provider (CP) partners leverage VMware software licenses to build out their own infrastructure offerings and managed services in their own data centers.

\*Cloud Provider License Details here

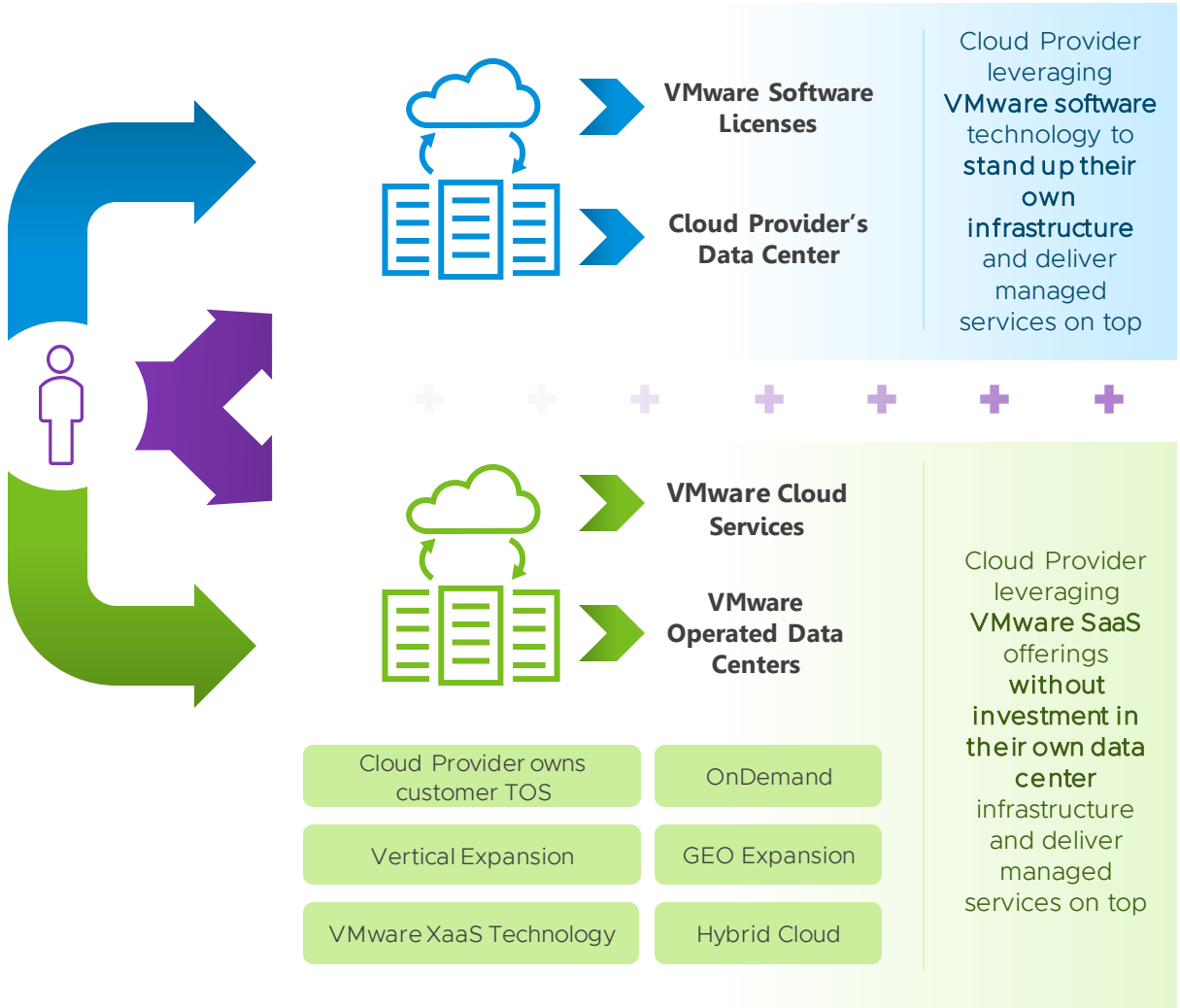
AND OR

## VMware Managed Services Provider\*\*

Under the Managed Services Provider (MSP) model, partners purchase VMware Cloud services and offer managed services on top to resell to their customers.

A key requirement of participating in MSP is that the Cloud Provider owns the terms of service and all support for their end customers. Geographic expansion is a key use case for the MSP model, where partners can quickly expand to new regions without expensive data center investments.

\*\*Managed Services Provider Details here



† For License Rental and MSP transactions, tier credits are credited to the Cloud Provider path and the product's other primary path (e.g. VMC on AWS).



Choosing the Right  
Business Model

Resell

Cloud

Cloud (License  
Rental Lifecycle)

Cloud (License Rental  
– How It Works)

Cloud (MSP  
Lifecycle)

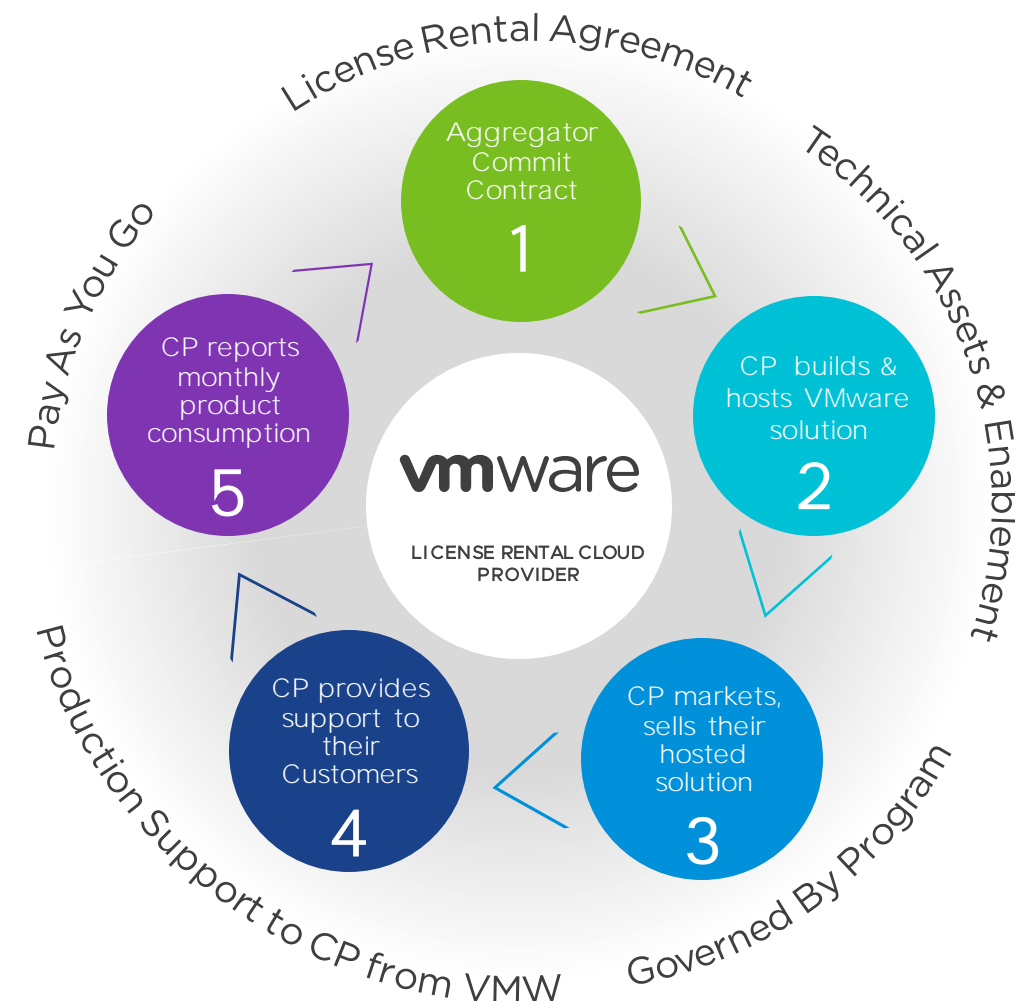
Cloud (MSP –  
How It Works)

Services

## Cloud (License Rental Lifecycle)\*

Below is an overview of the VMware License Rental lifecycle.

- 1. Commit Contract**–Partner signs the License Rental Commit Contract with a VMware Aggregator. The Commit Contract specifies the minimum monthly Partner consumption amount, and provides discounts based on volume.
- 2. Build & Host Your Cloud**–Flexibility to choose from dozens of VMware products listed in the Product Usage Guide. VMware SETs (Solution Enablement Toolkits) package VMware services, sales, and marketing IP that enable you to capitalize on SDDC, EUC, and Hybrid Cloud services opportunities.
- 3. Market & Sell Your Hosted Solution**–Explore differentiated and monetizable cloud services you can deliver as a Cloud Provider. Offer networking, security, cloud management, cloud migration, hybridity, datacenter consolidation, and more, exceeding customer expectations and outperforming your SLAs.
- 4. Provide Support to Your Customers**–Partners are responsible for all Customer support to their customer base. VMware provides Production Level support to the Partner. Enhanced support options, and optional technical resources are available.
- 5. Report Monthly Product Consumption**–By the 5<sup>th</sup> of every month, Partner will log into the Commerce Portal to input and confirm the prior month's usage. Partner reviews the report and submits it to their Aggregator. Pay for just what you consume every month. (above the minimum commit). Aggregator bills Partner for previous month's usage.



\*Cloud Provider License Details here

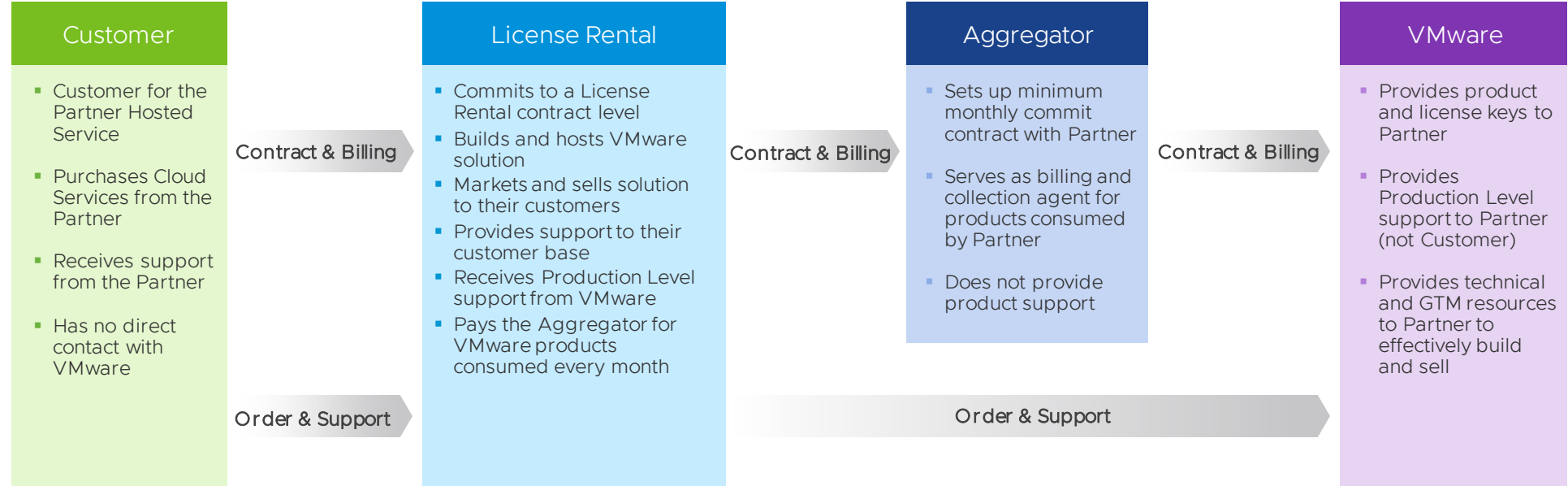
# Cloud (License Rental – How It Works)\*

There are four participants in the License Rental model: the Customer consuming the Partner’s solution, the License Rental Partner (hosting the solution), the Aggregator (owns the contract with the Partner / billing & collection), and VMware.

The License Rental Partner will work with Aggregator for contract and billing, and VMware for product and support.

The License Rental contract is held between the Aggregator and the Partner. The contract is a commitment to a minimum monthly spend, the Partner will be entitled to a discount for the VMware products consumed every month. At the end of the month, the Partner submits a usage report with the Aggregator. The contracted discount will be applied to those purchases.

The Partner provides support to their Customer, and VMware provides support to the Partner.



\*Cloud Provider License Details here

Choosing the Right  
Business Model

Resell

Cloud

Cloud (License  
Rental Lifecycle)

Cloud (License Rental  
– How It Works)

Cloud (MSP  
Lifecycle)

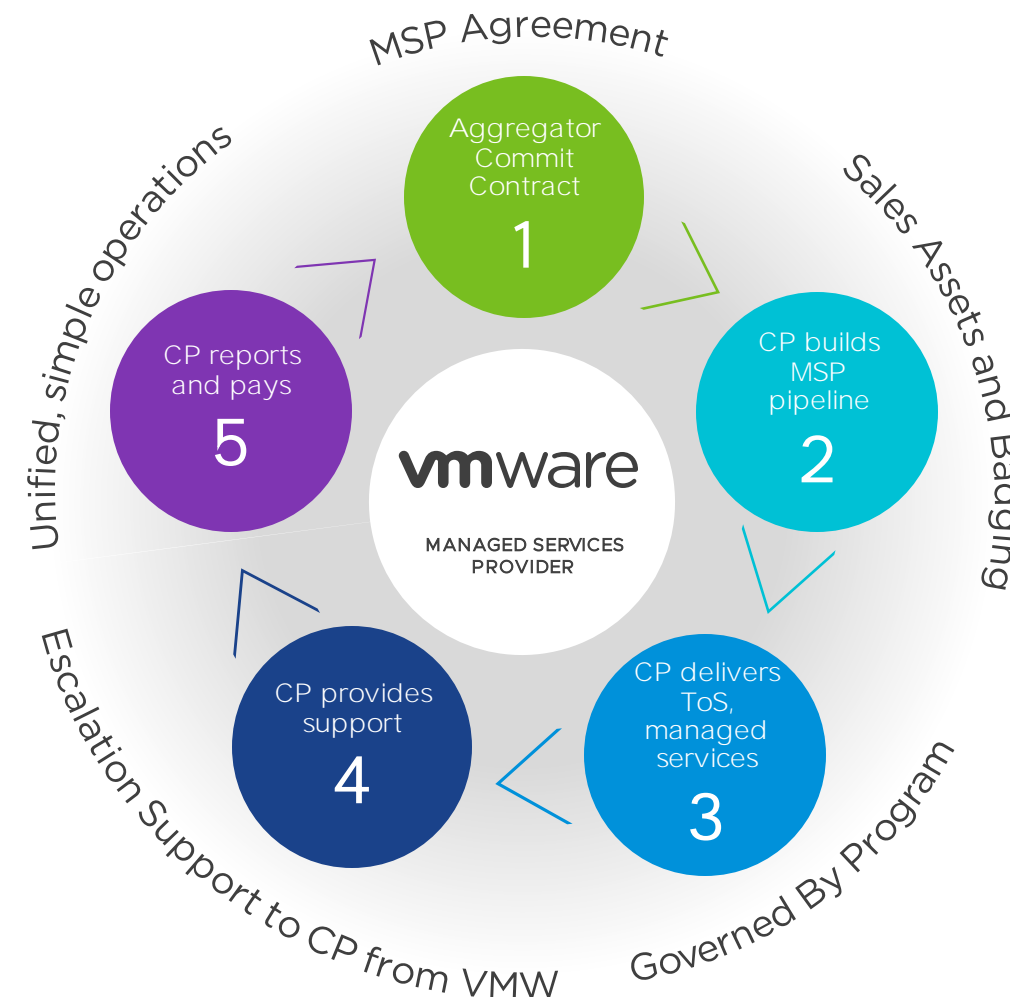
Cloud (MSP –  
How It Works)

Services

## Cloud (MSP Lifecycle)

Below is an overview of the VMware MSP lifecycle.

- 1. Commit Contract**–Partner signs the Commit Contract with their preferred Aggregator. Partner then commits to VMware an MSRP (list price) spend to obtain a volume discount for their purchases.
- 2. Cloud Provider builds MSP Pipeline**–Partner initiates go to market activities and starts building their business for Managed Services.
- 3. Deliver Managed Services and Own the Terms of Service**–Once the opportunity has been identified, order Cloud Service from VMware and provide Managed Services as part of the offering to your customers. Partners must provide their own terms of service to their customers. Partners must provide managed services as part of the offering to the customer. At a minimum this must include technical support for the service and all functions associated with service configuration, add-ons, renewals and anything pertaining to billing.
- 4. On-Board and Provide Support to your Customers**–Partner will on-board the VMware Cloud services for their customers. Subsequently, Partner may obtain technical support from VMware with the [following provisions](#). In turn, Partners are responsible for all customer support, which may include but not limited to customer communication, any managed services, answering installation, configuration and usage questions.
- 5. Complete Monthly End Customer Reports and Pay Invoices**–On the 5<sup>th</sup> of every month, Partner will log into the Commerce Portal and review the prior month's usage. Partner will review the report and submit it to their Aggregator. Following that, the Aggregator will send the Partner an invoice for the month.



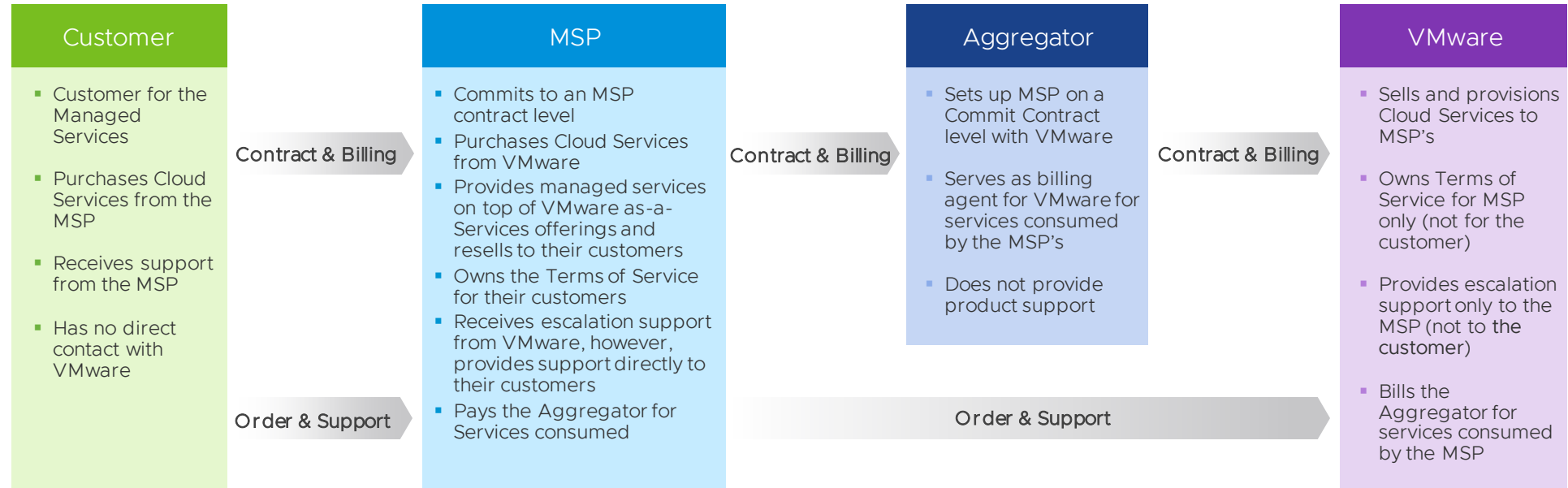
# Cloud (MSP – How It Works)

There are four participants in the Managed Services Provider (MSP) model – the Customer for the services, the Managed Services Provider (“MSP”), the Billing Agent (“Aggregator”) and VMware.

The MSP will work with both an Aggregator and VMware in order to transact and purchase the cloud services.

The Aggregator is a billing agent for VMware and will work with the MSP to get a commit contract level signed. By committing to a MSRP spend, the MSP will be entitled to a discount for the cloud services purchased from VMware. Additionally, the MSP will be granted access to VMware’s ordering portal (VMware Cloud Portal) in order to purchase cloud services directly from VMware. All purchases made from VMware will be at MSRP (list price). At the end of the month, the MSP will receive a consolidated bill from the Aggregator for the services consumed from VMware during the prior month, and it is at this time that their contracted discount will be applied to those purchases.

The MSP owns the terms of service (ToS) for their customers and is responsible for all transactions and support for them, which includes contract, order, support and billing. Please refer to the graphic below for more details.



\*Managed Services Provider Details here

Choosing the Right  
Business Model

Resell

Cloud

Cloud (License  
Rental Lifecycle)

Cloud (License Rental  
– How It Works)

Cloud (MSP  
Lifecycle)

Cloud (MSP –  
How It Works)

Services

## Services

VMware recognizes that certain partners want to focus on services delivery capabilities and business models. The Partner Connect Program enables these partners to invest in professional and implementation services offerings, through the Services-Only path, centered on Solution and Master Services Competency capabilities.

The Services-Only path provides partners with an opportunity to commercialize services investments in VMware technology and the training provided is designed to equip partners with the skills and tools to deliver exceptional customer services. The Services-Only path is at the Principal tier, given the level of skill and investment required. Partners earn all non-financial benefits of the Principal tier, as well as those benefits realized by achieving the Master Services Competency.

Partners who have been designated as Services-only partners transacting at least one single booking of \$10,000 (USD) or greater with VMware during the previous 12 months are eligible for consideration of specific financial incentives.

Please note:

- Partners who have been designated as Services-only partners and are non-transacting with VMware may be eligible for consideration of specific financial incentives within the cloud incentives rebate.
- Partners who have been designated as Services-only partners and are non-transacting with VMware are **not** eligible for financial incentives within the Development Funds program.

To become a Services-Only partner, please ensure you have completed all required competencies for Principal tier. Contact [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com) to request this designation.





A high-angle photograph of a man and a woman sitting at a long, rustic wooden table. The man, on the left, is wearing a purple and white plaid shirt and has his hands clasped. The woman, on the right, is wearing a white shirt and a dark vest, and is looking at a laptop. On the table are a laptop, a smartphone, and a small white cup. The background is a light-colored wall with a tufted cushion.

## Program Progression and Requirements

# Partner Connect Path Framework

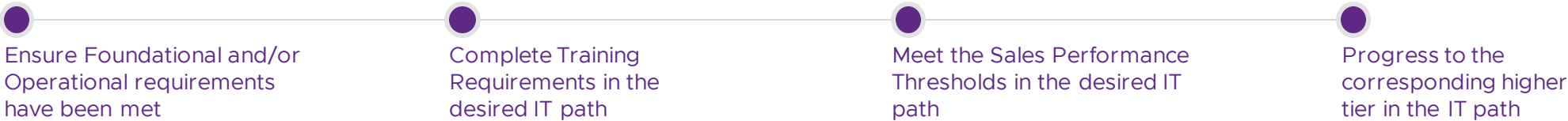
Partner Connect offers multiple paths to success, allowing you to focus on the strategic IT priorities that best align with your business focus. Completing foundational requirements allows you to transact with customers across our portfolio and is the start of your journey with VMware.

From here, you can choose where you want to focus and how much you want to invest for each area, knowing that greater investment unlocks greater value. For example, across the different paths you can achieve Principal Level in one path, Advanced Level in another path, or no tier at all in paths that are not relevant for your business. As you progress to higher tiers within each path, rewards and incentives also increase. Principal and Advanced Level partners receive both non-financial and incremental incentives and rewards, while Partner Level receives minimal non-financial rewards, and Enrolled Authorized partners can transact, but no incentives are granted.

Whether you are just beginning and building new practice areas or have validated capabilities to deliver the greatest customer value, Partner Connect offers you opportunities to build profitable business with VMware.



# Partner Connect Progression



In order to progress to **Principal**, you must complete one or two Solution Competencies (depending on the path) and one Master Services Competency mapped in the desired IT path(s), plus specific tier credit requirements. Some of the training requirements could have been already acquired in the previous tier; you must obtain any additional accreditations or tier credits to progress to Principal. Badging under Partner Connect is *only* available at this tier level.

If you attain all the corresponding Solution Competencies + Mastery\* and earn 1 Million Tier Credits in the same IT path, you achieve the **Principal** tier in that IT path, unlock the highest incentives and rewards, such as the Partner Connect Principal badge.

\*Cloud Verified attainment fulfills the Mastery requirement in the Cloud Provider IT path.

In order to progress to the **Partner** and **Advanced** tiers, you must complete at least **one** Solution Competency mapped in the desired IT path(s)—some paths may have more than one option—plus the specific tier credits requirements.

If you meet the Solution Competency requirement and earn more than 50K Tier Credits in the same technology area, you achieve the **Advanced** tier in that IT path.

Go to [Partner University](#) to complete the Solution Competencies training.


If you meet the Solution Competency requirement but earn under 50K Tier Credits in the same IT path, you achieve the **Partner** tier in that IT path.

PARTNER

ADVANCED

PRINCIPAL

# Requirements At-A-Glance

Hybrid Cloud								
		Data Center Virtualization	Cloud Mgmt. and Automation	Cloud Provider	VMware Cloud on AWS	Modern Applications	Network and Security	Digital Workspace
PRINCIPAL	Mastery	Data Center Virtualization	Cloud Management and Automation		VMware Cloud on AWS	Cloud Native (coming soon)	Network Virtualization	Digital Workspace
	Solution Competencies	•Server Virtualization -AND- •Hyper-Converged Infrastructure (HCI)	•Management Automation -AND- •Management Operations	Cloud Provider	VMware Cloud on AWS	PKS	Network Virtualization	•Desktop Virtualization -AND- •Mobility Management
	Sales Performance	1M Tier Credits	1M Tier Credits	1M Tier Credits	1M Tier Credits	1M Tier Credits	1M Tier Credits	1M Tier Credits
ADVANCED	Solution Competencies	Any (1) aligned SC: •Server Virtualization •Hyper-Converged Infrastructure (HCI) •Business Continuity	Any (1) aligned SC: •Management Automation •Management Operations	Cloud Provider	VMware Cloud on AWS	PKS	Any (1) aligned SC: •Network Virtualization •SD-WAN	Any (1) aligned SC: •Desktop Virtualization •Mobility Management
	Sales Performance	50K Tier Credits	50K Tier Credits	50K Tier Credits	50K Tier Credits	50K Tier Credits	50K Tier Credits	50K Tier Credits
PARTNER	Solution Competencies	Any (1) aligned SC: •Server Virtualization •Hyper-Converged Infrastructure (HCI) •Business Continuity	Any (1) aligned SC: •Management Automation •Management Operations	Cloud Provider	VMware Cloud on AWS	PKS	Any (1) aligned SC: •Network Virtualization •SD-WAN	Any (1) aligned SC: •Desktop Virtualization •Mobility Management
Foundational Requirements								
Additional Operational Requirements		(1) VOP-CP with Committed Contract to Transact for Hosting/Managed Services offerings, (1) VOP-SE for subscription-based offerings						
Foundational Requirements For All Partners		VMware Partner Connect Contract   (2) VSP Foundation   Ethics and Compliance Training   Due Diligence Questionnaire (if required)   Program Fee, if applicable (\$895 flat fee for mature markets only, due annually at time of renewal) <i>Once met, allows partners to transact. Financial benefits applicable starting at the Partner level.</i>						

• [Cloud Verified Badge](#), Rental Only

• [VMware Sales Professional \(VSP\) Foundation](#) accreditation offers basic sales techniques for VMware's core products, including pricing, with strategies for competitively positioning those solutions to end customers.

• [VMware Master Services Competencies](#) are designed to 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. Additional information on competency offerings and associated benefits, requirements is available in the VMware Master Services Competencies Program Guide.

• A [VMware Solution Competency](#) is an organization-level designation of partner enablement designed to help partners achieve and demonstrate expertise in VMware digital foundation-focused solutions. Additional information on competency offerings and associated benefits, requirements is available in the VMware Solution Competency Program Guide.

## Requirements At-A-Glance For Service-Only Partners

As a reminder, the Services-Only path provides partners with an opportunity to commercialize services investments in VMware technology and the training provided is designed to equip partners with the skills and tools to deliver exceptional services for your customers. The Services-Only path is at the Principal tier, given the level of skill and investment required. To become a Services-Only partner, please ensure you have completed all required competencies for Principal tier. Contact [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com) to request this designation.

		Hybrid Cloud				Multi Cloud	Modern Applications	Transform Networking and Security	Empower Digital Workspace
		Data Center Virtualization	Cloud Mgmt. and Automation	Cloud Provider	VMware Cloud on AWS	Modern Applications	Network and Security	Digital Workspace	
PRINCIPAL	Mastery	Data Center Virtualization	Cloud Management and Automation	N/A	VMware Cloud on AWS	Cloud Native (coming soon)	Network Virtualization	Digital Workspace	
	Solution Competencies	•Server Virtualization -AND- •Hyper-Converged Infrastructure (HCI)	•Management Automation -AND- •Management Operations	N/A	VMware Cloud on AWS	PKS	Network Virtualization	•Desktop Virtualization -AND- •Mobility Management	
Foundational Requirements									
Additional Operational Requirements		(1) VOP-CP with Committed Contract to Transact for Hosting/Managed Services offerings, (1) VOP-SE for subscription-based offerings and/or (1) VeloCloud Orchestrator and badges specific to support required for VeloCloud partners providing L1/L2 support.							
Foundational Requirements For All Partners		VMware Partner Connect Contract   (2) VSP Foundation   Ethics and Compliance Training   Due Diligence Questionnaire (if required)   Program Fee, if applicable (\$895 flat fee for mature markets only, due annually at time of renewal) <i>Once met, allows partners to transact. Financial benefits applicable starting at the Partner level.</i>							

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• A [VMware Solution Competency](#) is an organization-level designation of partner enablement designed to help partners achieve and demonstrate expertise in VMware digital foundation-focused solutions. Additional information on competency offerings and associated benefits, requirements is available in the VMware Solution Competency Program Guide.



# VMware Partner Competencies

## Master Services Competencies and Solution Competencies

At VMware, competencies are meant to recognize sales and technical proficiency, delivery expertise, and customer success for next-generation VMware IT priorities. Achieving a VMware partner competencies allow you to strengthen your services capabilities and unlock valuable partner benefits.

VMware offers you two types of competencies:

SOLUTION COMPETENCIES

VMware Solution Competencies are a first step in achieving sales and technical expertise in VMware virtualization and cloud computing solutions.

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

For more information see the [Solution Competency Guide here](#)

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 customer references for recently completed projects in order to achieve a Master Services Competency (in addition to meeting the training requirements).

For more information see the [Master Services Competencies Guide here](#)

### Key to Principal: Exhibiting Mastery

VMware Master Services Competent partners are trusted and certified partners with the resources, knowledge, skills, and tools to successfully deliver services. When you achieve an MSC, you prove solution mastery and your ability to deliver customer value, a critical component to unlocking maximum benefits with Partner Connect. **NOTE:** Attaining the Cloud Verified badge fulfills the MSC requirement in the program Cloud Provider IT path.

# Territory Restrictions

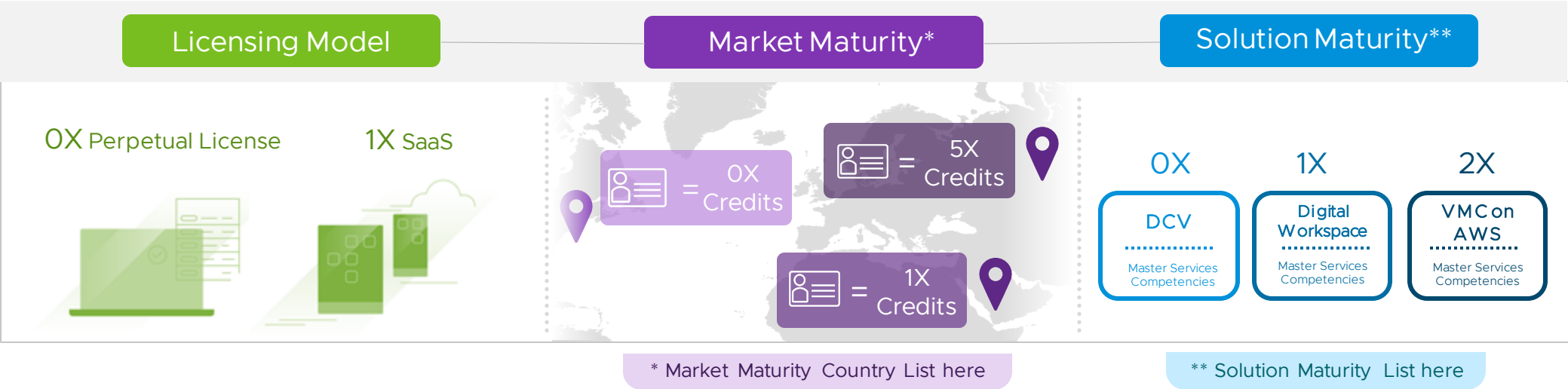
The VMware Partner Connect Program is designed to promote local relationships between customers and VMware partners. As a result, there are territorial restrictions governing the purchase, distribution and use of VMware offerings, based upon the countries in which the customer, Partner Connect partner, and VMware authorized distributor/aggregator are located.

Complete details on the VMware Sales Territory Restrictions and Order Requirements Guide is available in the [Appendix](#).



# A Value-Based Tier Credit Strategy

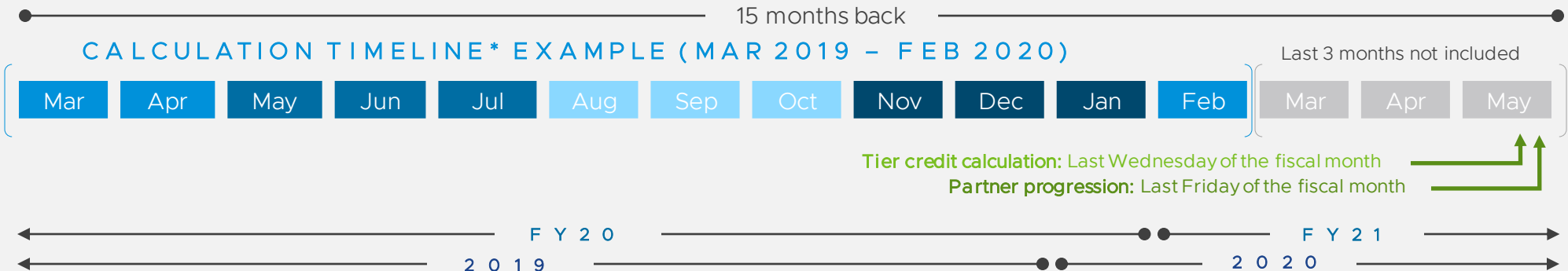
Accelerating investments across business models, markets, and solution maturity



**Eligible Transactions:** Net sales of license and Support plus Subscription (SnS) (initial purchase), Consumption of xPP Credits, Subscription, License Rental and MSP transactions based on the consumed points or revenue.

**Excluded Transactions:** OEM Revenue, Renewal bookings, PSO, Education and NRE.

**License Rental and MSP transactions:** Tier credits are credited to the Cloud Provider path and the product's other primary path (e.g. VMC on AWS).



\*Visit the [Tier Credit Calculation Timeline](#) document for more details

Partner Connect Path Framework

Partner Connect Progression

Requirements at-a-Glance

VMware Partner Competencies

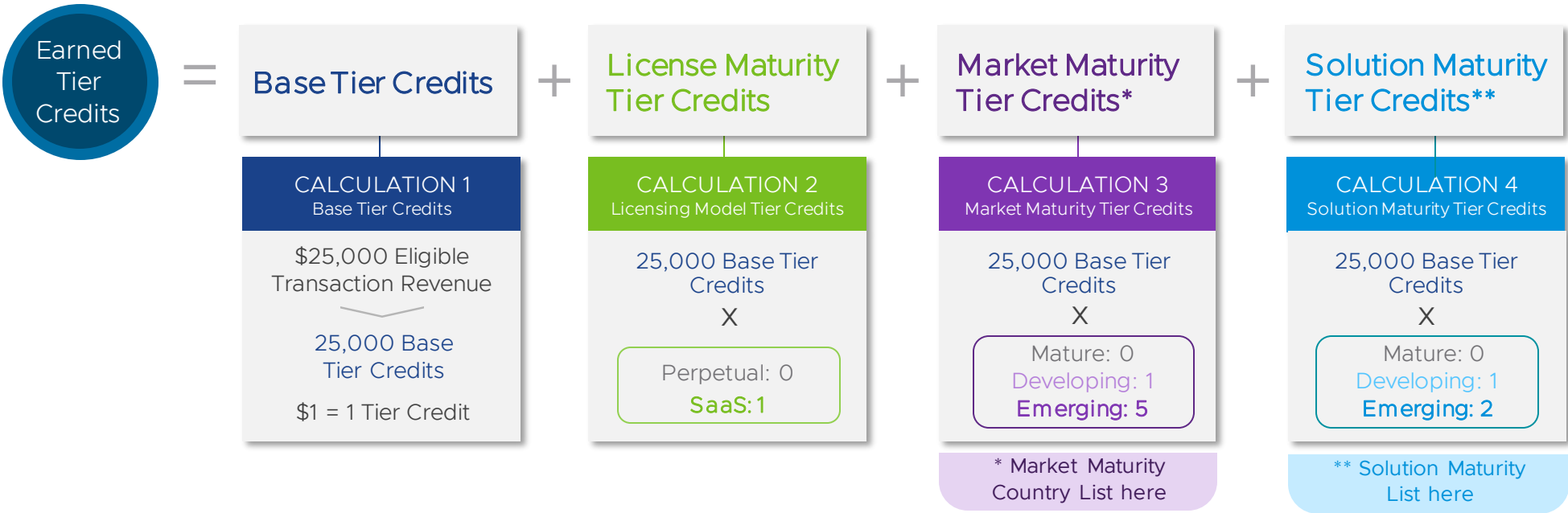
Territory Restrictions

A Value-Based Tier Credit Strategy

Tier Credit Calculation Example

# Tier Credit Calculation Example

Partner drives USD\$25,000+ of SaaS consumption in an emerging country



Eligible Transaction Revenue to Base Tier Credits	\$25,000 = 25,000 Base Tier Credits
Base Tier Credits X Licensing Model Accelerator	25,000 X 1 = 25,000 Licensing Model Tier Credits
Base Tier Credits X Market Maturity Accelerator	25,000 X 5 = 125,000 Market Maturity Tier Credits
Base Tier Credits X Solution Maturity Accelerator	25,000 X 2 = 50,000 Solution Maturity Tier Credits
Total Credits for Transaction	225,000 Total Tier Credits

Partner earns **225,000 Tier Credits**

Partner meets **Advanced Partner Tier Requirement**

22.5% Progression: **Principal Partner Tier Requirement**

\*All currency examples (\$) represented in USD

A high-angle photograph of a man and a woman sitting at a long, rustic wooden table. The man, on the left, is wearing a purple and white plaid shirt and has his hands clasped. The woman, on the right, is wearing a white shirt and a dark vest, and is looking at a laptop. On the table are a laptop, a smartphone, and a small white cup. The background is a light-colored wall with a tufted cushion.

## Partner Connect Benefits



## Program Incentives And Investments\*

Partner Connect not only simplifies the way you do business with VMware it also rewards your activities and investments, which increases your potential incentives and rewards.

There are three Incentive and Investment Programs within Partner Connect: Advantage+, Solution Rewards, and Development Funds. Your incentive and investment opportunity is directly aligned to your level within the Partner Connect program.

Specific incentive details—including the latest updates to terms and conditions, discount and reward percentages, and eligibility considerations—are included in the individual program guides and web pages. Click the links below to learn more.

If you have specific questions regarding incentive programs, please contact the Partner Support Center: [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com).



### Advantage+

VMware's sales incentives program to drive bookings, pipeline visibility and deal advantage

[For more information click here](#)



### Solution Rewards

VMware's back-end rebate program focused on rewarding partners who have demonstrated their dedication to selling and delivering VMware solutions

[For more information click here](#)



### Development Funds\*\*

VMware's pre-sales investment to drive incremental demand and increase strategic partners' capacity for VMware technologies

[For more information click here](#)

\*Specific Incentives and Investment program details can be found in the Terms and Conditions documents: [Advantage+ Ts&Cs](#), [Solutions Rewards Ts&Cs](#) and [Development Funds Ts&Cs](#).

\*\*Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier.

## Benefit Eligibility\*

The new Partner Connect program rewards partners for growing their business, achieving solution competencies, and progressing to Advanced or Principal tiers. Incentive eligibility is determined and applied by program tier level, market maturity, and business model.



Advantage+



Solution Rewards



Development Funds\*\*\*

By Tier	Principal	Eligible for Financial Benefits	
	Advanced		
	Partner	Exclusive Opportunity Registration only	Not Eligible

By Market	All Markets Eligible	<ul style="list-style-type: none"><li>• Mature markets** receive a specific incentive structure</li><li>• Developing/Emerging combined to receive a separate incentive structure</li></ul>	All Markets Eligible
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\*Specific Incentives and Investment program details can be found in the Terms and Conditions documents: [Advantage+ Ts&Cs](#), [Solutions Rewards Ts&Cs](#) and [Development Funds Ts&Cs](#).

\*\*[Market Maturity lists](#) included in Program Guide Appendix.

\*\*\*Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier

# Benefits At-A-Glance By Business Model

The Partner Connect program’s overall benefit structure is designed so partners with demonstrated mastery in delivering customer outcomes receive maximum benefits.

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

<sup>1</sup>Partners who have been designated as Services-only partners have accelerated pathways to Principal that do not require achievement of minimum sales performance targets. As such, Service-only partners are not eligible for sales and solution reward benefits.

<sup>2</sup>Partners who have been designated as Services-only partners transacting at least 1 single booking of \$10,000 (USD) or greater with VMware during the previous rolling 12 months are eligible for consideration of specific financial incentives.

<sup>3</sup>Partners who have been designated as Services-only partners and are non-transacting with VMware may be eligible for consideration of specific financial incentives within the cloud incentives rebate.

<sup>4</sup>Partners who have been designated as Services-only partners and are non-transacting with VMware are not eligible for financial incentives within the Development Funds program

<sup>5</sup>Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier.

		Resell Cloud Services <sup>1</sup>		
Principal	Badging	•	•	•
	Educational Co-investment	•	•	•
	Field Sales Engagement	•	•	•
	Partner Locator with Additional Sales Tags	•	•	•
	Additional NFR/IULs	•	•	•
	SET Early Access	•	•	•
	CAL Academy	•	•	•
	Livefire Training	•	•	•
	Learning Zone	•	•	•
Advanced	Solution Rewards	•		
	Sales Rewards	•		
	SaaS Incentives	•		•2, 3
	Development Funds <sup>5</sup>	•	•	•2, 4
	Additional NFR/IULs	•	•	•
	PCT Program (MSC Required)	•	•	•
	Press Release Templates	•	•	•
	Purchasing Program Eligibility	•		
Partner	Exclusive Opportunity Registration	•		
	Partner Locator	•	•	•
	Sponsorship	•	•	•
	Additional NFR/IULs	•	•	•
	SETs	•	•	•
	Partner Connect Logo	•	•	•
Enrolled Authorized	Transaction Rights (no incentives)			
	Training Discount			
	Full Portal Access			
	Partner Technical Support			
	NFR/IUL			
	Partner Demand Center			
Enrolled New	Limited Portal Access			
Applicable to all Business Models				

## Benefits Deep-Dive

To stay current on all Incentive and Investment Program changes, please be sure to visit each incentive/investment Terms and Conditions page: [Advantage+ Ts&Cs](#), [Solutions Rewards Ts&Cs](#) and [Development Funds Ts&Cs](#).

	Incentive Category	Partner	Advanced	Principal	Profitability
Advantage+	ELA		ELA Rebate/ELA Preferred Pricing		Up to 12%
	SPF		Additional SPF Discount <sup>3</sup>		Up to 15%
	Standard Discount		Discount by Product <sup>4</sup>		Up to 30%
	Registration		Exclusive Opportunity Registration		Exclusive Opp. Reg
Solution Rewards <sup>1</sup>	Partner Tier			Principal Bonus	Up to 4%
	ELA		Cap with MSC		5M per deal
	Capability		MSC		Up to 4%
	Product Focus		Advanced Technologies <sup>5</sup>		Up to 4%
	Competency		Base level Rebate		Up to 4%
Development Funds <sup>2</sup>	Partner Type	Partner	Advanced	Principal	Contractual-GCSS
	Process		Common DF : Proposal Based		Earned
			One Partner Rewards Portal Experience		
			One Dev Funds Policy		
			Subject to Budget Availability		

<sup>1</sup> License/sub/upgrades (no SNS), Rebate % of Gross Bookings [after discount] for BOTH ELA and Non-ELA. Solution Rewards do not apply for Cloud Provider and VMC on AWS IT paths | <sup>2</sup> Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier | <sup>3-4</sup> Not applicable for VMC on AWS IT path | <sup>5</sup> Not applicable for Data Center Virtualization and Digital Workspace IT paths

## Co-Selling

Co-selling is prioritized for all Principal Partners. VMware direct field and partner sellers align to drive customer success through: Joint account planning, account development, and working together to grow revenue.


## Training Benefits

VMware recognizes the important role our partners play in delivering exceptional service to our joint customers. To ensure partners have the latest sales and technical knowledge about our products, VMware offers many different training opportunities. Partners can learn in a self-paced environment, on-line as well as various in-person, instructor-led classes.

Benefit	Description	Details	Tier Eligibility
<a href="#">Training Discount</a>	VMware offers a 20% discount on training.	All VMware products	All Partners (except Enrolled New)
<a href="#">Incremental Training Discounts</a>		<ul style="list-style-type: none"> <li>50% off on-demand training</li> <li>40% off instructor-led training</li> <li>30% off onsite training</li> </ul>	Principal

## Training Resources

Training benefits will give you the opportunity to persue the following:



Training	Description	Details	Tier Eligibility
<a href="#">Accreditations</a>	Accreditations recognize knowledge on the different VMware Solutions. They are awarded at the individual level.	<ul style="list-style-type: none"> <li>VSP</li> <li>VTSP</li> <li>VOP</li> </ul>	All Partners
<a href="#">Certifications</a>	VMware is committed to providing industry-leading certifications that demonstrate partner individual expertise. Certain VMware certifications help your company achieve Solution Competencies by fulfilling the Technical Post-Sales accreditation requirement.	<ul style="list-style-type: none"> <li>VCA</li> <li>VCP</li> <li>VCAP</li> <li>VCDX</li> </ul>	All Partners

## Training Resources (Continued)

Benefit	Description	Details	Tier Eligibility
<a href="#">Master Services Competencies</a>	VMware Master Services Competencies are designed to 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.	There are five available Master Services competencies in seven solution areas. Cloud Native MSC is coming soon.	All Partners
<a href="#">Solution Competencies</a>	Solution Competencies demonstrate your sales and technical proficiency, and proven customer success and expertise in a specialized area of business. Attaining a VMware Competency allows you to differentiate by showcasing proficiency in selling solutions in a specific solution area. Note in addition to being a benefit, Competency attainment is tied to overall program compliance. Competencies are awarded at an organizational level	There are twelve available Solution competencies in different solution areas	All Partners
<a href="#">Hands-on Labs (HoLs)</a>	HoLs are virtual labs that help partners and customers prepare for certifications, validate features, and provide access to learn about the latest VMware Products. The environments are fully configured, tested, and documented for on-line access. For an in-person learning experience attend the <a href="#">SocialLabs</a> .	<ul style="list-style-type: none"> <li>Offered for different experience levels</li> <li>Classified by technology</li> </ul>	All Partners
<a href="#">vmLIVE</a>	vmLIVE daily webcasts serve as continuing education for the entire global VMware partner community. Each session provides key updates across products/solutions, partner programs and incentives, sales, and marketing.	<ul style="list-style-type: none"> <li>Regional</li> <li>Global</li> </ul>	All Partners

Program Incentives  
and Investments

Benefit Eligibility

Benefits At-a-Glance  
by Business Model

Benefits Deep-Dive

Co-Selling  
Training Benefits

Marketing Benefits

Additional Marketing  
Benefits

Sales Acceleration,  
Support and Services,  
Enablement



Program Incentives and Investments

Benefit Eligibility

Benefits At-a-Glance by Business Model

Benefits Deep-Dive

Co-Selling Training Benefits

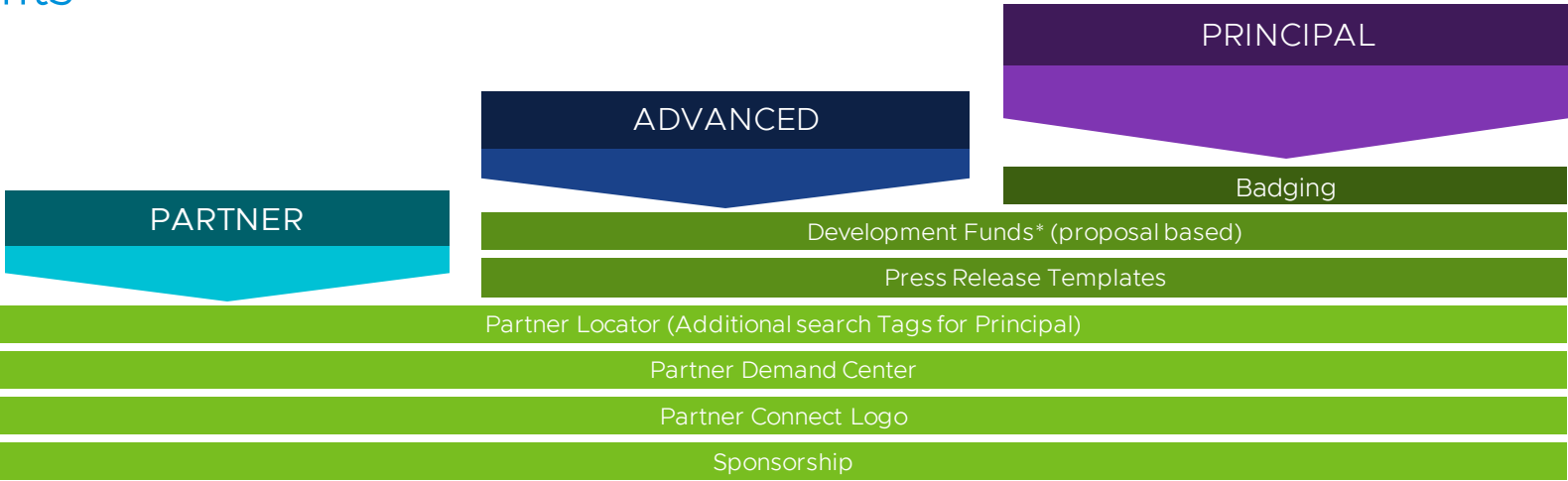
Marketing Benefits

Additional Marketing Benefits

Sales Acceleration, Support and Services, Enablement

# Marketing Benefits

VMware offers marketing support to Partner, Advanced, and Principal tiers. We have marketing opportunities designed to differentiate partners with the greatest VMware mastery and achievement. Principal Partners will have greater visibility in the market.



Benefit	Description	Tier Eligibility
<a href="#">Badging</a>	Visual badges unique to each strategic IT priority path, aligned with the achievement of Principal level and/or Cloud Verified.	Principal and Cloud Verified
<a href="#">Development Funds*</a>	The Program supports external marketing campaigns, enablement, and sales initiatives that generate demand for VMware products.	Advanced and Principal
<a href="#">Press Release Templates</a>	News release template to announce your achievement as an <a href="#">Advanced</a> or <a href="#">Principal</a> partner, or as a partner who has attained an <a href="#">MSC</a> .	Advanced, Principal and MSC
<a href="#">Partner Locator</a>	Intuitive search tool allowing customers and others to find partners equipped to address specific outcomes. Principal partners benefit from an MSC filter.	All Tiered Partners
<a href="#">Partner Demand Center</a>	VMware Partner Demand Center comprises co-brandable digital marketing campaigns, social media, vmware.com content syndication, and a downloadable asset library, with email automation and lead management tools.	All Partners (except Enrolled New)
<a href="#">Partner Connect Logo</a>	Partner Connect logo available—use and application captured in the posted Brand Guidelines.	All Tiered Partners
<a href="#">Sponsorship</a>	Marketing support for live events, exhibits etc.	All Tiered Partners

\* Development Funds (DF) eligibility does not guarantee funding. Funding is subject to budget availability, prior approval by VMware, and submission of proof of performance as defined in the DF Guide. Note that additional eligibility criteria may apply depending on partner tier.



Program Incentives  
and Investments

Benefit Eligibility

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Marketing Benefits

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Benefits

Sales Acceleration,  
Support and Services,  
Enablement

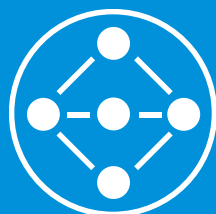
## Additional Marketing Benefits



### Unique Cloud Provider Marketing Benefit

Cloud Providers have marketing benefits specific to them, separate from the marketing benefits that align with partner levels.

- Cloud providers can be listed on [vcloud.vmware.com/providers](https://vcloud.vmware.com/providers) and if Cloud Verified, flagged as such
- Use of Cloud Verified badge once verified
- Access to Cloud Verified press release template



### Unique SD-WAN Marketing Benefit

SD-WAN partners have marketing benefits specific to them, separate from the marketing benefits that align with partner levels.

- SD-WAN partners can be listed on [velocloud.com](https://velocloud.com)

# Sales Acceleration, Support And Services, Enablement



	Description	Details	Tier Eligibility
<a href="#">License Renewal Center</a>	Self-service capabilities to help drive VMware upsell and renewal opportunities.	<ul style="list-style-type: none"> <li>Cross-sell/up-sell support</li> <li>Intuitive quote request</li> </ul>	All Partners (license renewals)
<a href="#">Not for Resale (NFR) Licenses</a>	No-cost VMware product licenses for lab testing, in-house demo, and training and educational use. Eligible partners also receive one year of subscription services with the NFR software.	<a href="#">NFR Product Eligibility Chart</a>	All Partners (except Enrolled New)
<a href="#">Internal Use Licenses (IULs)</a>	Production licenses offered at substantial discounts to help partners get first-hand understanding of software capabilities. Partners are required to purchase subscription and support for the use of internal use software and can purchase up to \$120K USD worth of licenses per year.	<ul style="list-style-type: none"> <li>50% to 100% discount on selected licenses</li> <li>10% discount on SnS <a href="#">IUL Product Eligibility Chart</a></li> </ul>	All Partners (except Enrolled New)
<a href="#">Partner Technical Support</a>	Support Codes are granted to partners according to their partner membership level. Partners can use their Support Code entitlements against any Not For Sale License. Each membership level is granted several Support Code Incidents per year.	5 incidents	All Partners (except Enrolled New)
<a href="#">Solution Enablement Toolkits (SETs)</a>	SETs package VMware services, sales and marketing IP that enable Partners to capitalize on Software Defined Datacenter (SDDC), End User Computing (EUC), and Cloud services opportunities and build new VMware consulting practices. There are over 1000+ assets available. Early access to new and under-development SETs at Principal level.	Available for offerings across data center, networking, HCI, digital workspace, and cloud.	All Tiered Partners
<a href="#">Livefire Training</a>	Delivered by VMware Solutions Architects with real-world experience, this week-long training provides the high quality, hands-on technical enablement required for designing and delivering solutions that accelerate VMware adoption and value capture.	Courses offered for various solutions	Principal
<a href="#">Center for Advanced Learning (CAL) Academy</a>	A Global Center for Advanced Skill development, this advanced training offered at VMware headquarters focuses on setting baseline competency, fostering innovation and developing elite service professionals through access to the most advanced technical, professional and leadership skills available.	All Solutions	Principal

A high-angle photograph of a man and a woman sitting at a long, rustic wooden table. The man, on the left, is wearing a purple and white plaid shirt and has his hands clasped. The woman, on the right, is wearing a white shirt and a dark vest, and is looking at a laptop. On the table are a laptop, a smartphone, and a small white cup. The background is a light-colored wall with a tufted cushion.

## Partner Connect Resources



## Partner Resources

### [Partner Connect Portal](#)

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

### [Partner University](#)

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

### [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](mailto:partnerconnect@vmware.com).

### [VMware Knowledge Base](#)

The VMware Knowledge Base is a searchable database with resolutions to common technical issues, tips, and technical notes, and answers to VMware product FAQs. This repository of articles provides support solutions, error messages, and troubleshooting guides for all VMware products.

### [Partner Performance Dashboard](#)

The Partner Performance Dashboard provides you with visibility into your current progress against the program requirements, and the resulting tier placement achieved based on your performance.





## Appendix





## Cloud Provider License Rental

### Cloud Provider License Rental Model

The Cloud Provider license rental model allows for Cloud Providers to install and use VMware products as part of a Hosted IT Service. “Hosted IT Services” means Cloud Provider’s internet, telephone or private network based, subscription computing service that allows third party companies to access the processing power, computing, or software applications from systems that are installed and operated by Cloud Provider. Except as expressly approved by VMware in writing, Cloud Providers may install software only on hardware systems that are:

- A. Owned or leased by Cloud Provider for its dedicated use or owned or leased by the Customer for the Cloud Provider’s dedicated use to provide Hosted IT Services solely to the Customer.
- B. Located either within datacenter space owned or leased by Cloud Provider or on a Customer’s premises solely to provide Hosted IT Services to the Customer, provided that the Cloud Provider maintains day-to-day management and administrative control of the systems.
- C. Upon request, Cloud Provider will promptly identify the license keys installed on the systems located at each Customer site. Cloud Provider shall not permit Customer (or any third-party agent providing service to the Customer) to access, maintain, or otherwise use the software, except for the sole purpose of accessing the functionality of the software in the form of hosted IT Services in accordance with the terms of this Guide. Cloud Provider is responsible for usage reporting and all obligations of this Guide regardless of the physical location of the servers. Cloud Provider will be responsible to VMware for any unauthorized installation, use, copying or distribution of the software by the Customer.

### Hosted IT Services

To the extent that VMware Products are used by Cloud Provider under the Partner Connect Program to provide Hosted IT Services, the applicable customer license agreements are hereby amended as follows:

- A. The following language is added to the applicable license agreement: “Notwithstanding any other term in this EULA and subject to Your compliance with the EULA, solely to the extent necessary to exercise the rights granted in the Cloud Provider License Rental Model, You may host for unaffiliated third parties and such third parties may install, upload, or uninstall computer application(s) to and from the Virtual Machine(s).”
- B. Term of License. Notwithstanding any other term in the applicable license agreement, the license shall be limited to the term that the Cloud Provider is a member of the Partner Connect Program and is operating under a valid Rental License agreement with a VMware Aggregator. Upon termination or expiration of the VMware Partner Connect Program agreement for any reason, Cloud Provider shall cease using all VMware products licensed under the program, and will destroy or return to VMware all copies of the VMware products (including backup copies) in any and all media, and delete any such copies that are resident in the memory or hard disks of computers owned or controlled by Cloud Provider.





## Cloud Provider License Rental

### White Label Model for License Rental

The “White Label” model is a model whereby a Cloud Provider (a “Master Service Provider”) resells its Hosted IT Service to another Cloud Provider (a “Secondary Cloud Provider”) in a non- branded manner, whereby the Secondary Cloud Provider offers this same hosted service to its own hosting customers (“Hosting Customers”) under its own brand (a “White Labeled Service”). All use of White Labeled Service must meet the following criteria.

- All Secondary Cloud Providers must be minimally Enrolled members in the VMware Partner Connect Program with the Cloud Provider route to market declared. This will ensure that the Secondary Cloud Provider has completed the Partner Connect click through agreement (CTA) and is subject to the requirements of the VMware Partner Connect Program.
- Production Support and Service (SnS) remains at the Master Service Provider only.
- Management of the hosted solution and software remains at the Master Service Provider only. Secondary Cloud Providers may not change or manage the system themselves.
- Secondary Cloud Providers that are reselling (or consuming) the Master Cloud Provider’s Hosted IT Service must abide by all the terms outlined in the VMware Partner Connect Program Guide and VMware Partner Connect Program Agreements.
- Secondary Cloud Providers must report all monthly usage data, including any monthly Hosting Customer usage, to the Master Service Provider in a timely manner to ensure the Master Service Provider is able to report to its VMware Aggregator on time.
- Any White Label Service must reside within the Master Service Provider’s owned or leased datacenter. Exceptions for residing in the Secondary Cloud Provider’s datacenter will be considered upon written request to the VMware Partner Program Office.
- Secondary Cloud Providers may only provide the White Label Service to the final Hosting Customers and may NOT resell the White Label Service to any other interim users (i.e. additional cloud providers or resellers).
- Use of VMware logo(s) by Secondary Cloud Providers or Hosting Customers of the White Labeled Service will be governed by VMware’s logo guidelines. The Master Service Provider is not granted any rights to sub-license the use of VMware’s logo,
- Any benefits and program tiering under the VMware Partner Connect Program will not be granted to Secondary Cloud Providers for any White Labeled Services.
- Master Service Providers must ensure that the terms of the applicable VMware license agreement apply to all use of the White Labeled Services by the Secondary Cloud Provider regardless of the data center in which the White Labeled Service is operated.



# Cloud Provider License Rental

## Resell Model for License Rental

Cloud Providers are never permitted to resell or distribute the licenses obtained through the VMware Cloud Provider license rental model. However, it is acceptable for a Cloud Provider to enter into an agreement with a secondary partner such as a VMware reseller to resell the Cloud Provider's Hosted IT Service. All management, reporting (consumption) and legal relationship to the Aggregator remain with the Cloud Provider. VMware does not enter into or become involved with the relationship between the Cloud Provider and the reseller in this endeavor.

## License Rental & Reporting Requirements

- Partner must sign a VMware License Rental contract with a VMware Aggregator.
- Partner must commit to VMware a monthly License Rental spend for 12 months. The minimum monthly commitment amount will be collected regardless of actual usage.
- The VMware Cloud Provider is required to report all monthly usage, by product, in the VMware Commerce Portal (described below), as monitored by the VMware usage reporting tool (the "Usage Meter"). The monthly usage data shall include the details of each VMware product used with the quantity and total points incurred by customer, and customer information. Specific calculation methods for each product are available in the [VMware Cloud Provider Product Usage Guide](#). Monthly reporting is to be submitted, via the Commerce Portal, by the 5th of each month, unless there are specific arrangements made with the VMware Aggregator. Product usage data will be shared with VMware and/or a VMware designated third party for audit and compliance purposes only.
- Failure to report usage data on a monthly basis may result in the immediate termination of the SnS entitlement associated with the Cloud Provider's Rental License agreement.
- All use of the VMware Cloud Provider Bundles and other metered products require that the VMware Usage Meter be installed to monitor and report on Hosting Customers' usage of the products.
- All VMware Cloud Providers must download, install and use for product reporting purposes the most current or generally available version of Usage Meter. VMware will endeavor to notify Cloud Provider of Usage Meter updates.
- Usage Meter reports to the Aggregator for information gathered in the Usage Meter must include the "License Summary Report" for vCloud Bundles, the "Customer Summary Report" for Hosting Customer reporting and the "Product Usage Report" for all non-Usage Meter monitored products. For Usage Meter version 3.2 and higher, include the "Monthly Product Report" in place of both the "License Summary Report" and the "Product Usage Report". See Usage Meter Guide for information on how to install and use the Usage Meter.
- Other VMware products that are not monitored by Usage Meter must be monitored and reported manually by the Cloud Provider, and usage information must be reported to the Aggregator in accordance with the Aggregator's reporting process.



# Cloud Provider License Rental

## Upgrade, Downgrade and Terminations

- Rental license agreements have an initial term of one year and a provision for automatic renewal for successive one-year terms on each anniversary date. The terms of such agreement are with the VMware Aggregator; however they must follow certain Partner Connect Program criteria.
- If Cloud Provider wishes to increase the contract level before reaching the anniversary date, Cloud Provider must ensure all monthly usage reports are completed and a new annual term will commence on the date of upgrade.
- Subject to the Cancellation Policy below, standard downgrade and termination are available only during the 60 days prior to the contract anniversary date and will take effect on anniversary date. Cloud Provider must complete all monthly usage reports under the original terms of the contract for the downgrade order to take effect or for termination process to complete. As part of a termination, VMware may request that the Cloud Provider provide evidence or acknowledgement of license key destruction.
- All upgrade or downgrades are on a prospective basis from the date the order processes in the VMware Commerce Portal. As part of an upgrade, VMware may request that the Cloud Provider remove old license keys and replace with new license keys.

## Metal-as-a-Service (MaaS) Authorized

VMware Cloud Providers in good standing and at the Principal Tier Level in the Program may become authorized to use VMware Cloud Provider licenses to offer Metal-as-a-Service (MaaS). To attain the MaaS Authorized status, Cloud Providers are required to deploy the full SDDC software stack, meet VVD guidelines, and comply with MaaS validation requirements as set forth in more detail in the MaaS Authorization Amendment to the Program Agreement. Please contact your VMware Business Development Manager for details.

## Global Rental Agreement

VMware Cloud Providers in good standing who operate in at least 2 of the 3 VMware designated geographies (Americas, EMEA and APJ) and commit to a point plan for a minimum of 60,000 points per month may be eligible to enter into a Global Rental Agreement. A Global Rental Agreement is a single agreement between a Global Cloud Provider, including its eligible affiliates, and an authorized Global VMware Aggregator. The Global Cloud Provider's globally aggregated point consumption is applied towards the monthly minimum point commitment of 60,000 points. Please contact your VMware Business Development Manager if you have questions about Global Rental Agreements or to receive a detailed set of requirements to become authorized for a Global Rental Agreement.

## Cancellation Policy

The VMware Partner Connect Program Cancellation Policy allows Cloud Providers to cancel VMware Cloud Provider Product license point orders for both monthly Rental Licenses and prepaid points under the Program. To cancel an order(s), Cloud Providers must provide written notice to their Aggregator at any time during any month of the term of Cloud Provider's Rental License agreement with their Aggregator. More information about the Cancellation Policy requirements can be found [here](#).



# Cloud Provider License Rental

## Internal License Use Benefits

	Partner	Advanced	Principal
Cloud Test Demonstration Environment ( <u>for License Rental License agreements only</u> )	Maximum of 100 GB Reserved RAM VMware Cloud Provider Bundles, per country where Cloud Provider is authorized for participation based on criteria	Maximum of 500 GB Reserved RAM VMware Cloud Provider Bundles, per country where Cloud Provider is authorized for participation based on criteria	Maximum of 2000 GB Reserved RAM VMware Cloud Provider Bundles, per country where Cloud Provider is authorized for participation based on criteria
Use of Hosted IT Services by Service Provider ( <u>for Rental License agreements only</u> )		Up to 10% of monthly points or up to 100 points (whichever is greater) based on criteria.	

## Technical Support

**Partner and Advanced Tier Level:** Production level support included with Rental License agreements and VMware Cloud Service Managed Service Provider contracts\*.

**Principal Tier Level:** Authorized Support Provider (ASP) included with Rental License agreements and VMware Cloud Service Managed Service Provider contracts\*.

\*Advanced and Principal tier level partners have the option to purchase Mission Critical Support Incident Packs.

Partners using Authorized Support Provider (ASP) entitlement to open Support Requests with VMware Global Services are required to complete level 1 and level 2 support. For more information on VMware’s ASP entitlement and the value it provides to your Support organization, please see [Technical Support Guide for Support Partners](#)

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# Managed Services Provider

## MSP Commercial Model

- Partner must sign a VMware Managed Services Provider contract with a VMware Aggregator.
- Partner must commit to VMware a monthly MSRP spend for 12 months. The minimum monthly commitment amount will be collected regardless of actual usage.
- All Cloud Service-based Managed Service Offering consumption will be quoted and reported in MSRP, then the agreed contractual discount will be applied to derive the amount to be paid to VMware through the Aggregator. Any overage consumed will also be detailed at MSRP and the same contractual discount will be applied.
- The applicable discount levels are based on the monthly MSRP spend commitment and are available on the Partner Connect website.
- Partners may sign a new MSP contract with VMware at any time if they are upgrading their contract (for example, moving from MSP Level-1 to MSP Level-2). Partners must sign a new contract for a 12-month period starting on the change date. Partners are not able to downgrade their contract during the 12-month term of their contract (for example, moving from MSP Level-2 to MSP Level-1).
- Partners may not change Aggregator during the 12-month term of their contract unless expressly approved in writing by the VMware Partner Program Office (at [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com)). Following a permitted change in aggregators, any current Service IDs (SIDs) will continue to be processed by the original aggregator under the existing contract. New Service IDs (SIDs) will be processed by the new aggregator.
- Partners desiring to operate entities in more than one country must join the VMware Partner Connect Program by enrolling in each country from which partner desires to procure Cloud Services. A separate commitment contract must be entered into with VMware by each entity. An enrolled entity can purchase Cloud Service capacity in any data center available on the applicable price list.
- Partners will be required to transact in the local currency as defined by VMware for the country in which they are authorized to offer managed services.
- Partners' discount level is defined by their committed monthly spend in the Partner Connect Program.
- Partner may not resell VMware Cloud Services for use in a Managed Service Offering without additional Managed Services included in the offering (see the following section: MSP Terms of Service, Service Access and Required Managed Services).

## MSP Terms of Service, Service Access and Required Managed Services

- Partner is required to adhere to the VMware Terms of Service for the applicable Cloud Service, which may be found at the [VMware End User License Agreements](#) as modified by Partner's Program enrollment agreement.
- Partners must provide their own terms of service to their end-user customer.
- Partners must provide managed services as part of the offering to the customer. At a minimum, this must include technical support for the service and all functions associated with service configuration, add-ons, renewals and anything pertaining to billing.
- For VMware Cloud on AWS, partners must have an AWS account.





## Managed Services Provider

### MSP Consumption Reporting and Approval

- Partner is required to acknowledge monthly consumption of VMware Cloud Services in the VMware Cloud Provider Commerce Portal (described below), as monitored and provided by VMware. This data shall include the details of each VMware Service Identifier (SID) used with the quantity and total cost.

### MSP End-User Reporting

- Partner will provide VMware with the Customer Information for each of its Service Identifiers (SIDs). VMware will treat Customer Information as Confidential under the Partner Connect Program Agreement and will use the Customer Information for internal revenue recognition, and determination and communication of associated VMware sales compensation.
- Customer Information includes Customer Name, Customer Country for consumption and Customer Zip or Postal code for consumption.
- Partners who do not provide Customer Information for each of its SIDs may have Program Benefits removed and/or their contract terminated.

### MSP Support

- Partner will have access to VMware onboarding services at time of initial VMware Cloud Services provisioning. Subsequently, Partner may obtain technical support from VMware via Global Support Services with the following provisions.
- **Partner Support Responsibilities.** Partner is responsible for all End User support, which includes but is not limited to End User communication, any managed services provided by Partner, and End User education questions related to the different components of the Cloud Services offering. Partner will be responsible for answering installation, configuration and usage questions, problem isolation and identification, determination if the problem is documented in VMware publications for known problem resolutions and attempting to re-create a customer's problem and provide an acceptable resolution or workaround.
- **VMware Support Responsibilities.** VMware will provide support for the partner as it relates to the Cloud Services platform and any design engineering knowledge or expertise related to the platform or VMware Software to isolate a problem with the Platform or Software and effect a resolution. Any escalated issues that are determined to be caused by a piece of the infrastructure under Partner's area of responsibility will be escalated back to Partner through an agreed process.
- **Escalation Process.** Partner may submit tickets via the telephone or electronically online through MyVMware or via the service portal. The parties will mutually agree upon severity level categories. Severity response target times will be found at <https://www.vmware.com/support/services/saas-production.html>. Severity Level 1 issues must be reported via the telephone for response time SLAs to apply. Trouble shooting steps taken and results received must be fully documented before submitting the case.
- **Partner Support Training.** VMware may provide Partner support staff with initial training on the features and functionalities of the Support Services via a remote delivery mechanism, and/or other mutually agreed upon methods, at no additional charge. For mobility services, training is required for participation in the MSP offering. Please visit the [Partner Connect Portal](#) for a current list of required and recommended trainings.
- **Administrators.** Partner shall appoint an appropriate number of people whom Partner will designate as Partner agents with the authority to perform certain administrative functions on the Cloud Services, serving as Partner' technical contact. For mobility services, the minimum number of technical contacts per contract is two, and the maximum is six. Partner is also solely responsible for keeping Partner account information current through MyVMware, as well as the respective service portal.

# Managed Services Provider

## MSP Service Offerings and Set Up

- Partners who sign a 12-month MSP contract with VMware through an Aggregator have the right to configure and provision Cloud Services as defined by VMware and may change from time-to-time – please contact your VMware partner manager for a current service list. Available “Cloud Services” for use in a Managed Service Offering can be found [here](#).
- Partner may not place more than one single end customer within a service environment (SID). This enables allocation, usage and billing information to be mapped to a single customer for simplified chargeback and management.
- Partner access to Cloud Service configuration and provisioning will be made available via the MyVMware portal or the respective service portal. Partner access to monthly reporting will be made available via the VMware Commerce Portal.

## MSP Service Demo/Test Capacity

- Partners may leverage free trials to do testing of certain services. Check [www.vmware.com](http://www.vmware.com) for current offers.
- Alternatively, up to \$1,000 MSRP of test capacity may be made available at no charge for internal use only, by request. This is provided as a credit applied to the first month’s usage of a given service. Any amount of the credit remaining after being applied to these charges at the end of the first billing cycle automatically expires.
- Demo capacity is available one-time only for each Partner Connect Partner ID and is not provided again upon any contract renewal. Partners who have already received test environments or who have previously purchased the respective service are not eligible for additional capacity.
- Demo capacity is provided as a means for Partners to do proof of concept testing, demos or training on available services. Test capacity must be requested via email to [ycan-operations@vmware.com](mailto:ycan-operations@vmware.com).

## VMware Cloud Provider Commerce Portal

The Commerce Portal is a cloud-based application that assists VMware Cloud Providers and Aggregators to provide and/or approve the required monthly Rental License, VMware Cloud Service consumption and end user reporting information. This portal is the system of record for Service Provider contract levels and monthly customer usage information. Not later than the 5th of each month, Service Providers are required to submit and/or approve their monthly usage reports and VMware Cloud Service consumption to their Aggregator through the Commerce Portal. All data reported and/or approved in the Commerce Portal is subject to review, approval, and audit by VMware or VMware Aggregators. All data must be maintained for a minimum of 3 years.

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# Cloud Provider Compliance

## Program Compliance

The Partner Connect Program maintains a compliance review campaign for Service Providers. The goal is to assist Partners with meeting the Program requirements. These reviews are not a formal audit under the VMware Partner Connect enrollment agreement. However, failure to participate may result in VMware exercising its right to conduct a formal audit of the Service Provider’s records. Based on the results of the initial review, VMware may ask for additional information regarding Usage Meter installation and configuration, as well as information used for monthly usage reporting related to the use of VMware’s software.

VMware may request that a Service Provider’s Aggregator conduct the compliance review. Service Providers are required to furnish requested information in a timely manner. Notification of a compliance review may come from either VMware or your Aggregator, acting at VMware’s request. Steps you should take to ensure you are prepared for a compliance check:

- Upgrade to the most current available version of the Usage Meter
- Validate the Usage Meter is configured appropriately
- Log in to the VMware Cloud Provider Commerce Portal and report usage no later than the 5th of every month
- Resolve any delinquent or overdue monthly usage reports
- Report all non-metered products in addition to the amounts captured by the Usage Meter
- Ensure you have met all the program tier requirements at each annual renewal cycle

More information about Compliance Policies can be found [here](#).

## Third Party Software

Cloud Services may permit Partners to make third party software available to Customers of Partner’s Managed Service Offering subject to the terms set forth in Partner’s program enrollment agreement.

# Operational Information

## U.S. Government Sales

The VMware Partner Connect Program enables cloud provider partners with Rental License agreements to sell into the U.S. Federal marketplace using VMware Federal License Keys. These Federal License Keys provide U.S. based Support for VMware products to help address the needs of the U.S. Federal government. All Partners with Rental License agreements that are in good standing, are currently registered in the VMware Partner Connect Program, and have demonstrated an understanding of the U.S. Federal marketplace, are eligible to obtain Federal License Keys.

NOTE THAT IN THE EVENT A CLOUD PROVIDER USES NON-FEDERAL LICENSE KEYS TO PROVIDE A HOSTED IT SERVICE TO U.S. FEDERAL END-CUSTOMERS, that the cloud provider partner expressly acknowledges and agrees they are waiving any right or ability to receive U.S. based support services or any other features offered by VMware Federal License Keys that are meant to address the needs of the U.S. Federal Government. Additionally, if a cloud provider partner uses a commercial VMware product to provide or operate a service to U.S. Federal end-customers, the cloud provider partner must complete the Federal SKU Exception Form and email to [govskuexception@vmware.com](mailto:govskuexception@vmware.com).

Disclaimer: VMware expressly disclaims that any VMware products or their use as part of any service provided by a Partner Connect cloud provider partner are compliant with any Federal Regulations, including but not limited to Section 508. The Federal Licenses that are ordered for a cloud provider through an Aggregator include the warranties provided at:

<http://www.vmware.com/solutions/industry/government/warranty.html>

Any warranties provided with these Federal License Keys are provided solely for the VMware products alone, and do not extend to any services provided by a cloud provider partner to any U.S. Federal Government End User or other government entity.

## U.S. Government Reporting

In addition to the product usage reporting required for all VMware products consumed through the VMware Partner Connect Program, regardless of whether a cloud provider uses a Commercial VMware product for State and Local Government and Education ("SLED") or Federal License Keys, cloud provider partners providing a Hosted IT Service or Managed Service based on VMware Cloud Services to any United States Federal government or SLED entity as an End User must separately report government End User transactions (including End User names) to their VMware Aggregator on a monthly basis.

A United States Government End User is defined as:

- All U.S. Federal (executive, legislative or judicial) agencies, bureaus, departments, commissions, boards, offices, or councils.
- All U.S. Tribal Government entities and nations.
- All U.S. Federally Funded Research and Development Centers (FFRDCs).
- SLED: all state and local government entities, K-12 educational entities, and institutions of higher education.

If a cloud provider partner is delivering Hosted IT Services to any U.S. Government End Users on a shared platform, VMware considers this to be multi-tenant, and as such, VMware products may only be used through the Partner Connect Program, and not under any other VMware license.

All reporting requirements applicable in the VMware Partner Connect Program will apply to U.S. Government End Users, including but not limited to the use of the VMware vCloud Usage Meter. Reporting for U.S Government End User usage must be completely separate from the commercial End User usage reporting provided to the Aggregator.

## U.S. Federal Support

To ensure Service Providers with Rental License agreements using Federal License Keys receive U.S. Citizen on U.S. Soil support, Service Providers must call the VMware dedicated U.S. Federal Support telephone number (1-877-869-2730 or 1-650-846-2060) for assistance with any licensing or technical support issue related to a Federal License Key. If a Service Provider requires speaking to someone with any type of government clearances, they must inform the representative immediately at the start of the call. No additional support contract is necessary as U.S. Support and Subscription is included with Federal License Keys. VMware U.S. Federal Technical Support is provided to VMware Service Providers calling on behalf of U.S. Federal Government End Users, thus providing access to VMware technical support engineers who are physically located in, and are citizens of, the United States.

The above telephone number is for the exclusive use of Service Providers that have purchased Federal License Keys requesting VMware support on behalf of U.S. Federal Government End Users only. VMware will deny service to any unauthorized users and route them back to standard VMware contact avenues to receive technical support.

VMware cannot guarantee that support requests filed via the Internet will be assigned to a U.S. citizen on U.S. soil. Do not file support requests via the Internet; instead, file all support requests by telephone using the dedicated U.S. Federal Support telephone number.

For more information, see: [www.vmware.com/support/services/usfedsupport.html](http://www.vmware.com/support/services/usfedsupport.html)

# VMware Sales Territory Restrictions And Order Requirements

VMware’s Partner Programs have been designed to promote local relationships between customers, Partner Connect partners, andVMware authorized distributors/aggregators, wherever possible. As a result, there are territorial restrictions governing the purchase, distribution and use of VMware’s offerings, based upon the countries in which the customer, Partner Connect partner and VMware authorized distributors/aggregators are located.

**A customer may always obtain VMware offerings from a Partner Connect partner located within the same country.**

VMware also permits customers in certain countries to obtain VMware offerings from Partner Connect partners located in other countries. The table below lists, by customer location, the additional countries from which the customer may obtain VMware offerings.

## Definitions:

1. **“Territory”** means either (a) the country in which partner’s principal place of business is located or (b) the country(ies) specified in your agreement with VMware, if applicable.
2. **European Economic Area or “EEA”** includes the following countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, The Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom
3. **“North CEA”** includes the following countries: Belize, El Salvador, Guatemala, Honduras, Nicaragua
4. **“French Caribbean”** includes the following countries: Dominica, French Guyana, Guadeloupe, Haiti, Martinique, Saint Barthéleme, Saint Lucia, Saint Martin
5. **“Islands of the Caribbean”** includes the following countries: Anguilla, Antigua & Barbuda, Aruba, Bahamas, Barbados, Bonaire, British Virgin Islands, Cayman, Curacao, Grenada, Jamaica, Montserrat, Saba, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Sint Eustatius, Sint Maarten, Suriname, Trinidad and Tobago, Turks and Caicos, US Virgin Islands
6. **“Southern African Development Community”** or SADC includes the following countries: Angola, Botswana, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Sao Tome and Principe, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia, Zimbabwe
7. **“East Africa”** includes the following countries: Burundi, Djibouti, Eritrea, Ethiopia, Kenya, Malawi, Rwanda, Somalia, Uganda, United Republic of Tanzania
8. **“West Africa”** includes the following countries: Cameroon, Central African Republic, The Democratic Republic of Congo, Equatorial Guinea, Gabon, Ghana, Nigeria, Sao Tome and Principe



# VMware Sales Territory Restrictions And Order Requirements

## Territory Restrictions

- Partner Connect partners operating entities in more than one country must join the VMware Partner Connect Program by enrolling in each country from which partner desires to resell VMware products or services.
- Each Partner Connect partner operating entity must satisfy the program membership requirements on its own.
- Each Partner Connect partner entity is permitted to resell VMware products and services only to customers within the Partner Connect partner appointed Territory.
- VMware authorized distributors/aggregators are permitted to resell VMware products and services only to Partner Connect partners, who are permitted to resell to customers located within Distributor’s appointed Territory.
- VMware authorized distributors/aggregators shall obtain VMware products and services for resell, solely from VMware.
- Notwithstanding the foregoing, VMware authorized distributors/aggregators authorized in Brazil and Argentina shall be authorized to invoice customers directly for the sale of VMware products and services, subject to the following conditions: (1) a Partner Connect partner has identified the customer opportunity, (2) the Partner Connect partner has authorized or requested VMware distributor/aggre gator to transact the sale directly with the customer, and (3) such Partner Connect partner is identified in the sales order to VMware .
- Each Partner Connect partner entity must obtain VMware products or services for resell solely from distributors/aggregators authorized by VMware to deal in the Territory. Each Partner Connect partner entity must enter into supply relationships directly with such distributors/aggregators.
- The foregoing provisions are without prejudice to the freedom of partners located in the European Economic Area (EEA) or Switzerland to purchase from other partner or distribution/aggregator partners authorized by VMware to deal in the EEA or Switzerland; and/or to resell to customers located in the EEA or Switzerland.

## Sales Order Requirements

- At or before the time of resell of a VMware offering, a Partner Connect partner must provide the prospective customer with a copy of, or link to, the applicable license or terms and conditions applicable to the offering being purchased.
- A Partner Connect partner may not purchase a VMware offering unless and until the Partner Connect partner has received a corresponding purchase order from its customer.
- Parent companies, affiliates, subsidiaries, or acquired companies of a program member are not program members and do not qualify for program benefits unless they obtain authorization from VMware.

# Territory Location And Additional Country List

CUSTOMER GEOGRAPHICAL LOCATION	ADDITIONAL COUNTRIES
AFGHANISTAN	
AKROTIRI	DHEKELIA, GIBRALTAR, GUERNSEY, ISLE OF MAN, JERSEY, UNITED KINGDOM
ALAND ISLANDS	
ALBANIA	
ALGERIA	
ANDORRA	SPAIN
ANGOLA	SADC
ANGUILLA	ISLANDS OF THE CARIBBEAN
ANTIGUA AND BARBUDA	ISLANDS OF THE CARIBBEAN
ARGENTINA	
ARMENIA	
ARUBA	ISLANDS OF THE CARIBBEAN
AUSTRALIA	
AUSTRIA	EEA + SWITZERLAND
AZERBAIJAN	
AZORES	EEA + SWITZERLAND
BAHAMAS, THE	ISLANDS OF THE CARIBBEAN
BAHRAIN	
BALEARIC ISLANDS	EEA + SWITZERLAND
BANGLADESH	
BARBADOS	ISLANDS OF THE CARIBBEAN
BELARUS	
BELGIUM	EEA + SWITZERLAND
BELIZE	NORTH CEA
BENIN	
BERMUDA	
BHUTAN	
BOLIVIA	
BONAIRE	ISLANDS OF THE CARIBBEAN
BOSNIA AND HERZEGOVINA	
BOTSWANA	SADC
BOUVET ISLAND	

CUSTOMER GEOGRAPHICAL LOCATION	ADDITIONAL COUNTRIES
BRAZIL	
BRUNEI DARUSSALAM	
BRITISH VIRGIN ISLANDS	ISLANDS OF THE CARIBBEAN
BULGARIA	EEA + SWITZERLAND
BURKINA FASO	
BURMA	
BURUNDI	EAST AFRICA
CAMBODIA	
CAMEROON	WEST AFRICA
CANADA	
CANARY ISLANDS	EEA + SWITZERLAND
CAYMAN	ISLANDS OF THE CARIBBEAN
CAPE VERDE	
CENTRAL AFRICAN REPUBLIC	WEST AFRICA
CHAD	
CHILE	
CHINA	
CHRISTMAS ISLAND	
COCOS (KEELING) ISLANDS	
COLOMBIA	
COMOROS	
CONGO, THE DEMOCRATIC REPUBLIC OF	WEST AFRICA
COOK ISLANDS	
COSTA RICA	
COTE D'IVOIRE	
CROATIA	EEA + SWITZERLAND
CURACAO	ISLANDS OF THE CARIBBEAN
CYPRUS	EEA + SWITZERLAND
CZECH REPUBLIC	EEA + SWITZERLAND
DENMARK	EEA + SWITZERLAND, FAROE ISLANDS
DHEKELIA	AKROTIRI, GIBRALTAR, GUERNSEY, ISLE OF MAN, JERSEY, UNITED KINGDOM

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DJIBOUTI	EAST AFRICA
DOMINICA	FRENCH CARIBBEAN
DOMINICAN REPUBLIC	
EAST TIMOR (SEE TIMOR-LESTE)	
ECUADOR	
EGYPT	
EL SALVADOR	NORTH CEA
EQUATORIAL GUINEA	WEST AFRICA
ERITREA	EAST AFRICA
ESTONIA	EEA + SWITZERLAND
ETHIOPIA	EAST AFRICA
FAROE ISLANDS	DENMARK
FIJI	
FINLAND	EEA + SWITZERLAND
FRANCE	EEA + SWITZERLAND, MONACO
FRENCH GUIANA	EEA + SWITZERLAND, FRENCH CARIBBEAN
FRENCH POLYNESIA	
FRENCH SOUTHERN TERRITORIES	
GABON	WEST AFRICA
GAMBIA	
GEORGIA	
GERMANY	EEA + SWITZERLAND
GHANA	WEST AFRICA
GIBRALTAR	EEA + SWITZERLAND, AKROTIRI, DHEKELIA, GUERNSEY, ISLE OF MAN, JERSEY, UNITED KINGDOM
GREECE	EEA + SWITZERLAND
GREENLAND	
GRENADA	ISLANDS OF THE CARIBBEAN
GUADELOUPE	EEA + SWITZERLAND, FRENCH CARIBBEAN
GUAM	
GUATEMALA NORTH CEA	
GUERNSEY	AKROTIRI, DHEKELIA, GIBRALTAR, ISLE OF MAN, JERSEY, UNITED KINGDOM

CUSTOMER GEOGRAPHICAL LOCATION	ADDITIONAL COUNTRIES
GUINEA	
GUINEA-BISSAU	
GUYANA	
HAITI	FRENCH CARIBBEAN
HEARD ISLAND AND MCDONALD ISLANDS	
HOLY SEE	
HONDURAS	NORTH CEA
HONG KONG	
HUNGARY	EEA + SWITZERLAND
ICELAND	EEA + SWITZERLAND
INDIA	
INDONESIA	
IRAQ	
IRELAND	EEA + SWITZERLAND
ISLE OF MAN	AKROTIRI, DHEKELIA, GIBRALTAR, GUERNSEY, JERSEY, UNITED KINGDOM
ISRAEL	
ITALY	EEA + SWITZERLAND, SAN MARINO, VATICAN CITY STATE
JAMAICA	ISLANDS OF THE CARIBBEAN
JAPAN	
JERSEY	AKROTIRI, DHEKELIA, GIBRALTAR, GUERNSEY, ISLE OF MAN, UNITED KINGDOM
JORDAN	
KAZAKHSTAN	
KENYA	EAST AFRICA
KIRIBATI	
KOREA, REPUBLIC OF	
KOSOVO	
KUWAIT	
KYRGYZSTAN	
LAO PEOPLE'S DEMOCRATIC REPUBLIC / LAOS	

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LEBANON	
LESOTHO	SADC
LIBERIA	
LIBYA	
LIBYAN ARAB JAMAHIRIYA	
LIECHTENSTEIN	EEA + SWITZERLAND
LITHUANIA	EEA + SWITZERLAND
LUXEMBOURG	EEA + SWITZERLAND
MACAO / MACAU	
MADAGASCAR	SADC
MADEIRA	EEA + SWITZERLAND
MALAWI	SADC + EAST AFRICA
MALAYSIA	
MALDIVES	
MALI	
MALTA	EEA + SWITZERLAND
MARSHALL ISLANDS	
MARTINIQUE	EEA + SWITZERLAND, FRENCH CARIBBEAN
MAURITANIA	
MAURITIUS	SADC
MAYOTTE	EEA + SWITZERLAND
MEXICO	
MICRONESIA, FEDERATED STATES OF	
MOLDOVA	
MONACO	FRANCE
MONGOLIA	
MONTENEGRO	
MONTSERRAT	ISLANDS OF THE CARIBBEAN
MOROCCO	
MOZAMBIQUE	SADC
MYANMAR	

CUSTOMER GEOGRAPHICAL LOCATION	ADDITIONAL COUNTRIES
NAMIBIA	SADC
NAURU	
NEPAL	
NETHERLANDS	EEA + SWITZERLAND
NETHERLANDS ANTILLES	
NEW CALEDONIA	
NEW ZEALAND	
NICARAGUA	NORTH CEA
NIGER	
NIGERIA	WEST AFRICA
NIUE	
NORFOLK ISLAND	
NORTH MACEDONIA	
NORTHERN MARIANA ISLANDS	
NORWAY	EEA + SWITZERLAND
OMAN	
PAKISTAN	
PALAU	
PALESTINE TERRITORIES	
PANAMA	
PAPUA NEW GUINEA	
PARAGUAY	
PERU	
PHILIPPINES	
PITCAIRN	
POLAND	EEA + SWITZERLAND
PORTUGAL	EEA + SWITZERLAND
PUERTO RICO	
QATAR	
REPUBLIC OF CONGO	
REPUBLIC OF KOSOVO	
REPUBLIC OF MOLDOVA	

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REUNION	EEA + SWITZERLAND
ROMANIA	EEA + SWITZERLAND
RUSSIAN FEDERATION	
RWANDA EAST AFRICA	
SABA	ISLANDS OF THE CARIBBEAN
SAINT BARTHÉLEME	FRENCH CARIBBEAN
SAINT KITTS AND NEVIS	ISLANDS OF THE CARIBBEAN
SAINT LUCIA	FRENCH CARIBBEAN
SAINT MARTIN	EEA + SWITZERLAND, FRENCH CARIBBEAN
SAINT VINCENT AND THE GRENADINES	ISLANDS OF THE CARIBBEAN
SAMOA	
SAN MARINO	ITALY, VATICAN CITY
SAO TOME AND PRINCIPE	SADC, WEST AFRICA
SAUDI ARABIA	
SENEGAL	
SERBIA	
SEYCHELLES	SADC
SIERRA LEONE	
SINGAPORE	
SINT EUSTATIUS	ISLANDS OF THE CARIBBEAN
SINT MAARTEN	ISLANDS OF THE CARIBBEAN
SLOVAKIA	EEA + SWITZERLAND
SLOVENIA	EEA + SWITZERLAND
SOLOMON ISLANDS	
SOMALIA	EAST AFRICA
SOUTH AFRICA	SADC
SOUTH SUDAN	
SPAIN	EEA + SWITZERLAND, ANDORRA
SRI LANKA	
SURINAME	ISLANDS OF THE CARIBBEAN
SWAZILAND	SADC
SWEDEN	EEA + SWITZERLAND

CUSTOMER GEOGRAPHICAL LOCATION	ADDITIONAL COUNTRIES
SWITZERLAND	EEA
SYRIA	
TAIWAN	
TAJIKISTAN	
TANZANIA, UNITED REPUBLIC OF	EAST AFRICA, SADC
THAILAND	
TIMOR-LESTE	
TOGO	
TOKELAU	
TONGA	
TRINIDAD AND TOBAGO	ISLANDS OF THE CARIBBEAN
TUNISIA	
TURKEY	
TURKS AND CAICOS	ISLANDS OF THE CARIBBEAN
TURKMENISTAN	
TUVALU	
U.S. VIRGIN ISLANDS	ISLANDS OF THE CARIBBEAN
UGANDA EAST AFRICA	
UKRAINE	
UNITED ARAB EMIRATES	
UNITED KINGDOM	EEA + SWITZERLAND, AKROTIRI, DHEKELIA, GIBRALTAR, GUERNSEY, ISLE OF MAN, JERSEY
UNITED STATES	
URUGUAY	
UZBEKISTAN	
VANUATU	
VATICAN CITY STATE	ITALY, SAN MARINO
VENEZUELA	
VIETNAM	
WALLIS AND FUTUNA	
YEMEN	
ZAMBIA	SADC
ZIMBABWE	SADC

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BOOKINGS_COUNTRY	MATURITY	GEO	ACCELERATOR
ANGUILLA	DEVELOPING	AMER	1x
ANTIGUA AND BARBUDA	DEVELOPING	AMER	1x
ARGENTINA	DEVELOPING	AMER	1x
ARUBA	DEVELOPING	AMER	1x
BAHAMAS	DEVELOPING	AMER	1x
BARBADOS	DEVELOPING	AMER	1x
BELIZE	DEVELOPING	AMER	1x
BERMUDA	DEVELOPING	AMER	1x
BOLIVIA	DEVELOPING	AMER	1x
BRAZIL	DEVELOPING	AMER	1x
CANADA	DEVELOPING	AMER	1x
CAYMAN ISLANDS	DEVELOPING	AMER	1x
CHILE	DEVELOPING	AMER	1x
COLOMBIA	DEVELOPING	AMER	1x
COSTA RICA	DEVELOPING	AMER	1x
CURACAO	DEVELOPING	AMER	1x
DOMINICA	DEVELOPING	AMER	1x
DOMINICAN REPUBLIC	DEVELOPING	AMER	1x
ECUADOR	DEVELOPING	AMER	1x
EL SALVADOR	DEVELOPING	AMER	1x
GRENADA	DEVELOPING	AMER	1x
GUAM	DEVELOPING	AMER	1x
GUATEMALA	DEVELOPING	AMER	1x
GUYANA	DEVELOPING	AMER	1x
HAITI	DEVELOPING	AMER	1x
HONDURAS	DEVELOPING	AMER	1x
JAMAICA	DEVELOPING	AMER	1x
MEXICO	DEVELOPING	AMER	1x
MONTSERRAT	DEVELOPING	AMER	1x
NETHERLANDS ANTILLES	DEVELOPING	AMER	1x
NICARAGUA	DEVELOPING	AMER	1x
PANAMA	DEVELOPING	AMER	1x
PARAGUAY	DEVELOPING	AMER	1x
PERU	DEVELOPING	AMER	1x
PUERTO RICO	DEVELOPING	AMER	1x
SAINT KITTS & NEVIS	DEVELOPING	AMER	1x
SAINT KITTS AND NEVIS	DEVELOPING	AMER	1x
SAINT LUCIA	DEVELOPING	AMER	1x
SAINT VINCENT AND THE GRENADINES	DEVELOPING	AMER	1x
SOUTH GEORGIA & THE SOUTH SANDWICH ISLANDS	DEVELOPING	AMER	1x
SURINAME	DEVELOPING	AMER	1x
TRINIDAD AND TOBAGO	DEVELOPING	AMER	1x
TURKS AND CAICOS ISLANDS	DEVELOPING	AMER	1x
UNITED STATES	MATURE	AMER	0x
UNITED STATES MINOR OUTLYING ISLANDS	DEVELOPING	AMER	1x
URUGUAY	DEVELOPING	AMER	1x
VENEZUELA	DEVELOPING	AMER	1x
VIRGIN ISLANDS, BRITISH	DEVELOPING	AMER	1x
VIRGIN ISLANDS, U.S.	DEVELOPING	AMER	1x

BOOKINGS_COUNTRY	MATURITY	GEO	ACCELERATOR
AFGHANISTAN	EMERGING	APJ	5x
AUSTRALIA	MATURE	APJ	0x
BANGLADESH	EMERGING	APJ	5x
BHUTAN	EMERGING	APJ	5x
BRUNEI DARUSSALAM	EMERGING	APJ	5x
CAMBODIA	EMERGING	APJ	5x
CHINA	DEVELOPING	APJ	1x
CHRISTMAS ISLAND	EMERGING	APJ	5x
COCOS (KEELING) ISLANDS	EMERGING	APJ	5x
COOK ISLANDS	EMERGING	APJ	5x
FIJI	EMERGING	APJ	5x
FRENCH POLYNESIA	EMERGING	APJ	5x
HONG KONG	DEVELOPING	APJ	1x
INDIA	DEVELOPING	APJ	1x
INDONESIA	DEVELOPING	APJ	1x
JAPAN	MATURE	APJ	0x
KIRIBATI	EMERGING	APJ	5x
KOREA, REPUBLIC OF	DEVELOPING	APJ	1x
LAO PEOPLE'S DEMOCRATIC REPUBLIC	EMERGING	APJ	5x
MACAO	DEVELOPING	APJ	1x
MALAYSIA	DEVELOPING	APJ	1x
MALDIVES	EMERGING	APJ	5x
MARSHALL ISLANDS	EMERGING	APJ	5x
MICRONESIA, FEDERATED STATES OF	EMERGING	APJ	5x
MONGOLIA	EMERGING	APJ	5x
MYANMAR	EMERGING	APJ	5x
NAURU	EMERGING	APJ	5x
NEPAL	EMERGING	APJ	5x
NEW CALEDONIA	EMERGING	APJ	5x
NEW ZEALAND	MATURE	APJ	0x
NIUE	EMERGING	APJ	5x
NORTHERN MARIANA ISLANDS	EMERGING	APJ	5x
PAKISTAN	EMERGING	APJ	5x
PALAU	EMERGING	APJ	5x
PAPUA NEW GUINEA	EMERGING	APJ	5x
PHILIPPINES	EMERGING	APJ	5x
PITCAIRN	EMERGING	APJ	5x
SAMOA	EMERGING	APJ	5x
SERBIA AND MONTENEGRO	EMERGING	APJ	5x
SINGAPORE	MATURE	APJ	0x
SOLOMON ISLANDS	EMERGING	APJ	5x
SRI LANKA	EMERGING	APJ	5x
TAIWAN, PROVINCE OF CHINA	DEVELOPING	APJ	1x
THAILAND	DEVELOPING	APJ	1x
TIMOR-LESTE	EMERGING	APJ	5x
TONGA	EMERGING	APJ	5x
TUVALU	EMERGING	APJ	5x
VANUATU	EMERGING	APJ	5x
VIET NAM	EMERGING	APJ	5x
VIETNAM	EMERGING	APJ	5x
WALLIS AND FUTUNA	EMERGING	APJ	5x



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BOOKINGS_COUNTRY	MATURITY	GEO	ACCELERATOR
ALBANIA	EMERGING	EMEA	5x
ALGERIA	EMERGING	EMEA	5x
ANDORRA	MATURE	EMEA	0x
ANGOLA	EMERGING	EMEA	5x
ARMENIA	EMERGING	EMEA	5x
AUSTRIA	MATURE	EMEA	0x
AZERBAIJAN	EMERGING	EMEA	5x
BAHRAIN	EMERGING	EMEA	5x
BELARUS	EMERGING	EMEA	5x
BELGIUM	MATURE	EMEA	0x
BENIN	EMERGING	EMEA	5x
BOSNIA AND HERZEGOVINA	EMERGING	EMEA	5x
BOTSWANA	EMERGING	EMEA	5x
BULGARIA	DEVELOPING	EMEA	1x
BURKINA FASO	EMERGING	EMEA	5x
BURUNDI	EMERGING	EMEA	5x
CAMEROON	EMERGING	EMEA	5x
CAPE VERDE	MATURE	EMEA	0x
CENTRAL AFRICAN REPUBLIC	EMERGING	EMEA	5x
CHAD	EMERGING	EMEA	5x
COMOROS	EMERGING	EMEA	5x
CONGO, REPUBLIC OF	EMERGING	EMEA	5x
CONGO, THE DEMOCRATIC REPUBLIC OF	EMERGING	EMEA	5x
COTE D'IVOIRE	EMERGING	EMEA	5x
CROATIA	DEVELOPING	EMEA	1x
CYPRUS	DEVELOPING	EMEA	1x
CZECH REPUBLIC	DEVELOPING	EMEA	1x
DENMARK	MATURE	EMEA	0x
DJIBOUTI	EMERGING	EMEA	5x
EGYPT	EMERGING	EMEA	5x
EQUATORIAL GUINEA	EMERGING	EMEA	5x
ESTONIA	DEVELOPING	EMEA	1x
ETHIOPIA	EMERGING	EMEA	5x
Faeroe Islands	MATURE	EMEA	0x
FALKLAND ISLANDS (MALVINAS)	EMERGING	EMEA	5x
FAROE ISLANDS	MATURE	EMEA	0x
FINLAND	MATURE	EMEA	0x
FRANCE	MATURE	EMEA	0x
FRENCH GUIANA	MATURE	EMEA	0x
FRENCH SOUTHERN TERRITORIES	MATURE	EMEA	0x
GABON	EMERGING	EMEA	5x
GAMBIA	EMERGING	EMEA	5x
GEORGIA	EMERGING	EMEA	5x
GERMANY	MATURE	EMEA	0x

BOOKINGS_COUNTRY	MATURITY	GEO	ACCELERATOR
GHANA	EMERGING	EMEA	5x
GIBRALTAR	MATURE	EMEA	0x
GREECE	DEVELOPING	EMEA	1x
GREENLAND	MATURE	EMEA	0x
GUADELOUPE	MATURE	EMEA	0x
GUERNSEY	MATURE	EMEA	0x
GUINEA	EMERGING	EMEA	5x
HOLY SEE (VATICAN CITY STATE)	MATURE	EMEA	0x
HUNGARY	DEVELOPING	EMEA	1x
ICELAND	MATURE	EMEA	0x
IRAQ	EMERGING	EMEA	5x
IRELAND	MATURE	EMEA	0x
ISLE OF MAN	MATURE	EMEA	0x
ISRAEL	DEVELOPING	EMEA	1x
ITALY	MATURE	EMEA	0x
JERSEY	MATURE	EMEA	0x
JORDAN	EMERGING	EMEA	5x
KAZAKHSTAN	EMERGING	EMEA	5x
KAZAKSTAN	EMERGING	EMEA	5x
KENYA	EMERGING	EMEA	5x
KOSOVO	EMERGING	EMEA	5x
KUWAIT	EMERGING	EMEA	5x
KYRGYZSTAN	EMERGING	EMEA	5x
LATVIA	DEVELOPING	EMEA	1x
LEBANON	EMERGING	EMEA	5x
LESOTHO	EMERGING	EMEA	5x
LIBERIA	EMERGING	EMEA	5x
LIBYAN ARAB JAMAHIRIYA	EMERGING	EMEA	5x
LIECHTENSTEIN	MATURE	EMEA	0x
LITHUANIA	DEVELOPING	EMEA	1x
LUXEMBOURG	MATURE	EMEA	0x
MADAGASCAR	EMERGING	EMEA	5x
MALAWI	EMERGING	EMEA	5x
MALI	EMERGING	EMEA	5x
MALTA	DEVELOPING	EMEA	1x
MARTINIQUE	MATURE	EMEA	0x
MAURITANIA	EMERGING	EMEA	5x
MAURITIUS	EMERGING	EMEA	5x
MAYOTTE	EMERGING	EMEA	5x
MOLDOVA, REPUBLIC OF	EMERGING	EMEA	5x
MONACO	MATURE	EMEA	0x
MONTENEGRO	EMERGING	EMEA	5x
MOROCCO	EMERGING	EMEA	5x
MOZAMBIQUE	EMERGING	EMEA	5x

BOOKINGS_COUNTRY	MATURITY	GEO	ACCELERATOR
NAMIBIA	EMERGING	EMEA	5x
NETHERLANDS	MATURE	EMEA	0x
NIGER	EMERGING	EMEA	5x
NIGERIA	EMERGING	EMEA	5x
NORTHERN MACEDONIA	EMERGING	EMEA	5x
NORWAY	MATURE	EMEA	0x
OMAN	EMERGING	EMEA	5x
PALESTINIAN TERRITORY, OCCUPIED	EMERGING	EMEA	5x
POLAND	DEVELOPING	EMEA	1x
PORTUGAL	MATURE	EMEA	0x
QATAR	DEVELOPING	EMEA	1x
REUNION	MATURE	EMEA	0x
ROMANIA	DEVELOPING	EMEA	1x
RUSSIAN FEDERATION	DEVELOPING	EMEA	1x
RWANDA	EMERGING	EMEA	5x
SAINT PIERRE AND MIQUELON	DEVELOPING	EMEA	1x
SAN MARINO	MATURE	EMEA	0x
SAO TOME AND PRINCIPE	EMERGING	EMEA	5x
SAUDI ARABIA	DEVELOPING	EMEA	1x
SENEGAL	EMERGING	EMEA	5x
SERBIA	EMERGING	EMEA	5x
SEYCHELLES	EMERGING	EMEA	5x
SIERRA LEONE	EMERGING	EMEA	5x
SLOVAKIA	DEVELOPING	EMEA	1x
SLOVENIA	DEVELOPING	EMEA	1x
SOMALIA	EMERGING	EMEA	5x
SOUTH AFRICA	DEVELOPING	EMEA	1x
SPAIN	MATURE	EMEA	0x
SWAZILAND	EMERGING	EMEA	5x
SWEDEN	MATURE	EMEA	0x
SWITZERLAND	MATURE	EMEA	0x
TAJIKISTAN	EMERGING	EMEA	5x
TANZANIA	EMERGING	EMEA	5x
TOGO	EMERGING	EMEA	5x
TUNISIA	EMERGING	EMEA	5x
TURKEY	DEVELOPING	EMEA	1x
TURKMENISTAN	EMERGING	EMEA	5x
UGANDA	EMERGING	EMEA	5x
UKRAINE	EMERGING	EMEA	5x
UNITED ARAB EMIRATES	DEVELOPING	EMEA	1x
UNITED KINGDOM	MATURE	EMEA	0x
UZBEKISTAN	EMERGING	EMEA	5x
YEMEN	EMERGING	EMEA	5x
ZAMBIA	EMERGING	EMEA	5x
ZIMBABWE	EMERGING	EMEA	5x

## Solution Maturity List

IT PRIORITY	PATH	MASTERY	SOLUTION COMPETENCY	SOLUTION MATURITY	ACCELERATOR
HYBRID CLOUD	DATA CENTER VIRTUALIZATION	DATA CENTER VIRTUALIZATION	BUSINESS CONTINUITY	MATURE	0X
			HYPER CONVERGED INFRASTRUCTURE	EMERGING	2X
			SERVER VIRTUALIZATION	MATURE	0X
	CLOUD MANAGEMENT & AUTOMATION	CLOUD MANAGEMENT & AUTOMATION	MANAGEMENT AUTOMATION	DEVELOPING	1X
			MANAGEMENT OPERATIONS	DEVELOPING	1X
	CLOUD PROVIDER	CLOUD VERIFIED	CLOUD PROVIDER*	DEVELOPING	1X
HYBRID CLOUD / MULTI CLOUD	VMWARE CLOUD ON AWS	VMWARE CLOUD ON AWS	VMC ON AWS	EMERGING	2X
MODERN APPLICATIONS	MODERN APPLICATIONS	CLOUD NATIVE (COMING SOON)	PKS	EMERGING	2X
TRANSFORM NETWORKING AND SECURITY	NETWORK & SECURITY	NETWORK VIRTUALIZATION	NETWORK VIRTUALIZATION	DEVELOPING	1X
			SD-WAN	DEVELOPING	
EMPOWER DIGITAL	DIGITAL WORKSPACE	DIGITAL WORKSPACE	DESKTOP VIRTUALIZATION	DEVELOPING	1X
WORKSPACE			MOBILITY MANAGEMENT	DEVELOPING	

\*includes all cloud provider license rental bundles

## Product Mapping

To see how product SKUs are mapped to the Strategic IT Priority and Program Pathways, view the [Product Hierarchy Mapping file](#) , located on the Partner Connect Portal. This file is updated monthly and allows you to navigate using the “Find & Select” function to quickly locate SKUs and understand how earned tier credits are mapped to the program framework.

## License Maturity

MODEL	ACCELERATOR
PERPETUAL	0X
SAAS	1X

# Glossary

- **Partner Connect Program:** A partner loyalty program designed to offer a simplified, consistent experience that provides clearer paths to profitability, whether partners resell software or services, manage or host services, or provide value-add services to their customers.
- **Partner Connect Network:** A portfolio of different partner programs that includes the new Partner Connect program as well as OEM, Aggregators, Distributors and Telco.
- **Partner Connect Portal:** The new web-based application that provides channel partners direct access to several exclusive resources such as: Training, Incentives, Marketing and Product information, among others.
- **Intake Form:** A preliminary compliance requirement that must be completed at the outset of a new relationship with VMware. It is mandatory for all the new partners. Once the intake form is submitted, the VMware compliance team decides next steps, i.e., determining if a DDQ is required to be completed.
- **Due Diligence Questionnaire:** Required for selected partners to certify ethics and compliance practices and policies. Based on the nature of the relationship with VMware, certain partners are asked to complete the due diligence questionnaire at the outset of a new relationship or before continuing with an existing relationship. Additional details about the Due Diligence process can be found in the Due Diligence Resources section of the [Partner Integrity Initiative](#) page.
  - **If DDQ is required:** The Compliance Team send it to the partner compliance contact, and it is being sent from the email **Global Partner Compliance** - [globalpartnercomp@vmware.com](mailto:globalpartnercomp@vmware.com). The approval of the intake form is dependent on the final decision by the compliance team on the DDQ submitted by the partner.
  - **If DDQ is NOT required:** Based on the review of the intake form, if the compliance team decides that a DDQ is not required by the partner, then the partner does not have to complete any other requirement. The intake form will be approved by the compliance team after the review of the intake form is completed.



# THANK YOU

For questions or more information,  
contact [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com)