vmware® PARTNER NETWORK

VMware Partner Network Overview

Market-Leading Virtualization Solutions,
Award-Winning Programs, Industry-Recognized Training

VMware, the global leader in Business Infrastructure Virtualization, delivers proven virtualization solutions—from the desktop through the datacenter and to the cloud—that energize business, while saving energy. IT organizations in companies of all sizes rely on VMware and its industry-leading platform, VMware vSphere™, to achieve a more efficient, controlled and flexible IT environment. With 2008 revenues of $1.9 billion and more than 150,000 customers and 22,000 partners, VMware delivers the world's most trusted solutions for virtualization, a strategic initiative that consistently ranks as a top priority among CIOs. VMware is online at www.vmware.com.

Power of Partnership: VMware Partner Network

The VMware Partner Network is a comprehensive program that provides a common infrastructure, extensive sales and services tools, margin opportunities and industry-recognized training for the entire VMware partner ecosystem, from system builders and solution providers to technology partners and original equipment manufacturers (OEMs).

Power of Success: Partner Levels & Key Benefits*

Partner levels (Registered, Professional, Enterprise & Premier) are determined by your investment in VMware training and sales. Increasing your level of expertise and engagement moves you into advanced levels of membership.
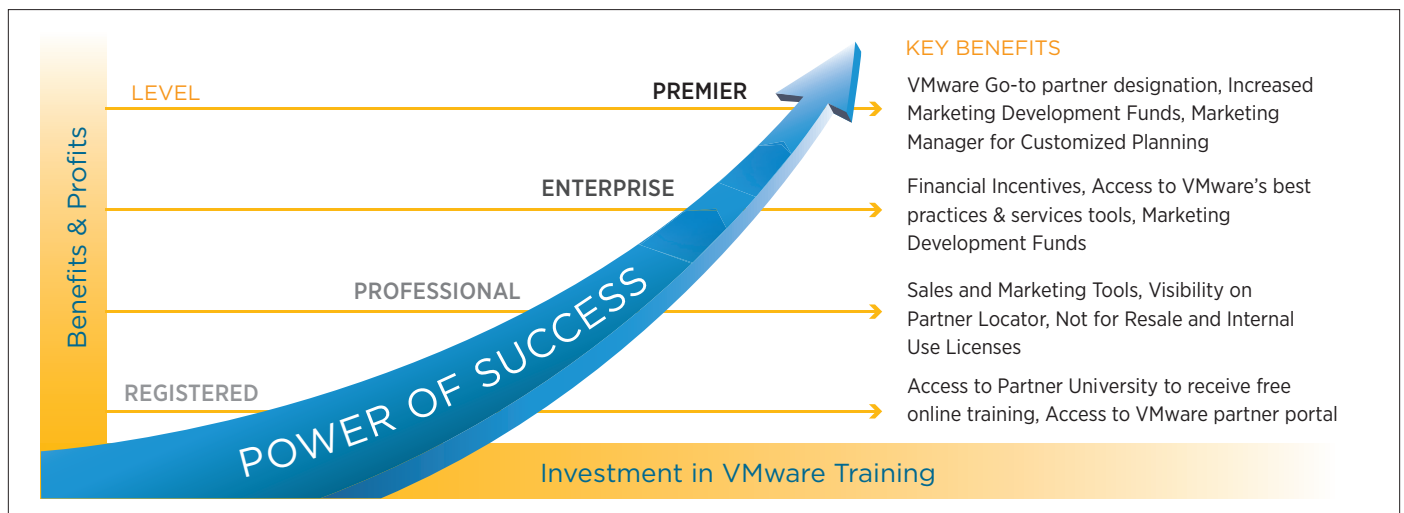
*See back page to learn more about the benefits and requirements of the program by level.

www.vmware.com/partnercentral

Partner Programs

The VMware Partner Network is customized for organizations that sell, build, develop, or provide training on VMware products and solutions. It includes the following programs:

- Solution Providers
- Service Providers
- Corporate Resellers
- Technology Alliance Partners
- System Builders
- Technology Providers
- Training Centers
- OEMs
- Global System Integrators & Outsourcers

Differentiate Your Company by Earning Competencies

Capitalize on Expert Status and Customer Credibility

Regardless of your company's size, business model, or market focus, our virtualization solution competencies make it easier for your company to differentiate and deliver virtualization expertise in the marketplace. Earn instant customer credibility, based on your knowledge, sales, and services experience, with the following VMware Solution Competencies:

- Infrastructure Virtualization
- Business Continuity
- Desktop Virtualization

KEY BENEFITS

PREMIER — VMware Go-to partner designation, Increased Marketing Development Funds, Marketing Manager for Customized Planning

ENTERPRISE — Financial Incentives, Access to VMware's best practices & services tools, Marketing Development Funds

PROFESSIONAL — Sales and Marketing Tools, Visibility on Partner Locator, Not for Resale and Internal Use Licenses

REGISTERED — Access to Partner University to receive free online training, Access to VMware partner portal

LEVEL

Benefits & Profits

POWER OF SUCCESS

Investment in VMware Training

vmware®

vmware® PARTNER UNIVERSITY

Power of Knowledge: Get Trained at Partner University

VMware Partner University is the virtual campus that provides access to the high quality training and education you need to accelerate sales of VMware products, services and solutions. It provides industry- recognized accreditation and certification programs and will help you:

• Get trained with customized role-based learning plans based on individual needs

• Develop virtualization expertise to increase revenue streams

• Differentiate yourself in the marketplace by partnering with the virtualization market leader

Role-Based Learning Paths, Accreditations & Certifications
Partner University offers training designed to meet the unique skill sets of sales, pre-sales and post-sales professionals through comprehensive, role-based, easily accessible learning paths.
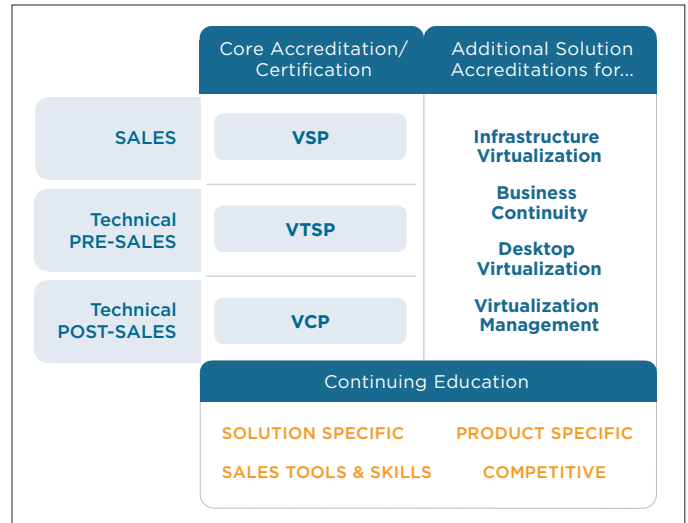
Continuing Education Opportunities
vmLIVE
Hear about the latest VMware products, programs, sales & training tools, & virtualization trends from industry leaders and VMware executives on vmLIVE, our free weekly interactive radio show.

SolutionTrack Events and Online Training
SolutionTrack is a series of highly interactive face-to-face seminars and online modules designed to teach sales and technical professionals how to effectively position, whiteboard and sell VMware solutions. SolutionTrack trainings have been one of our most popular in-person training courses with proven revenue results time and time again.

Cost: **Free** | To sign up: Partner Central » Partner University

	Core Accreditation/Certification	Additional Solution Accreditations for...
SALES	VSP	Infrastructure Virtualization
Technical PRE-SALES	VTSP	Business Continuity
		Desktop Virtualization
Technical POST-SALES	VCP	Virtualization Management

Continuing Education	
SOLUTION SPECIFIC	PRODUCT SPECIFIC
SALES TOOLS & SKILLS	COMPETITIVE

VMware Sales Professional (VSP) Accreditation
Become more proficient at selling, increasing your deal size, and adding more drag to your customer opportunities.
Cost: **Free** | 4 hours | Online & Self-paced

VMware Technical Sales Professional (VTSP) Accreditation
Learn how to position & sell VMware products & solutions, discuss key product technical features, & guide customers through product evaluations.
Cost: **Free** | 7 hours | Online & Self-paced

VMware Certified Professional (VCP) Certification
Want to demonstrate expertise in virtual infrastructure? Learn how to install, configure, manage and support VMware products and solutions.
Cost: Varies, Discounts Available | 4 days | In-person or Live Online Training

Grow Your Business with VMware Sales & Marketing Tools

We have developed the following powerful, yet easy-to-use sales and marketing tools to grow your virtualization business.

Promote Your Business with Website-in-a-Box
Website-in-a-Box tool enables partners to populate VMware product and solution content automatically to the existing partners' websites. It is designed to provide timely, compelling and rich web content reinforcing the expertise of the partner and power of VMware solutions. Partners also have access to view web statistics, capture lead information from site visitors and promote events and special incentives.

Cost: **Free** | www.vmware.com/go/websiteinabox

Manage Events with Event-in-a-Box
Everything you need to run a successful event including customized VMware event templates, email blast capability, manage and download registrations, presentations and collateral.

Cost: **Free** | www.vmware.com/go/eventinabox

Follow Up with TCO/ROI Calculator
The VMware Virtualization TCO/ROI Calculator quantifies the potential cost savings obtained from VMware virtualization solutions. This can be a very powerful qualifying and objection handling tool when introduced into a sales scenario at the right time.

Cost: **Free** | www.vmware.com/go/calculator

Generate Leads with VMware Grid Partner Ready Campaigns
It's your own interactive digital marketing department. There is no need to hire expensive marketing consultants – simply utilize VMware Partner Ready Campaigns and easily launch customized and co-branded marketing campaign. Engage and educate customers through fully interactive & animated microsites.

VMware View 4 interactive microsite

SMB   vSphere 4   Cost Savings   Disaster Recovery
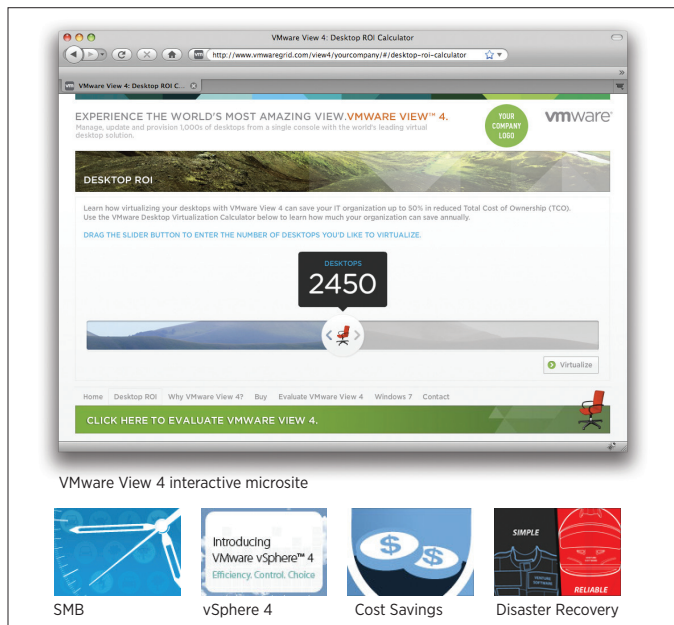
To learn more and preview all available campaigns today, visit www.vmwaregrid.com.

Cost: Grid $950 | Unlimited emails & three months of hosting.
    Grid+ $2400 | Additional customization and branding, unlimited emails & 6 months of hosting

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Power of Profits: VMware Incentive Programs

Increase your profits through financial rewards and leverage the most cost savings for customers by combining advantage+, VMware's Opportunity Registration Program with the VMware Purchasing Program.

ADVANTAGE**+**
Opportunity Registration Program

Advantage+*
This program is designed to accelerate your business endeavors. Whenever you register qualifying VMware sales, advantage+ protects your investment in the sales process. Quite simply, the more qualifying VMware software you sell, the greater the rewards. The benefits of Advantage+ include:

oppreg - Receive up to 10% in rewards when you close new opportunities with existing VMware customers.

newaccount - Receive up to 15% in rewards when you bring new customers to VMware.

newsolution - Receive up to an additional 5% in rewards when you achieve qualifying VMware Solution Competencies and sell products in your solution area of expertise.

influence - 6% commission when you influence a sale by educating customers about the value of VMware, but the opportunity is fulfilled through another partner.

safeguard - Receive opportunity protection by becoming the VMware partner of record on an opportunity, giving your customers the flexibility to chose who they buy from while protecting your presales investment.

*See program terms and conditions for complete details and eligibility.

VPP+
VMware® Purchasing Program

vpp+
This program helps your customers buy VMware software in larger volumes quickly, at ongoing discounts. vpp+ helps you close deals and increase the deal size by passing through incremental customer discounts. Register your customer's vpp+ deals through advantage+ and it's very much a win-win scenario. Learn more in Partner Central » Incentives.

Next Step Visit www.vmware.com/partners to learn which program is right for you and begin your partnership with VMware!

U.S. and Canadian Distributors

Contact your distribution VMware specialist if you have any questions. Please reference your VMware Partner ID when contacting distribution.

Tech Data www.techdata.com, 800-456-8586, vmware@techdata.com

Canada www.techdata.ca, 800-668-3475 in Canada, 905-286-6800 x22943 from the US, software@techdata.ca

Benefits & Requirements for Solution Providers*

PROGRAM BENEFITS		REG.	PROFESSIONAL	ENTERPRISE	PREMIER
SOFTWARE LICENSES	Purchase VMware Products through Distribution	Limited	All VMware Products that are available to Solution Providers		
	Demonstration Software (Not-for-Resale Licenses)		10 NFR licenses of vSphere per location	20 NFR licenses of vSphere per location	20 NFR licenses of vSphere per location
	Discounted Internal Use Software		✓	✓ ✓	✓ ✓
	Volume Purchase Program (vpp+)			✓	✓
	Enterprise License Agreements - Preferred Pricing			Must have 1 person on staff who has completed the VMware ELA training	
PRODUCTS, SERVICES & TECHNICAL SUPPORT	Partner Technical Support		2 incidents per year	5 incidents per year	10 incidents per year
	Product Install Information/ Best Practices		✓	✓	✓
	Assessments Guidelines, Plan & Design Solution Guides, Service Acceleration Kits			✓	✓
EDUCATION, TRAINING, & CERTIFICATION	Training Web Seminars & Field Sales Training		✓	✓	✓
	VMware Sales Professional (VSP) Training & Accreditation	✓ Free, Online			
	VMware Technical Sales Professional (VTSP) Training & Accreditation				
	VMware Certified Professional (VCP) Courses	Training is available	20% Discount on VMware-delivered courses		
	SolutionTrack (face-to-face)		✓	✓	✓
SALES SUPPORT	**AD**VANTAGE**+** Opportunity Registration Program	Opportunity protection only		✓	✓
	Sales Leads			✓	✓
	Premier Rebate				Based on quota attainment
MARKETING	Access to Partner Central (VMware Partner Portal)	✓	✓	✓	✓
	Demand Generation Tools & Campaigns	✓	✓	✓	✓
	Update Partner Profile & Directory Listing		✓	✓	✓
	VMware Partner Logo		✓	✓	✓
	Marketing Development Funds			✓	✓
	Joint Case Studies, Seminar & Event Support			✓	✓
	Customized Marketing Programs, Partner Plaque				✓
PROGRAM REQUIREMENTS		**REG.**	**PROFESSIONAL**	**ENTERPRISE**	**PREMIER**
	VMware Partner Program Enrollment Agreement	✓	✓	✓	✓
	VMware Sales Professional (VSP) on Staff		1	2	4
	VMware Technical Sales Professional (VTSP) on Staff		1	2	4
	VMware Certified Professional (VCP) on Staff			2	4
	Solution Competencies			Infrastructure Virtualization	Infrastructure Virtualization w/ 2 Additional
	Annual Renewal Fee		$250 USD	$1500 USD	$1500 USD
	Revenue Minimum		✓	✓	✓
	VMware Focused Marketing Initiatives			1 per quarter	2 per quarter
	Completion & Update of Partner Profile		✓	✓	✓

*This program benefits & requirements table is applicable to Solution Providers only, and is subject to change. Please visit Partner Central for details and to learn more about other programs.

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