CHANNEL PARTNER RESOURCE KIT

CARAHSOFT TECHNOLOGY CORP.

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VMware Team Organizational Chart

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Team Inboxes: VMware@Carahsoft.com; AWS@Carahsoft.com, VDI@Carahsoft.com

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VMware Distribution Capabilities

Carahsoft is proud to serve VMware as the largest dedicated US Public Sector distributor in support of VMware Partner Connect Partners focused on selling to federal, state, local government, higher education, and enterprise healthcare customers. Our unique model of incorporating traditional information technology distribution services, with innovative sales and marketing capabilities, enables market channel partners to more quickly and effectively solve the unique and mission-critical needs faced by Government, Education and Healthcare customers.

Value Added Solutions & Offerings:

PRE-SALES SUPPORT & PROACTIVE LEAD GENERATION CAPABILITIES

- 180+ VMware VSP (VMware Sales Professional), VTSP (VMware Technical Solutions Professional), VCP (VMware Certified Professional) certified sales representatives and business development specialists
- Dedicated VMware federal, academic, state and local government, and enterprise healthcare expertise
- Proactive lead generation and business development services
- Join customer call blitzing
- Integrated renewal management with cross/upsell support
- Strategic and whitespace account planning

TECHNICAL AND DEMO RESOURCES

- Access to VMware certified technical specialists to support you and your customer
- Weekly and on-demand VMware product demos and assessments: vSAN and Dell EMC VxRail, vRealize Operations, End-User Computing (EUC) and Workspace ONE, and NSX Portfolio

VMWARE MARKETING PROGRAM

- Expert marketing resources to plan and execute end-user/customer initiatives (e.g. on-sites events, webcasts, tradeshows, industry conferences, etc.)
- End to end support for hosted events including: email blasts, demand generation, social media integration, and lead follow-up
- Partner marketing fund management and strategic quarterly marketing planning
- Social media expertise and promotional campaigns for lead generation events

TRAINING & ENABLEMENT

- Pre-and-post sales technical boot camps offered quarterly and on-demand
- Personalized on-demand sales and technical training courses
- Dedicated resources to assist in managing and recommending certifications and advancing partner tiers

CONTRACT ENABLEMENT & MANAGEMENT

- Carahsoft holds numerous federal, state, and local procurement contracts, available for partners to access via agent and teaming agreements

CONTRACT OFFERINGS

Federal - Purchasing Agreements	**State, Local, & Education**		
GAS Schedule 70	The Illinois Counties Information Management Association (ICIMA)| VMware Contract	National Intergovernmental Purchasing Alliance (National IPA-TCPN)	City of Seattle Contract
SEWP Contracts	CMAS	Georgia Board of Regents	VASCUPP
Department of State VMware	eVA-Birginia's Total e-procurement Solution	NJEdge	NJSBA-Archived
ITES-SW	Fairfax County IT Hardware, Software's & Services	North Carolina VMware Contract	OARnet
VMware Navy BPA	NASPO ValuePoint	Orange County National IPA Co-Op	VMware CCAP Consortium Contract
VMware Army ELA	National Cooperative Purchasing Alliance (NCPA)	Texas DIR-TSO-4288	

VMware Partner Connect Program: Getting Started

Initial Step	Requirement	Benefit
Enrolled New	Partner Connect Enrollment Form	Limited Portal Access

REQUIREMENTS

Enrolled Authorized

Additional Operational Requirements

- (1) VOP-CP w/ Committed Contract
- (1) VOP-SE

Foundational Requirement's For All Partners

- VMware Partner Connect Contract
- (2) VSP Foundation
- Ethics & Compliance Training
- Due Diligence Questionnaire
- $895 flat fee only, due annually at time of renewal

Partner

Sales Performance

N/A

Investment

Any (1) Solution Competency

Server Virtualization (SV)
Network Virtualization (NV)
Hype-Converged Infrastructure (HCI)
Business Continuity (BC)
Management Automation (MA)
Management Operations (MO)
Cloud Provider
VMware Cloud on AWS
PKS
SD-WAN
Desktop Virtualization (DV)
Mobility Management (MM)

Advanced

Sales Performance

*50K Tier Credits

Investment

Any (1) Solution Competency

Server Virtualization
Network Virtualization
Hype-Converged Infrastructure
Business Continuity
Management Automation
Management Operations
Cloud Provider
VMware Cloud on AWS
PKS
SD-WAN
Desktop Virtualization
Mobility Management

Principal

1 Master Service Competency
+
1 or 2 Solution Competencies
(Depending on the pathway; see page 23 of Partner Connect Guide for more detail)

*1M Tier Credits

Mastery

Data Center Virtualization
Cloud Management and Automation
VMware Cloud Verified
VMware Cloud on AWS
Cloud Native
Network Virtualization
Digital Workspace

Solution Competencies

SV & HCI
MA & MO
Cloud Provider VMware Cloud on AWS
PKS
NV

BENEFITS

Enrolled Authorized

Initial Benefits

- ✓ **Transaction Rights** (no incentives)
- ✓ Training Discount
- ✓ Full Portal Access
- ✓ Partner Technical Support
- ✓ NFR/IUL

Partner

After the requirements are met, the partner is able to transact at the Partner Level.

Enrolled benefits plus:

- ✓ Safeguard Registration
- ✓ Partner Locator
- ✓ Partner Demand Center
- ✓ Website Content Syndication
- ✓ Additional NFR/IULs
- ✓ SETs

Advanced

After the requirements are met, the partner can now be considered an Advanced level partner

All Advanced Benefits plus:

- ✓ Deal Registration
- ✓ Sales Rewards
- ✓ Solution Rewards
- ✓ Development Funds (proposal-based)
- ✓ Deployment Incentive
- ✓ Consumption
- ✓ Incentives
- ✓ Additional NFR/IUL
- ✓ Purchasing plan eligibility

Principal

After all requirements are met, the partner is now considered a Principal level partner

All Advanced benefits plus:

- ✓ Badging
- ✓ Educational co-investment
- ✓ Field sales engagement
- ✓ Partner Logo
- ✓ Marketing Campaign materials
- ✓ Partner Locator with additional sales tags
- ✓ Additional NFR/IULs
- ✓ SET early access
- ✓ PCT Program
- ✓ CAL Academy Livefire Learning Zone

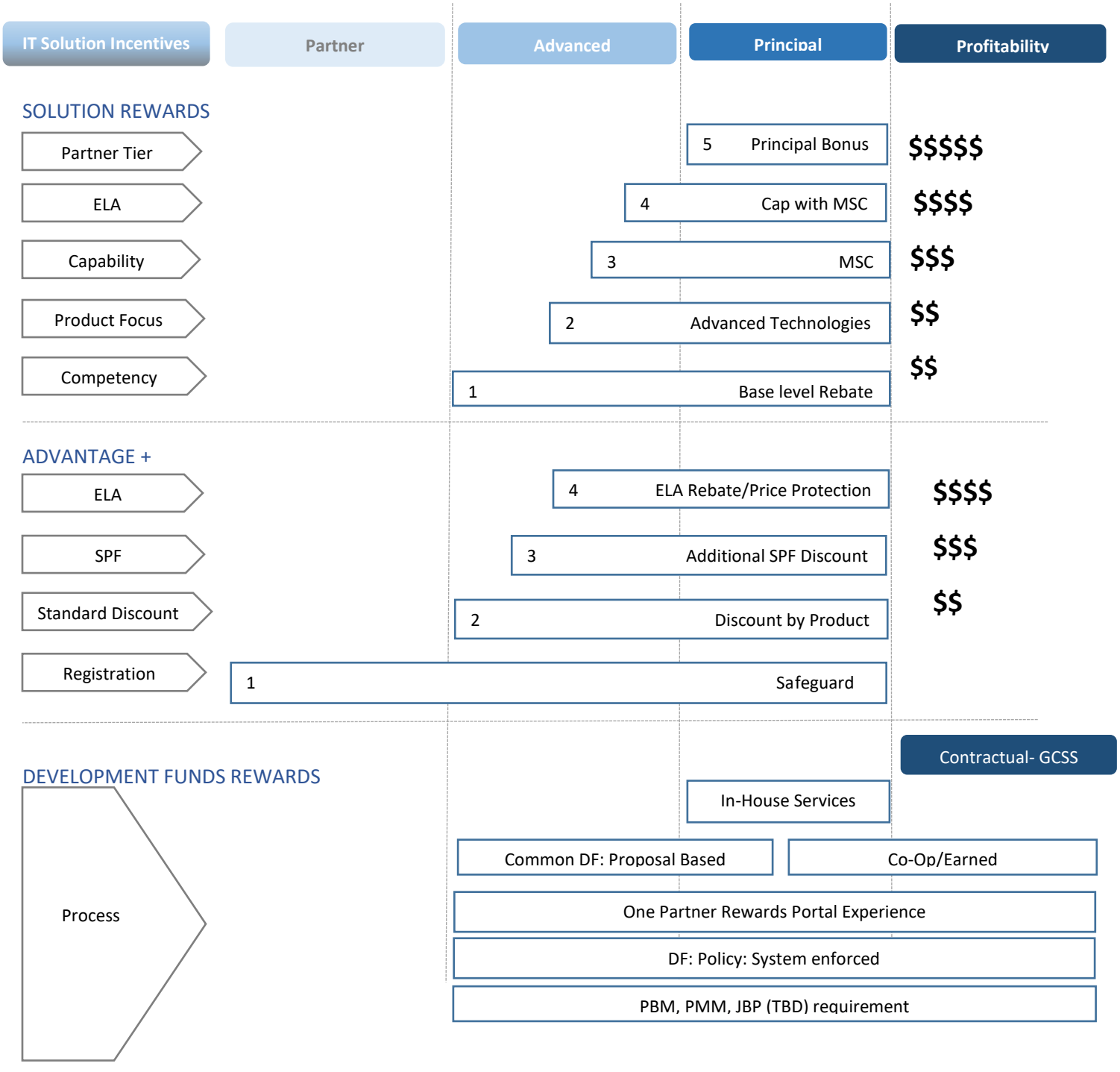
NOTE:
● For Cloud Providers only to transact Hosting/Managed Services offerings
● Required to transact subscription-based offerings

ACCREDITATION:

VMware Sales Professional (VSP)* - Provides baseline knowledge for selling VMware products and solutions.
VMware Technical Solutions Professional (VTSP)** - Designed for pre-sales technical professionals, the program provides foundational architecture and design knowledge of VMware's core products and solutions.
VMware Certified Professional (VCP)*** - Certifications that confirm that you have the education needed to successfully install, deploy, scale, and manage VMware environments.

To start your onboarding process, follow the link to partner central: VMware Partner Network Enrollment

INCENTIVES DEEP-DIVE



VMware Partner Connect Program: Financial and Training Benefits

FINANCIAL BENEFITS

Advantage+ Opportunity Registration

This program is designed to reward Partners for value selling and leading with VMware solutions. Advantage+ protects Partners pre-sales investments on net-new opportunities.

- Partners at the Advanced and Principal level are eligible.

ELA Preferred Pricing

Provides partners with VMware's Best Price at the time of sale for qualified and approved ELA Registrations only, as part of the Advantage+ Program.

- Partners at the Advanced and Principal level are eligible.
- ELA Price Protection
- ELA Fulfillment Rebate aired by product

Solution Rewards

This is a rebate program associated with the completion of Solution Competencies. The rebate percentage varies by solution area sold.

- Partners at the Advanced and Principal level are eligible.

TRAINING BENEFITS

Incremental Training Discounts

- Principal Partners are eligible
- 30% off onsite training
- 40% off instructor-led training
- 50% off on-demand training

Solution Competencies

This is the first step in a partner's achievement of sales and technical expertise in VMware virtualization as well as cloud computing solutions.

These competencies are attained at the organizational level. They include both pre-and post-sales technical trainings as well as sales trainings.

Master Services Competencies (MSC)

This competency requires achieving advanced technical certifications and proof of high-level capability and expertise as validated by your customers.

Unlike Solution Competencies, a partner organization is obligated to demonstrate service delivery experience and capability by providing customer references for recently completed projects in order to achieve a MSC (in addition to meeting the training requirements)

Achieving a VMware Partner Competency allows your organization to strengthen service capabilities, and unlock valuable partner benefits including:

PARTNER COMPNAY TRAININGS

DIFFERENTATION WITH CUSTOMERS AND PROSPECTS

GROW SHARE OF WALLET

Accessing VMware's Education, Services, Training, and Certifications

HOW IT WORKS

As a VMware partner you have access to VMware tools and training materials to gain a basic understanding of the VMware Virtualization Program, IT customer use cases, and technical installation procedures. Below you will find instructions on how to access the course work, videos, in-person certification programs, and online certification programs available to help you sell, install, and promote VMware solutions.

STEP 1: CREATING A VMWARE PARTNER CONNECT ACCOUNT

Start by visiting **www.vmware.com/partners** > click on ***Enroll Now*** and fill out the ***VMware Partner Network Application*** form to enroll in the Partner Connect Program.

Once you are enrolled and your partner level has been approved by VMware, you may explore the partner portal for certifications and product information.

STEP 2: ACCESSING THE ONLINE COURSES

Start by visiting **www.vmware.com** > click on ***Login*** > select > ***Partner Central*** and log in using your credentials > click on the ***Partner University*** tab > select ***Partner Individual*** > choose ***Role Based Learning*** and select all that apply.

ENROLLING IN ONLINE TRAINING

Click on the class you want to take and select the ***Learn IT*** or ***Prove IT*** button at the bottom of the pop up screen. Join the course by clicking ***Subscribe*** in the top right corner of the screen and the modules will become active and available for you to view.

COMPLETING ONLINE CERTIFICATIONS

Many of the modules have associated certifications. To obtain your certification, you must pass each of the module quizzes. Upon completing a module, click on the quiz link and answer the questions with 80% accuracy to pass.

INSTRUCTOR LED TRAINING

Many of the courses can be completed in a live classroom setting with an instructor. Talk with your Carahsoft representative for dates/times of upcoming trainings.

Components of a Competency	
VMware Solutions Competencies offer training, enablement, and rewards to partners who achieve expertise in selling VMware virtualization and cloud solutions. • Opportunity to differentiate your company's expertise • Quantifiable returns on training investments • Increased eligibility for VMware's Partner Network Benefits	
Software-Defined Data Center	
Business Continuity	*Network Virtualization*
Management Automation	*Software-Defined Data Center*
Hyper-Converged Infrastructure	*Management Operations*
Server Virtualization	*VMware PKS*
Software-Defined Wide Area Network	
End-User Computing	
Desktop as a Service	*Desktop Virtualization*
Mobility Management	
Cloud Services	
Vmware Cloud on AWS	*Cloud Provider*

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Not for Resale (NFR) Licenses

No-cost VMware product licenses for in-house demos, lab testing, and training and educational use. Partners who are eligible also receive one year of subscription services with the NFR software.

- Includes all VMware products
- All partners are eligible

Internal Use Licenses (IULs)

Production licenses offered at substantial discounts to assist partners in getting a fist-hand understanding of software capabilities. Partners are required to purchase support and subscription for the use of internal use software and can purchase up to $120K USD worth of license per year.

- All partners are eligible

Solution Enablement Toolkits (SETs)

SETs package VMware services, sales and marketing IP that allows Partners to capitalize on Software Defined Datacenter (SDDC), End User Computing (ECU), and Cloud services opportunities and build unique VMware consulting services.

- All partners are eligible (except Enrolled Authorized/New)
- Obtain early access to new and under-development SETs at the Principal level
- Over 1000+ assets available
- Available for offerings across data center, networking, HCI, digital workspace, and cloud

Livefire Training

This week long training offers the high quality, hands-on technical enablement essential for designing and delivering solutions that accelerate VMware adoption and value capture.

- Courses are offered for various solutions
- Eligible for all Principal partners

Partner Locator

Search tool that allows customers and others to discover partners quipped to address specific outcomes.

- All partners are eligible (except Enrolled Authorized/New)
- Principal partners benefit from an MSC filter

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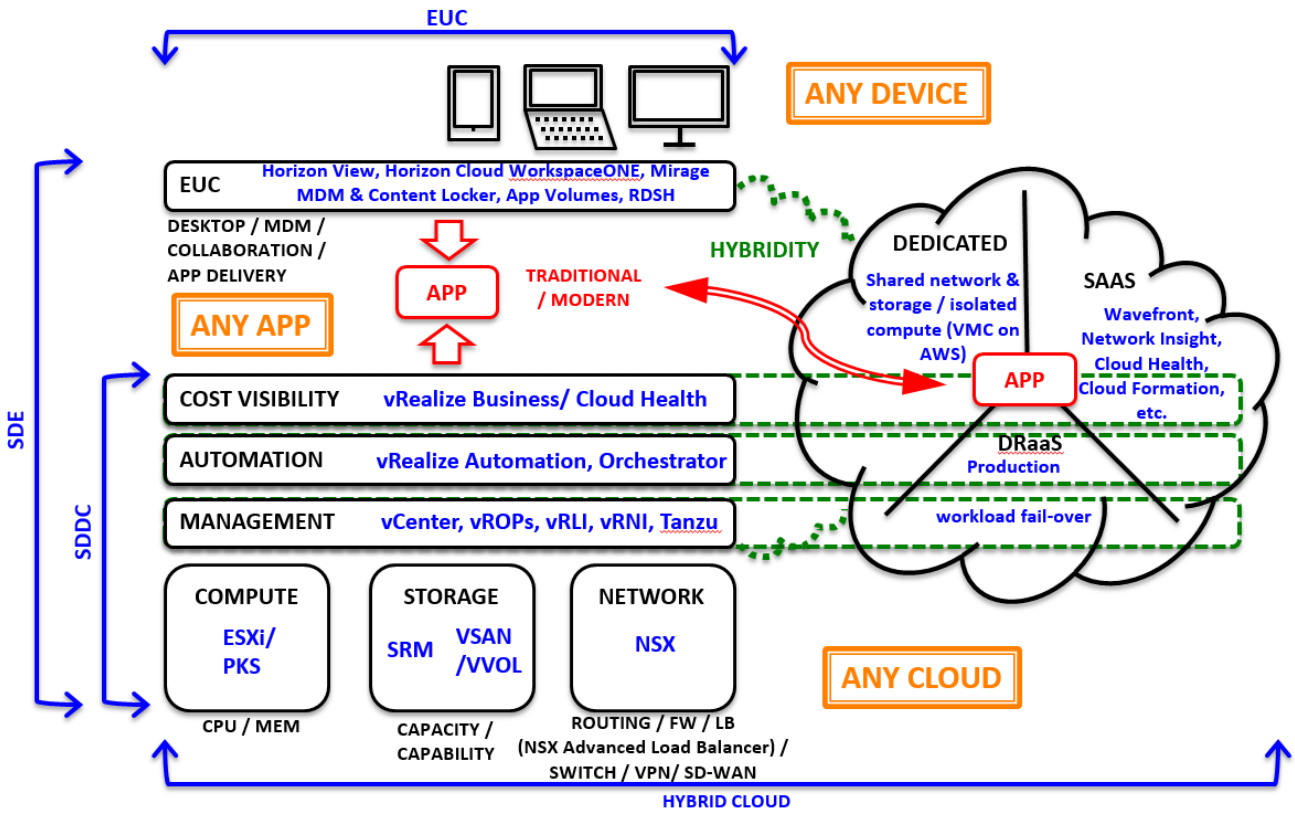
VMware is the market-leading company in virtualization and cloud infrastructure solutions. Paired with award-winning programs, VMware can help set you apart from other businesses.

Product Solutions:



Additional Resources

Here are additional hyperlink resource you can utilize during your onboarding process:

- Advantaged+ Registration Program
- Demand Center
- Development Funds
- Carahsoft's Contract Vehicles
- Internal Use License (IUL)
- Master Services Competencies
- My VMware
- Not for Resale License (NFR)
- Partner Connect Portal
- Partner Competencies
- Partner Locator
- Partner Support Center
- Partner Technical Support
- Partner University
- Partner Support Center
- Partner Technical Support
- Partner University
- Promotions
- Quarterly Partner Briefings
- Renewals
- Solution Competencies
- Solution Enablement Toolkits (SETs)
- Solution Rewards
- vmLIVE
- VMware Certified Professional
- VMware Purchasing Program

Demos/Assessments – reach out to VMware Demos team at Carahsoft

For our **pool line**, call 1-888-6VMWARE (1-877-486-9273)

For **marketing** – reach out to the VMware Marketing team at Carahsoft