

vmware® PARTNER NETWORK

# Service Provider Program Guide

V.3.3 / Updated August 2011

PROGRAM GUIDE

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The terms of this VSPP Program Guide (the “Guide”) are in addition to the terms of the VMware Service Provider Program Agreement entered into between VMware and each Service Provider (the “Agreement”). All terms not otherwise defined herein shall have the meaning set forth in the Agreement. The current version of this Guide will be made available to Service Providers on VMware® Partner Central™. Service Provider program benefits and requirements are applied based upon the Country in which the Service Provider is located. VMware does not provide any warranties for any information contained herein and specifically disclaims any liability for damages, including, without limitation, direct, indirect, consequential, incidental, and special damages in connection with this Guide or the programs referenced herein.

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# Program Guide Update Information

This Guide is effective as of August 2011. This Guide replaces all previous VMware Service Provider Guides.

VMware may update or revise this VSPP Guide once per quarter. The intended release dates for updates to this Guide are February 28, May 30, August 30, and November 30. Any revisions in any update will be effective 30 days from the date of publication, unless VMware has previously provided a 30 day notice via other means. VMware will provide a notice of the release of any update on the Partner Central website.

In summary, this Guide includes the following updates and changes from previous Guides. Service Providers are responsible to review and comply with all terms in this Guide and any revisions from any previous versions regardless of whether any such revision is specifically listed below:

- Enhanced benefit of Free End User Demonstration license for Cloud Test Demonstration Environment
- vCloud Powered pre-requisite enhanced from Enterprise Level requirement to 3600 contract or higher requirement
- Modifications to territorial restrictions from Region to Country based
- Updates to VSPP installation regarding placement of licenses on Service Provider premises only
- License Model clarifications including flow chart and SaaS definitions
- Modifications reporting due dates throughout the VSPP Program to the 5th of each month
- Downgrading of partners not providing all required monthly reports.
- MDF application requirement changes.
- Contract up-level, down-level and termination requirements.

## How to Use this Guide

This Guide describes the VMware Service Provider Program which is a program within the VMware Partner Network Program. This includes: program policies, the basic structure of the program, program benefits, requirements, and important tips on the VMware Partner Network has to offer. It is divided into the following sections for easy reference.

### VMware Program Policies

This section outlines the general VMware Partner Network program policies related to topics such as program enrollment, compliance, legal entities and more.

### VMware Service Provider Program (VSPP) Overview

This Section is an overview of the specific VMware Service Provider Program and its policies related to topics such as program enrollment, compliance, legal entities and more.

### VMware Service Provider Program (VSPP) Membership Overview

This Section outlines the specific policies and program terms relating to the VMware Service Provider Program.

### Benefits & Requirements Tables

This Section provides an explanation of VSPP benefits and requirements for each partner level in an easy-to-read quick reference format.

### Comprehensive Benefits Review

This Section offers a listing of the available VSPP program benefits. Benefits listed in this Section may not apply to all partners as individual partner benefits are determined by partner level.

### Comprehensive Requirements Review

This Section offers a listing of the VSPP program requirements. Requirements listed in this Section may not apply to all partners as individual partner requirements are determined by partner level.



Special attention should be given to sections indicated by this information symbol. These sections indicate how partners may take advantage of the services and support defined within the “VMware Benefits” section of this Guide.



Special attention should be given to sections indicated by this URL symbol. These sections indicate how partners may find out more about a specified program element by visiting the listed website link.

# VMware Partner Network (“VPN”) Program Policies

## VPN Program Enrollment and Compliance

To join a VMware Partner Program, a Partner must complete an application and execute a VMware Partner Program enrollment agreement. Benefits and requirements vary by program and, for multi-level programs, by membership level. Program membership will renew automatically for successive one-year terms provided that Partner remains in compliance with all program requirements. VMware reviews program compliance at least once a year, and reserves the right to re-level Partners that exceed or no longer meet the requirements of their membership level.

Partners that wish to establish a purchasing relationship with an authorized VMware Distributor in order to resell VMware products or solutions and who wish to become eligible to receive various VMware Partner benefits, must qualify for and join the applicable reselling program in the VMware Partner Network. Partners may join only one reselling program, based on the following three programs which most closely match Partner’s primary business model:

- VMware® Solution Provider Program
- VMware® Corporate Reseller Program
- VMware Global System Integrator/Outsourcer Program

Partners enrolled in a VMware reselling program may also be eligible to join one of the following additional programs, based on applicable program criteria:

- VMware Service Provider Program (“VSPP”)
- VMware Authorized Training Center™ Programs
- VMware® Technology Alliance Partner Program

## Territorial Restrictions, Legal Entity and VMware Program Membership

“Territory” for VSPP means the Country in which the Service Provider’s principal place of business is located, as identified by Service Provider on the VPN application form. For VSPP, upon acceptance into VPN, Service Providers shall be authorized to enter into a VSPP Agreement solely in the Territory. Additionally, VSPP requires that Service Providers obtain VSPP Product entitlements for resale hosting solely from Aggregators whom VMware has authorized to deal inside the Territory, however, such restriction shall not affect the freedom of Service Providers located in the European Economic Area (EEA) to obtain VSPP Product entitlements from Aggregators authorized by VMware to operate within the EEA.

Except as otherwise authorized by VMware, Service Providers that desire to operate entities in more than one country must join the VSPP by submitting a separate application form and entering into a separate VSPP Agreement for each country from which Service Provider desires to provide Hosted IT Services using VMware Products. Each operating entity must satisfy the VSPP program membership requirements individually.

Parent companies, affiliates, subsidiaries, or acquired companies of a VSPP member are not program members and do not qualify for program benefits unless each such entity individually satisfies the program membership requirements. Company name, DBA (Doing Business As), or AKA (Also Known As), or other naming convention identified by the program member can be used to establish distinct membership status.

In the case of acquisitions, mergers, and/or other business combinations, the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity. If for example, a Corporate Reseller at the Premier level is acquired by another Partner type (say a Solution Provider at the Enterprise level), and the acquired company (Corporate Reseller) is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure, the newly formed entity and its subsidiaries will be held to the membership criteria applicable to the parent company (Enterprise level Solution Provider). If however, the acquisition does nothing to change the business focus or operations of the Corporate Reseller Partner, the acquisition will not affect the membership status. Notwithstanding the foregoing, the assignability of any VSPP Agreement shall be determined solely by the terms in the VSPP Agreement.

## Developed and Developing Country Definition

VMware recognizes that the virtualization and cloud infrastructure market is in different stages of development in different countries. To reflect these differences, VMware modifies certain program requirements, such as program fees and training requirements, for Partners in “Developing” countries. VMware determines whether a country is Developed or Developing based on the number of VMware Partners, the total amount of business generated, penetration of VMware products, and VMware overall goals in that country. The list of Developed countries and VMware’s criteria for transition from Developing to Developed can be found at:

<http://www.vmware.com/go/partnerintegrity>

Any country not listed as Developed will be considered Developing for VMware program purposes. The location of the principal place of business of the legal entity that has individually satisfied the membership requirements of the program shall be used to determine whether a Partner is in a Developed or Developing country.

## Unique Partner Identification Number

Upon program authorization, VMware will provide each VMware Partner with a unique Partner Identification number. This VMware Partner ID is required for all orders, including registering opportunities and Internal Use Licenses. The VMware Partner ID must be referenced in order to allocate proper discounts and to calculate specific program benefits, such as MDF, when applicable.

## Partner Information

By joining the VMware Partner Network, a Partner consents to receiving program-related information from VMware for the following purposes:

- a) Administering the program;
- b) Providing information to the Partner about the program, including events and training opportunities;
- c) Inviting Partner to participate in surveys and research; and
- d) Providing the Partner with information and materials to support its efforts to deliver VMware solutions, including security information, technical information, and sales and marketing materials and resources.



Partner agrees that VMware may publish Partner’s name and address on the VMware Partner portal in a listing of program members, and may reference Partner as a member of the program using Partner’s logo, subject to reasonable trademark and logo usage guidelines provided by Partner and to the VMware Privacy Policy posted at <http://www.vmware.com/help/privacy.html>

## Partner Integrity

Compliance affects everyone. Our business success depends on our ability to passionately deliver solutions to customers in a responsible, transparent and ethical way. At VMware, we’re committed to helping our Partners reduce business risks that result from noncompliance behavior and avoid unnecessary costs, reputational damage, and penalties, including government sanctions and legal action for violations.

Recent developments in global regulatory policy, including heightened enforcement by government agencies, together with the risks associated due to an increasingly vast and distributed global business environment, have combined to make competent, consistent Partner due diligence more important than ever before. As an example, enforcement by the US Department of Justice into potential Foreign Corrupt Practices Act (FCPA), violations have increased nearly 2000% in the past five years with stiff civil and criminal penalties attaching to offenders. While the FCPA provides that any U.S. company must ensure its Partners conducting business overseas aren’t involved in corrupt activities or the bribing of foreign officials to win business or special favors, many local anti-bribery laws and VMware internal policy strictly prohibit bribery in any form and towards any recipient – either a government or commercial party. To increase compliance with the FCPA and similar anti-bribery laws, companies must develop and administer comprehensive compliance programs that broadly address and minimize all compliance risks and extend compliance responsibility to all individuals or entities involved in the downstream distribution, promotion or sale of products and services.

VMware has instituted a comprehensive Partner Integrity initiative which includes some or all of the following elements that direct and indirect Partners must successfully complete both as a prerequisite to being eligible to participate in the VMware Partner Network (VPN) Partner Programs, and on an ongoing basis, to maintain their Partner status: pre-screening, ongoing qualification, Partner vetting, self certification and training requirements. These elements are further detailed below:

- a) All Partners must adhere to all terms contained in the VMware Partner Code of Conduct available at: [www.vmware.com/go/partnerintegrity](http://www.vmware.com/go/partnerintegrity)
- b) As part of the VPN Application process, Partners will be required to acknowledge that they will remain in compliance with the terms of this Program Guide, the Partner Code of Conduct, and all applicable laws pertaining to their resale of VMware products/services.
- c) The prescreening process includes an internal business qualification process which will be conducted by VMware sales and finance teams, working in close conjunction with the Partner. Then, based on factors developed by VMware in conjunction with a third party expert, select Partners will be offered provisional acceptance into VPN, with formal enrollment contingent upon successful completion by Partner of a detailed due diligence questionnaire where, amongst other items, the partner must self-disclose any current or pending compliance violations. Any red flags or material areas of concern highlighted in a Partner's due diligence questionnaire may result in a Partner's provisional enrollment into VPN being revoked;
- d) All Partners must self certify at least every three years that they are in compliance with all applicable laws pertaining to their resale of VMware products and services, with a requirement to immediately disclose to VMware as soon as possible any known or suspected violation of law or VMware policy.
- e) Mandatory ongoing training relating to Anti-bribery, including the FCPA, as well as to remind Partners of their obligations with regard to US Export Control Laws is required and will be delivered via VMware's online "MyLearn" portal. Partners will be required to complete the first installment of training within 30 days after being on-boarded and VMware will conduct periodic audits to ensure compliance. Additional mandatory ongoing training modules will be rolled out by VMware in conjunction with the re-certification of Partners.

VMware values corporate integrity and compliance with all elements of its Partner Integrity initiative is required of all Partners. Partners are expected to act with integrity and be honest, ethical and accountable in their dealings, comply with all applicable laws and act with the highest levels of corporate integrity in all dealings relating to VMware. Should Partners have any questions about VMware's Partner Integrity Initiative, they should contact [partnernetwork@vmware.com](mailto:partnernetwork@vmware.com).

## VMware Service Provider Program (VSPP) Overview

The VMware Service Provider Program (VSPP) is a cornerstone of VMware's vCloud initiative. VSPP was designed to facilitate a successful partnership with VMware, through offering benefits such as support and tools through which partners can develop, promote, and sell their VMware-based products, services and solutions.

In this Guide, VSPP Partners ("Service Providers") will find a detailed review of the VMware Service Provider Program, including program benefits, requirements, and important notes on how to take advantage of all this program has to offer. VMware wants to make certain Service Providers receive the greatest possible benefit from the VMware Service Provider Program.

### Target Audience

The VMware Service Provider Program is created for IT partners providing "Hosted IT Services" to End User Companies. Any partner which provides subscription or web services to third parties may be considered a Service Provider in this program. This program currently includes various types of partners who market themselves as Application Service Providers, Internet Service Providers, Co-location, Hosters, Cloud Providers, DaaS Providers, Disaster Recovery, and Managed Service Providers.

"Hosted IT Services" means an internet based subscription computing service that allows end users to access

- (i) the computing or processing power of systems operated by the Service Provider (such as utility or grid computing), and/or
- (ii) various software applications that are installed and operated on the systems of the Service Provider, however any service that the partner provides to the End User Company utilizing VMware technology is considered a Hosted IT Service. This program does not encompass the reselling of VMware software to third parties.

Hosted IT Services include, but are not limited to: Web Services, File, Mail, Database, Application, Transaction, Disaster Recovery, Co-location, and other Managed Services.

For the VSPP program, End User Companies are third-parties that the partner has a relationship with, not departments, divisions or business groups within the partner themselves.

**Program Criteria**

**Eligibility for Service Provider Program Membership:**

- Companies providing Hosted IT Services to End User Companies.
- Companies must have a purchasing relationship with an Authorized VMware Service Provider Program Aggregator to procure VMware products to use for Hosted IT Services.

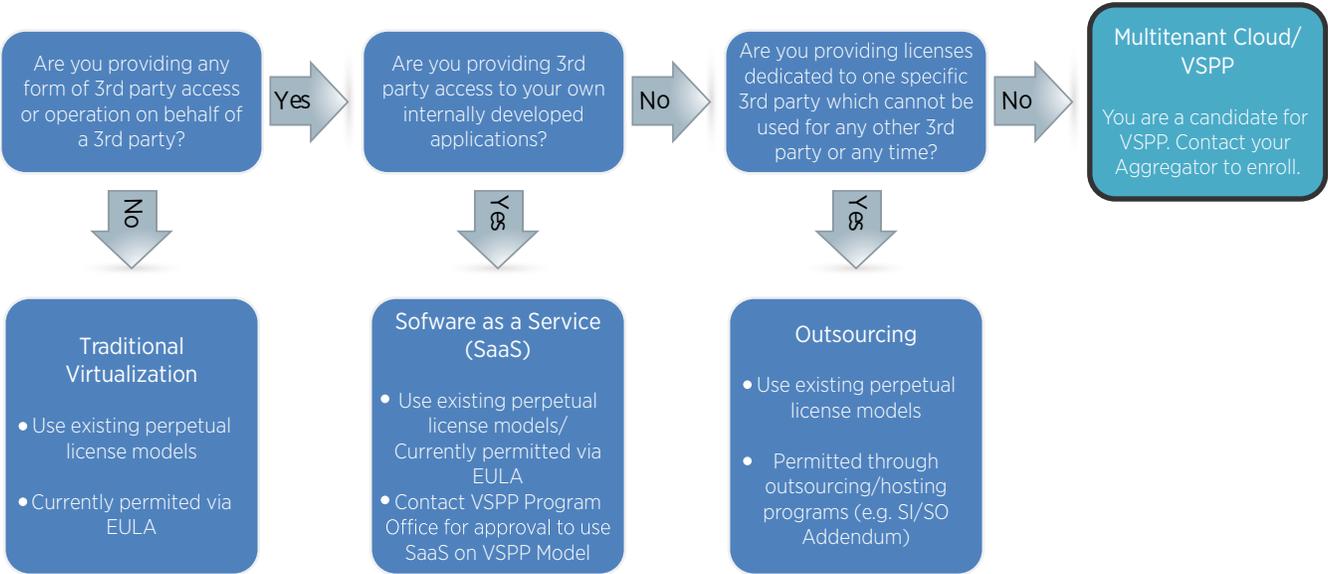
Note: The standard VMware Products licenses restrict usage in any form of hosting environments or for any third party. Service Providers cannot provide any form of hosting or Hosted IT Service without a EULA.

Amendment that allows use of products in Hosted environments. This EULA amendment is available only as part of the VSPP and will be supplied by the Aggregator as part of the Service Provider’s order for VSPP products entitlements.

VSPP product subscription licenses are not purchased directly from VMware. VMware has negotiated with a limited number of resellers to provide these licenses to Service Providers. These resellers are called “Aggregators”. The Aggregators are responsible for contracts, providing VSPP Product entitlements, gathering usage data from partners on a monthly basis and running the program operations in conjunction with the VMware VSPP Program Management team. Aggregators have been set up worldwide. The list of Aggregators is available on Partner Locator at <http://partnerlocator.vmware.com>

**Licensing Model Clarification**

The following diagram is a clarification of the uses permissible for VMware Products under a perpetual license and when a use will require VSPP membership. VSPP must be used to operate a service or “rent” or “host” VMware products. VSPP is required for all environments that provide any form of access by, or hosting for third parties. For clarity, licenses acquired under VSPP may not be used or installed for any form of internal use.



\*\* Software as a Service (SaaS) is defined as an application delivery model where a customer accesses and uses a software program that is hosted and delivered by a service provider. Delivery is either through SaaS Vendor (ISV) that developed the software and owns the IP, or through a service provider (SP) who is hosting and delivering the software on behalf of the ISV.

Software Vendors (ISVs) providers must use the standard VMware EULA and the perpetual licensing model from VMware when delivering SaaS applications that are owned solely by the vendor. However, Service Providers (SPs) delivery of any SaaS applications **must** use the VSPP licensing model if they are standing up hosting or providing any form of service or application to a third party: (1) that they have not developed internally, or (2) which is hosting or providing access to any application which they do not own solely and exclusively, even if to their 3rd party the application appears to be a SaaS environment to the user or third party.

Example:

- Company ABC develops an application that can be set up to be a SaaS environment
- Service Provider XYZ stands up that application either out of the box or with modifications
- Since the Service Provider did not develop the original application software associated with this must be procured through the VMware Service Provider Program

Prior written approval is required from the VSPP Program Office for any SaaS Vendors (ISVs) which use VSPP to deliver their service directly to 3rd party customers

# VMware Service Provider Program Membership Overview

## VSPP Agreement (Click Through)

Any company that wants to be a VSPP Partner must agree and accept the online terms of a VSPP Agreement(s). Multi-country Service Providers must accept an agreement for each country where they will participate in the VMware Service Provider Program.

## Individual Requirements

VSPP Partners must meet the program requirements in each country where they will participate in the VMware Service Provider Program.

## VSPP Subscription Agreement

One of the benefits of the VSPP is the ability to use specific VMware software on a subscription (term) basis. The VSPP Agreement provides terms for that allow the Service Provider to do the following (exact terms are subject to the VSPP Agreement and VSPP Product Usage Guide):

- Obtain licenses to VMware Products on a term based subscription license.
- Monthly pricing for each VSPP product. All prices for the VSPP subscription model products include Support for the 12-month term of the subscription license. VSPP Products are supported at the Production Support level except for Zimbra® products. See the VSPP Product Usage Guide for more details.
- Ability to provide Hosted IT Services to third parties by obtaining a EULA Amendment which modifies the standard VMware product EULA to provide for limited hosting and rental rights. This amendment will be provided to the Service Provider by the VSPP Aggregator. A list of the VSPP aggregators can be found in Partner Central.

The VMware Products available as part of VSPP are listed in the current VSPP Product Usage Guide (the "VSPP Products"). Not all VMware products are currently available through the VSPP program. See the VSPP Product Usage Guide for a full listing of VMware products available at this time. The current VSPP Product Usage Guide will be the version with same date as the date of this VSPP Program Guide.

Partners that want to provide Hosted IT Services and obtain VSPP Products with the subscription benefits listed above must execute an agreement with their VSPP Aggregator. The VSPP subscription model is not available in all countries; see the list of Aggregators on Partner Locator.

In order to obtain VSPP Products entitlements from an Aggregator a Service Provider must:

1. Register on Partner Central as a VSPP either through the link on <http://www.vmware.com/partners/programs/service-provider/> or, if they are already a VMware Partner, by using the cross registration link in Partner Central
2. Accept the terms of the VSPP Click Through Agreement during registration
3. Be approved as a Service Provider by the VMware Program Operations team. This usually takes 2-4 days to check the Service Provider website and verify that hosted services are offered by the Service Provider
4. Service Provider will be placed at the Registered level of the VSPP Program
5. Enter into an agreement with the Service Provider's selected, VMware Authorized VSPP Aggregator

The requirement that the Service Provider have a VCP, VSP or VTSP in order to enter into an agreement with an Aggregator has been removed at this time. Once a Service Provider has been accepted into the VSPP Program at the Registered level they are able to execute a contract. This change has been implemented to allow Service Providers who do not utilize vSphere based VMware software only to rent under the VSPP without having to invest in the VCP training.

Note that leveling within the VSPP program to Professional or higher tiers will continue at this time to rely on a combination of VCP and rental contract agreement information. As the program expands its product base the criteria for leveling VSPP members is subject to change and will be communicated as appropriate.

## VSPP Point Plans from the VSPP Aggregators

The VSPP monthly subscription model is a points based system. The point plan is similar to a mobile cell phone plan in that the Service Provider commits to a minimum monthly amount which they must pay for regardless if they under-consume. If a Service Provider exceeds the minimum commitment, they simply pay an additional fee for any overages. Each plan is a 12 month commitment at the given level of points per month. Each point plan SKU will have a set of product licenses within the Point Plan, allowing the VSPP member to mix and match products each month. Also similar to a mobile cell phone plan, there are a set

number of minimum point plans available. The plans available as of the effective date of this Guide are:

- 360
- 1,800
- 3,600
- 10,800
- 18,000
- 30,000

The total point calculation per month is the greater of: (1) the total number of points used by, or (2) the minimum point commitment of, the VSPP Service Provider, as reported by VSPP Aggregator. The point values shall be calculated based upon the product usage to point value details in the VSPP Product Usage Guide.

Each VSPP product has a corresponding point value. The monthly VSPP Product Point values are in the VMware Service Provider Product Usage Guide.



Each Service Provider is responsible for verifying that they have procured all necessary third party licenses for use with any VMware products and are in compliance with all such license limitations that may impact use of the VMware software.

All Service Providers must obtain the VSPP Product entitlements from VSPP Aggregators and report their usage on a monthly basis to the VSPP Aggregators by the 5th of each month unless they have an agreement with the Aggregator for a different date.

Contact a VSPP Aggregator to find out more about Point Plans, as well as VSPP Point Plan pricing.

## Legal Entity

As part of the VSPP Program registration, a Service Provider must list all eligible affiliates which may want to participate in VSPP and Program benefits. After the point of initial program authorization, the Service Provider may add Affiliates only upon written agreement by VMware.

## Partner Levels

The Service Provider program has three programmatic membership levels: Professional, Enterprise and Premier, with Premier being the highest level of membership. Program benefits and requirements increase as Service Providers engage in more complex virtualization solutions.

All partner levels are authorized to procure all VSPP Products available to Service Providers.

### • Registered Partner

The “Registered” level of membership is the VMware partnership entry point that allows interested partners to learn more about VMware virtualization solutions, the Service Provider Program and provides access to free, online training available to advance their VMware knowledge.

### • Professional Partner

The “Professional” level of membership is the first level of promotion within the Service Provider Program, to recognize and reward Service Providers that invest in training and are actively using VMware solutions.

Service Providers positioning services with their end users that involve sophisticated virtual infrastructures, such as vCloud, require sales and technical knowledge as well as an understanding of the capabilities of such infrastructure. To earn promotion to the Professional level, Service Providers must complete VMware accreditation for a minimum of one VMware® Certified Professional (“VCP”), and license a 360 or greater point plan with an authorized VSPP Aggregator.

### • Enterprise Partner

The “Enterprise” level of membership in the VMware Service Provider Program is intended for organizations that have multiple services based on VMware products and/or larger numbers of end user customers.

VMware Service Providers at the Enterprise level are required to have a strong technical knowledge, plan and design best practices, and a clear understanding of the technical capabilities of our products is essential. To this end, Service Providers must make a minimum investment in VMware certification and show base-level VMware implementation success. To earn promotion to the level of Enterprise partner, a Service Provider must have two VMware Certified Professionals (“VCPs”) on staff (one VCP is required in Developing Countries), and must be able to deliver hosted virtualization solutions. In addition to the aforementioned training requirements, a VSPP member must license 3,600 or greater point plan with an authorized VSPP Aggregator.

### • Premier Partner

The “Premier” level of membership is the highest partnership level within the VMware Service Provider Program. This partnership level is for partners who have committed their business resources to understanding and delivering virtual infrastructure solutions and have multiple services based on VMware products implemented for hundreds of end user customers.

To be promoted to the level of Premier partner, Service Providers must:

Make a minimum investment in VMware certification with four VMware Certified Professionals (“VCPs”) in order to meet the challenging technical and business needs of our customers (two VCPs are required in Developing Countries.) In addition to the aforementioned training requirements, a Service Provider must commit to an 18,000 or greater point plan with an authorized VSPP Aggregator.

## VSPP Installations

### General Installation

The VSPP allows for Service Providers to install and use the VSPP Products on their site as part of a Hosted IT Service. All of the VSPP Products must be installed and used solely by the Service Provider on their owned or leased premises with the following exception:

- The VMware vCenter™ Site Recovery Manager™ Protection licenses may be installed on end-user premises as long as Service Provider controls all hardware and administration associated with the hosted environment.

Prior written approval is required from the VSPP Program Office for any deviation from these installation requirements.

### Country Specific Installation

Service Providers may install and operate the VSPP Products only in datacenters residing in the country where they have entered into the VSPP Agreement and procured the VSPP Products. Notwithstanding the foregoing general rule, Service Providers who have entered into a VSPP Agreement in an EEA member state may additionally or alternatively procure VSPP Products from Aggregators authorized to deal in other EEA member states. End Users and Secondary Service Providers (White Label) who access the Hosted IT System may reside outside of the country where the datacenter is hosted.

Prior written approval is required from the VSPP Program Office for any deviation from these installation requirements.

### White Label Model

The term “White Label” is defined as a model whereby a Service Provider (Master Service Provider) resells their Hosted IT Service to another Service Provider (Secondary Service Provider) in a non branded manner, whereby the Secondary Service Provider offers this same hosted service to its end users under its own brand. All use of “White Labeled” service must meet the following criteria.

- All Secondary Service Providers must be current minimally registered members in the VSPP Program.

- Production SnS support remains at the Master Service Provider only.
- Secondary Service Providers that are reselling (or consuming) the Master Service Providers Hosted IT Service must abide by all the terms outlined in the VSPP Program Guide and VSPP Agreements.
- Secondary Service Providers must report all monthly usage data, including any monthly End User usage over 1,000 points, to the Master Service Provider in a timely manner to ensure the Master Service Provider is able to report to their VSPP Aggregator on time.
- Any White Label Service must reside within the Master Service Providers datacenter. Exceptions will be considered upon written request to the appropriate VMware account manager.
- Secondary VSPP Service Providers may only provide the White Label Service to End Users, and may NOT resell the White Label Service to any other third party Service Provider.
- Master Service Provider shall be liable to and indemnify VMware for all White Label Services to the same extent as provided in this Guide and their SVPP Agreement for their own Hosted IT Services.
- Use of VMware logo(s) by Secondary Service Providers or End Users 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 VSPP program will not be granted to Secondary Service Providers for any White Labeled Services.
- Master Service Providers must assure that the terms of the applicable VMware EULA apply to all use of the White Labeled Services by the Secondary Service Provider regardless of the data center in which the White Labeled Service is operated.

### VSPP U.S. Federal Sales

The VSPP Federal Program enables the Service Provider to sell into the U.S. Federal marketplace using VMware Federal License keys. These Federal License keys provide U.S. based Support for the VSPP Products to help address the needs of the U.S. Federal government. All Service Providers that are in good standing, and currently registered in the VMware Partner Network, and have demonstrated an understanding of the U.S. Federal marketplace are eligible to license VSPP Federal License Keys.

NOTE THAT IN THE EVENT A SERVICE PROVIDER USES NON-FEDERAL VSPP LICENSES KEY TO PROVIDE A HOSTED IT SERVICE TO U.S. FEDERAL END-CUSTOMERS, that Service Provider 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 Service Provider uses a commercial VSPP Product to provide or operate a service to U.S. Federal end-customers, the Service Provider must complete the VSPP Federal SKU Exception Form and email to: [govskuexception@vmware.com](mailto:govskuexception@vmware.com).

Disclaimer: VMware expressly disclaims that any VSPP Products or their use as part of any service provided by a Service Provider are compliant with any Federal Regulations, including but not limited to Section 508. The Federal Licenses that are ordered for a Service Provider through an Aggregator include the warranties provided at: <http://www.vmware.com/solutions/industry/government/warranty.html>

Any warranties provided with these Federal Licenses Keys are provided solely for the VSPP Products alone, and do not extend to any services provided by a Service Provider to any U.S. Federal Government End User or other government entity.

#### ***U.S. Federal Reporting***

In addition to the VSPP reporting required for all VSPP Products, regardless of whether a Service Provider uses Commercial VSPP Product or Federal VSPP License Keys, Service Providers providing a Hosted IT Service to any United States Federal government entity as an End User must separately report Federal End User transactions (including End User names) to their VSPP Aggregator on a monthly basis.

A “United States Federal Government End User” is defined as:

- All U.S. Federal (executive, legislative or judicial) agencies, bureaus, departments, commissions, boards, offices, councils, or authorities.
- All U.S. Tribal Government entities and nations.
- All U.S. Federally Funded Research and Development Centers (FFRDCs).

If a Service Provider is delivering hosting services to any U.S. Federal Government End Users on a shared platform, VMware considers this to be “multitenant”, and as such may only be done with VSPP Products, and not under any other VMware license.

All reporting requirements applicable in the VSPP will apply to U.S. Federal End Users, including but not limited to the use of the VMware Usage Meter. In addition, a separate vCenter Server must be used for reporting as part of the reporting process.

Reporting for U. S. Federal Government End User usage must be completely separate from the commercial VSPP reporting provided to the Aggregator.

#### ***U.S. Federal Support***

To ensure Service Providers 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 customer. 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 the VSPP 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 VSPP 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 support requests filed via the web will be assigned to a U.S. Citizen on U.S. Soil. Do not file support requests via the web; instead, all support requests must be requested 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 Service Provider Program Benefits & Requirements Tables

In order to support partners who are members of the VMware Partner Network in the most effective way, VMware Program benefits are tailored for each partnership type. The tables in this section outline the specific program benefits and requirements for Registered, Professional, Enterprise and Premier Service Provider partners.

The benefit and requirement tables contain two symbols to indicate the accessibility of benefits and the requirement standards for each partnership type. The legend below provides the interpretation for the symbols.

✓ Benefit is included in the VMware Solution Provider Program or the item is a requirement for membership in the program

— Benefit is **not** available or the item is **not** a program requirement

## VMware Service Provider Program Benefits Table

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
<b>SOFTWARE LICENSES</b>				
Authorization to Rent VMware Products through VSPP Aggregators	Subject to the execution of a VMware Service Provider Program Agreement with an authorized VMware VSPP Aggregator, Service Provider (“SP”) is authorized to rent eligible VMware products from that Aggregator in authorized County(ies).			
Not for Resale Licenses (NFR)	—	VMware product line. See VPN Sales Partner NFR Policy Guide for details.	VMware product line. See VPN Sales Partner NFR Policy Guide for details.	VMware product line. See VPN Sales Partner NFR Policy Guide for details.
Internal Use Licensed (“IUL”)	—	—	Yes, but IUL is NOT to be used for backend systems such as management of platform, DNS, billing and provisioning platforms etc.	Yes, but IUL is NOT to be used for backend systems such as management of platform, DNS, billing and provisioning platforms etc.

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Cloud Test Demonstration Environment	—	Maximum of one hundred (100) GB Reserved RAM VMware vCloud® Premier Service Provider Bundle VMware or vCloud® Standard Service Provider Bundle per Country where Service Provider is authorized for participation.	Maximum of five hundred (500) GB Reserved RAM VMware vCloud Premier Service Provider Bundle or VMware vCloud Standard Service Provider Bundle per Country where Service Provider is authorized for participation.	Maximum of two thousand (2000) GB Reserved RAM VMware vCloud Premier Service Provider Bundle or VMware vCloud Standard Service Provider Bundle per Country where Service Provider is authorized for participation.
MARKETING				
Partner Program Branding	—	VMware Service Provider designation by Country where Service Provider is authorized for participation. Authorized to describe themselves as “Professional” level in any materials that include “Professional” logo.	VMware Service Provider designation by Country where Service Provider is authorized for participation. Authorized to describe themselves as “Enterprise” level in any materials that include “Enterprise” logo.	VMware Service Provider designation by Country where Service Provider is authorized for participation. Authorized to describe themselves as “Premier” level in any materials that include “Premier” logo.
Partner Conference/ VMworld	✓	✓	✓	✓
Access to Partner Central	✓	✓	✓	✓
Press Release Support	—	—	VMware will supply news release templates, with Director- level quotes	VMware will supply news release templates, with Director or VP-level quotes
Partner Profile & Directory Listing	—	✓	✓	✓
Social Media	—	—	—	As Selected

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Marketing Development Fund	—	—	—	Pooled, Funds made available based on approved marketing plan.
Partner Locator	—	✓	✓	✓
Communications & Newsletters	✓	✓	✓	✓
TECHNOLOGY BADGES				
VMware Virtualized Badge	✓ Based on Criteria	✓ Based on Criteria	✓ Based on Criteria	✓ Based on Criteria
VMware vCloud® Powered Badge	By Application for Service Providers with 3600 contract or higher	By Application for Service Providers with 3600 contract or higher	By Application for Service Providers with 3600 contract or higher	By Application for Service Providers with 3600 contract or higher
EDUCATION AND TECH SUPPORT				
VMware Certified Professional (VCP) Courses	20% discount on VMware-delivered courses. Courses are also available through VMware Authorized Training Centers. Contact Training Center for pricing.	20% discount on VMware-delivered courses. Courses are also available through VMware Authorized Training Centers. Contact Training Center for pricing.	20% discount on VMware-delivered courses. Courses are also available through VMware Authorized Training Centers. Contact Training Center for pricing.	20% discount on VMware-delivered courses. Courses are also available through VMware Authorized Training Centers. Contact Training Center for pricing.
VMware® Sales Professional (VSP) Training and Accreditation	✓ Free, online	✓ Free, online	✓ Free, online	✓ Free, online
VMware® Technical Sales Professional (VTSP) Training and Accreditation	✓ Free, online	✓ Free, online	✓ Free, online	✓ Free, online

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM BENEFITS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Access to Knowledge Base	✓	✓	✓	✓
Partner Technical Support	Production Support is included for products rented through the VSPP subscription model Note: It is advisable that only VMware Certified Professionals (VCP) call VMware Tech Support to ensure support incidents are used as wisely as possible			
VMWARE ACCOUNT MANAGEMENT				
VMware Hosting Manager	–	–	–	Hosting Managers may be assigned on a discretionary basis by VMware
Partner Manager	VSPP Aggregator providing the Service Provider with VMware rental product may assign Service Provider Account Manager/Partner Manager coverage based on their policies.			
VMware Executive Sponsor	–	–	–	Executive Sponsors may be assigned on a discretionary basis by VMware.
VMware VSPP Partner Advisory Group	–	–	By Invitation	By Invitation

# VMware Service Provider Program Requirements Table

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM REQUIREMENTS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
<b>BUSINESS REQUIREMENTS AND REPORTING</b>				
VSPM Membership Agreement (Click Through)	✓	✓	✓	✓
VSPM Program Fee	—	—	—	—
VM Rentals	To rent, the partner must sign an agreement with VSPM Aggregator committing to a minimum volume of consumption monthly for 12 months.			
<b>PURCHASES</b>				
Minimums	—	360 pt plan or higher	3,600 pt plan or higher	18,000 pt plan or higher
<b>TRAINING AND CERTIFICATION</b>				
VMware Certified Professional (VCPs) on Staff <small>* Developing countries have reduced training requirements</small>	—	One (1) VCP per Country	Two (2) VCPs per Country. One (1) for developing countries.	Four (4) VCPs per Country. Two (2) for developing countries.
<b>MARKETING</b>				
VMworld/ VMware Partner Exchange	—	—	Attendance recommended.	Attendance by Minimum of one (1) SP representative. Sponsorship required at one world-wide conference minimum.
Completion of Partner Profile	—	✓ Required for publishing on VMware web-based partner locator for end user use	✓ Required for publishing on VMware web-based partner locator for end user use	✓ Required for publishing on VMware web-based partner locator for end user use

VMWARE SERVICE PROVIDER PROGRAM LEVEL				
PROGRAM REQUIREMENTS	REGISTERED	PROFESSIONAL	ENTERPRISE	PREMIER
Partner website - VMware	—	VMware Partner logo on web site	VMware Partner logo on web site and VMware based services description	VMware Partner logo on web site and VMware based services description
Customer Success Stories	—	—	Service provider should provide at least one (1) customer success story per year upon VMW request	Service provider should provide at least three (3) customer success story per year upon VMW request
ACCOUNT MANAGEMENT				
Alliance Manager	—	—	—	Each Service Provider with an assigned VMware Hosting Manager must assign one Partner Alliance Manager to collaborate with VMware.
Technical Manager	—	—	—	Each Service Provider with an assigned VMware Hosting Manager must assign one Partner Technical Resource to collaborate with VMware.

# VMware Service Provider Program Benefits

The VMware Service Provider Program offers a wide range of benefits. These benefits include software licenses, technical support services, training and certification, sales support, marketing programs. Benefits will vary depending upon the partnership type and level in the VMware Partner Network programs. A description of the benefits is included below.

## VMware Partner Central – Partner Portal

VMware provides a new scalable Partner Central website portal on [Salesforce.com](https://www.salesforce.com) infrastructure platform. These enhancements include:

- Customized content relevant to program, partner level, and role
- Improved Partner Locator that allows searches on locations, competencies, partner levels and partner types
- Dedicated pages for products & solutions, promotions, sales tools and marketing tools to help develop your virtualization practice



Upon becoming a VMware partner, partners are issued a user name and password to access Partner Central. Partner Central can be accessed at:  
<http://www.vmware.com/partnercentral>

## Software Licenses

VMware provides certain partners with access to a specified number of VMware software products as set forth below that enable VMware partners to build a successful VMware virtualization practice with VMware products, solutions, and services.

### Not for Resale Licenses

Not for Resale (NFR) software is available to partners in good standing for solely for product demonstration and training purposes. Under no circumstances can these NFR software licenses be used for any other purposes. For avoidance of doubt, these licenses may not be copied, resold, hosted for or distributed to any third party or used for partner information processing or computing needs in addition to the above restrictions. All NFR licenses are subject to the terms of the accompanying End User License Agreement (“EULA”). One year

of subscription services is included with NFR software as long as the partner remains in good standing within the parameters of the VMware Partner Program. Detailed listing of product eligibility by program level can be found in the NFR Policy Guide on Partner Central.



VMware proactively communicates the availability of new versions of software available for NFR use to our partner community via VMware Partner Newsletters and other communications.

NFR software will be sent automatically to partners as new products become available and as partners are promoted in the VMware Service Provider Program. For renewal of NFR licenses, refer to the NFR Policy Guide.

## Discounted Internal Use Software for VMware Service Providers

VMware Service Providers in good standing may purchase at a discounted rate standard VMware product licenses for internal use to a maximum of \$50,000 USD list price. Internal use licenses (“IUL”) are for the partner’s internal IT needs only and are not for hosting, resale or distribution to end customers or to any third party. Use of discounted internal use licenses is subject to the VMware standard end-user license agreement for the specific product purchased. Note that Internal Use Licenses cannot be used for backend systems such as management of platform, DNS, billing and provisioning or commercial hosting under any circumstances. Partners are required to purchase subscription and support for internal use software.

Service Provider partners at the Enterprise and Premier levels are eligible to order an initial bundle of “no-charge” internal use licenses on certain products. A detailed listing of ‘no-charge’ IUL availability by product and program level can be found in the IUL Policy Guide on Partner Central.



Discount rates are noted in the VMware Service Provider Program Benefits matrix included earlier in this Guide. To obtain these discounted rates, partners must order internal use software directly from VMware.

To obtain internal use software, partners must complete and return a VMware Internal Use Only Order Form. This form, along with detailed instructions can be found at Partner Central at <http://www.vmware.com/partners/>

### Cloud Test Demonstration Environment

VMware Service Providers current on their contract payments who are using VSPP Products are permitted to use some of the licenses to establish a “Cloud Test Demonstration Environment”. The Cloud Test Demonstration Environment has the following restrictions:

- vCloud Premier Bundle licenses or vCloud Standard Bundle licenses only
- A separate vCenter Server must be used for all Cloud Test Demonstration Environments (for the purposes of not being charged via the Usage Meter)
- No more than 30 End Users at a time within the Cloud Test Demonstration Environment
- GB Limitation: The entire RAM utilized for all End Users in the Cloud Test Demonstration Environment must not exceed the following limit per month:
  - o Professional Service Providers = 100 GB Reserved RAM
  - o Enterprise Service Providers = 500 GB Reserved RAM
  - o Premier Service Providers = 2000 GB Reserved RAM
- The Service Provider may not charge any fees for, or make any profit from the Cloud Test Demonstration Environment.
- Use of the Cloud Test Demonstration Environment is limited at all times to GB Limitations and the maximum number of End Users listed above. Any excess usage must be reported as regular VSPP Product usage in accordance with the terms of this Guide and the Product Usage Guide.

In addition to the foregoing, the Cloud Test Demonstration Environment may only be used by each End User until the earliest occurrence of: (1) the date that the Service Provider converts the End User trial into a billable service and removes them from the Cloud Test Demonstration Environment, or (2) 90 days from the date End User commences any use of, or access to, the Cloud Test Demonstration Environment.

- All usage for the Cloud Test Demonstration Environment must be reported separately to the Service Provider’s Aggregator each month, including End User name and all other information set forth herein for reporting of regular usage for VSPP Products.
- Service Provider will inform their VMware Service Provider Program Account Manager of any End User that will be set up in the Cloud Test Demonstration Environment 5 business days prior to the Environment being established for that End User.

At the end of the End User’s use of the Cloud Test Demonstration Environment, Service Provider must commence reporting and paying applicable fees for all use of the VSPP Products and must be in compliance with the VSPP Agreement. Any continued use of the Cloud Test Demonstration Environment or the VSPP Products without reporting and/or payment will be considered a breach of the terms of this Guide and the VSPP Agreement.

The Cloud Test Demonstration Environment can be used in each Country where the Service Provider is authorized to use VSPP Products. All such licenses may be operated and accessed solely by the Service Provider on equipment owned and controlled by the Service Provider and are subject to the terms of the accompanying End User License Agreement (“EULA”).

All use of the Cloud Test Demonstration Environment is subject to the audit provisions of the VSPP Agreement. In addition to these rights, VMware may, upon 10 days advance notice to Service Provider, have designated VMware personnel perform an on-site comparison of the actual Cloud Test Demonstration Environment usage against the information that has been reported to VMware through the Aggregator.

Prior written approval is required from the VSPP Program Office for any deviation from the Cloud Test Demonstration Environment limitations.

### Partner Resource Technical Support Training Library

The Partner Resource Training Library provides exclusive access to deep dive troubleshooting course material used by VMware’s own technical support experts.

### Knowledge Base & Support Forums

The VMware Knowledge Base is an online searchable database that includes resolutions to common technical issues, valuable tips and tricks, technical notes and answers to frequently asked questions for VMware products. Additionally, VMware offers support forums that allow Partners to interact with other members of the extended VMware community. Support forums are an excellent place to go to find answers to questions that are not found in the Knowledge Base.



The VMware [Knowledge Base](https://www.vmware.com/knowledge) and [Support Forums](https://www.vmware.com/support) can be accessed at:  
[www.vmware.com/support](https://www.vmware.com/support)

## Technology Badges and Co-branded Services

VMware has introduced two (2) technology badges and two (2) co-branded services to enable VSPP partners to differentiate themselves. A technology badge is a logo that Service Providers can use to verify they have met certain VMware defined technology requirements. In addition, this helps simplify the customers' selection process and criteria in choosing a Service Provider.

The two technology badges are:

1. **VMware vCloud Powered:** A technology badge for any public or hybrid cloud service based on VMware vSphere and VMware vCloud Director that exposes the VMware vCloud API and supports the Open Virtualization Format (OVF) for image upload and download. VSPP holding an active, compliant 3600 point contract or higher are eligible to apply for vCloud Powered. Refer to the vCloud Powered Program Guide, Application Form and vCloud Powered Branding Guidelines on Partner Central for additional information. Accepted partners may use the vCloud Powered badge on marketing materials, websites, etc. associated with the applicable service subject to the VMware Trademark Usage Guidelines and terms of the VSPP Agreement.
2. **VMware Virtualized:** A technology badge for any public cloud service based on VMware vSphere. VSPP members at the Registered level and above are eligible to use this badge.

The two co-branded services are:

1. **VMware vCloud® Datacenter Services:** The VMware vCloud Datacenter Services program is a specific type of vCloud Powered service offering. Program participants collaborate with VMware on architecture and implementation of the cloud infrastructure and implement rigorous security and compliance frameworks which are then audited to industry standards by accredited 3rd parties. The result is a globally consistent, jointly-branded and certified enterprise-class hybrid cloud service. This involves the same program criteria regardless of the Service Provider Country.
2. **VMware vCloud Express:** VMware vCloud Express is a specific type of vCloud Powered offering. It is a globally-consistent, high-volume, simple-to-use cloud infrastructure targeted at enterprise software developers. Service providers certified by VMware commit to implementing a specific service architecture as well as joint enterprise sales and marketing programs. VSPP members participating at the Premier level are eligible to apply/be considered for vCloud Express. This involves the same program criteria regardless of the Service Provider Country.

## Technical Support Section of Partner Central

Visit the technical support section on Partner Central for further information on how to submit support request, support alerts, updates and more.

## Education, Training and Certification

An important element of the VMware Solution Provider Program is knowledge transfer through education and training. Product knowledge is a key factor in enabling Partners to effectively sell, deploy, and support VMware virtual infrastructure solutions. VMware Partners seeking to improve and expand technical skills, and achieve service accreditations and certifications, will benefit from VMware's comprehensive catalog of training opportunities. VMware offers courses that present introductory through advanced product information using online as well as hands-on exercises, preparing Partners for the VMware accreditations and Certified Professional certifications.

Some Partnership levels require a minimum number of technical and/or sales staff to be certified within a specified period of time after joining the VMware Solution Provider Program. These Partnership requirements are outlined within this guide under the VMware Solution Provider Program Requirements section

### Current Training Status

Accreditation and Certification requirements and curriculum may change as VMware products and requirements change. As a result, Partners may be required to procure additional training and certification to ensure their product skills are up to date. To the extent that new certifications or accreditation are released, VMware recommends that Partner complete the latest version available. Partners cannot be more than two releases behind in their accreditation or certification.

Example,

CURRENT RELEASE	CERTIFICATION RECEIVED FOR	TRAINING STATUS
VMware Certified Professional on VMware vSphere 4 (VCP4)	VMware Certified Professional on VMware Infrastructure 3 (VCP3)	Current
VMware Certified Professional on VMware vSphere 4 (VCP4)	VMware Certified Professional on ESC Server 2 and VirtualCenter1	Need to recertify

Partners who do not have the correct number of individuals with a current training status risk being re-leveled to a lower program status.

### **VMware® Partner University**

VMware Partner University is the virtual campus that provides Partners access to the high quality training and education they need to accelerate sales of VMware products, services and solutions. Partner University consolidates VMware training under one framework, meeting the unique skill sets of sales, pre-sales and post-sales professionals through comprehensive, role-based, easily accessible training plans. Partner University provides industry-recognized accreditation and certification programs and will help you:

- Develop your virtualization and cloud infrastructure expertise to increase revenue streams and accelerate your services business.
- Get your individual training needs met with customized role-based training plans.
- Differentiate yourself in the marketplace.

### ***VMware Sales Professional (VSP) Accreditation for Sales Professionals***

Get up to speed quickly on VMware products and solutions with VSP training. Our introductory sales training course is available online, at no charge, and is designed to teach Partners about virtualization basics and how to message VMware solutions to new and existing customers. To become a VSP, Partners are required to complete VMware's online training course. The VSP course includes five core online modules, plus one elective module. Partners can take three additional modules to enhance their learning experience. A VSP certification is required to sell complex VMware solutions. There is a very high correlation to successful VMware business performance and the number of VSP credentials in a Partner's organization. There are also VSP requirements for a Partner to move up levels in the VMware Partner Program. VSPs are required to maintain their skills and knowledge base

### ***VMware Technical Sales Professional (VTSP) Accreditation for Pre-Sales Professionals***

VTSP is an online, self-paced technical accreditation that uses guided tours, demonstrations and quizzes to teach technical pre-sales personnel about VMware products and solutions. To become a VTSP, Partners are required to complete VMware's online training courses. VTSP is designed to be a springboard for technical people new to selling VMware and virtualization and cloud infrastructure. It includes overviews, basic installation instructions, initial configurations and technical best practices for VMware products. There are VTSP requirements to be promoted into certain Partner levels, as well as to move up levels in other

VMware Partner Programs. VTSP's are required to maintain their skills and knowledge base.

### ***VMware Certified Professional (VCP) Certification for Post-Sales and Services Professionals***

As an important element of the VMware Solution Provider Program, the industry recognized VMware Certified Professional Program offers VMware Partners the knowledge, skills, and credentials to deploy and maintain VMware virtualization and cloud infrastructure technology. Enterprise and Premier Partners are required to complete and maintain a minimum number of VMware Certified Professionals on staff. See Program Requirements section for specific requirements for various Partner levels. Professional Solution Provider Partners may take advantage of certification training courses at their own discretion.

VCP is designed for any technical person who wants to demonstrate expertise in virtual infrastructure and increase their potential for career advancement. You can also use the VCP logo on your business card or website. To become a VCP, individuals are required to attend an instructor-led training course to learn best practices and gain hands on experience on VMware products. They will then be required to demonstrate their knowledge and skills to the satisfaction of VMware. There is a fee to take this hands-on training course. Once this is done, individuals can become VMware Certified.

### **VMware Certified Advanced Professional**

Upon accomplishing VMware Certified Professional on VMware vSphere 4 (VCP4) you are eligible to pursue our intermediate level certification: VMware Certified Advanced Professional (VCAP). Available in Datacenter Administration and/or Datacenter Design, this program is appropriate for VCP4s that are ready to further enhance their skills with the virtual infrastructure and add new, industry-recognized credentials to their list of accomplishments.

### ***VMware Certified Advanced Professional on vSphere 4 - Datacenter Administration***

The VCAP4-DCA is directed toward System Administrators, Consultants and Technical Support Engineers who can demonstrate their skills in VMware vSphere and VMware vCenter technologies in relation to the datacenter, as well as their knowledge of application and physical-infrastructure services and their integration with the virtual infrastructure.

### ***VMware Certified Advanced Professional on vSphere 4 - Datacenter Design***

The VCAP4-DCD is directed toward IT Architects and Consulting Architects who are capable of designing VMware solutions in a multi-site, large enterprise environment. They have a deep understanding both of VMware core components and their relation to storage and networking, and also of datacenter

design methodologies. They also possess knowledge of applications and physical infrastructure, as well as their relationship to the virtual infrastructure.

Courses are also available through VMware Authorized Training Centers that are listed on Partner University. Contact the Training Center for pricing.



Visit Partner Central for training schedules and details.

Depending upon program level, VMware Partners may receive a discount on VMware-delivered training.

Steps to obtaining certification including recommended and required courses, class schedules, and testing center locations can be found in the Partner University section of Partner Central,

[www.vmware.com/partnercentral](http://www.vmware.com/partnercentral)



A complete overview of VMware training opportunities is available on Partner University.

[www.vmware.com/partnercentral](http://www.vmware.com/partnercentral)

### Continuing Education

VMware Partner University offers various continuing education opportunities that allow Partners to educate themselves in VMware solution areas. Many of our courses are offered in live, online, instructor-led and e-learning formats.

#### vmLIVE

vmLIVE is an interactive weekly VMware webinar series designed specifically for our Partner community to help your company develop expertise and build a successful virtualization and cloud infrastructure practice.

#### VMware Authorized Training Centers

The VMware Authorized Training Centers offer courses in over 600 locations in 50 countries around the globe. Courses are offered in 32 different languages. Partners can register for courses through VMware Partner University within Partner Central.

### Marketing Support

VMware offers a variety of marketing resources, programs, tools, and communication vehicles to help its partners market and sell VMware virtual infrastructure solutions.

### Marketing Account Management

Depending upon the level of partnership, VMware assigns a marketing account manager, provides a contact or a contact mechanism for the management of ongoing, marketing-related requests.

### Marketing Development Funds (MDF)

VMware offers Marketing Development Funds (MDF) to certain qualified VMware partners. MDF should be used primarily for external marketing and sales activities intended to create demand, attract new VMware customers, cross-sell to existing customers, and generate sales. MDF can help generate more marketing activities, raise awareness for VMware virtual infrastructure software products and solutions in market area and drive new business. MDF Guidelines include a well-balanced, comprehensive list of eligible marketing and sales activities designed to uncover new business opportunities, drive sales, and effectively expand market share. MDF also enables VMware to work closely with our partner community and leverage our joint marketing successes.

To ensure that VMware partners eligible for Marketing Development Funds (MDF) use those funds effectively, VMware will work with eligible partners to develop a quarterly marketing plan. This plan is designed to help certain partner types and levels in the VMware Partner Network plan and execute sales and marketing activities to help grow the partners' VMware business.

All MDF is subject to a separate set of terms and conditions.

Premier level Service Providers are able to apply for access to proposal based MDF. In addition, the VMware VSPP marketing team may allocate MDF to strategic contracted non-Premier level Service Providers.

MDF is a pooled set of funds that are available based on approved marketing plans and requests. See your account representative for more details.

Service Providers who apply for MDF must be in compliance with all VSPP reporting and payment requirements at the time of application.



For VSPP Premier partners, to understand further how to benefit from VMware's MDF program contact your VSPP Account Manager.

## Sales & Marketing Tools

### VMware Partner Central – Partner Portal

VMware has invested in the VMware Partner community by providing a scalable Partner Central portal. The portal provides:

- Customized content relevant to your program, Partner level, and role
- Improved Partner Locator that allows searches on locations, competencies, Partner levels and Partner types
- Dedicated pages for products & solutions, promotions, sales tools and marketing tools to help develop your virtualization and cloud infrastructure practice.
- Under the Sales and Marketing tab on Partner Central, there may be additional benefits for Service Providers in the Program.

### Partner Profile and Partner Locator

Partner Profiles provide valuable information about VMware Partners and their VMware software solutions. Partners can utilize the VMware Partner Profile to present and differentiate their solutions and services from the competition. Profiles describe the Partner's company, capabilities, and solutions.

Information from the VMware Partner Profile is used to populate the Partner Locator accessible to customers on the VMware corporate web site, [www.vmware.com](http://www.vmware.com). The VMware Partner Locator is a comprehensive, online, searchable listing that reflects the Partner's relationship with VMware, and promotes their skills, expertise and offerings to customers and prospects as well as VMware sales managers and other employees.



To update your profile, log on to [Partner Central](http://www.vmware.com/partnercentral) at <http://www.vmware.com/partnercentral>

Partner Profile information is used to populate the online VMware Partner listing and varies by Partner type and level.

## VMware Partner Identifier and Logo Usage



VMware partners can promote their partnership with VMware by displaying the appropriate VMware partner identifier on their web sites, in advertisements and customer communications, and other marketing materials in accordance with the terms of the VSPP Agreement and the VMware Trademark Usage Guidelines.



The VMware Trademark Guidelines (including all brand and logo usage guidelines and logo files) can be accessed and downloaded from [Partner Central](http://www.vmware.com/partnercentral) at: <http://www.vmware.com/partnercentral>

Logos are available in .EPS and .GIF formats.

# VMware Service Provider Program Requirements

## VMware Service Provider Program Agreement

Partners accepted into the VMware Service Provider Program must review and accept the click-through VMware Provider Program Agreement. This VSPP Agreement, along with the VMware Service Provider Program Guide, defines the relationship between VMware and the Partner. Multi-Country Service Providers must click accept on the agreement for each Country in which they would like to participate in the Service Provider Program.

## Program Fees

As of the effective date of this Guide, VMware Service Provider Program partners are not required to pay an initial program fee or annual renewal program fees.

## Planning

VMware Service Provider Program Partners should develop a business plan with their VSPP Aggregator, and review it quarterly. This plan should help Partners strategically plan and identify ways to grow VMware services business and expand the VMware services ecosystem, determining the expectations and commitments of each party for the given quarter.

Quarterly marketing plans are typically included in the quarterly business planning process and help to ensure that business and marketing goals are synergistic.

## Rental Agreements

### Rental Agreement Duration

All VSPP product subscription terms are for a twelve (12) month duration.

### Rental Minimum Commitments

The VSPP products have a minimum monthly fee that will be collected regardless of actual usage of VMs, which are licensed as “points plans” (similar to a mobile phone plan). Please see additional details on these point plans above in this Guide.

### Rental Reporting

- The Service Provider is required to report usage data back to their VMware Aggregator on a monthly basis. This data shall include the details of each VSPP Product used with the quantity and total points incurred. Specific calculation methods

for each product are available in the VSPP Product Usage Guide. Timing and method of reporting will be defined by the VMware Aggregator. Data will be shared with VMware and/or a VMware designated third party.

- All use of the VMware vCloud Service Provider Bundles require that the VMware Usage Meter be installed to monitor and report on usage of the products. Other products must be monitored manually by the Service Provider and reported to the Aggregator in accordance with the Aggregator’s reporting process.
- Total number of points used is required to be reported if End User generated more than 1,000 points per month in revenue.
- Minimum information in each report will include region, country, state, zip code and usage by product. Each End User name must be included in reports to the extent permitted by applicable law.
- Any Service Provider that does not include full data on their reports to the Aggregator each month as listed here may be downgraded in the program to the Registered level.
- Audits for compliance on reporting, tiering pre-requisites, contract level, and contract payments may be conducted up to twice a year. Service Providers not fully in compliance with requirements and payments will be down leveled in the Program. Additional steps may be taken regarding out of date payments.
- VSPP Aggregators may have additional reporting requirements.

### Rental Agreement Servicing

Service Providers are able to sign a new contract with their Aggregator at any time if they are committing to an increased minimum point level contract. (For example, moving from a 360 to an 1800 contract.) Service Providers must sign a new contract for a 12 month period starting on the change date. New keys and SnS numbers will be issued for the new commitment level.

Service Providers are not able to sign a new contract with their Aggregator for a lower minimum commitment during the 12 month term of their contract.

## Marketing

### Partner Profile

VMware requires partners to complete a partner profile, providing an overview of the partner’s VMware-oriented solutions and areas of expertise. Partner profiles are an important mechanism in promoting our partners’ value-add to prospective and existing customers, as well as VMware sales managers. VMware may also require support, marketing, and

technical contacts to be included in the partner profile. Partner profiles must be updated regularly and at minimum annually. It is the responsibility of the partner to ensure their profile is kept up to date.



Partner profile updates can be completed online by going to Partner Central at <http://www.vmware.com/partnercentral>

## Relationship Management

### Internal VMware Champion

Depending upon VMware Program partnership type and level, partners may be required to assign an internal “VMware Champion.” The VMware Champion is extensively trained on VMware products and acts as an internal evangelist for VMware products and solutions. VMware strongly recommends all partners assign a VMware Champion, even if it is not a program requirement for the partner’s partnership level.

### Executive Sponsorship

For certain partnership types and levels VMware requires partners to assign senior level ownership to facilitate and maintain an ongoing relationship with VMware. Typically, this requires one executive contact and one primary account manager within the partner’s organization.

