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Future-Proofing Your Customers' Business with Modern Application Technologies from VMware

VMware Tanzu
Free your Applications.

Simplify your Operations

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VMware Tanzu

Free your Applications.
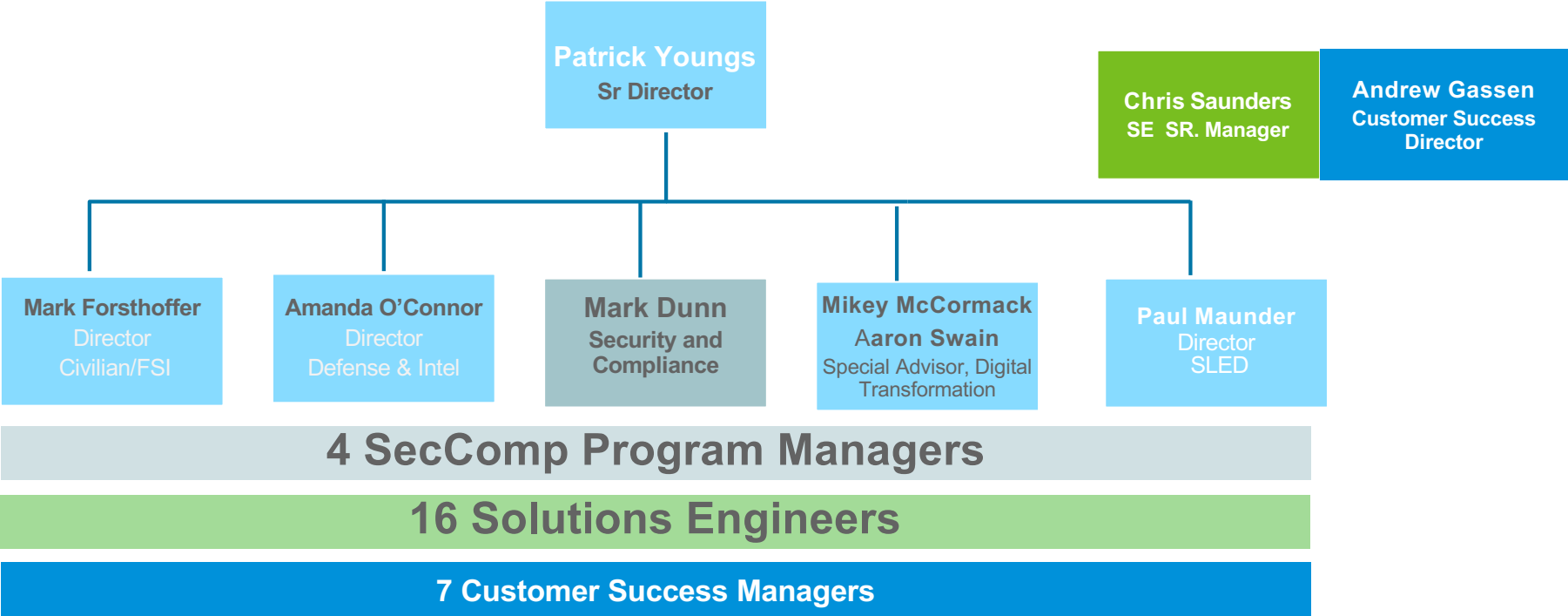
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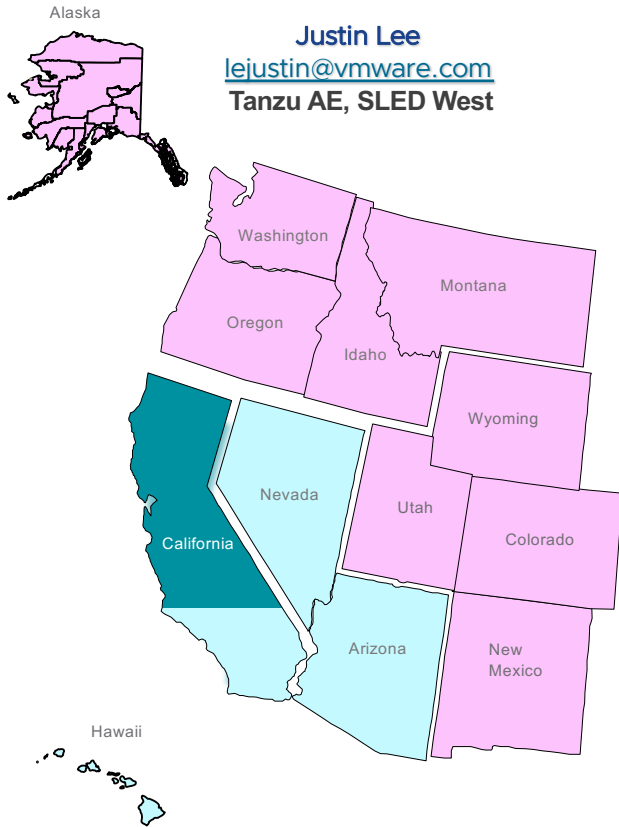
16 Solutions Engineers
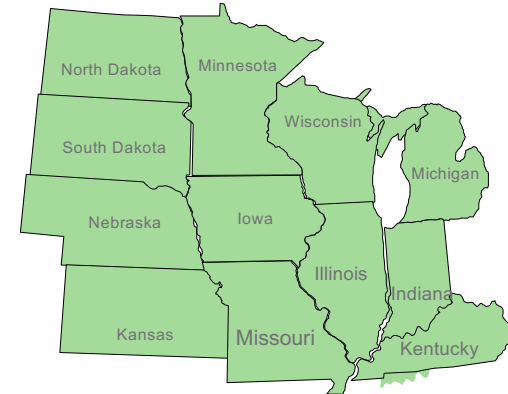
7 Customer Success Managers

FY22 Tanzu SLED AE/SE/PBM Coverage

Govt(State/Local), Education, & Public Sector Healthcare entities
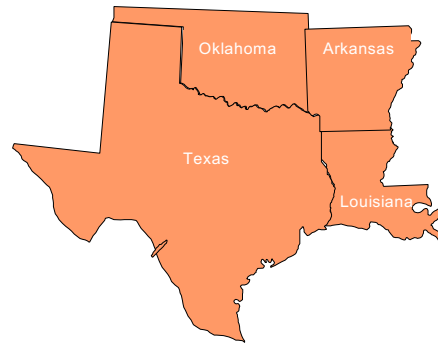
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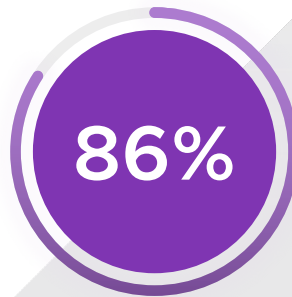- Karin Bash– Nor CA

Kubernetes

is the Infrastructure
for Modern Apps

86% of app developers have say in workload deployment[1]

95% of New Apps Use Containers[1]

86% of containerized apps are on Kubernetes[2]

1 Source: 451 Research's Voice of the Enterprise: Digital Pulse, Organizational Dynamics
2 Source: StackRox, State of Container and Kubernetes Security Report, Spring 2019

OPEN SOURCE IS COMPLEX

l.cncf.io

CLOUD NATIVE Landscape

CLOUD NATIVE COMPUTING FOUNDATION

This landscape is intended as a map through the previously uncharted terrain of cloud native technologies. There are many routes to deploying a cloud native application, with CNCF Projects representing a particularly well-traveled path.

Vmware's Industry-Leading Portfolio to Address Key CIO Priorities...

Any Cloud | Any App | Any Device

App Modernization **Build**	Multi Cloud **Run**	Virtual Cloud Network **Connect**	Digital Workspace **Manage**	Intrinsic Security **Protect**
Tanzu Editions	VMware Cloud Foundation	NSX-T (DC & Cloud)	Workspace ONE	NSX-T Policies
Tanzu Kubernetes Grid	vSphere, vSAN, NSX	SD-WAN by VeloCloud	Horizon (on-premises)	Carbon Black Cloud
Tanzu Mission Control	vRealize Suite	vRealize Network Insight	Horizon Cloud	Service Defined Firewall
TKS	CloudHealth	Service Defined Firewalls	Windows Virtual Desktop	Workspace Security
Bitnami	SD-WAN by VeloCloud	Service Mesh	RDSH & Citrix Integration	Secure State
Wavefront	VMC on AWS / Dell EMC	NSX Advanced Load Balancer (AVI networks)	Mobile Device Management	Mobile Device Health
Tanzu Labs	VCPP Cloud Partners		Windows 10 Management	Endpoint Device Health

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VMware Tanzu Portfolio

BUILD

DELIVER software to a secured and automated platform

Tanzu Application Service

CODE cloud native app dev framework

Spring Runtime

ASSEMBLE apps from internally written source

Tanzu Build Service

CURATE data services and projects from public OSS

Tanzu Application Catalog

APPLY caching, messaging and databases for modern apps

Tanzu Data Services

RUN

OPERATE consistent Kubernetes across every cloud

Tanzu Kubernetes Grid

Hybrid Cloud		Public Cloud	Edge

vmware Cloud Foundation™ **vm**ware vSphere® **vm**ware VMware Cloud™ on AWS aws ■■ Microsoft Azure Google Cloud APP

MANAGE

OBSERVE from application to infrastructure

Tanzu Observability

UNIFY microservices across clusters

Tanzu Service Mesh

GOVERN multi-cluster K8s policy operation

Tanzu Mission Control

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Why VMware Tanzu for Partners

Top reasons to invest in a Tanzu practice

Meet customer need: App modernization is a top CIO priority

- 78% named app modernization as a top priority, yet only 48% have adopted app initiatives[1]
- CIOs are prioritizing App Modernization and Cloud Migration projects due to COVID 19 impact

Unlock new opportunity: Market shift to containers is soaring

- Container usage is projected to grow at 62% CAGR through 2023 (IDC)[2]
- 86% of containerized apps are on Kubernetes[3]
- VMware is leading the Kubernetes revolution through its contributions to the Cloud Native Computing Foundation (CNCF)[4]

Deepen your relationships: Guide customer transformation

- Customers invested in legacy apps need guidance to scale IT infrastructure
- 70% of enterprise CIOs and SVPs in a global VMware survey are prioritizing App Modernization projects[5]

Expand your VMware practice: Leverage Tanzu to cross-sell and upsell

- vSphere with Tanzu gives your consistent Kubernetes experience across clouds and can drive 15% higher deal sizes for you[6]
- Leverage the Tanzu portfolio to sell across Infra, DevOps, and App Dev teams

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TOP 5 REASONS KUBERNETES RUNS BETTER ON VMWARE vSPHERE

1. **Get started fast.**
   Today, competitive advantage depends upon fast time-to-market and frictionless customer experience. To keep pace, rapid innovation uses cloud native development methods based on container technology orchestrated by Kubernetes. Unfortunately setting up a Kubernetes environment can be difficult and finding people with the skills to manage it can be even harder. But VMware vSphere® with VMware Tanzu™ can help you set up a developer-ready Kubernetes platform in less than an hour, and because it runs on vSphere, your staff can get to work right away using their existing skill sets.

2. **Modernize existing apps without lift and shift.**
   It's not enough to build new apps. Chances are your business also depends on existing apps that will be around for a while, and it may not make sense to rebuild those apps from the ground up. The good news is that using vSphere with Tanzu you can run containers side by side with your existing VMs. This means you can quickly modernize parts of your existing applications and leave other parts alone. Need a better customer experience for your website? No problem. Modernize your user interface but keep the rest in place.

3. **Eliminate unnecessary silos between old and new.**
   In their haste to accelerate innovation, many organizations are standing up separate Kubernetes environments often operated by the developers themselves. Not only does this not scale, but each silo requires its own servers, networking and storage; dedicated staff to run everything; and a whole new set of rules and processes for security, compliance and backup. By running Kubernetes on vSphere, you can reduce capital and operational expense by having a single shared stack of infrastructure operated by an efficient team of vSphere administrators who can serve both needs equally.

4. **Get new apps into production faster.**
   It's not enough to build apps faster. You need to get them into production faster too. Production apps require levels of performance, availability and security that are not easily achievable using less mature technology and inefficient operating models. VMware vSphere is the market-leading, robust and time-tested platform with intrinsic security built in. You can have greater confidence that the underlying infrastructure will meet your rigorous performance, availability and security standards before you throw the switch.
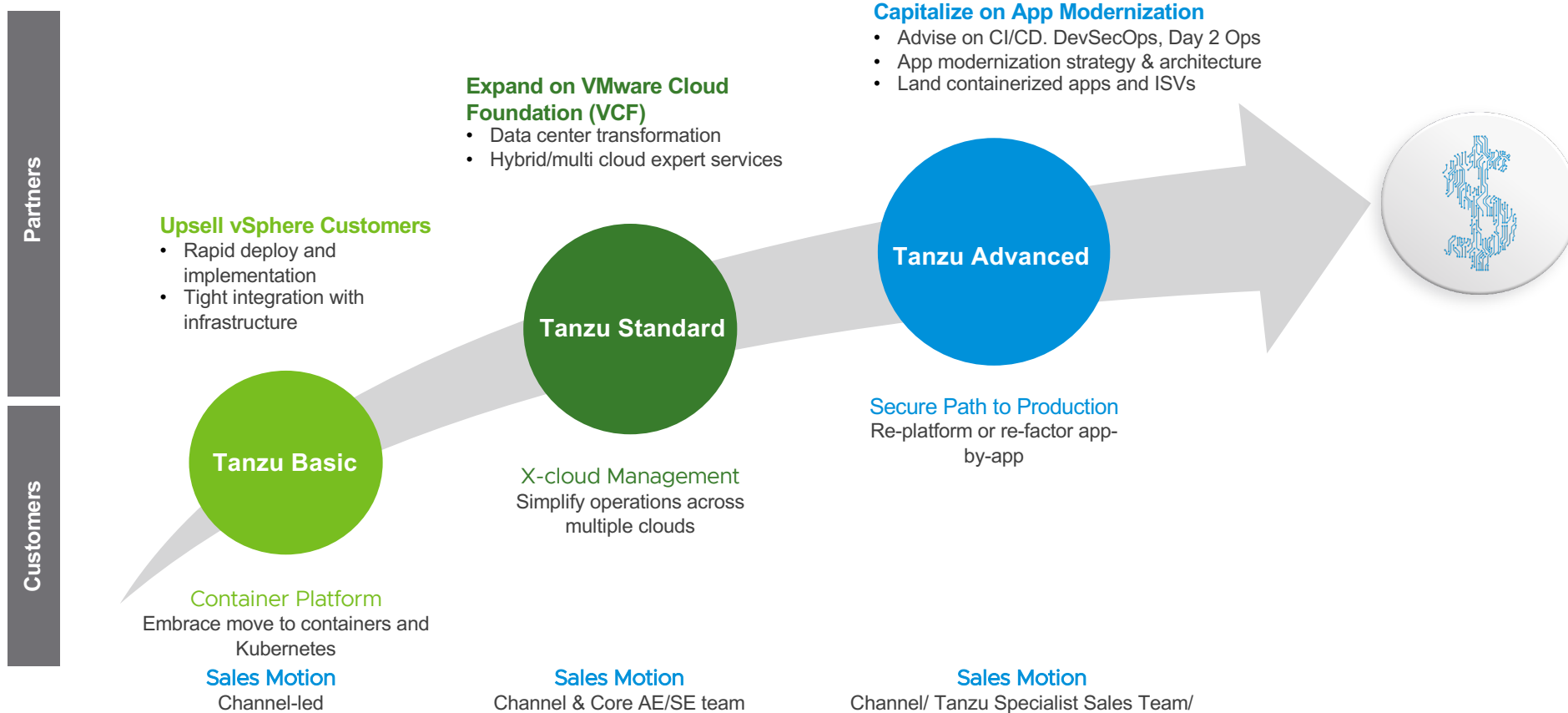
5. **Enjoy support from a massive ecosystem.**
   It takes more than technology to build a reliable application platform for tomorrow. You want a choice in what hardware technologies to use, and you may want to crowdsource ideas from experienced

Tanzu Editions: Meet the customer wherever they are on the journey

https://tanzu.vmware.com/tanzu/compare

Capitalize on App Modernization
- Advise on CI/CD. DevSecOps, Day 2 Ops
- App modernization strategy & architecture
- Land containerized apps and ISVs

Expand on VMware Cloud Foundation (VCF)
- Data center transformation
- Hybrid/multi cloud expert services

Upsell vSphere Customers
- Rapid deploy and implementation
- Tight integration with infrastructure

Tanzu Advanced

Tanzu Standard

Tanzu Basic

Secure Path to Production
Re-platform or re-factor app-by-app

X-cloud Management
Simplify operations across multiple clouds

Container Platform
Embrace move to containers and Kubernetes

Partners

Customers

Sales Motion
Channel-led

Sales Motion
Channel & Core AE/SE team

Sales Motion
Channel/ Tanzu Specialist Sales Team/

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Tanzu Editions(Basic, Std., & Advanced) List Pricing
Basic has a Promo through October! Academic pricing available as well!

Product	Unit of Measure	Term	SKU	List Price/Year
Tanzu Basic				
VMware Tanzu Basic Bundle 1 Year Term License for 1 CPU. Includes Subscription + Production Support.	1 CPU	1 Year	TZ-BS-TLSS-C	$ ~~995.00~~
VMware Tanzu Basic Bundle 1 Year Term License for 1 CPU. Includes Subscription + Production Support. [Promo till 10/21]	1 CPU	1 Year	TZ-BS-TLSS-APRO	$ **$525**
Tanzu Standard				
VMware Tanzu Standard Bundle 1 Year Term License for 1 CPU. Includes Subscription + Production Support.	1 CPU	1 Year	TNZ-STD-CPU-TLSS-1Y-C	$ 1,995.00
VMware Tanzu Standard Bundle 1 Year Term License for 1 Core. Includes Subscription + Production Support.	1 Core	1 Year	TNZ-STD-COR-TLSS-1Y-C	$ 125.00
Tanzu Advanced				
VMware Tanzu Advanced Bundle 1 Year Term License for 20 Cores. Includes Subscription + Production Support.	20 Cores	1 Year	TZ-ADV-1P-TLSS-C	$ 29,995.00

You have a few ways to sell Tanzu...

Applications Down-faster time to production. Tanzu Led **$$$$**

Build better software, faster (CARES/ARP funds)	APP	Improve developer experience

Multi-cloud

vmware vSphere · Azure · aws · IBM Cloud · Google Cloud

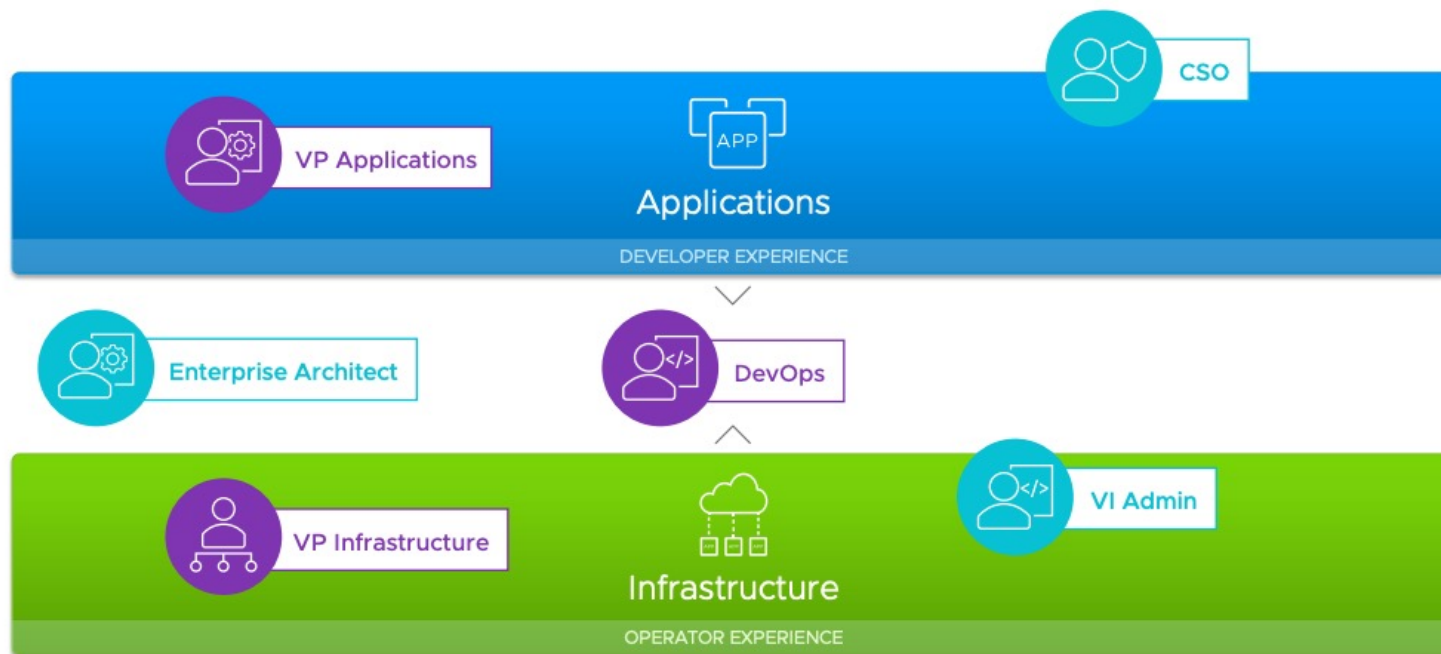|		
Modernize existing hybrid cloud(VCF/VMC		Consume K8s across multiple clouds

Infrastructure Up-providing stability. AE/SE Led **$$**

Personas across the Modern App Stack….

Identify Target Personas

Three primary buyers. Three key influencers.

CSO

VP Applications

APP
Applications

DEVELOPER EXPERIENCE

Enterprise Architect

DevOps

VI Admin

VP Infrastructure

Infrastructure

OPERATOR EXPERIENCE

Get to Know Your Buyers

VP Infrastructure

Challenges
- Legacy infrastructure does not support cloud native constructs or developer self-service

Outcomes
- **Simplicity.** Kubernetes as part of your existing infrastructure (no code, current team)
- **Developer credibility.** Adopt containers and microservices

VP Applications

Challenges
- Highly manual path to production that requires significant dev involvement

Outcomes
- **Automation.** Push code to production with one command
- **Patterns.** Modern dev framework for APIs, microservices, and containers

DevOps

Challenges
- Culture change required to tear down boundaries that have existed for years

Outcomes
- **Opinionated.** Leverage a tightly integrated, proven platform
- **Modular.** Don't want an opinionated platform? Fine, let's build one in modular fashion

Get to Know Your Influencers

CSO

Challenges
- Security is not part of current development framework(s)
- Open-source containers and software are not compliant

Outcomes
- **Container security.** Ensure custom apps are always updated and patched; and open source containers are always validated and secured

Enterprise Architect

Challenges
- The distance between current reality and future platform is vast
- CNCF universe expanding; difficult to track and map piece parts

Outcomes
- **Open source aligned.** Tanzu portfolio makes best use of open-source; VMware is a top contributor to Kubernetes

VI Admin

Challenges
- Lack of familiarity with containers and Kubernetes. The principle of abstractions may be similar, but the practice is new

Outcomes
- **Simplified adoption.** Provision clusters the same way you provision VMs with no additional code

Tanzu Success Stories...

Delivering software capabilities to the business and mission at the speed of relevance

USAF Kessel Run	Space Force Section 31	U.S. Citizenship and Immigration Services	Cerner
Premier AF DevSecOps Software Factory in the DoD	**Automating Space Operations**	**Transforming the Citizenship and Immigration Experience**	**Chose Pivotal Labs to improve platform operations and adopted platform-as-a-product practices**
• Tanker Planner: 120 days to production - $1M fuel savings per week - AI-ready • Pythagoras: AI-enabled automation for tanker planning • Slapshot: Streamlines mission planning and live on the big screen in every AOC • Rebel Alliance: Custom-built event stream that connects the product suite	• Metroid: Tracks objects in space - 57 days to production - 800+ coalition users across SIPR/REL-FVEY • Starfox: Simplifies the deconfliction of RF transmissions among space assets - 52 days to production • Outrun: Enables Space Force sensors to track far more objects in space	• Global: New Case Mgmt system for Refugee Asylum that decommissioned a $10M/yr mainframe, reduced manual entry by 70% and accelerates security checks by 98% in less than six months. • Platform: Devs releasing daily to production with zero downtime for security patching and system upgrades	• 14 days: Deploying OS patches every 1–2 weeks, meaning no VM is older than 14 days • 30 updates: The team has incorporated over 30 Tanzu Application Service updates in the past year alone, via automation • 2 platform owners: Just two people operate the platform used by many Cerner teams

U.S. Army Futures Command
New Software Factory (in partnership w/Austin Community College)

U.S. Army Futures Command Partners with VMware to Create Software Factory

VMware Tanzu to empower soldiers to use modern cloud technologies and DevSecOps practices; solve problems through agile and more secure software development processes

April 29, 2021 08:00 AM Eastern Daylight Time

Tweet

Army Futures CSM ✔ @ArmyFuturesCSM · Apr 15

Huge milestone today! Ribbon cutting for Army Futures Command - software factory- by Soldiers for Soldiers! Great partnership with Austin Community College! Our first cohort is on the ground- ranges from PFCs, CPTs, Chief Warrant Officers- talent driven!

💬 4   🔁 7   ♡ 47

https://www.businesswire.com/news/home/20210429005424/en/

How to Get Started with VMware Tanzu

1 Gain Expertise

Enablement

Partner Competencies

Modern Applications Platform — SOLUTION COMPETENCY

VMware Master Services Competency — CLOUD NATIVE

Livefire Courses

LIVEFIRE SOLUTIONS

Product Experience

Hands-on Labs

- [Tanzu Partner Competencies](#)
- [Modern Apps Hands-on Labs](#)

2 Build Pipeline

Tanzu Demand Gen Campaigns

- [vSphere with Tanzu Demand Generation Campaign](#)
- [VMware Modern App Demand Generation Campaign](#)

3 Sell New Logos

Sales Playbooks & Cheats Sheets

Promotional Pricing

50% off discount on Tanzu Basic

Tanzu Basic In-Product Customer Eval in vSphere

Free 60-Day Trial

- [Tanzu Editions Sales Playbook](#)
- [Partner Sales Cheat Sheet](#)
- Promo [Overview PPT](#) | [Flyer](#) | [FAQ](#)

4 Deliver Services

Resources and Incentives

Enablement

Preview – New in Q2:
- Tanzu Basic and Standard POC and Implementation course

Implementation Guide

Preview – New in Q2:
- "How to" installation guide and SOW templates

Services Incentives

New financial rewards:
- Incentives for executing POCs and assessments

- [PoC Guidance](#)
- [PoC Incentive Page](#)
- Assessment Guidance
- [Assessment incentive page](#)

VMware Partner Competencies
Overview

At VMware, Partner Competencies are meant to recognize sales and technical proficiency, delivery expertise, and customer success for next-generation VMware IT priorities. Achieving VMware partner competencies allows you to accelerate sales and strengthen your services capabilities. Competencies are also a critical step toward advancing to Partner Connect Principal tier, which unlocks financial rewards and benefits.

VMware offers you two types of competencies:

Solution Competency

- **VMware Solution Competencies** are a proven first step to increasing profitability and developing solution area expertise
- **Requirements:** A specified number of individuals need to complete the sales, pre-sales technical, operations, and/ or post-sales technical solution-specific accreditations

For more information see click here

Master Services Competency

- **VMware Master Services Competencies (MSCs)** validate a partner's capacity to deliver services related to specific VMware technologies
- **Requirements:** A specified number of individuals need to complete a set of advanced solution-specific VMware certifications and submit customer references

For more information see click here

Why Invest?				
22% Solution Reward rebate potential	Industry recognized tech certifications	Partner Connect Principal requirement	Discounts on VMware courses	Entry point for Advantage+ discounts

Tanzu Partner Lifecycle Incentives

Incentives Tied to Competency Achievement

	NEW FOR FY22	

Sales Acceleration

Advantage+: offers front-end discount for registering new Tanzu opportunities

Ad+ financial rewards kick in once a Partner achieves a Modern Apps Platform Solution Competency
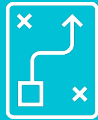
Practice Development

Solution Rewards: partner org completes Competency training and receives rebates on eligible license sales

Tanzu Cloud Native MSC Partners are eligible for Solution Rewards payouts up to 22%

Assessment

Two-prong incentive:
- Base: $8K for assessment
- Convert to registration (ORAN): $7K

New for MSC Partners

Proof of Concept

Two-prong incentive:
- Base: $15K for Proof of Concept
- Convert to registration (ORAN): $10K
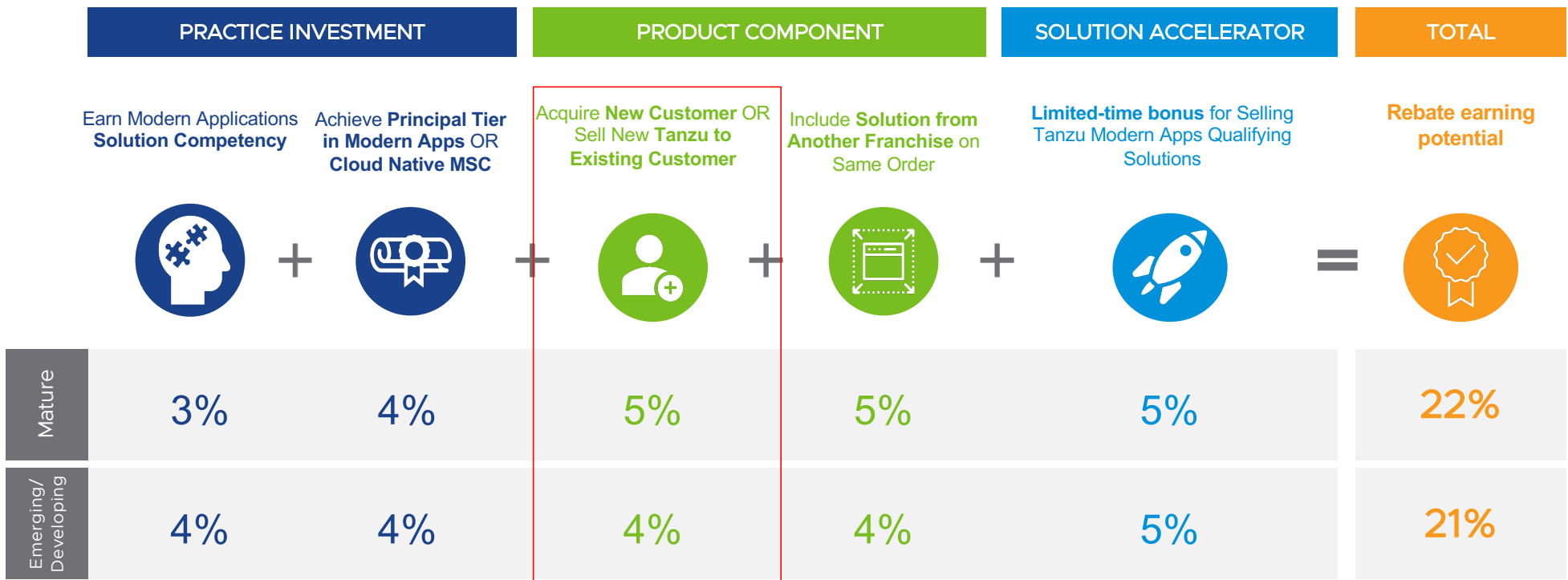
New for MSC Partners

Solution Rewards for Modern Application Solutions
Earn high rebates on qualifying Tanzu Solutions

	PRACTICE INVESTMENT		PRODUCT COMPONENT		SOLUTION ACCELERATOR	TOTAL
	Earn Modern Applications **Solution Competency**	Achieve **Principal Tier in Modern Apps** OR **Cloud Native MSC**	Acquire **New Customer** OR Sell New **Tanzu** to **Existing Customer**	Include **Solution from Another Franchise** on Same Order	**Limited-time bonus** for Selling Tanzu Modern Apps Qualifying Solutions	**Rebate earning potential**
Mature	3%	4%	5%	5%	5%	22%
Emerging/ Developing	4%	4%	4%	4%	5%	21%

Simplified illustration. See Solution Rewards program T&Cs for details. Assumptions in scenario:
- Partner holds competencies in: Modern Applications (Tanzu)
- Principal Tier Achieved in: Modern Application
- Deal is sold to VMware New Customer in Mature market
- Multiple Franchise products on same order ID

VMware Education Courses: vSphere and Tanzu
Learning Resources

Platform	Course
Supplemental On-Demand Courses from ModernApps.Ninja	• vSphere with Tanzu 101 • vSphere with Tanzu 201
Partner Connect	• Quarterly Launch Briefing (14 min overview) • vSphere with Tanzu Partner Playbook
Partner University	• VMware vSphere with Tanzu [V7] (Pre-requisite vSphere ICM)
VMware Education Services	• VMware Certified Specialist - vSphere with Tanzu 2020
Learning Zone	• LiveFire Recording vSphere 7 with Tanzu
VMware.com	• vSphere 7 with Tanzu Hands-on Lab

Additional Partner Resources

Tanzu Competency Resources

- Tanzu Page
- Tanzu Partner Competencies
- MAP Solution Competency FAQ
- Cloud Native MSC FAQ
- MSC Press Release Template
- Tanzu NFR User Guide
- Solution Rewards Rebates

Hands-on Training/Labs

- Hands-on Labs for Kubernetes
  - TKGI (Enterprise PKS) - Getting Started
  - vSphere 7 with Tanzu
  - Tanzu Mission Control
  - VMware Cloud Marketplace
- TestDrive Demo Platform
- Pathfinder Demo Platform
- KubeAcademy Pro
- Modern Apps Ninja

Call to Action

1 — Attach Tanzu to every vSphere, VCF, & VMC deal or ELA.

   **show your Vi-Admins how to get to Tanzu from vSphere**

2 — Leverage our: Discovery Workshops, App/Portfolio Navigator services, 5-R's of Software rationalization: Rehost, Refactor, Rearchitect, Rebuild, Replace

3 — Follow the $'s: CARE's, ARP Funds, HHS/Social Services, Public Safety, Transportation, Educ. Student/Learning Sys.

4 — Invite your customers: Tanzu Public Sector Connect (5/25-5/26)

   https://connect.tanzu.vmware.com/Tanzu-Public-Sector-Connect.html

VMware Tanzu
Public Sector Connect
May 25 - 26, 2021
1:00 PM - 3:00 PM ET (Daily)

Overview   Agenda   Speakers   Code of conduct

Event Overview   Register

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Thank You

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Thank you for attending this VMware webcast! Carahsoft is the distributor for VMware solutions available via GSA Schedule 70, NASA SEWP V, ITES-SW2, ITES SW, and other contract vehicles.

To learn how to take the next step toward helping your customers acquire VMware's solutions, please check out the following resources and information:

For additional resources:

carah.io/vmwareresources

For additional VMware solutions:

carah.io/vmware

To check out the contract vehicles available for procurement:

carah.io/vmwarecontracts

For upcoming events:

carah.io/vmwareevents

For additional VMware solutions:

carah.io/vmware

To set up a meeting:

vmware@carahsoft.com or 888-6VMWARE

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For more information, contact Carahsoft or our reseller partners:
vmware@carahsoft.com | 888-6VMWARE