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Updates

Date	Update Description	Page Number
March 3, 2020	Program Guide published for Partner Connect Launch	All
May 4, 2020	No updates	NA
July 20, 2020	Endpoint Protection Solution Competency Pages: 17 ar	
August 3, 2020	No updates	NA
December 1, 2020	Certification names Update and PKS Pages: 7, changing to Modern Applications 14, 16, 17, Platform 19	
May 4, 2021	No updates	NA
December 17, 2021	Network Security Page 16	
November 1, 2022	SASE Page 17	
May 31, 2023	Post Sales Accreditation Pages: 10 14, 16, 18 a	

Competencies Overview

VMware Solution Competencies

The Different Partner Competencies

VMware Partner Competencies

Overview

VMware Partner Competencies recognize sales and technical proficiency, delivery expertise and customer success for next-generation VMware solution areas. Achieving a VMware Partner Competency allows you to strengthen your services capabilities, and unlock valuable partner benefits including:



PARTNER COMPANY TRAINING

- Services resources and IP and other enablement
- Design, delivery, and implementation knowledge building and expertise



GROW SHARE OF WALLET

- Increased deal sizes and services growth
- Accelerated time-to-market in emerging VMware solution areas



DIFFERENTIATION WITH CUSTOMERS AND PROSPECTS

- Greater customer and market visibility
- Higher awareness with the VMware Field for customer opportunities

VMware Solution Competencies and Master Services Competencies

VMware offers partners two types of competencies: Solution Competencies and Master Services Competencies:

SOLUTION COMPETENCIES

VMware Solution Competencies are a first step in a partner's achievement of sales and technical expertise in VMware virtualization and cloud computing solutions.

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

MASTER SERVICES COMPETENCIES

VMware Master Services Competencies require achieving advanced technical certifications and proof of high-level service capability and expertise as validated by your customers.

Unlike Solution Competencies, a **partner** organization must demonstrate services delivery experience and capability by providing customer references for recently completed projects in order to achieve a Master Services Competency (in addition to meeting the training requirements.)

More information about VMware Partner Solution Competencies and how to get started is available in the Resources section of this guide.



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VMware Solution Competencies

The Different Partner Competencies

VMware Partner Competencies

VMware Solution Competencies

VMware Solution Competencies provide training and enablement, and reward partners for attaining proficiency in selling VMware solutions across data center, network and security; cloud, and digital workspaces. A proven route to revenue and profitability, Solution Competencies help differentiate your company, provide quantifiable returns on training investments, and help you progress to higher program tiers within VMware Partner Connect. Specific requirements are listed on the individual Solution Competency pages within this guide.

THE VALUE OF ATTAINING A SOLUTION COMPETENCY

VMware Solution Competencies are a first step and proven route to revenue in profitability and moving up the tier path in Partner Connect. Achieve a VMware Solution Competency to:



GROW YOUR BUSINESS

Achieving a Solution Competency prepares you to profit from the huge demand in these technologies and to differentiate your expertise with prospects and customers. Partners with a Solution Competency have shown 2-4x greater average annual sales over Partners without a Competency.



ACCESS SOLUTION REWARDS

Advanced and Principal partners earn up to 14% Solution Rewards Rebate on eligible products, a competency-based backend rebate designed to accelerate Partner profitability.

Learn More.

MOVE UP THE PARTNER CONNECT TIER PATH

Achieving Solution competencies will prepare you for success in Partner Connect. Once you've made the investment and achieved your Solution competencies – whether it be for Data Virtualization, Cloud Management & Automation, VMC on AWS, Cloud Verified, Modern Applications, Network Virtualization, or Digital Workspace – your next step will be to attain the Master Service Competency (MSC) for that path and be on your way to being a Principal Partner.

How Solution Competencies Help Your Company

The Partner organization attains a Solution Competency when the required Partner individuals have achieved the sales, pre-sales technical, operations and/or post-sales technical solution-specific accreditations and certifications. Solution area accreditations stay with the partner individual throughout the VMware partner engagement.

Note, VMware routinely refreshes the training available to Partners, providing the latest information on VMware solutions and technology. To ensure a Partner is keeping its training and competency skills current, only those training courses at either the most recent version, or one version previous applies towards achieving the Partner Connect Program requirements. This impacts all training required for program progression and tiering, e.g., Foundational, Solution Competency, Master Services Competency. It is expected that a Partner will ensure any VMware training and certifications achieved meet this standard.

Competencies Overview

VMware Solution Competencies

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VMware Partner Competencies

SOLUTION COMPETENCIES

Attaining a Solution Competency enables partners to gain proficiency in selling VMware solutions. A Solution Competency includes sales, pre-sales and post-sales technical expertise to help partners prepare to sell VMware solutions. Solution Competencies help partners achieve higher tiers in the Partner Connect program as well as potential access to rebates (applicable for Advanced and Principal tiers and for select VMware products).



A **first step** in declaring proficiency within an IT Solution path; providing VMware solution sales and deployment insights



Required for progression and rewards in the Partner Connect program



Unlocks **Solution Rewards'** rebates beginning at the Advanced level within the Partner Connect program

EXAMPLE: Server Virtualization Solution Competency

VSP-SV	VTSP-SV	SV Technical Post Sales
1.5-hour eLearning (online, no cost)	3.5-hour eLearning (online, no cost)	Server Virtualization Post-Sales Accreditation: vSphere OR VCP-DCV

MASTER SERVICES COMPETENCIES

Master Services Competencies (MSCs) are built upon the attainment of advanced-level certifications and submission of customer reference to help identify, validate, and promote VMware's most service-capable partners. They unlock valuable resources and recognition to extend partners' services capability, differentiate expertise, and help drive more services revenue.



Demonstrates partners have moved from 'competent to capable' with resources to differentiate expertise in VMware technology



Required for progression and rewards in the Partner Connect program



Key to driving higher-level and more services business

EXAMPLE: Cloud Management and Automation Master Services Competency

A. Training

VMware Certified Professional (VCP)

VCP-CMA

VMware Certified Advanced Professional (VCAP)

VCAP-CMA



Partner companies need 5 certified individuals with at least 2 certified in Advanced Professional level.

B. Customer References



Three Customer References required to validate experience and expertise in the specific VMware Solution area associated with a Master Services Competency.

For more information visit the Partner Connect VMware Partner Solution Competencies Page





★ Free, self-paced and on-demand

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Business Continuity Solution Competency

The VMware Business Continuity/Disaster Recovery (BCDR) Solution Competency is one of the top IT priorities for IT organizations across the world. Customers are seeking guidance for protecting data and business-critical applications against various causes of downtime. The Business Continuity Solution Competency enables partners to design and implement VMware virtualization solutions to avoid planned and unplanned application downtime using data protection, disaster recovery and disaster avoidance capabilities.



VSP-BC (Business Continuity)

- Want to cut time-to-market by months and speed your ROI through Business Continuity training?
- Interested in closing larger deals with the potential for additional 2-5x HW/SW and 5-10x high-margin services for every dollar?
- Want to increase revenue opportunities through new or richer cloud-enabled services?
- Seeking to empower your customers to secure Tier 1 and 2 application availability?



Complete current or previous version of:



Business Continuity Technical Post-Sales

Implementation Fundamentals 5

For VSP and VTSP Boot Camp availability click here



eLearning *

PRODUCTS

VMware vSAN™, VMware vSAN Ready Nodes from Top OEMs, VxRAIL, VMware vSphere Virtual Volumes, vSphere APIs for IO Filtering



Grow your revenue with Business Continuity SETs



GETTING STARTED

Business Continuity Partner Central Competency Page Partner ID required

Instructor-led

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Cloud Provider Solution Competency

The VMware Cloud Provider Solution Competency enables Cloud Provider partners to successfully identify opportunities to sell and deliver VMware Cloud solutions. The Competency provides the foundational training required for Cloud Provider partners to deliver VMware-based solutions. This gives partners the opportunity to participate and gain influence in the cloud discussion with customers while becoming part of one of the largest public cloud ecosystems in the world.



- Wanting to increase predictable, recurring revenue with cloud services that let you capitalize on a recurring revenue model while growing your customer base with VMware-based services that are compatible with existing infrastructure?
- Looking to differentiate your service offering by leveraging the key cloud characteristics of scalability, elasticity, and security?
- Looking to raise customer visibility via the VMware Cloud Provider Marketplace to ensure customers will find you?



1-hour eLearning *

VSP - CP (Cloud Provider)

Complete current or previous version of:

VOP-CP (Cloud Provider)

1-hour eLearning

★ Free, self-paced and on-demand

Cloud Provider Technical Post-Sales

VCP-DCV

For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware vCloud Service Provider Bundles



Grow your revenue with Cloud Provider SFTs



Cloud Provider Partner
University Competency Page
Partner ID required



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Server Virtualization Solution Competency

The VMware Server Virtualization Solution Competency enables and rewards partners for a demonstrated ability in virtualizing server environments and providing insight into IT performance and security needs using VMware virtualization solutions. This includes our market-innovating vSphere® as well as VMware vSphere Platinum®, the industry-leading virtualization platform for building secure cloud infrastructure. vSphere accelerates the shift to cloud computing for existing datacenters, while also underpinning compatible public cloud offerings, paving the way for partners to offer the leading business-class hybrid cloud solution to customers.



- Wanting to gain virtualization and cloud understanding to promote and build out an accredited, knowledgeable practice?
- Interested in taking advantage of the tremendous virtualization and cloud market and moving your business beyond general IT solutions?
- Looking to help your customers achieve lower costs, comprehensive security while delivering IT infrastructure as an easily accessible service?



REQUIREMENTS

Complete current or previous version of:





For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware vSphere, VMware vCenter Server, VMware vSphere Platinum, VMware vSphere Data Protection Advanced



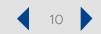
Grow your revenue with Server Virtualization SFTs



GETTING STARTED

Server Virtualization Partner University Competency Page Partner ID required

★ Free, self-paced and on-demand



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Hyper-Converged Infrastructure Solution Competency

The **Hyper-Converged Infrastructure (HCI) Solution Competency** is designed to help partners create and win HCI opportunities, drive pipeline, and increase revenues with VMware HCI solutions in a growing market. VMware, a market leader in HCI, enables the lowest cost and highest performance HCI solutions through proven HCI Software.



- Interested in becoming more cost-effective regarding ownership of storage and automated storage management?
- Seeking the ability to manage storage performance for your customers' key strategic virtualization initiatives segment?



Complete current or previous version of:

VSP – HCI (Hyper-Converged Infrastructure)

1.5-hour eLearning

VTSP – HCI (Hyper-Converged Infrastructure)

2.5-hour eLearning★

★ Free, self-paced and on-demand
☐ Instructor-led

Hyper-Converged Technical Post Sales

Post-Sales Accreditation: vSAN

For VSP and VTSP Boot Camp availability click here



VMware vSphere® VMware Site Recovery Manager™



Grow your revenue with Hyper-Converged Infrastructure SETs



GETTING STARTED

Hyper-Converged Infrastructure Partner University Competency Page Partner ID required

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Management Automation Solution Competency

The accelerating pace of business means that IT customers expect to be able to go online, request a new application or resource, and receive them in a matter of minutes. Armed with the Management Automation Solution Competency, partners can help their customers deliver personalized IT services to their IT users quicker and more efficiently, automate manual tasks and processes while ensuring compliance with business policies.



- Interested in delivering guidance and best practices when transitioning to Infrastructure-as-a-Service?
- · Building strategies and timelines for integrating and deploying infrastructure and application layers with automation, orchestration, and lifecycle management?
- Want to help customers have more agile more agile and operationally efficient IT via automating governance and delivery of infrastructure services?
- Want to receive up to 14% rebates via Solution Rewards?



REQUIREMENTS

Complete current or previous version of:







★ Free, self-paced and on-demand

Cloud Management Automation Post Sales Accreditation

OR

VCP-CMA

For VSP and VTSP Boot Camp availability click here



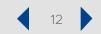


SOLUTION ENABLEMENT TOOLKITS (SETs)



vRealize Suite™, vCloud Suite™, vRealize Automation™, vRealize Business for Cloud™ Grow your revenue with Management **Automation SETs**

Management Automation Partner University Competency Page Partner ID Required



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Management Operations Solution Competency

VMware operations management solutions are specifically designed to improve performance while optimizing capacity and mitigating risk. In today's highly- competitive environment, attaining a VMware Management Operations Solution Competency is a differentiator. It is ideal for partners with customers needing intelligent operations for VMware vSphere as well as heterogeneous environments and hybrid cloud.



- Serving a highly virtualized customer base, typically with 50+ virtual machines?
- Looking to grow margins and value-added services?
- Delivering superior and consistent management of business-critical applications from Microsoft, Oracle, SAP, and more in heterogeneous and hybrid environments, including those running on Hyper-V and AWS?
- Want to receive up to 14% rebates via Solution Rewards?



Complete current or previous version of:







Management Operations Post Sales Accreditation: vRealize Ops

For VSP and VTSP Boot Camp availability click here



PRODUCTS

vRealize Suite™, vCloud Suite™, vRealize Operations™, vRealize Business for Cloud™



SOLUTION ENABLEMENT TOOLKITS (SETs)

Grow your revenue with Management Automation SETs



GETTING STARTED

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VMware Cloud On AWS Solution Competency

The VMware Cloud on AWS Solution Competency provides sales and technical training that enables partners to grow business leveraging a business-class integrated cloud solution, VMware Cloud on AWS. This on-demand service enables running of applications across a VMware Cloud Infrastructure with access to a broad range of AWS services. Powered by VMware Cloud Foundation, this service provides an operationally consistent and familiar way to run, manage and secure applications in a hybrid cloud environment.



- Interested in generating new revenue by reselling, driving consumption of VMware Cloud on AWS and delivering consulting services?
- Wanting to provide value to customers by integrating on-premises data center environments with AWS cloud services?



REQUIREMENTS

Complete current or previous version of:











For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware Cloud™ on AWS



SOLUTION ENABLEMENT TOOLKITS (SETs)

Grow your revenue with VMware Cloud on AWS SETs



GETTING STARTED

VMware Cloud on AWS Partner University Competency Page Partner ID required



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VMware Modern Applications Platform Solution Competency

The VMware Modern Applications Platform Solution Competency is designed to help VMware partners extend their infrastructure modernization practices with new Kubernetes-based solutions and revenue streams. The competency provides VMware Modern Applications Platform Solution Competency training along with sales, services and marketing benefits so that partners can deliver higher value-added services to help enterprises run modern applications with flexibility and agility.



- Interested in identifying / unlocking container opportunities to grow partner revenues and margin through creating and expanding customer's virtualization infrastructure for VMware Modern Applications Platform Solution Competency?
- Wanting to extend partner service delivery offerings by building practices around helping customers package and deploy existing applications leveraging Kubernetes containers through VMware Modern Applications Platform Solution Competency?

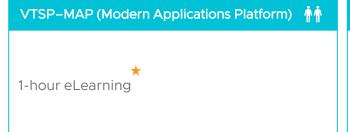


REQUIREMENTS

Complete current or previous version of:

VSP-MAP (Modern Applications Platform) ††

2 -hour eLearning





VMware Technical Post Sales



Post-Sales Accreditation: Modern Applications Platform
Post-Sales Accreditation Tanzu Private - Cloud
OR

Modern Applications Platform Post-Sales Accreditation Tanzu Multi-Cloud

OR VCP-TKO



For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware Modern Applications Platform Solution Competency



SOLUTION ENABLEMENT TOOLKITS (SETs)

Grow your services capabilities & revenue with VMware Modern Applications Platform Solution Competency SETs available only to competent partners



GETTING STARTED

VMware Modern Applications
Platform Solution Competency
Partner University Competency Page
Partner ID required

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Network Virtualization Solution Competency

The VMware Network Virtualization Solution Competency is designed to assist partners in identifying networking and security opportunities within existing customers, drive pipeline by identifying new customer opportunities, and increase revenue with VMware in the growing software-defined network market space. This competency provides opportunities to grow revenues and margins by addressing key use cases, such as application deployments and usage on-premise and in the cloud, security audits and compliance, and automating key networking capabilities as part of your customer's broader strategy. This will enable you to extend service delivery offerings and supporting practice building to help customers create security policies, map application workflows, and create blueprints and catalogs, and create a common operational platform between the data center and cloud offerings.



- Addressing new use cases to compliment your existing networking practice and be relevant to more strategic conversations
- Drive incremental consulting, planning, deployment and optimization services as customers transform their infrastructure to a muiticloud environment.
- Looking to increase deal size with up to 50% for vRealize Suite and up to 70% for Horizon and Workspace ONE?
- Seeking to differentiate your business and expanding your expertise with deep network virtualization and security knowledge?
- Wanting to increase your value as your customer's trusted advisor through a multi-year security/SDDC pipeline?



Complete current or previous version of:



VSP - NS (Networking and Security) **

VTSP - NV (Network Virtualization) ***

Network Virtualization Technical Post-Sales

Post Sales Accreditation: NSX

OR

VCP-NV 🛂

For VSP and VTSP Boot Camp availability click here



VMware NSX™

2-hour eLearning *



5-hour eLearning*



Grow your revenue with Network Virtualization SETs

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Network Security Solution Competency

The VMware Network Security Solution Competency is designed to protect your organization and customer data with a software defined firewall, IDS/IPS and Advanced Threat Protection (ATP). This Solution Competency enables partners to successfully identify opportunities to sell and deliver services with VMware Network Security offerings.



- Build your VMware Security Practice
- Help your customers identify and respond more quickly to malware and ransomware attacks in the network
- Drive incremental consulting, planning, deployment and optimization services as customers look to secure their data centers, cloud and vSphere environments



Complete current or previous version of:



1.5-hour eLearning★

VSP - NSX Security

VTSP - NSX Security

3-hour eLearning★

Network Security Technical Post-Sales

Post Sales Accreditation: Network Security



For VSP and VTSP Boot Camp availability click here





Network Security Partner University Competency Page Partner ID required

GETTING STARTED

VMware NSX™

Grow your revenue with Network Security SETs

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VMware Secure Access Service Edge Solution Competency

The SASE Solution Competency enables partners to build a deep understanding of how to sell, design, and deploy an end-to-end VMware SASE architecture consisting of VMware SD-WAN, VMware Edge Network Intelligence, VMware Secure Access, & VMware Cloud Web Security. With this competency, partners can leverage a VMware SASE solution to drive differentiation, unlock new opportunities, and grow revenue.

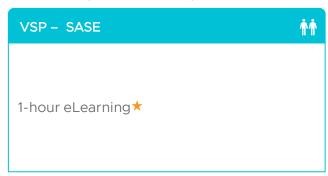


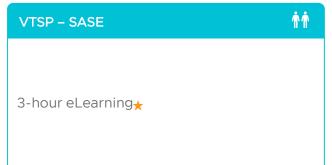
- Looking to unlock new opportunities and grow revenue?
- Would like to be differentiated in the market by mastering the end-to-end VMware SASE architecture?



REQUIREMENTS

Complete current or previous version of:











AND

Secure Access Service Edge Post-Sales Accreditation

For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware SD-WAN
VMware Edge Network
Intelligence
VMware Secure Access
VMware Cloud Web Security



SOLUTION ENABLEMENT TOOLKIT(SETs)

Grow business with SD-WAN and SASE Solution Enablement toolkit



LEARN MORE

Software-Defined Data Center Partner Central Competency Page Network Virtualization Partner Central Competency Page Partner ID Required

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Carbon Black Endpoint Protection Solution Competency

The VMware Endpoint Protection Solution Competency enables partners to successfully identify opportunities to sell and deliver VMware Carbon Black offerings. The Competency provides the foundational training required for partners to build product expertise, gain specialization, prepare for certification, assist in selling the solutions, and provide pre- and post-sales support.



- Looking to expand your Security practice and tap into a \$7 billion endpoint security market?
- · Want to take advantage of the opportunity to replace legacy AV systems with a next-gen solution?
- · Trying to help customers centralize security to a single console, leverage a lightweight agent, and gain immediate visibility into threats?
- Interested in taking the first steps towards an Intrinsic Security offering?



REQUIREMENTS

Complete current or previous version of:









For VSP and VTSP Boot Camp availability click here



PRODUCTS

Carbon Black Cloud Endpoint Standard. Managed Detection, Audit and Remediation, Endpoint Detection and Response, App Control, Hosted Endpoint **Detecton and Response**



GETTING STARTED

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Desktop Virtualization Solution Competency

The VMware Desktop Virtualization Solution Competency gives partners the knowledge and the expertise to deploy virtualized desktops and applications. With this competency, partners can leverage key initiatives like OS migrations, desktop refresh, merger and acquisitions to transform desktops to centrally managed services.

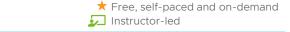


- Looking to expand your opportunities and customer footprint to evolve your business beyond server consolidation?
- Trying to help customers centralize control of applications and manage technology components more simply and efficiently?
- Building your Desktop Virtualization practice with access to proven VMware tools and services IP?
- Want to increase deal size by up to 5X?



REQUIREMENTS

Complete current or previous version of:







3.5-hour eLearning

VMware Technical Post Sales Accreditations

Post-Sales Accreditation: On the VMware Post Sales

Accreditation

Update to

Desktop Virtualization Post Sales Accreditation: Horizon

OR

VCP-DTM

For VSP and VTSP Boot Camp availability click here



PRODUCTS

2-hour eLearning

VMware Horizon, VMware App Volumes[™] and VMware User **Environment Manager**



Grow your revenue with Desktop Virtualization SETs



Desktop Virtualization Partner University Competency Page Partner ID required

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Mobility Management Solution Competency

The Mobility Management Solution Competency provides the Digital Workspace Transformation overview and in-depth training on VMware Workspace ONE Unified Endpoint Management (UEM) powered by AirWatch proven to deliver increased revenues for partners. Achievement of this competency will propel a partner's leadership position in the UEM market. Completing the Mobility Management Competency up-levels partners' advisory status with customers and poises the partner to deliver higher value services and expertise to customers.



- Want to take advantage of the market opportunity in which 70% of enterprises plan to better support employees via mobile over the next 12 months?
- Trying to help your customers improve IT efficiency and business agility with Mobility Management solutions?
- Looking to increase deal size by up to 5X?



For VSP and VTSP Boot Camp availability click here



PRODUCTS

VMware Workspace ONE, VMware Workspace ONE Powered by AirWatch and VMware Identity Manager



Grow your revenue with EUC SETs



GETTING STARTED

Mobility Management Partner University Competency Page Partner ID required





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Partner Resources

Partner Resources

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Public Access

VMware.com

Password Protected

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Additional Resources

- Global Boot Camps
- VMware Certifications
- Solution Competencies Dashboard
- Solution Enablement Toolkits (SETs)
- Solution Rewards

03 QUESTIONS

Submit a support case on Partner Connect or email partnerconnect@vmware.com

Languages

English Spanish Portuguese French
Japanese Dutch German Korean
Italian Chinese Russian Flemish

SUPPORT HOURS

24 hours a day, Monday through Friday

Please note that the above links may reference supplemental programs and you/your organization's participation in such programs will be subject to the requirements and/or terms published at those links.

THANK YOU

For questions or more information, contact <u>partnerconnect@vmware.com</u>

