

# CHANNEL PARTNER RESOURCE KIT



CARAHSOFT TECHNOLOGY CORP.

11493 SUNSET HILLS ROAD | SUITE 100

RESTON, VA 20190

703.871.8500 - MAIN

888.662.2724 TOLL-FREE

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## VMware Team Organizational Chart

Will Jones  
Senior Vice President  
703.871.8525

FEDERAL DOD - FSI - IC SALES TEAM				
Chris Hiebert DOD, FSI, and IC Sales Director 703.871.8565				
ARMY			DOJ - DHS	
Steve Kachel 703.230.7407	Julia Stucky 571.662.4576	Nicholas Fisch 571.662.4570	Dan Lockbaum 703.871.8538	
AIR FORCE	COCOMS		NAVY	
Almohannad Benali 571.662.4619	Shannon Naquin 571.662.458	Daniela Fiore 703.871.8535	William Graessle 703.230.7538	Jacqueline Phass 571.662.4597
INTEL		FSI	PURPLE	
Michelle Carl 703.871.8666	Andrew Offen 703.889.9754	Mitch Tumolo 703.673.3522	Matt Modica 703.581.6723	Nicholas Palombi 571.662.4563
FEDERAL CIVILIAN SALES TEAM				
Jenny Ryals Civilian Sales Lead 703.871.8682				
Financials - DOE West	DOL - DOT - GSA - SSA		Commerce - Courts	
Mason Jolly 703.889.9751	Matt Modica 703.581.6723		Paige Keeney 703.871.8551	
HHS - DOE East - Interior - Legislative	DOS - USAID - NASA		Business Development	
Carter Bibb 703.581.6609	Quinn Mullen 703.889.9895		Tyler Bradley 571.662.4562	
STATE & LOCAL GOVERNMENT - EDUCATION - HEALTHCARE SALES TEAM				
Tim Boltz Sales Director 703.230.7402				
SLED EAST				
Jason Cayanong 703.889.9771	Matthew Curry 571.662.3014	Andrew Vu 571.662.4604	Madeleine Tate 571.662.4629	Michael Vu 571.663.4560
SLED WEST				
Ryan Schaffstall 703.230.7486	Angela Villatoro 703.230.7426	Aaron Fisher 571.662.4642	Sarah Qayyum 571.662.4606	
SLED CENTRAL				
Collin Dewberry 703.889.9763	Mark Davis 703.230.7483	Mike Marcinek 703.230.7469	Rimma Heverly 571.662.4586	Matthew Keller 571.662.4573
PROGRAM MANAGEMENT TEAM				
Catie Saylor 703.230.7589		Lauren Lombardo 703.230.7431	Katherine Buruca 571.662.4599	
Martin Gavin 703.673.3518		Areeba Arif 703.581.6765	Cyntya Ramirez 571.662.4641	

HEALTHCARE SALES TEAM				
Allen McClain 703.673.3523		Alex Ramsay 703.673.3561		Kristen Lucas 571.662.4569
VMWARE PARTNER TECHNICAL SUPPORT TEAM				
Corey Rooney Partner Business Development Director 703.871.8590				
Sarah Donnelly 703.889.9785		Cameron Sickler 571.662.4614		Haley Breidenfeld 571.662.4574
Ethan Palmer 703.230.7542	Olivia Yarosh 571.662.4645		Nick Wager 703.581.6615	Alex Sullivan 703.889.9776
CLOUD SERVICE PROVIDER TEAM				
John Lee VCP and Cloud Alliance Manager 703.871.8646				
Brandon Smyth 703.871.8587	Ami Oza 571.662.4632		Tanner Jones 571.662.4623	Alex Vance 571.662.4568
DESKTOP & COMPLEMENTARY VIRTUALIZATION VENDORS				
Evan Slack Desktop & Complementary Team Director 703.871.8665				
James Briar 703.889.9728	John Rentz 703.871.8683		Jonathan Garner 703.889.9749	Braden Voorhies 703.889.9884
Casey Swartz 703.871.8584	Candace Hartman 703.889.9873		Hamzah Ibrahim 703.581.6678	Nick Shuart 703.889.9869
Alana Dyer 571.662.4637	Nick Lang 571.662.4636		Richard Krauss 703.673.3616	Ayanna Leonard 703.889.9748
Tyler Hancock 571.662.4588	Ally Sammarco 571.662.4616		Jordan Jones 571.662.4627	Isaiah Hamilton 571.662.4628
Mason Smith 571.662.4582	Jayne Torres 571.662.4585	Mark Anspach 571.662.4649		Kevin Froelich 571.662.4292
Natalie Wilson 571.662.4567				
Tina Chiao Sales Director 703.871.8579				
Serina Khan 571.662.4640	Iqra Aslam 703.581.6661		Mark Kramer 571.662.4633	Ian Edgington 571.662.4584
Nikki Phan 571.662.4635	Deja McKnight 571.662.4594		Sophia Benevento 571.662.4575	Adam Sherzai 571.662.4615
CHANNEL PARTNER BUSINESS DEVELOPMENT				
Sehar Wahla 703.889.9824		Nathaniel Thompson 703.889.9885		Clara Carter 571.662.4603
PROGRAM MANAGEMENT TEAM				
Catie Saylor 703.230.7589	Christena Boktor 703.581.6743		Sophia Plekavich 571.662.4598	Allen Morrisette 571.662.4566

PARTNER TECHNICAL SUPPORT TEAM								
John Sneed 703.921.4192		Sam Alpher 703.851.6562		Oliver La Roche 571.662.4593				
MARKETPLACE								
Amanda Smith 703.230.7576			Adam Mahn 571.662.4571					
RENEWALS UPSSELL TEAM								
Harrison Smyth Renewals Team Director 703.871.8668								
DOD - FSI - IC								
Cristyn Stark 703.871.8636	Nour Kelly 703.889.9729		James Moran 571.662.7634	Patricia Ottofaro 703.889.9757	Jackie Ziner 571.662.4578			
Trisha Coleman 703.581.6801	Kayla Hewitt 571.662.4608	Teresa Zabatta 571.662.4644	Jamie Sweatman 703.889.9735	Brittani Foote 571.662.4630	Natalie Lopez 571.662.4577			
FBI, OPM, VA		HHS - Independents - Legislative		DHA - DHS - DOJ				
Evan Lyons 703.889.9787		Holly Devilleneuve 703.581.6798		Scott Bryant 703.230.7590				
DOE - TVA - NASA - DOL - SSA - USDA - USPS - DOT - GSA - DOS - USAID - US Courts - DOC - DOI - Financials								
Shannon Thurber 703.673.3667		Valerie Boaz 571.662.4643		Megan Settle 571.662.4625		Taylor Wells 571.662.4626		
Becky Brunkow 703.889.4647		Kathleen Brady 703.889.9867		David Brown 703.871-8530		Megan Martin 571.662.4561		
HEALTHCARE								
Evan Lyons 703.889.9787		Megan Finchman 571.662.4646		Sasha Rivera 703.581.6563		Neil Menke 703.889.9863		
STATE, LOCAL, EDUCATION								
Heather Bean 703.889.9857		Kaitlin Moran 703.581.6802		Ramona Mulandi 703.581.6645		Rory McLure 703.571.6655	Sarah Fiorenza 703.889.9795	
Danielle Wood 571.662.4638		Molly Evans 571.662.4617		Dalton Emery 571.662.4618		LaCrisha Eide 571.662.4611	Doug Grayson 571.662.4607	
Veronica Howell 703.889.9834		Linda McEwen 571.662		Nancy Backus 571.662.4609		Christy Bork 703.581.6705	Lauren Lindsay 703.581.6571	
Tonya Murphy 703.230.7409		Kimberly Wright 703.871.8624			Samantha Garrett 703.673.3521			
DESKTOP & COMPLEMENTARY VIRTUALIZATION VENDOR RENEWALS UPSSELL								
Susan Anthony 703.230.7571		Sierra Wahnig 703.889.9849		Caila Coady 703.581.6762		Jessica Green 703.230.7436		Sarah Foreman 571.662.4624
Madison Hanley 703.889.4580		Heather Searfoss 703.871.8555		Deanna Armstrong 571.662.4600		Savannah Bollinger 571.662.4613		Raven Van Baalen 571.662.4602

Teri Welch 703.230.7572	Amanda Edwards 571.662.4621	Michelle Reynolds 571.662.4648	Austin Tracy 571.662.4610	Alex LeClerc 571.662.4589
Jennifer Greene 571.662.4622	Alexander Robertson 571.662.4595	Aimee Grugan 571.662.4596	Anthony Nottingham 571.662.4592	Lacey Fuller 571.662.4590
Jillian Curtiss 571.662.4612	Jan Diana 571.662.4579	Linsay Tyler 571.662.4620	Pamela Shaffer 571.662.4564	Jordyn Johnson 571.662.4565
TRAINING & SALES OPERATIONS TEAM				
Kelly Miller Chief of Staff 703.230.7514				
Katie Hitchcock 703.889.9772		Brennan Convery 703.871.8567		Kristofer Wishon 571.662.4203
Tori Sousa 703.230.7563	Jay Smith 703.581.6594	Megan Shank 703.921.4091	Mikayla Miller 703.581.6589	Bryanna Barone 703.921.4150
MARKETING, PUBLIC RELATIONS, & GRAPHIC DESIGN				
Julie Denworth Vice President, Marketing		Mary Lange Vice President, Digital Media & PR 703.230.7434		Molly Tomevi Marketing Director 703.889.9704
Michelle Wyche 703.921.4077		Cierra Conner 703.230.7549		Natalie Crews 703.889.9891
Jamie Speck 571.662.4996	Thomas Nguyen 571.662.4930	Gabrielle Sullivan 571.662.4903		Caleb Mund-Gerbino 571.662.4985
CUSTOMER OPERATIONS TEAM				
Karina Woods Director of Customer Operations 703.871.8519	Jillian Szczepanek Director of Customer Operations 703.871.8614	Vanessa Maigne 703.871.8573		Kate Bojanowski 703.871.8628
Montana Williams 703.871.8689	Aaron Matlock 703.889.9747	Sarah Adams 703.871.8610		Nina Nagy 703.581.6772
Dorys Vargas 703.871.8647	Mario Lazo 703.581.6731	Katherine Jobson 703.581.6710		Claire Cronin 703.581.6704
Zeenat Omar 703.581.6599	Dylan Pereira 703.673.3576	Arial Wong 703.230.7503		Andy Wright 703.581.6735

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

## Value Added Solutions & Offerings:

### PRE-SALES SUPPORT & PROACTIVE LEAD GENERATION CAPABILITIES

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

### TECHNICAL AND DEMO RESOURCES

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

### VMWARE MARKETING PROGRAM

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

### TRAINING & ENABLEMENT

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

### CONTRACT ENABLEMENT & MANAGEMENT

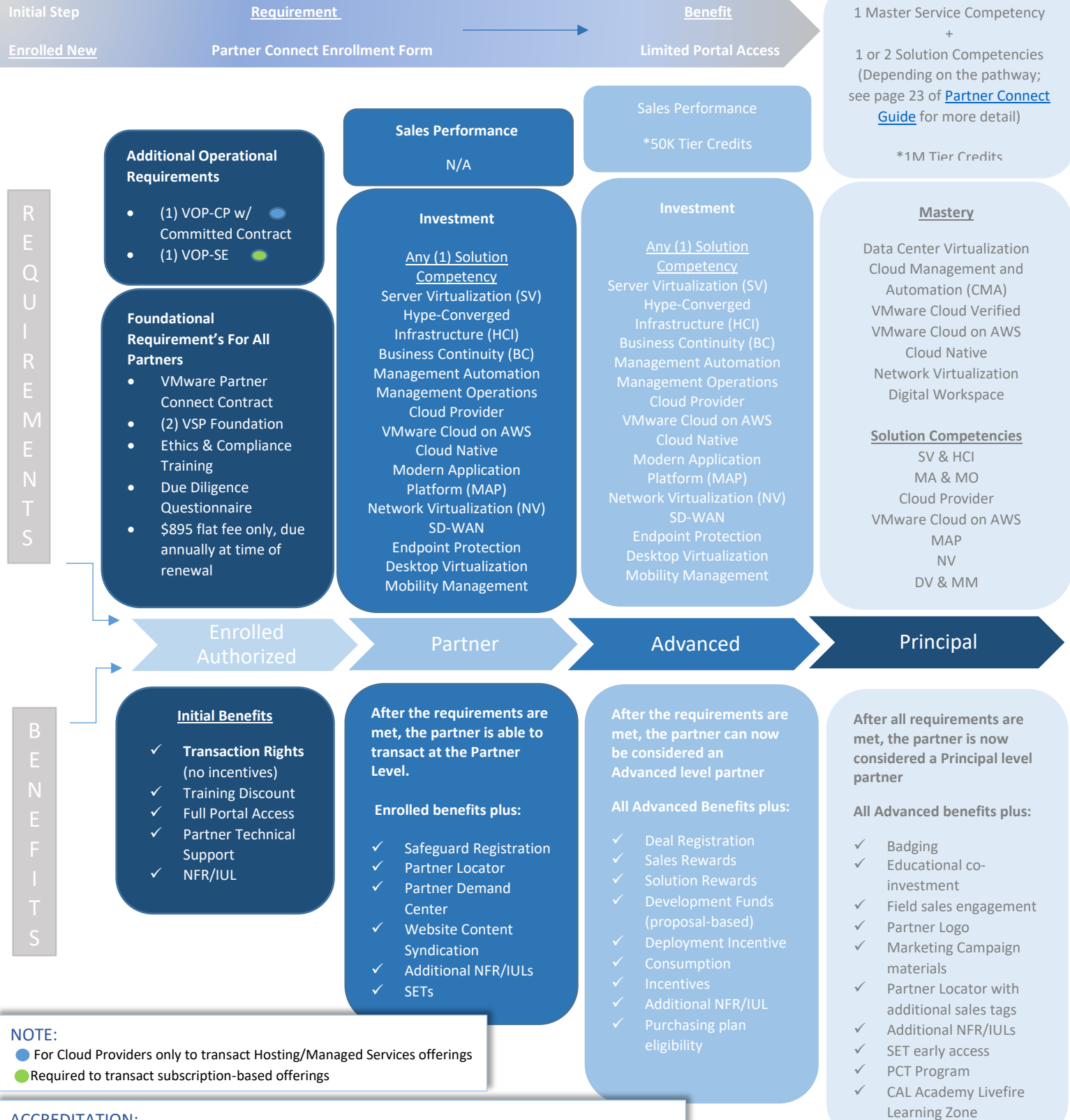
- Carahsoft holds numerous federal, state, and local procurement contracts, available for partners to access via agent and teaming agreements

### CONTRACT OFFERINGS

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



# VMware Partner Connect Program: Getting Started



## NOTE:

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

## ACCREDITATION:

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

To start your onboarding process, follow the link to partner central: [VMware Partner Network Enrollment](#)



## INCENTIVES DEEP-DIVE

IT Solution Incentives	Partner	Advanced	Principal	Profitability
<b>SOLUTION REWARDS</b>				
Partner Tier			5 Principal Bonus	\$\$\$\$\$
ELA			4 Cap with MSC	\$\$\$\$
Capability			3 MSC	\$\$\$
Product Focus			2 Advanced Technologies	\$\$
Competency			1 Base level Rebate	\$
<b>ADVANTAGE +</b>				
ELA			4 ELA Rebate/Price Protection	\$\$\$\$
SPF			3 Additional SPF Discount	\$\$\$
Standard Discount			2 Discount by Product	\$\$
Registration	1		Safeguard	
<b>DEVELOPMENT FUNDS REWARDS</b>				
Process			In-House Services	Contractual- GCSS
		Common DF: Proposal Based	Co-Op/Earned	
		One Partner Rewards Portal Experience		
		DF: Policy: System enforced		
		PBM, PMM, JBP (TBD) requirement		

# VMware Partner Connect Program: Financial and Training Benefits

## FINANCIAL BENEFITS

### Advantage+ Opportunity Registration

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

- Partners at the Advanced and Principal level are eligible.

### ELA Preferred Pricing

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

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

### Solution Rewards

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

- Partners at the Advanced and Principal level are eligible.

## TRAINING BENEFITS

### Incremental Training Discounts

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

### Solution Competencies

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

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

### Master Services Competencies (MSC)

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

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

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



PARTNER COMPANY TRAININGS



DIFFERENTIATION WITH  
CUSTOMERS AND PROSPECTS



GROW SHARE OF WALLET

CHANNEL PARTNER ONBOARDING KIT

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

## HOW IT WORKS

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

## ➔ STEP 1: CREATING A VMWARE PARTNER CONNECT ACCOUNT

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

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

## ➔ STEP 2: ACCESSING THE ONLINE COURSES

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

### ENROLLING IN ONLINE TRAINING

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

### COMPLETING ONLINE CERTIFICATIONS

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

### INSTRUCTOR LED TRAINING

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

Components of a Competency	
VMware Solutions Competencies offer training, enablement, and rewards to partners who achieve expertise in selling VMware virtualization and cloud solutions.	
<ul style="list-style-type: none"> <li>- Opportunity to differentiate your company's expertise</li> <li>- Quantifiable returns on training investments</li> <li>- Increased eligibility for VMware's Partner Network Benefits</li> </ul>	
Hybrid Cloud / Multi Cloud	
Business Continuity	Hyper-Converged Infrastructure
Cloud Provider	Management Automation
Server Virtualization	Management Operation
VMC on AWS	
Modern Application	
Modern Applications Platform	
Transform Network & Security	
Network Virtualization	Carbon Black Endpoint Protection
SD-WAN	
Empower Digital Workspace	
Desktop Virtualization	Mobility Management

# Sales Acceleration, Support and Services, and Enablement

## Not for Resale (NFR) Licenses

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

- Includes all VMware products
- All partners are eligible

## Internal Use Licenses (IULs)

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

- All partners are eligible

## Solution Enablement Toolkits (SETs)

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

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

## Livefire Training

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

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

## Partner Locator

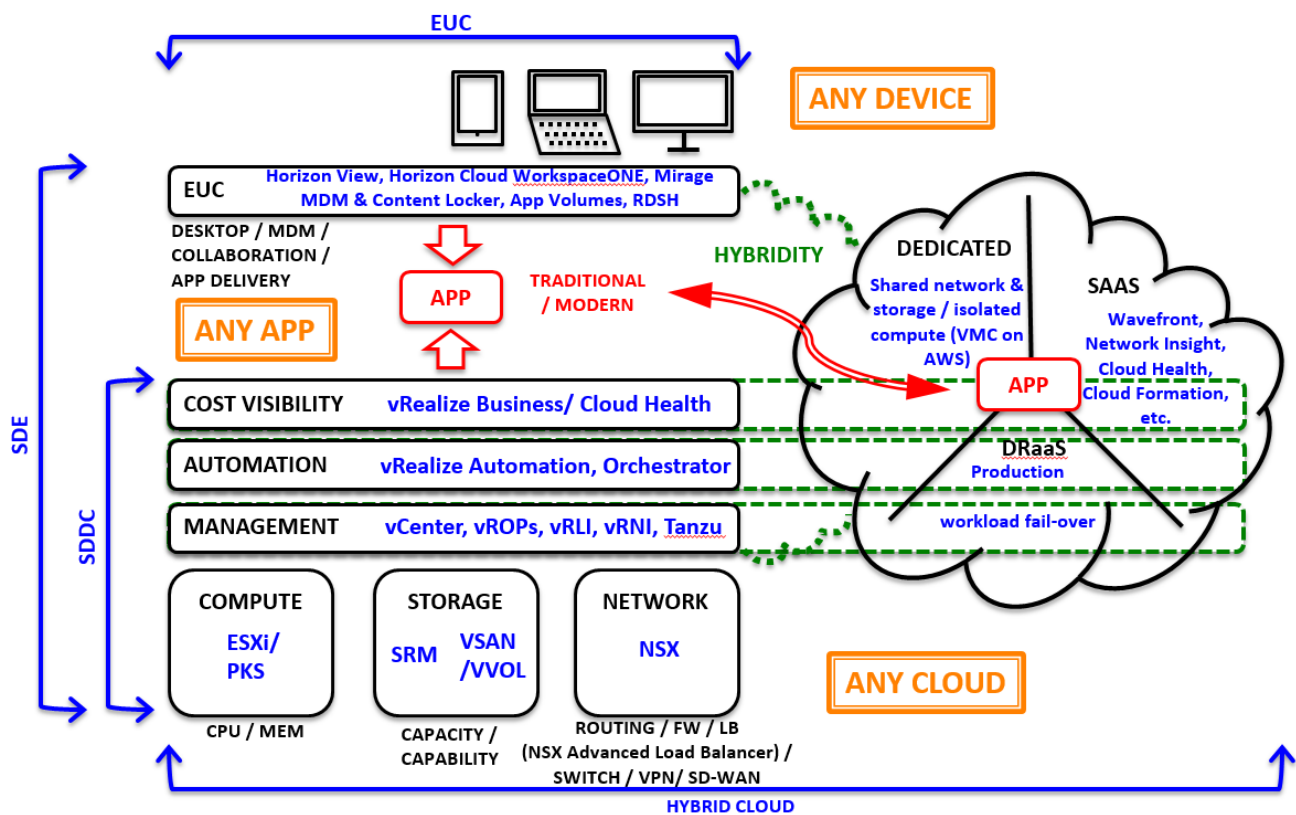
Search tool that allows customers and others to discover partners quipped to address specific outcomes.

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

# VMware Sales Cheat Sheet

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

## Product Solutions:



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

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



**Demos/Assessments** – reach out to [VMware Demos](#) team at Carahsoft

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

For **marketing** – reach out to the [VMware Marketing](#) team at Carahsoft