

Broadcom Advantage Program Deal Registration FAQ



Deal Registration Overview

Q. What is Deal Registration?

A. VMware by Broadcom's Deal Registration program is designed to reward our eligible Advantage Program partners at the Select, Premier, and Pinnacle tiers who actively identify, develop, and close new sales opportunities for eligible VMware by Broadcom offerings in Broadcom's Commercial account Segments.

Q. What are the benefits of participating in Deal Registration?

A. A partner holding an approved Deal Registration becomes the "preferred" identified VMware resell partner for the opportunity, identified against the specific customer details and specific VMware by Broadcom offerings for the proposed transaction. The "preferred" partner will be the only partner that will be eligible for this Program's benefits, which includes a 10% discount (full channel discount).

Q. Who is eligible to participate in Deal Registration?

A. VMware Resellers who are enrolled in the Broadcom Advantage Program at the Select, Premier, and Pinnacle Tiers that are registering a resell transaction.

Q: Can Distributors submit deal registrations?

A: No, Distributors cannot submit deal registrations.

Q. What are the Customer Segments that are eligible for the Deal Registration program?

A. Commercial account segments are eligible for Deal Registration.

Q. If Strategic account segments aren't eligible for Deal Registration, how can I obtain the 10% discount (full channel discount)?

A. Partners should fill out the [Strategic Account Engagement Request Form](#) and send to partner.helpdesk@broadcom.com. If there is an approved strategic account teaming agreement in place, the quote for that partner will receive the full channel discount which includes the 10% price protection.

Q. How can I determine a customer's account segment?

A. Partners can determine a Broadcom customer's account segment by accessing the Broadcom End Customer Lookup Tool in the Broadcom Partner Portal.

Q. What is a "New" Deal Registration?

A. Under this policy change, a qualified new Deal Registration now includes: a net new customer to Broadcom, an existing Broadcom customer purchasing:

- net new products
- migration to a new offering or SKU (for example, vSphere subscription to VMware Cloud Foundation offering)
- capacity and expansion on a renewal transaction

Broadcom Advantage Program Deal Registration FAQ



Q. What is Incumbency protection?

A. Under this policy change, incumbency protection now only applies to true, (“like for like), renewal of an existing subscription or term license for the same SKU(s) and quantity as set forth in the founding transaction. The incumbent partner is the partner who last sold that specific renewal transaction, and they will receive a 10% benefit.

Q. Are New and Renewal (public sector only) still evaluated on a first in, wins basis?

A. Under the policy change, Deal registration approvals are no longer *first in, first approved* and are now approved based on the reseller who is delivering the most value to the customer for that opportunity. VMware Resellers will be required to document and submit their value contributions at the time of Deal Registration for consideration including:

- Solution Complexity
- Services Capability
- Customer Engagement
- Customer Success

Q. Are Private sector customers qualified for deal registration?

A. Private Sector benefits from the Deal Registration Program for New Deals only.

Q. Are Public sector customers qualified for deal registration?

A. Public Sector benefits from the Deal Registration Program for New Deals and True Renewal Deals.

Q. Are customers in Brazil eligible for deal registration?

A. Customers in Brazil's private and public sector are eligible for deal registration.

Q. Is there a minimum and maximum deal size requirement to be eligible for Deal Registration?

A. The deal size must be the minimum requirement of \$10,000 (MSRP) USD Total Contract Value and there is no maximum deal size. Any deal size below \$10,000 USD will be denied.

Q. Can a Reseller submit a Migration or Expansion Deal Registration for an expired contract?

A. Yes, a Reseller Can submit a Migration or Expansion Deal Registration for an expired contract.

Q. In the Deal Registration form, there are five different deal types (New Customer, New Product, Expansion, Migration, and True Renewal), how do I know which one to choose?

A. Below are the definitions for the various deal types, choose the corresponding deal type that aligns to the deal the registration is being submitted for.

New Customer: a new customer to VMware by Broadcom offerings without regard to being a new or an existing Broadcom customer

New Product: an existing VMware customer purchasing a new VMware by Broadcom product offering for the first time or a former VMware customer which has either not had a license or not had support for a license for more than 3 years

Expansion: an existing VMware customer purchasing a greater quantity of subscription/term license offerings or adding on a product (Total Deal Size must be greater than \$10k TCV USD MSRP). Note: expansions are eligible for expired contracts.

Broadcom Advantage Program Deal Registration FAQ

Migration: an existing VMware customer purchasing a VMware by Broadcom subscription or term offering due to the current offering the customer owns being end of life (i.e. migration from perpetual to subscription, i.e. migration from vSphere to VVF or VCF). Note: migrations are eligible for expired contracts.

True Renewal: an existing VMware customer renewing a VMware by Broadcom subscription or term license offering for the same SKU and quantity. Note: True Renewals are not eligible for expired contracts or downgrades.

Q. For migration, expansion, or true renewal (public sector only) registrations, is there a minimum Expiring Annual Contract value requirement to be eligible for Deal Registration?

A. No. Under the policy change, we removed the minimum 10K expiring annual contract value threshold requirement.

Q. What is Preferred Pricing?

A. When a Reseller (Reseller A) has an approved Deal Registration, Sales will quote at the full channel discount. Reseller A will then receive Preferred Pricing from Disti. If another Reseller (Reseller B) requests the same quote, Sales will quote the Opportunity at the standard channel discount. Reseller B will receive Non-Preferred Pricing from the Distributor.

Q. How will pricing work if there is no deal registration?

A. If no approved deal registration exists, Sales will quote the Opportunity with the standard channel discount.

Q. Can multiple partners receive a Deal Registration for the same Opportunity?

A. No. Only one partner will be approved per registered opportunity (per end user and specific product/s).

Q. How will registrations be approved?

A. All Deal Registrations will be reviewed in a timely manner and are approved or rejected based on the partner value-based determination.

Q. How long are approved deal registrations valid for?

A. Deal Registrations are valid for 180 days from the approval date.

Q. Is it a requirement to select a preferred distributor on the deal registration and how do I change the distributor I've selected after the registration is approved?

A. When submitting a Deal Registration, eligible resell partners must select their Preferred Distributor for that specific registered opportunity. Changes to the Preferred Distributor after the approval will invalidate the registration approval and require reapplication. **Note: Reapplication is NOT required if the distributor on the approved deal registration was impacted by the recent changes to the Broadcom distribution landscape.**

Q. What will happen to approved Incumbency Deal Registrations?

A. We are honoring approved incumbency registrations.

Q. What if incumbency Deal Registrations are in "Pending Approval" status?

A. All In-Flight deal registrations will be rejected and requested to be resubmitted to align with new program policy.

Q. Can Broadcom revoke an approved Deal Registration?

A. Yes, a Deal Registration can be revoked if the deal no longer meets all requirements in the terms and conditions.

Broadcom Advantage Program Deal Registration FAQ



Accessing and Submitting Deal Registrations

Q. How do I submit a Deal Registration?

A. In order to submit a deal registration, Resellers who are enrolled in the Broadcom Advantage Program (at the Select, Premier, and Pinnacle Tiers) will need to complete the [Okta SSO User Registration](#) process (IMPORTANT: complete steps 6-10!). Your account will be granted access to the Broadcom Portal (<https://partnerportal.broadcom.com/web/partner-portal/home>) where the Deal Registration tool can be found.

Q. If a partner contact does not receive communication with new login information or requires assistance with their Okta SSO Registration process, who should they contact?

A. They should contact partner.helpdesk@broadcom.com

Q. When I click on “Access the Deal Registration Platform” I receive an error “App Access Locked”.

A. This error is indicating that the OKTA registration process wasn't completed successfully. Be sure to follow the OKTA registration steps properly and ensure you upgrade to a partner profile (steps 6-10). Once you complete steps 6-10, please wait until you receive the approval confirmation email before accessing the portal.

Q. I can access the Deal Registration Platform but I don't see the “Broadcom Deal Registration” link or I can't proceed past the first registration submission screen.

A. When logging in to the Deal Registration Platform for the first time, you may be prompted to select the correct company to align your access to. If you selected the wrong company, you may experience access issues. Please reach out to your Partner Account Director and submit a request to partner.helpdesk@broadcom.com with your company name, Partner ID, name, and email address.

Q. When accessing the deal registration platform for the first time, I'm prompted to choose a company name to align my user access to. I don't see any choices listed or my company name isn't listed.

A. Please reach out to your Partner Account Director and submit a request to partner.helpdesk@broadcom.com with your company name, Partner ID, name, and email address.

Q. What are the required attributes for Deal Registration in the new system?

A. The form structure will be similar to the previous VMware Opportunity Registration form.

Q. Why is the distributor selection on the deal registration form required?

A. For VMware by Broadcom offering opportunities, the Broadcom authorized “VMware Value Added Distributor” identified on the approved deal registration will issue a quote to the approved partner.

Q. Can I change the distributor on my approved deal registration?

A. If a partner wishes to change the distributor on their approved deal registration, they can do so by canceling their current registration and resubmitting through the Broadcom Deal Registration tool. During the period between cancelling an existing registration approval and submitting a new registration approval that opportunity will be open for registration applications from other partners.

Q. How far in advance should I register my deal?

A. It is recommended that you register as soon as you are aware and become involved in the deal.

Broadcom Advantage Program Deal Registration FAQ



Q. How will I know if my Deal Registration has been approved or denied?

A. Once you have submitted your Deal Registration, you will receive an approval or denial notification via email.

Q. Why would Broadcom not approve my Deal Registration?

A. Common reasons for denial include, but are not limited to, the deal is already in VMware by Broadcom's Sales opportunity/pipeline and is not a new deal, the customer/product is registered by another Reseller, the reseller submitting the deal doesn't meet the value criteria, the minimum deal size was not met, and/or the customer segment is not eligible.

Deal Registration Management

Q. How can I access my approved Broadcom Advantage Partner Deal Registrations?

A. You can manage and obtain reporting for your VMware by Broadcom Deal Registrations by accessing the Deal Registration tool via the Broadcom Partner Portal.

Q. What happens if my registration is set to expire before I am ready to close the deal and need to extend my Deal Registration?

A. Wait for your deal registration to automatically expire and then resubmit the deal registration for review using the online Broadcom Deal Registration tool.

Q. If I no longer want to be the registered Reseller on a Deal Registration before expiration, what should I do?

A. Please send an email with your request to your Partner Account Director. If you don't know who your Partner Account Director is, please reach out to partner.helpdesk@broadcom.com.

Q. If I have a question about a specific deal registration, who should I reach out to?

A. Please send an email with your request to your Partner Account Director. If you don't know who your Partner Account Director is, please reach out to partner.helpdesk@broadcom.com.

Q. What happens to your registration if your company is re-leveled?

A. Once re-leveled, there will be no impact to active registrations, unless the partner is re-leveled to the Registered Tier in the Advantage Program as the Registered Tier is not eligible for Deal Registration participation.

Q. What happened to my previously submitted VMware Opportunity Registrations in Partner Connect?

A. On February 5, all approved, draft, or pending VMware Opportunity Registrations (ORANs) were moved to a denied status in the VMware system and will need to be re-submitted in VMware by Broadcom's Deal Registration Portal <https://partnerportal.broadcom.com/web/partner-portal/home>. Please note, not all previously approved registrations are eligible for VMware by Broadcom's Deal Registration program.

Q. Will VMware by Broadcom honor previously approved Opportunity Registrations that were moved to denied?

A. No, starting May 13th, all Deal Registration will need to be resubmitted in VMware by Broadcom's Deal Registration Portal.

Broadcom Advantage Program Deal Registration FAQ



Deal Registration Booking and Calculation

Q. How do I book an order with VMware by Broadcom Deal Registration?

A. Distributors will submit Purchase Orders for CPQ Quotes with Deal Reg directly in CPQ or via EDI.

Q. Can I submit an order referencing a VMware by Broadcom Deal Registration ID without a quote?

A. No, all VMware by Broadcom Deal Registrations require a VMware by Broadcom CPQ Quote.

Inappropriate Registration Behaviors

Q. What type of behaviors are not allowed?

A. Any behavior around submitting false, misleading, or inaccurate information (i.e., registering fictitious opportunities, entering the incorrect customer segment) is not allowed.

Q. What will Broadcom do to prevent inappropriate registration behavior?

A. Broadcom recognizes that partners intend to take advantage of the Deal Registration Program as it's intended. However, there are occasions where some may not do so, and Broadcom reserves the right to ensure partners are using the Program as it is intended to be used. Broadcom reserves the right to investigate if a partner may be misusing the Program. If a partner has misused the Program, then the partner will be subject to potential disciplinary action, including being removed from the Program.

Resources

Q. Where can I find additional Broadcom Advantage Deal Registration Resources?

A. The following resources can be found on the [Broadcom Partner Portal](#).

Additional Resources:

- o Email partner.helpdesk@broadcom.com
- o Contact your Partner Account Director
- o [Deal Registration Guide](#)
- o [Deal Registration Terms and Conditions](#)
- o [Broadcom Okta User Account Registration Guide](#)