VMware Channel Partner Resource Kit

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VMware Distribution Capabilities

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

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

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, NSX Portfolio, and Carbon Black

CONTRACT ENABLEMENT & MANAGEMENT

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

Federal: Purchasing Agreements	State, Local, and 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 VMware	eVA-Birginia's Total e-procurement Solution	NJEdge	NJSBA-Archived
ITES-SW	Fairfax County IT Hardware, Software's & Services	North Carolina VMware Contract	OARnet
VMware Navy BPA	NASPO ValuePoint	Orange County National IPA Co-Op	VMware CCAP Consortium Contract
VMware Army ELA	National Cooperative Purchasing Alliance (NCPA)	Texas DIR-TSO-4288	2GIT BPA

Federal DOD – FSI – iC Sales Team			
Chris Hiebert DOD, FSI, and IC Sales Director 703-871-8565			
ARMY		COCUMS	
Steve Kachel 703-230-7407	Julia Stucky 571-662-4576	Daniela Fiore 703-871-8535	Dan Lockbaum 703-871-8538
AIR FORCE		NAVY	
Almohannad Benali 571-662-4619	Shannon Naquin 571-662-4583	William Graessle 703-230-7538	Jacqueline Phass 571-662-4597
INTEL	FOREIGN SERVICE INSTITUTE	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	Legislative – DOL	Business Development
Carter Bibb 703-581-6609	Quinn Mullen 703-889-9895	Tyler Bradley 571-662-4562	Jake Blumberg 571-662-4568

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	Jack Caruso 571-662-4547
SLED WEST				
Ryan Schaffstall 703-230-7486	Angela Villatoro 703-230-7426	Aaron Fischer 571-662-4642	Sarah Qayyum 571-662-4606	Michael Vu 571-662-4560
SLED CENTRAL				
Mark Davis 703-230-7483	Mike Marcinek 703-230-7469	Rimma Heverly 571-662-4586	Matthew Keller 571-662-4573	Logan Histed 571-662-4538

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	Farah Zaidi 571-662-4616

HEALTHCARE SALES TEAM				
Alex Ramsay 703-230-7425	Stephen de Blank 571-662-4572	Collin Dewberry 703-889-9763	Austin Cirillo 571-662-4554	Stephanie Kellam 571-662-4633

MODERN APPLICATIONS			
Seamus Bergen 703-230-7475	Ian Klima 703-581-6729	Rus Khamzayev 703-889-9865	Sarve Rana 571-662-4345
Chad Russell 703-581-6730	Mark Oswalt 571-662-4394	Rabia Firoz 571-662-4392	Emily Jarvis 571-662-4393

VMWARE PARTNER TECHNICAL SUPPORT TEAM		
Corey Rooney Partner Business Development Director 703-871-8590		
Sarah Donnelly 703-889-9785	Ethan Palmer 703-230-7542	Haley Breidenfeld 571-662-4574
Olivia Yarosh 571-662-4645	Nick Wager 703-581-6615	Alex Sullivan 703-889-9776
Shea Sullivan 571-662-4601	Noah Rogers 571-662-4549 — Isaac Estes-Adoff 571-662-4556	Sondos Abdelrahim 571-662-4568

CLOUD SERVICE PROVIDER TEAM				
John Lee VCPP and Cloud Alliance Manager 703-871-8646				
Brandon Smyth 703-871-8587	Ami Oza 571-662-4632		Tanner Jones 571-662-4623	Samy Bensidhoum 703-581-6724
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 703-9749	Braden Voorhies 703-9884	Casey Swartz 703-871-8584
Candace Hartman 703-889-9872	Hamzah Ibraham 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 471-662-4588	Mark Anspach 571-662-4649	Jordan Jones 571-662-4627
Isaiah Hamilton 571-662-4628	Mason Smith 571-662-4582	Jayme Torres 571-662-4585	Kevin Froelich 571-662-4292	Natalie Wilson 571-662-4567	John Auchincloss 571-4548

RENEWALS UPSELL TEAM		
Harrison Smyth Renewals Team Director 703-871-8668		

DEPARTMENT OF DEFENSE – FOREIGN SERVICE INSTITUTE – INTELLIGENCE COMMUNITY				
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		Brittani Foote 571-662-4630	Natalie Lopez 571-662-4577
Teresa Zabatta 571-662-4644	Tevin Clyde 571-662-4558		Jamie Sweatman 703-889-9735	Jaci Crumbley 571-662-4557

FBI, OPM, VA	HHS – Independents – Legislative	DHA – DHS – DOJ
Evan Lyons 703-889-9787	Holly Devilleneuve 703-581-6798	Scott Bryant 703-230-7590

Civilian			
Evan Lyons 703-889-9787	Holly Devilleneuve 703-581-6798		Scott Bryant 703-230-7590
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	Miranda Secula 571-662-4553

HEALTHCARE			
Evan Lyons 703-889-9787	Megan Martin 571-662-4561	Sasha Rivera 703-581-6563	Neil Menke 703-9863

STATE, LOCAL, EDUCATION				
Heather Bean 703-889-9857	Kaitlin Moran 703-581-6502	Dalton Emery 571-662-4618	Rory Mclure 703-571-665	Sarah Fiorenza 703-889-9795
Danielle Wood 571-662-4638	Molly Evans 571-662-4617	Addison Murders 571-662-4551	LaCrisha Eide 571-662-4611	Doug Grayson 571-662-4607
Veronica Howell 703-889-9834	Linda McEwen 703-581-6642	Nancy Backus 571-662-4609	Christy Bork 703-6705	Lauren Lindsay 703-581-6571	Blakeley Hester 571-662-4559
Tonya Murphy 703-230-7409	Kimberly Wright 703-871-8624	Katie Smith 571-662-4546	Samantha Garrett 703-673-3521	Danielle Gore 571-662-4552	Jerry Rouzzo 571-662-4544

DESKTOP & COMPLEMENTARY VIRTUALIZATION VENDOR RENEWALS UPSELL				
Susan Anthony 703-230-7571	Sierra Wohnig 703-889-9849	Caila Coady 703-581-6762	Jessica Green 703-230-7436	Sarah Foreman 571-662-4624
Madison Hanley 703-889-4580	Rhiannon Cormier 571-662-4615	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	Jordyn Johnson 571-662-4565
Jillian Curtiss 571-662-4612	Jan Diana 571-662-4579	Linsay Tyler 571-662-4620	Pamela Shaffer 571-662-4564	Tara Coppage 571-662-4590

TRAINING & SALES OPERATIONS TEAM				
Kelly Miller Director of Operations 703-230-7514				
Katie Hitchcock 703-889-9772		Brennan Convery 703-871-8567	Kristofer Wishon 571-662-4203	Megan Finchman 571-662-4646
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 703-871-8517		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	Thomas Nyugen 571-662-4930
Gabrielle Sullivan 571-662-4903	Caleb Mund-Gerbino 571-662-4985	Cameron Shapiro 571-662-4887	Sydney Smith 571-662-4993	Tegan Kennicott 571-662-4892
Kelsey Cook 571-662-4978	Oliva Balog 571-662-4869	Madeline Beck 571-662-4867	Brooke Bralley 571-662-4874	Hannah Eddins 571-662-4881
CUSTOMER OPERATIONS TEAM				
Karina Woods Director of Customer Operations 703-871-8519		Jillian Szczepanek Director of Customer Operations 703-871-8614		
Vanessa Maigue 703-871-8573	Montana Williams 703-871-8689	Aaron Matlock 703-889-9747	Kate Bojanowski 703-871-8628	
Nina Nagy 703-581-6772	Sarah Adams 703-871-8610	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	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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VMware Partner Connect Program: Getting Started

Enrolled Authorization	Partner	Advanced	Principal

REQUIREMENTS

Foundational Requirements for All Partners • VMware Partner Connect Contract • (2) VSP Foundation • Ethics & Compliance Training • Due Diligence Questionnaire • $895 flat fee only, due annually at time of renewal **Additional Operational Requirements** • (1) VOP-CP with Committed Contract[1] • (1) VOP-SE[2] **NOTE:** [1] For Cloud Providers only to transact Hosting/Managed Services offerings [2] Required to transact subscription-based offerings	**Investment** • Any (1) Solution Competency • Server Virtualization (SV) • Hyper-Converged Infrastructure • Business Continuity • Cloud Management & Automation • Management Operation • Cloud Provider • VMware Cloud on AWS • Cloud Native • Modern Application Platform • Network Virtualization • SD-WAN • Endpoint Protection • Digital Workspace • Desktop Virtualization • Mobility Management	**Sales Performance: 50k Tier Credits** **Investment** • Any (1) Solution Competency • Server Virtualization (SV) • Hyper-Converged Infrastructure • Business Continuity • Cloud Management & Automation • Management Operation • Cloud Provider • VMware Cloud on AWS • Cloud Native • Modern Application Platform • Network Virtualization • SD-WAN • Endpoint Protection • Digital Workspace • Desktop Virtualization • Mobility Management	**1 Master Service Competency + 1 or 2 Solution Competencies** (Depending on the pathway, see *page 23* for more detail) **Sales Performance: 1M Tier Credits** **Mastery** • Data Center Virtualization • Cloud Management and Automation (CMA) • VMware Cloud Verified • VMware Cloud on AWS • Cloud Native • Network Virtualization • Digital Workspace **Solution Competencies** • SV & HCI • MA & MO • Cloud Provider • VMware Cloud on AWS • MAP • NV • DV & MM

BENEFITS

Initial Benefits ✓ **Transaction Rights** (no incentives) ✓ Training Discount ✓ Full Portal Access ✓ Partner Technical Support ✓ NFR/IUL	**Additional Benefits** ✓ Safeguard Registration ✓ Partner Locator ✓ Partner Demand Center ✓ Website Content Syndication ✓ Additional NFR/IULs ✓ SETs	**Additional Benefits** ✓ Deal Registration ✓ Sales Rewards ✓ Solution Rewards ✓ Development Funds (proposal-based) ✓ Deployment Incentive ✓ Consumption ✓ Incentives ✓ Additional NFR/IUL ✓ Purchasing plan eligibility	**Additional Benefits** ✓ Badging ✓ Educational co-investment ✓ Field sales engagement ✓ Partner Logo ✓ Marketing Campaign materials ✓ Partner Locator with additional sales tags ✓ Additional NFR/IULs ✓ SET early access ✓ PCT Program ✓ CAL Academy Livefire Learning Zone

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.

Start Your Onboarding Process

Incentives Deep-Dive

SOLUTION REWARDS

IT Solution Incentives	Partner	Advanced	Principal	Profitability
Partner Tier			Principal Bonus	$$$$
ELA			Cap with MSC	$$$
Capability			MSC	$$$
Product Focus		Advanced Technologies		$$
Competency		Base Level Rebate		$$

ADVANTAGE+

IT Solution Incentives	Partner	Advanced	Principal	Profitability
ELA			ELA Rebate/Price Protection	$$$$
SPF		Additional SPF Discount		$$$
Standard Discount		Discount by Product		$$
Registration	Safeguard			

DEVELOPMENT FUNDS REWARDS

IT Solution Incentives	Advanced	Principal	Contractual-GCSS
		In-House Services	
Process	Common DF: Proposal Based	Co-Op/Earned	
	One Partner Rewards Portal Experience		
	DF: Policy: System enforced		
	PBM, PMM, JBP (TBD) Requirement		

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VMware Partner Connect Program Benefits

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

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.

• ELA Price Protection

• ELA Fulfillment Rebate aired by product

Partners at the Advanced and Principal level are eligible.

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 Documents

• 30% off onsite training

• 40% off instructor-led training

• 50% off on-demand training

Principal Partners are eligible

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)

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** > 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** > 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. • Opportunity to differentiate your company's expertise • Quantifiable returns on training investments • Increased eligibility for VMware's Partner Network Benefits	
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	
Desktop Virtualization	Mobility Management

Sales Acceleration, Support and Services, and Enablement

Not for Resales (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 fist-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.
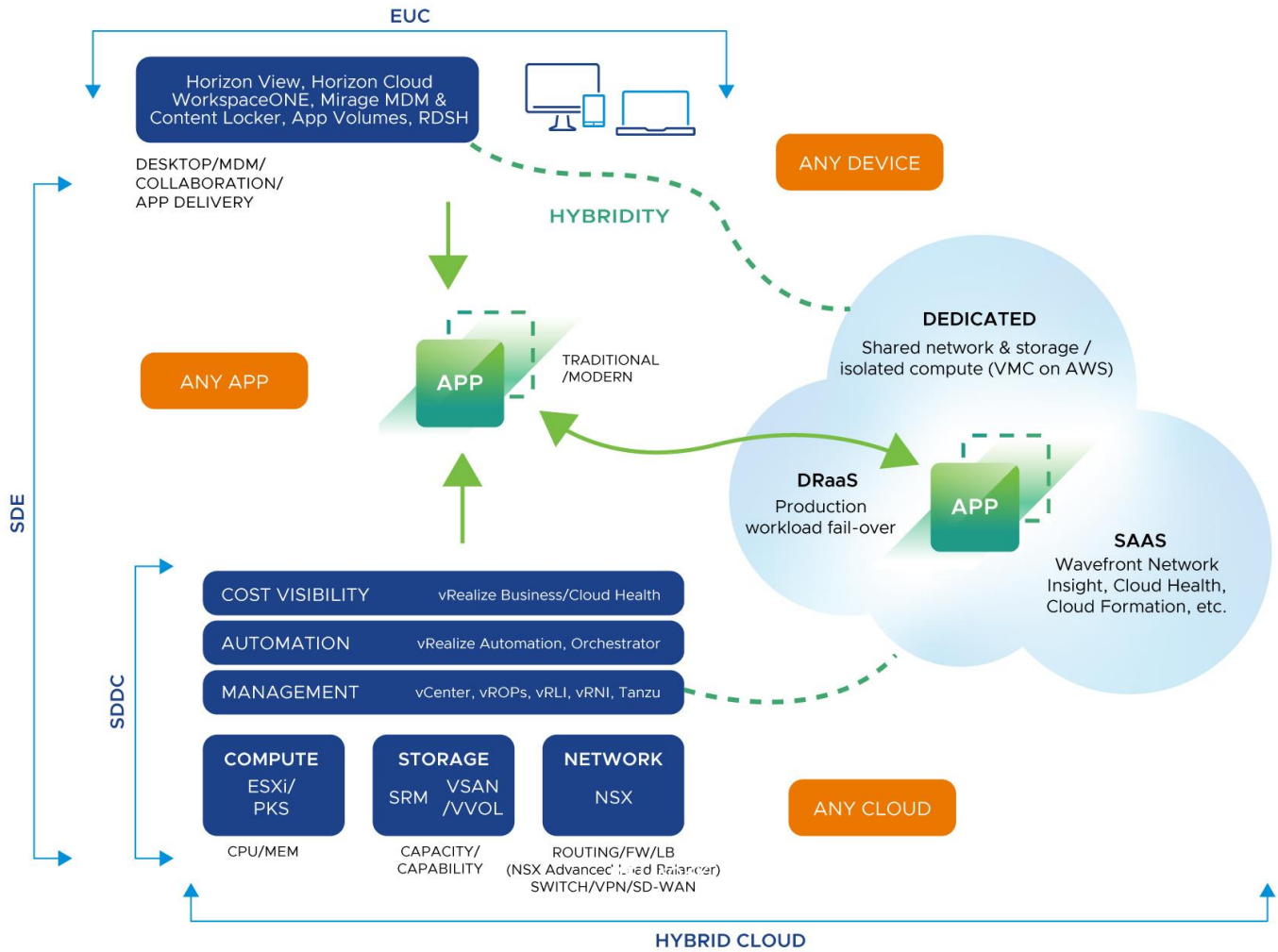
• All partners are eligible (except Enrolled Authorized/New)

• Principal partners benefit from an MSC filter

Find a Partner

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:

Additional Resources

Here are additional hyperlink resources 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