CHANNEL PARTNER RESOURCE KIT

CARAHSOFT TECHNOLOGY CORP.

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VMware Distribution Capabilities

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Carahsoft is proud to serve VMware as the largest dedicated US Public Sector distributor in support of VMware Solution Provider 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 our channel partners to more quickly 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
- 100+ VMware VSP, VTSP, VCP certified sales reps and business development specialists
- Dedicated VMware federal, academic, state and local government, and enterprise healthcare expertise
- Proactive lead generation and business development services
- Joint 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
- Weekly and on-demand VMware product demos and assessments: vSphere Optimization Assessments (VOA), EUC Test Drive, vRealize Network Insight, Virtual SAN Assessments

VMWARE MARKETING PROGRAM
- Expert marketing resources to plan and execute end-user/customer initiatives (e.g. on-site events, webcasts, tradeshows, industry conferences, etc.)
- End to end support for hosted events, including: email blasts, demand generation, social media integration & 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
- Personalized on-demand sales and technical training courses
- Dedicated resources to assist in managing and recommending certifications and advancing partner tiers

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

CONTRACT OFFERINGS

FEDERAL		STATE, LOCAL, & EDUCATION		
Purchasing Agreements :	**Jointly Held Partner Contracts:**	California CMAS	North Carolina UNC	NJSBA – New Jersey School Boards Association (National)
GSA 70 Schedule	DoT FAA SAVES	California PEPPM	North Carolina ITS 208v	The Quilt VMware National Contract
SEWP V	USAF NETCENTS II	Ohio STS	Texas DIR 3926	Oklahoma DIR Contract
Department of Navy	US Army ITES 2H	Ohio OARNet	Texas DIR 3129	Michigan MiCTA (National)
Intel ICITE	HHS - NIH - ECSIII	Oklahoma OneNet	Pennsylvania PEPPM	Washington, City of Seattle
Dept. of Commerce	Navy Seaport-E	Maryland COTS	National IPA	New Mexico State Contract
Dept. of Veteran Affairs	GSA Alliant SB	New Jersey NJEdge	GSA Cooperative Purchasing Program	WLS 260 – Washington Learning Source
Dept. of Interior	GSA 8(a) STARS II	VITA	Maryland COTS	NCPA – National Cooperative Purchasing Alliance
Securities and Exchange Commission	DHS First Source II	eVA- Virginia's Total e-Procurement Solution	VITA Contract	Indiana VMware State Contract
Federal Bureau of Investigation	8(a), HUBZone, SDVOSB, Women, Minority, SBA Cert	VASCUPP	NASPO Value Point	Delaware Customer Relationship Management Software and Services
Lockheed Martin		Georgia Board of Regents	VMware CCAP Consortium Contract	The Illinois Counties Information Management Association (ICIMA)

Will Jones Senior Vice President 703.871.8525			
CIVILIAN SALES TEAM			
Tina Chiao Civilian Sales Director 703.871.8579			

HHS 1, Financials	HHS 2, DHA, VA	DOS, USAID	DOC, Courts, OPM
Mason Jolly Acct. Mgr. 703.889.9751	James Malgieri Acct. Representative 703.673.3571	Jenny Ryals CIV Team Lead 703.871.8682	Paige Keeney Sr. Acct. Mgr. 703.871.8551
Independents, DOI, Legislative	**DOE, NASA**	**DOL, DOT, GSA, SSA, USDA**	
Dillon Cox Acct. Representative 703.581.6606	Maggie Wilder Acct. Representative 703.871.8623	Matt Modica Acct. Representative 703.581.6723	To Be Hired Business Development Rep

RENEWALS UPSELL TEAM			
Evan Lyons Acct. Mgr. 703.889.9787	Scott Bryant Acct. Rep. 703.230.7590	Christina Cafiero Acct. Mgr. 703.889.9786	Shannon Lemmer Acct. Rep. 703.673.3667

SLED/ACADEMIC SALES TEAM			
Tina Chiao Sr. SLED Sales Director 703.871.8579		Tim Boltz SLED Sales Director 703.230.7402	
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Greg Wootton East Acct. Rep. 703.889.9876	Nate Houston Acct. Rep. 703.581.6611	To Be Hired Business Development Rep	To Be Hired Business Development Rep
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Areeba Arif PM Business Development 703.581.6765			

RENEWALS UPSELL TEAM			
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VMware Team – DoD, FSI, IC, & Desktop and Complementary Virtualization Vendors

DOD, FSI, & IC SALES TEAM			
Chris Hiebert DoD, FSI, and IC Sales Director 703.871.8565			
Air Force	**Army**	**Defense**	**DHS, DOJ**
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Navy		**Intel**	**CoCOMs**	**FSIs**
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VMware Team – Renewals, Partner & Channel, Marketing, Cloud Service Provider, Customer Ops, & Sales Ops

RENEWALS				
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Becky Brunkow Acct. Representative	Veronica Howell Acct. Representative	Heather Seafoss Acct. Representative	James Moran Acct. Representative	Kimberly Wright Acct. Representative
Nour Kelly Acct. Representative	Sarah Fiorenza Acct. Representative	Sasha Moreno Acct. Representative	Sierra Singleton Acct. Representative	
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Rafaela Pinillos Marketing Coordinator 703.230.7531	To Be Hired Marketing Coordinator	Social Media Coordinators Ethan Clark, Aurora Pasos, Tyler Andersen	Digital Media & PR Coordinators Stephen Roddewig, Madison Reilly, Camila Vengoechea	
To Be Hired Marketing Coordinator	To Be Hired Marketing Coordinator	Hannah Truman, Graphic Designer		
CUSTOMER OPERATIONS TEAM				
Karina Woods Director, Customer Operations 703.871.8519				
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TRAINING & SALES OPERATIONS TEAM				
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VMware Solution Provider Partner Program

GETTING STARTED

Partners join the VMware Partners (VPN) at the Enrolled Tier, allowing you to 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.

	Enrolled	Professional	Enterprise	Premier
Application/Agreement Form	Sign and complete (online)			
Ability to Resell	No reselling rights	All VMware products (except NSX)	All VMware products (except NSX)	All VMware products (except NSX)
Number of Accreditations/ Certifications	N/A	1 VSP* & 1 VTSP**	2 VSP*, 2 VTSP**, & 2 VCP***	4 VSP*, 4 VTSP**, & 4 VCP***
Competency Requirements	N/A	N/A	1 (any competency)	3 (any competency)
Annual Renewal Fee	N/A	$495	$2,495	$4,495
Renewal Requirements	N/A	N/A	N/A	$1M; minimum of 10 transactions in last 4 quarters
Solution Rewards 5% Base + a NEW 5% Accelerator Bonus + Additional 2% Premier Rewards rebate for Premier Partners.	N/A	Eligible	5%	5%
Advantage+ Opportunity Registration Program When you register qualifying opportunities, partner can protect their pre-sales investment and earn more when closing new opportunities with VMware. Recently announced, VMware is offering higher discounts when partners register new opportunities on advance solution.	N/A	0% Safeguard	10% - 30%	10% -30%
ELA Backend Rebate Once you close registered ELA, you will receive backend preferred pricing.	N/A	N/A	3%	5%
Premier and Corporate Reseller Rewards A 2% rebate paid upon 80% achievement of quarterly revenue goal, otherwise 1% contributed towards Development Fund	N/A	N/A	N/A	Eligible
TPP OVERVIEW The VMware Transactional Program (TPP) provides tier-based volume discounts to US Federal customers. TPP also offers an online tool that US Federal VMware customers and partners can use to calculate discount eligibility.	N/A	N/A	Eligible	Eligible

❖ To start your onboarding process follow the link to partner Central: https://www.vmware.com/partners.html

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ACCREDITATION:

VMware Sales Professional (VSP)* – Provides baseline knowledge for selling VMware products and solutions.

VMware Technical Solutions Professional (VTSP)** – Design for pre-sales technical professionals, the program provides foundational architecture and design knowledge of VMware's core product and solutions.

VMware Certifies Professional (VCP)*** – Certifications that confirm that you have the education needed to successfully install, deploy, scale, and manage VMware environments.

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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 coursework, videos, in-person certification programs, and online certification programs available to help you Sell, install, and promote VMware solutions. Upon completing the course requirements, students will receive a certificate to be a part of a growing community of VMware champions.

➡ **STEP 1**: CREATING A VMWARE SOLUTION PROVIDER ACCOUNT

Start by visiting **www.vmware.com/partners** > click on **Enroll Now** and fill the VMware Partner Network Application form to enroll in the Solution Provider Partner Program.

Once your Enrolled 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 **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.

⬤ INSTRUCTOR LED TRAINING

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

⬤ COMPLETING ONLINE QUIZZES

Many of the modules have associated quizzes. 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 pas

Required Courses
● 2 VMware Sales Professional (VSP) 2018: two unique people to complete this
● 2 VMware Technical Solutions Professional (VTSP) 2018: two unique people complete this
● 2 VMware Certified Professional (VCP): two unique engineers have to hold these certifications

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:
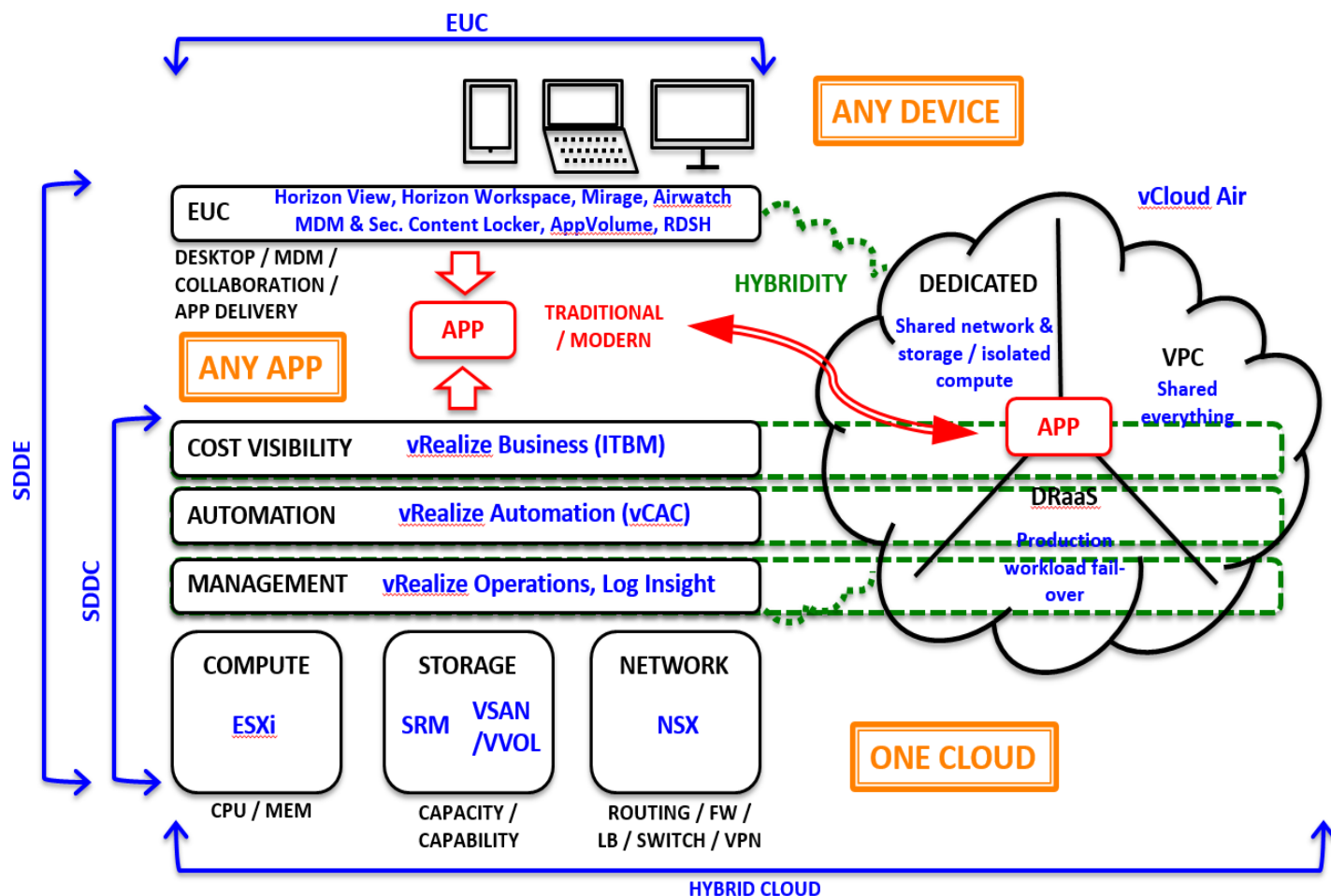
Components of a Competency

VMware Solutions Competencies offer training, enablement, and rewards to partner 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 Partner Network benefits**

Software Defined Data Center:

Business Continuity	Network Virtualization
Management Automation	Software – Defined Data Center
Hyper – Converged Infrastructure	Management Operations
Server Virtualization	

End User Computing:

Desktop as a Service
Desktop Virtualization

Hybrid Cloud:

Cloud Provider	Hybrid Cloud

Cloud Services: VMware Cloud on AWS

Airwatch: Mobility	**Automation:** Cloud
EUC: Desktop VCP-DT	**ESXI:** Datacenter Virtualization
vSAN: vSAN Storage	**NSX:** Network Virtualization

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

➢ Click here to learn how to register a deal, and the benefit of **VMware's Advantage+ Registration Program.**

➢ For a list of **upcoming VMware Marketing Events**, click here.

➢ For a list of the contract vehicles Carahsoft holds and for information on how to partner, click here.

➢ Click here for information on the **VMware Partner Solution Rewards Program.**

➢ Click here to register for Carahsoft weekly **VMware Solution Assessment Demos**.

➢ To enroll in the **Carahsoft VMware Renewal Upsell Program** to optimize and upsell your current incumbent base, click here.

➢ For a **full line card of Carahsoft's Vendors**, click here.

CONTACT US:

For Demos/ Assessments, you can reach out to **VMware Demos**.
For our pool line, please call 1888-6VMware.
For Marketing, you can reach out to **VMwareMarketing@Carahsoft.com.**

Links:

➢ For a list of **upcoming VMware Marketing Events**, visit: http://www.carahsoft.com/vendors/vmware#events

➢ For information on the **VMware Partner Solution Rewards Program,** visit: https://www.vmware.com/partners.html