

5-STAR WINNER PARTNER PROGRAM GUIDE

VMware Rewards Partners for Driving Customer Success

Q. VMware recently launched new incentives to support partners throughout the customer life cycle. Why is this important?

A. Customer Lifecycle Incentives are the result of extensive collaboration with partners to build incentives that matter to them. VMware is providing partners more support and tools to help them differentiate and transform their business and VMware practices. The new Customer Lifecycle Incentives focus on rewarding partners for driving customer success at every stage of their digital transformation journey. They include:

- The Technical Assessment Program rewards partners who evaluate a customer's IT infrastructure and creates new engagement opportunities.
- Proof of Concepts are compensated.
- Partner-to-Partner Accelerator (initial availability in EMEA), focuses on partners working together by rewarding "sell through" partners who identify opportunities and book eligible orders. They then hand off the deal to an "orchestrate with" partner to complete the implementation.

Q. Will VMware continue to add partner incentives that support a SaaS subscription model?

A. A year ago, VMware launched the Partner Connect program to reflect the company's move to SaaS. As incentives are added, VMware increases flexibility for partners to do business in a way that aligns with their business model and meet their customer's needs, making VMware technologies and services opportunities more accessible.

Q. VMware uses Master Services Competencies (MSCs) to validate a partner's expertise. Will these continue to be important?

A. VMware recognizes obtaining an MSC is a considerable investment for partners and will continue to reinforce the value of that achievement with customers and reward those partners. Many partners see MSCs as a way to differentiate their business and show customers they are committed to the VMware platform being the best solution. In fact, ITQ, Comdivision and Presidio have obtained every one of the seven MSCs being offered today, which is no small feat!

Q. How will the Partner Connect program continue to evolve?

A. VMware is committed to continuously evolving the Partner Connect program to adapt to industry demands, customer expectations and helping partners become more profitable. The company is looking at partner capabilities across all tiers of the program and will be putting more focus on services partners and ensuring alignment with them to deliver and build practices around customer success.

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Tracy-Ann Palmer
Vice President, Partner
Programs and Experience

“ At VMware, we are committed to continuously evolving our Partner Connect program to adapt to industry demands and customer expectations. We will continue to provide our partners with more support and tools to differentiate and transform their business and VMware practices. ”



Learn more about VMware Partner Connect

<https://www.vmware.com/partners/work-with-vmware/partner-connect.html>