

# 5-STAR WINNER PARTNER PROGRAM GUIDE

## The VMware Cloud-Smart Ecosystem: Driving Customer Impact, Business Growth

Companies around the world are shifting to multi-cloud environments. They want the freedom and control to work in the clouds that best meet their needs and foster innovation. Because multi-cloud environments can be complex, a huge need has arisen for expert guidance to navigate these complexities.

VMware is committed to help customers overcome these barriers and to make it easier and more profitable for VMware partners to thrive in the role of trusted advisor.

### The Need for Multi-Cloud Services and Expertise

To support customers in running their multi-cloud environments, VMware recently launched VMware Cross-Cloud Services, an integrated portfolio of SaaS solutions to build, run, manage and secure all apps across clouds. These services are concentrated in a single control plane that orchestrates multi-cloud management across a customer's entire cloud estate, providing both flexibility and control while accelerating application development and modernization.

Many VMware customers are taking advantage of Cross-Cloud Services to save time and increase efficiency. Others want to focus on innovation, staying ahead of the competition and growing their business. These customers often need help with the in-house skills to be what we call Cloud-Smart—knowing how to use the right services, on the right cloud and at the right time for a given workload. Because many of these customers have long counted on VMware partners to provide such practical guidance, they are turning again to partners to become Cloud-Smart.

### Together, We Are the Cloud-Smart Ecosystem

Partners provide extraordinary value to customers through their own domain expertise and areas of specialization. Not only are VMware partners attuned to their customers' specific technology needs, they are also indispensable in delivering VMware Cross-Cloud Services, ensuring customers everywhere can be Cloud-Smart with VMware technology.

VMware's Cloud-Smart Ecosystem strategy enables partners to bring the benefits of Cross-Cloud Services to their customers. VMware partners will see this strategy reflected in tools and financial incentives that enable them to drive "outcomes as a service" and create customers for life.

### Focused on Customer Outcomes and Partner Success

VMware is as dedicated to the success of our partners and customer outcomes. That's why VMware is building an industry-leading partner experience that activates their full potential and streamlines how we do business together. VMware's incentive portfolio has continued to expand across the customer lifecycle, including offsetting partners' deployment services costs for all their SaaS and subscriptions services in addition to helping expand their footprint through incentives for performing assessments and proofs of concept.




Tracy-Ann Palmer  
Vice President,  
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Experience

“With the VMware Cloud-Smart Ecosystem, we're entering a new era of how we work with our partners—one that recognizes the value they bring to both VMware and our joint customers and that rewards our partners financially and with greater opportunity.”



Learn more about VMware's Cloud-Smart Ecosystem and how VMware provides greater opportunities and bigger rewards for invested partners.  
<https://blogs.vmware.com/partner/2021/12/vmware-evolving-partner-strategy-to-deliver-cloud-smart-ecosystem.html>