

MSP End-to-End Getting Started Guide

8 Steps to Becoming a VMware MSP

The VMware Managed Service Provider (MSP) program enables VMware partners to deliver differentiated managed services, avoid data center capital investments, and own the customer end to end. We are continually working to streamline the process for new providers, and in this document, we outline the 8 key steps you need to understand to become a partner and start growing your business with new services. We start from how you can learn more about the MSP program to getting you ready to onboard your first customer.

8 STEPS TO BECOMING A VMWARE MSP



Discover the Value of the VMware MSP Program

The Managed Service Provider route to market gives partners the option to grow their sales through VMware software-as-a-service offerings without investment in their own data center infrastructure, delivering managed services on top.

To get started:

Read these [case studies](#) to see how other partners have successfully offered managed services to their end customers.

Learn more: [VMware MSP Program](#)

Support: [Contact Us](#)



Join the VMware Partner Connect Program

The VMware Partner Connect Program offers a simplified, consistent experience in joining the VMware partner ecosystem, designed to provide clearer paths to profitability by offering value-added managed services to their customers.

To get started:

Go to www.vmware.com, click login and then select Partner Connect and scroll down to the 'Become A Partner' section. Fill out and submit the [VMware Partner Connect](#) application form. Within 10 days, depending on the program selected, you will receive an email with your partner ID and log in credentials to VMware's Partner Connect portal.

Learn more: [Partner Connect Handbook](#)

Support: partnerconnect@vmware.com



Pick an Aggregator

After joining Partner Connect, you will work with a third party company, a VMware Aggregator, to manage the monthly reporting and invoicing. The partner connect portal includes a list of aggregators by country and you can choose who you reach out to.

To get started:

Decide which aggregator you want to work with.

Learn more: [List of Aggregators](#)

Support: partnerconnect@vmware.com



Sign a Commit Contract for the Desired Service

You decide which commit contract level to sign up for and the service you want to offer.

To get started:

Work with your Aggregator to complete the commit contract process in the [VMware Commerce Portal](#).

Learn more: [Pricing Handbook](#)

Support: Raise a ticket within the Commerce Portal

Note: VMware Cloud on AWS requires training competency before MSPs can transact.

Proceed to steps 5 to 8 only if:

The commit contract is signed for a service that is integrated with VMware Cloud Partner Navigator. These services include VMware Cloud on AWS, VMware Cloud Director service, CloudHealth, vRealize Automation Cloud, vRealize Operations Cloud, vRealize Network Insight Cloud, Bitnami Community Catalog, and vRealize Log Insight Cloud.

For all other services:

Contact your Sales representative to onboard your choice of MSP Service.

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Build an MSP Pipeline

Now that you have identified a service to offer and signed a contract, you are ready to start building your business. As you work through the final steps, you can start initiating go-to-market activities and building your business for the managed service.

Learn more: [Pricing Handbook](#)

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Determine Terms of Service for End Customers

You must provide your own terms of service to your customers. At a minimum, this must include technical support for the service and all functions associated with service configuration, add-ons, renewals and anything pertaining to billing.

To get started:

See how other partners have successfully offered managed services to their end customers.

Learn more: [MSP Case Studies](#)

Resources: [Video Testimonials](#)

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Onboard to VMware Cloud Partner Navigator

When the commit contract is active, you will receive an on-boarding invitation email from VMware.

To get started:

Access the on-boarding email. It opens a wizard-based workflow for you to establish your account on console.cloud.vmware.com and create a new provider organization. You will land on the Cloud Partner Navigator page on the portal, and the service will be available for provisioning.

Learn more: [MSP Operations Handbook](#)

Support: For support during the on-boarding process, before getting access to the Cloud Partner Navigator portal, [call us](#) or log onto <https://my.vmware.com/>. For support after logging into Cloud Partner Navigator, refer to the support process towards the end of this doc.

Resources: Demo Video*

- [How to create a Provider Organization?](#)
- [How to activate a service for a tenant?](#)
- [Full Cloud Partner Navigator demo video playlist](#)

*Videos still based on Cloud Provider Hub. Cloud Partner Navigator updates available later



Configure Tenant Org and Provision Service

You can create a tenant organization under the provider organization.

To get started:

Open the service tile on the Cloud Partner Navigator portal. This will activate the service for that tenant. Selecting each tenant and providing manage tenant access will allow you to decide the level of access for the service – fully, partially managed or no access. You can provision the Software-Defined Data Center (SDDC) from within the console for the tenant org.

Learn more: [MSP Operations Handbook](#)

Support: Refer to the Support process below

Resources: Demo Videos

- [How to activate a service for a tenant?](#)
- [Cloud Partner Navigator demo video playlist*](#)

*Video still based on Cloud Provider Hub. Cloud Partner Navigator updates available later

SUPPORT PROCESS FOR CLOUD PARTNER NAVIGATOR

Non-Technical Support:

For any non-technical issues, contact us by raising a support ticket via the Commerce Portal.

Non-technical support includes questions around the MSP program, partner requirements, eligibility criteria, certification, contract setup, access to the ordering tool and commerce portal, support with placing orders, status of orders and provisioning, billing, invoicing, systems and tool issues.

Technical Global Support Services (GSS):

Contact us through one of the below methods to get technical support for VMware Cloud on AWS, Cloud Director service, vRealize Automation Cloud, vRealize Operations Cloud, vRealize Network Insight Cloud and vRealize Log Insight Cloud. For CloudHealth and Bitnami Community Catalog contact the team directly.

1. Create a support ticket through VMware Cloud Partner Navigator (Follow the steps below)
2. Chat support through the console (Follow the steps below)
3. Contact us via phone

1. Creating a Support Ticket Through Cloud Partner Navigator:

Cloud Partner Navigator has a dedicated Support Center where you can issue support requests to VMware. To get support:

- a) Navigate to the Support Center on the Cloud Partner Navigator toolbar.
- b) Before opening a new ticket, enter keywords to search the available knowledge base.
- c) If you are unable to find the answer to your question, click on Create Support Request to open a new support ticket.
- d) In the Create Support Request page, fill in all required details, choose your preferred contact method, and click Submit.

2. Obtaining real-time support through the interactive chat within the Cloud Partner Navigator Console:

- a) Click the Help button.
- b) On the Help toolbar, select chat support.
- c) Click New Conversation and describe your issue in the chat window. You can attach images.

3. Contact us via Phone: VMware technical phone support is available to customers covered by a Support and Subscription contract. Access the regional contact details [here](#).