

VMware Partner Connect Managed Services Program

Enabling partners to deliver a complete portfolio of services and solutions

AT A GLANCE

The Managed Service Provider Model enables partners to deliver a complete portfolio of services and solutions including:

- Extended vertical market expertise with service compliance certifications
- Decreased time-to-market
- Consolidated operations and billings

VMWARE CLOUD PROVIDER ECOSYSTEM

- 4,000+ providers
- 120+ countries
- 10+ Million VMs
- 60,000+ end-customers

VMware Partner Connect Program

The VMware Partner Connect Program is the world's largest network of validated cloud services based on VMware technology. The program provides customers with unprecedented flexibility and choice of cloud providers on a local basis. It enables partners to consume VMware products on a pay-as-you-go, pay-as-you-grow, monthly subscription model.

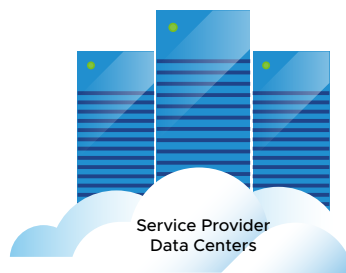
There are two models within the Partner Connect Program: Core Subscription model and the Managed Service Provider (MSP) model. By offering a wide range of VMware-based cloud services on a geographical basis, partners can now offer hybrid cloud services that quickly and seamlessly extend the customer's data center into the cloud using the same VMware products and tools they use on-premise.

With the Core Subscription model, service providers leverage VMware software offerings to stand up their own data center infrastructure and deliver managed services on top.

The Managed Services route gives partners the option to use VMware software-as-a-service offerings without investment in their own data center infrastructure delivering managed services on top.

Core Subscription Model Core Subscription Route to Market

Service providers leverage VMware software offerings to stand up **their own data center** infrastructure and deliver managed services on top



Managed Service Model MSP Route to Market

Service providers leverage **VMware as-a-service** offerings without investment in their own data center infrastructure and deliver managed services on top



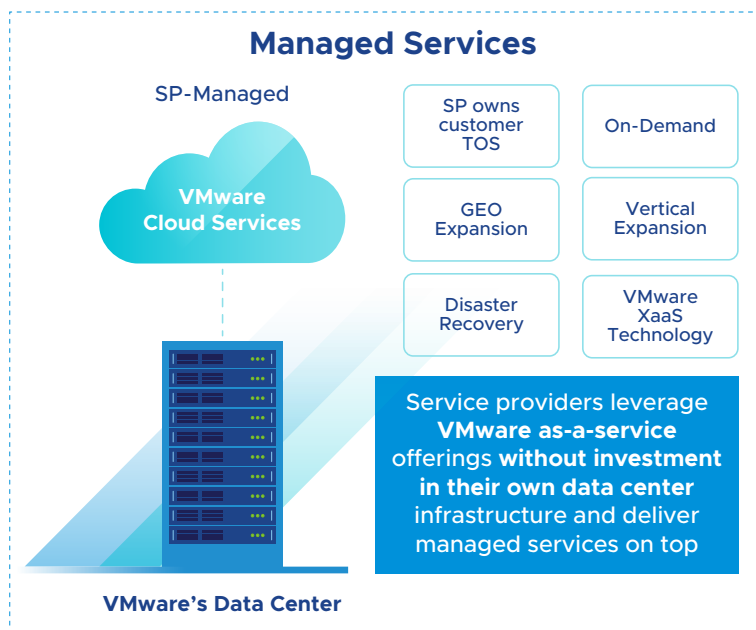
A COMPLETE PORTFOLIO OF VMWARE MANAGED SERVICES AND SOLUTIONS

- Workspace ONE
- Horizon Cloud
- VMware HCX
- VMware SD-WAN by VeloCloud
- VMware Cloud on Amazon Web Services (AWS)
- VMware Cloud Director service
- CloudHealth
- vRealize Log Insight Cloud
- vRealize Automation Cloud
- Bitnami Community Catalog
- VMware vRealize Operations Cloud
- VMware vRealize Network Insight Cloud

Managed Services Provider Model Overview

The MSP model under the VMware Partner Connect Program enables partners to leverage software-as-a-service offerings to broaden their technology portfolio and wrap these solutions with unique value-added managed services without investment in data center capacity.

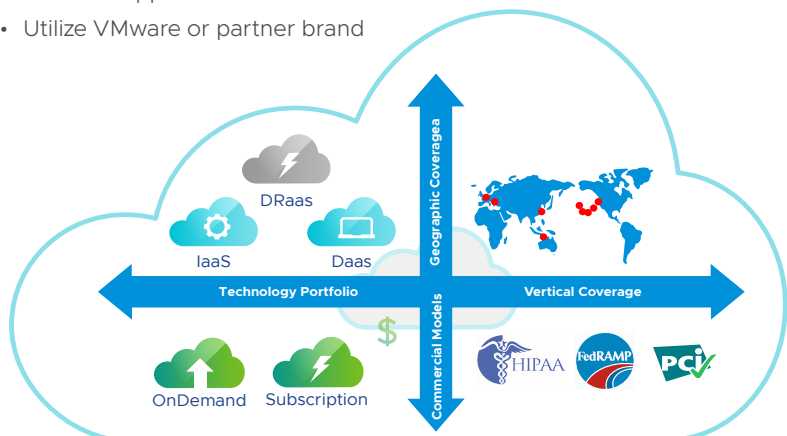
In the MSP program, the service provider owns the terms of service and all support for their end customers. Geographic expansion is a key use case for the MSP model, where partners can expand to new regions without expensive data center investments. In addition, partners can leverage VMware Certifications to reach new customer verticals. As new VMware services are added, MSP partners will be well-positioned to capitalize on these technologies to enhance their own customer offerings.



How Can MSPs Accelerate Growth?

Partners can leverage VMware's as-a-service offerings to expand their public and hybrid cloud services portfolio and reach new customers quickly, without investment in data center capacity.

- Deliver fully-managed services
- Own terms of service
- Provide support
- Utilize VMware or partner brand



WHY VMWARE MANAGED SERVICES?

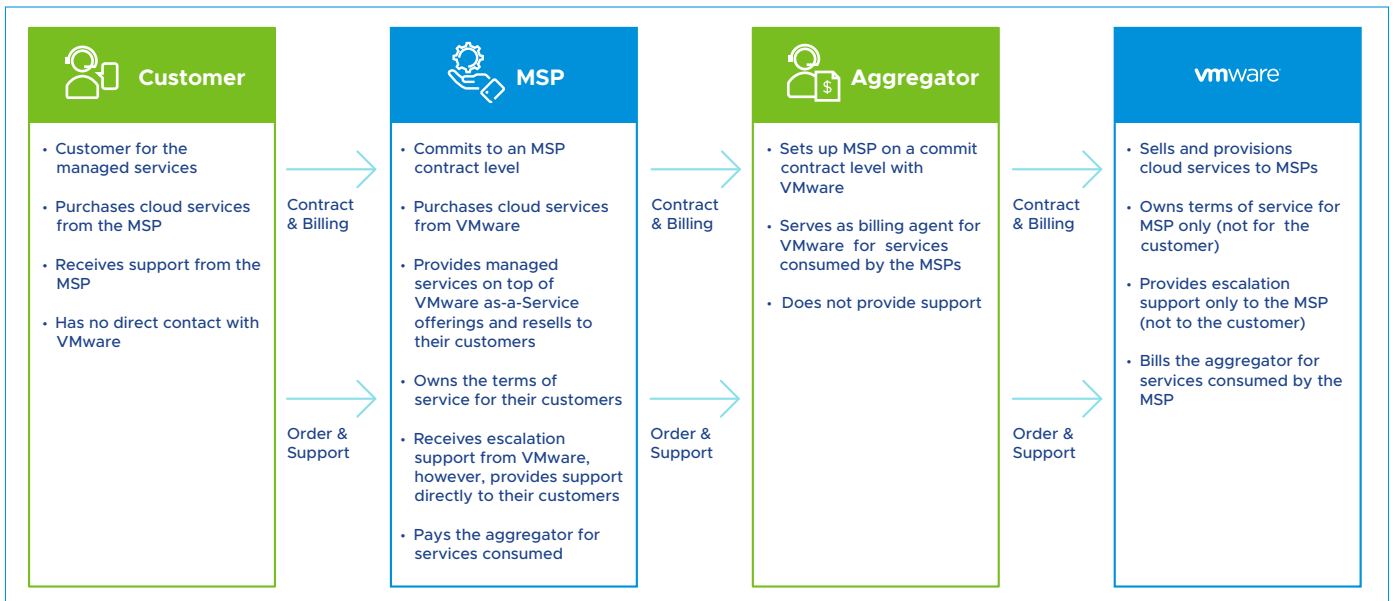
Partners have more choice and greater flexibility in how to build and offer cloud solutions by leveraging VMware SaaS technologies such as VMware Cloud on AWS, VMware AirWatch and WorkspaceONE, and VMware Horizon Cloud.

Managed Service Provider Model and Process

There are four participants in the Managed Services Provider (MSP) model - the Customer for the services, the Managed Services Provider (MSP), the Billing Agent (Aggregator) and VMware.

- **Customer:** The end user for the managed services, who utilizes VMware products and solutions.
- **MSP:** The MSP who works with both an Aggregator and VMware in order to transact and purchase the cloud services. The MSP owns the terms of service (ToS) for their customers and is responsible for all transactions and support for them, which includes contract, order, support and billing.
- **Aggregator*:** The Aggregator is a billing agent for VMware and will work with the MSP to get a commit contract signed.
- **VMware:** Provides the core products and solutions.

Please refer to the graphic below for more details:



MSP Model:

- Deliver managed services
- Own terms of service
- Provide support
- Utilize VMware or partner brand
- Manage via UI or APIs

MSP Program Joining Process:

- Join Program and sign commit contract
- Leverage MSP badge and build pipeline
- Deliver managed services and own ToS
- Provide support
- Billing and chargeback



*By committing to an MSRP spend, the MSP will be entitled to a discount for the cloud services purchased from VMware. Additionally, the MSP will be granted access to VMware's ordering portal (VMware Cloud Portal) in order to purchase cloud services directly from VMware. All purchases made from VMware will be at MSRP (list price). At the end of the month, the MSP will receive a consolidated bill from the Aggregator for the services consumed from VMware during the prior month, and it is at this time that their contracted discount will be applied to those purchases.

WHAT OUR MSP PARTNERS ARE SAYING

“Very easy to work with the team at VMware. They are the most responsive vendor we have.”

“Provide solutions in the cloud using VMware technology that my customers already have, making the journey to adopt cloud, smoother and easier.”

“Our biggest outcome has been the increase of our customer base. We have on-boarded strategic accounts thanks to the Partner Connect program.”

“Ease and flexibility with VMware product consumption.”

“Ability to capture additional profit on the sale.”

“Lends gravitas to our offerings. Provides confidence for our customers that the solution is backed by VMware.”

“The MSP program makes it easier to have a fixed cost to the customer for our own managed service solution.”

“I am able to provide a best-in-class software to my customers and a service offering wrapped around it.”

How Do MSP Partners Benefit?

With the MSP model, partners can deliver managed services to their clients to improve operations and cut expenses. Partners own the terms of service and all support for their end customers, further strengthening their trusted advisor status. Utilizing either VMware solutions or a verified Partner brand, an MSP will manage services via UI or APIs and consolidate operations and billing through the Commerce portal. This helps them deliver extended vertical market expertise with service compliance certifications, and benefit from faster time-to-market.

- Offer differentiated managed services
- No data center investment or maintenance
- Own customer end to end
- Leverage industry-leading VMware technologies
- One Program – VMware Partner Connect
- Volume discounts & commits
- Simple operations and aggregated billing

How Do End Customers Benefit?

Customers are actively looking to transition to the cloud, but cost and complexity are major obstacles. The MSP model gives customers an efficient roadmap no matter where they are in their cloud journey. They can focus on their business, rather than IT, while partners manage and monitor their VMware software-as-a-service technology.

- Consolidate services with local, trusted provider
- Receive differentiated managed services
- Solve IT challenges without data center investment
- Free up resources to focus on business
- Leverage industry-leading VMware technologies
- Utilize existing VMware investments
- Simplified operations through a single provider

VMware Cloud Partner Navigator

VMware Cloud Partner Navigator is a unified platform built to help partners simplify the delivery of differentiated services across clouds. Partners can expand business opportunities beyond their own clouds and services to VMware-based hyperscalers, and public clouds, with easy access to a broad portfolio of cloud services from VMware and an expanding Marketplace ecosystem. Partners can expand their position as a trusted adviser to customers by offering them flexibility and choice to run their applications in the cloud, that best meets their operational and business requirements. VMware Cloud Partner Navigator delivers these benefits by providing partners with a unified portal for consistently managing customers, usage, billing, and support across a multi-cloud landscape.