



VMware Partner Marketing Catalog

Updated Sept 2022

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Partner Marketing Resources

Overview of VMware services, support and offerings

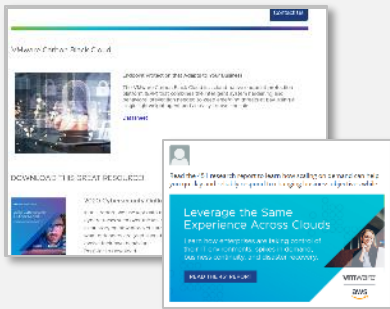
Partner Demand Center

Customizable VMware marketing campaigns and content for all stages of the buyer's journey



vmware.com/go/partner-demand-center

Website and Social Media Content



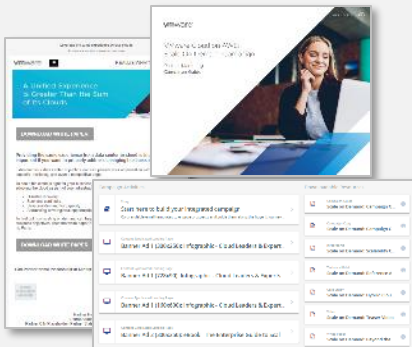
[VMware.com](https://vmware.com) web content pages and social media posts

Downloadable Resources



Infographics, eBooks, Solution Briefs, White Papers, Call Scripts

Campaigns



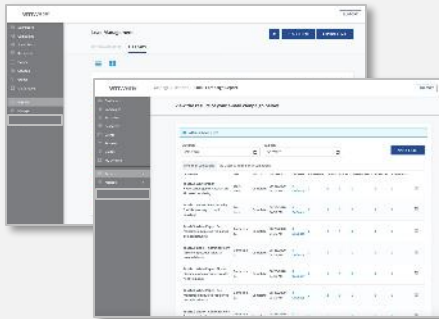
Campaign Guide (with Blueprint), Web Banners, Social and Email Nurture/Drip Campaigns, Event Kits

Agency Services



Agency Services menu (paid), including lead calling, content syndication, webinar services

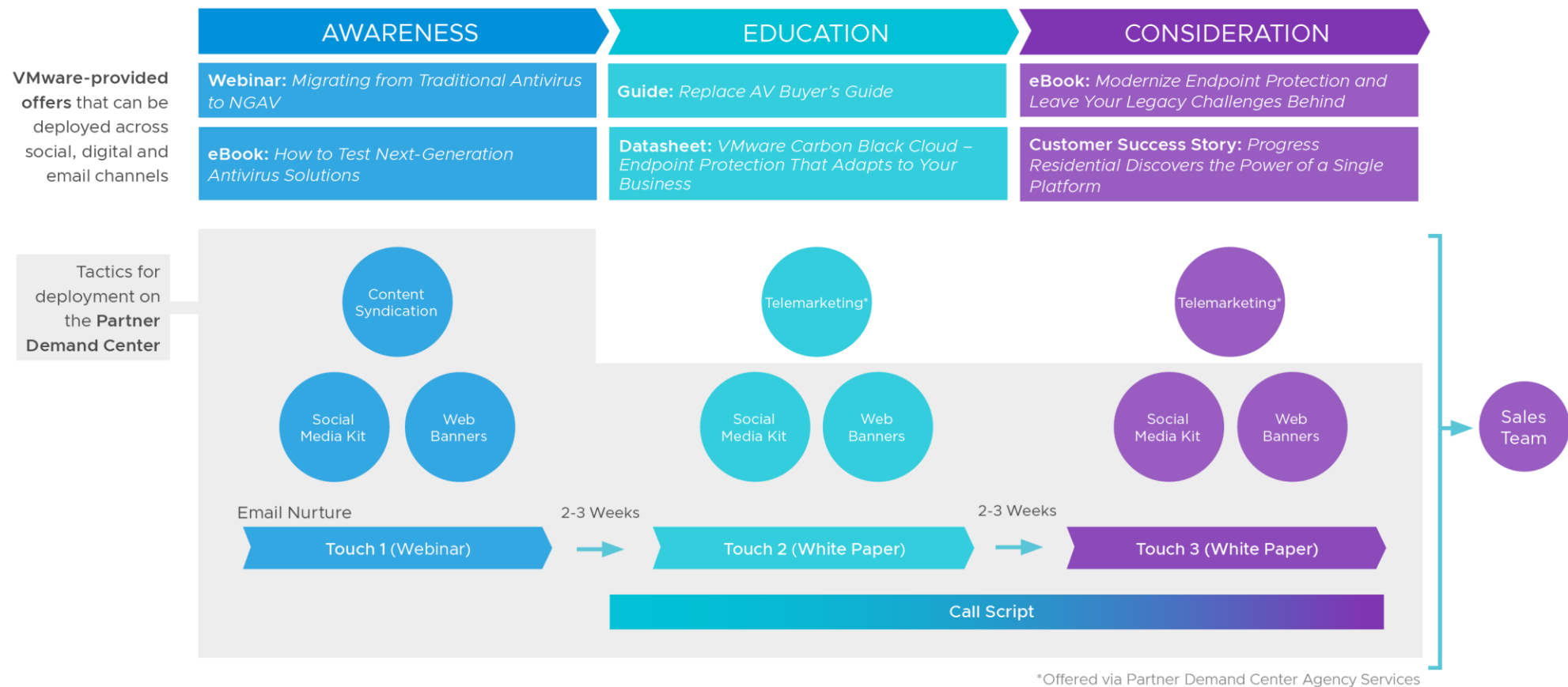
Reports



Campaign results tracking and leads management

Campaign Blueprint Example

Use the campaign guide and blueprint to plan and run a successful campaign leveraging VMware partner marketing materials and programs as well as your own content. Campaign materials indicated below can be executed via Partner Demand Center or your own marketing platform.



Campaign Bill of Materials

Each campaign is built to help partners drive market demand and contains a full suite of free, execution-ready assets, which typically includes social media kits, web banners, email nurture series, and telemarketing scripts.



Campaign Guide

- Partner Opportunity
- Targeting and Messaging
- Campaign Assets and Execution
- Execution Blueprint
- Getting Started



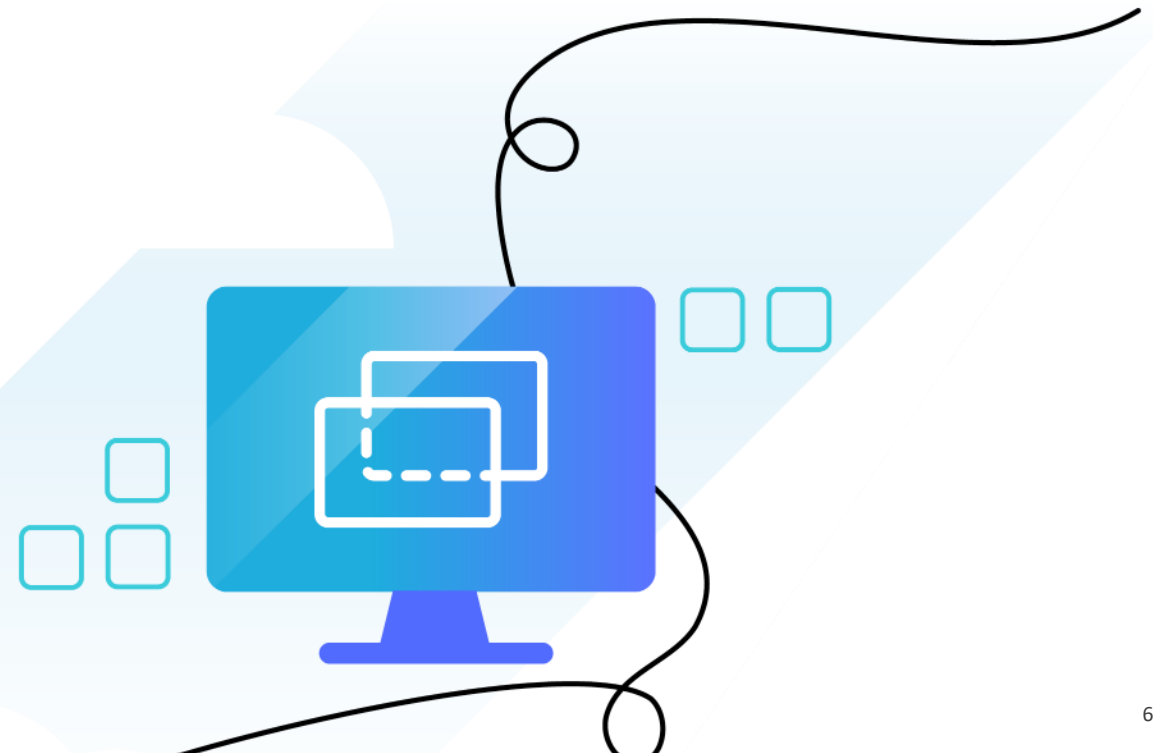
Digital Kit

- Social kits with images, blurbs and offers for Facebook, Twitter and LinkedIn
- Web banners in three sizes



Email Nurture

- Email nurture series with corresponding landing and thank you pages (copy)
- HTML files for each email



Partner Demand Center Agency Services

Paid support to help execute on partner marketing efforts

To complement the no-cost tactics available on Partner Demand Center, Agency Services connects partners with marketing agencies. Enjoy exclusive access to best-in-class marketing services at pre-negotiated VMware rates.

- Drive more leads to your website.
- Strengthen your customer database.
- Tele-qualify all marketing-generated leads.
- Leverage a tailor-made, integrated approach to social marketing.
- Refine your messaging with professional copywriting services.
- Create customer case studies and other sales content.

Get Started

1. Visit vmware.com/go/partner-demand-center.
2. Log in via single sign-on and navigate to “Agency Services.”



Partner Demand Center Helpdesk Plus

This service provides campaign execution training and support to get you up and running quickly and successfully on Partner Demand Center.

- Monthly communication to PDC-registered partners listing support options and webinar training schedule
- Monthly group webinar trainings on campaign and marketing best-practices
- Support in multiple languages
- Online training and video knowledge base
- One-on-one consultation

Resources

Guides and tutorials

- Languages: DE, EN, ES, FR, IT

Downloadable guides

- [PDC Getting Started Guide](#)
- [PDC Overview](#)

Video tutorials

- [How-To and Video Guides and Tutorials](#) (under “Guides” menu)

Available resources

- Profile setup
- Contact list management
- Story campaign launch
- Landing page and email launch
- Web content syndication
- Social posts guidance

Support

- Live chat via Partner Demand Center homepage dashboard or email at helpdeskplus@vmware.com
- Hours: EMEA 9 AM–5 PM CET
- In-language support: DE, EN, ES, FR, IT
- SLA: One business day

Available help

- Platform questions
- Training on any activity in Partner Demand Center
- Technical support

VMware Concierge Program: Marketing as a Service

Dedicated account team to manage, execute and report on your campaigns



VMware Concierge Program: Marketing as a Service (Cont.)

Dedicated team to manage, execute and report on your campaigns



Marketing services



Comprehensive campaign execution



Lead pass and reporting



Proof of execution (POE) for easy claiming

Partner Requirements

- **Timely lead follow up**
- **Deal registration submission**
- **Development Funds (DF) administration**
 - Prior Approval (PA) for VMware approval
 - Claim submission

Concierge Deliverables

- **Marketing support via Concierge Program**
 - End-to-end campaign management
 - Review of campaign ROI and effectiveness
 - Leads follow up
 - Proof-of-Execution (POE) for DF claims
- **Net-new leads via third-party media agency**

VMware Development Funds (DF) Eligibility

Partner tier

Common DF	Contractual DF	OPEX DF
<ul style="list-style-type: none">• Proposal-based funding• Eligibility:<ul style="list-style-type: none">○ Advanced, Principal, Distributor, Aggregator, VATC (Partner tier for Ignite Fund)○ Approve Due Diligence Questionnaire (DDQ)○ Transacting partner (One \$10k transaction in previous 12 months)○ Additional criteria apply by fund per next slide	<ul style="list-style-type: none">• Earned DF via Master Services Agreement (MSA) that must follow DF rules• Eligibility:<ul style="list-style-type: none">○ Advanced, Principal○ Approved DDQ○ Transacting partner (One \$10k transaction in previous 12 months)○ Percent of DF earned outlined in MSA contract	<ul style="list-style-type: none">• Proposal-based funding• Eligibility:<ul style="list-style-type: none">○ Partner, Advanced, Principal○ Approved DDQ○ Non-transacting partner (no \$10k transaction in previous 12 months)○ An Master Services Competency (MSC) or MSC-commitment letter attached to an approved Joint Business Plan (JBP)

Common DF Fund Additional Criteria

Fund	Criteria
GEO Funds	Must be a partner in the corresponding GEO
Cloud and Hyperscaler Funds	Must be Advanced or Principal in the Cloud Provider track
Ignite Fund	Must be enrolled in the Ignite program
Renewals Fund	Have a minimum of \$2M USD in incumbent Subscription and Support (SnS) during the incentive quarter
Project Market Maker Fund	Have a signed Appliance Amendment to an existing VMware OEM Agreement. 50 percent co-investment is required to participate if partner meets market launch requirement

DF Approved Activities by Objective

Demand Generation	Enablement
<ul style="list-style-type: none">• Business Intelligence and Web Analytics (Behavioral Marketing)• VMware Customer Case Study• Telesales and Appointment Setting• Digital Marketing• Print Marketing• Integrated Marketing Campaign• Paid Search Engine and Social Media Ad Placement• VMware Promotional Merchandise• VMware Executing Briefing• VMUG/Industry Events: Sponsorships• VMware Concierge Campaign• Demand-Focused Customer/Partner Event	<ul style="list-style-type: none">• Partner Readiness Events• Partner Sales Tool Development• VMware Certification Training: VMware Authorized Training Delivered• Delivery of VMware Certification Training or VSP/VTSP Accreditation (VATC Only)
	Funded Professionals
	<ul style="list-style-type: none">• VMware-Funded Professionals
	Sales Incentives
	<ul style="list-style-type: none">• Sales Incentives

Check out the training on [Partner University](#) for more info on the DF program

DF Enablement Activities

VMware Certification Trainings

VMware Certification Trainings are delivered through VMware Accredited Training Centers. Courses available vary by GEO. Please refer to the following doc for your GEO:

- EMEA Courses
- LATAM (excludes Brazil) Courses
- NAMER and Brazil Courses
- APJ Courses

Note: Exam Vouchers, Learning Zone, On-Demand, IT Academy, and other trainings purchased directly from VMware are not eligible.

Partner Readiness Events

Partner Readiness Events are events with the primary purpose of training and preparing partner personnel to position and sell VMware products, solutions and services or VMware joint solutions with alliance partners.

Examples of eligible expenses are as follows. Refer to page 25 of the [DF Guide](#) for more info.

- Business courtesies as part of an event
- Creative design, associated activity production/project management expense
- VSP/VTSP Boot Camp training
- Lunch and Learns
- Partner Floor
- Solution or Demo Days
- VMUG Regional Events (not VMUG UserCons)
- Annual sales kickoffs or national sales meetings
- Hands-on Labs

Partner Sales Tool Development

Partner Sales Tool Development are activities that include the creative development, production and deployment of sales tools or sales collateral to educate partners on enabling improved and accelerated selling of VMware products/services or VMware/alliance partner solutions.

Examples of eligible expenses are as follows. Refer to page 26 of the [DF Guide](#) for more info.

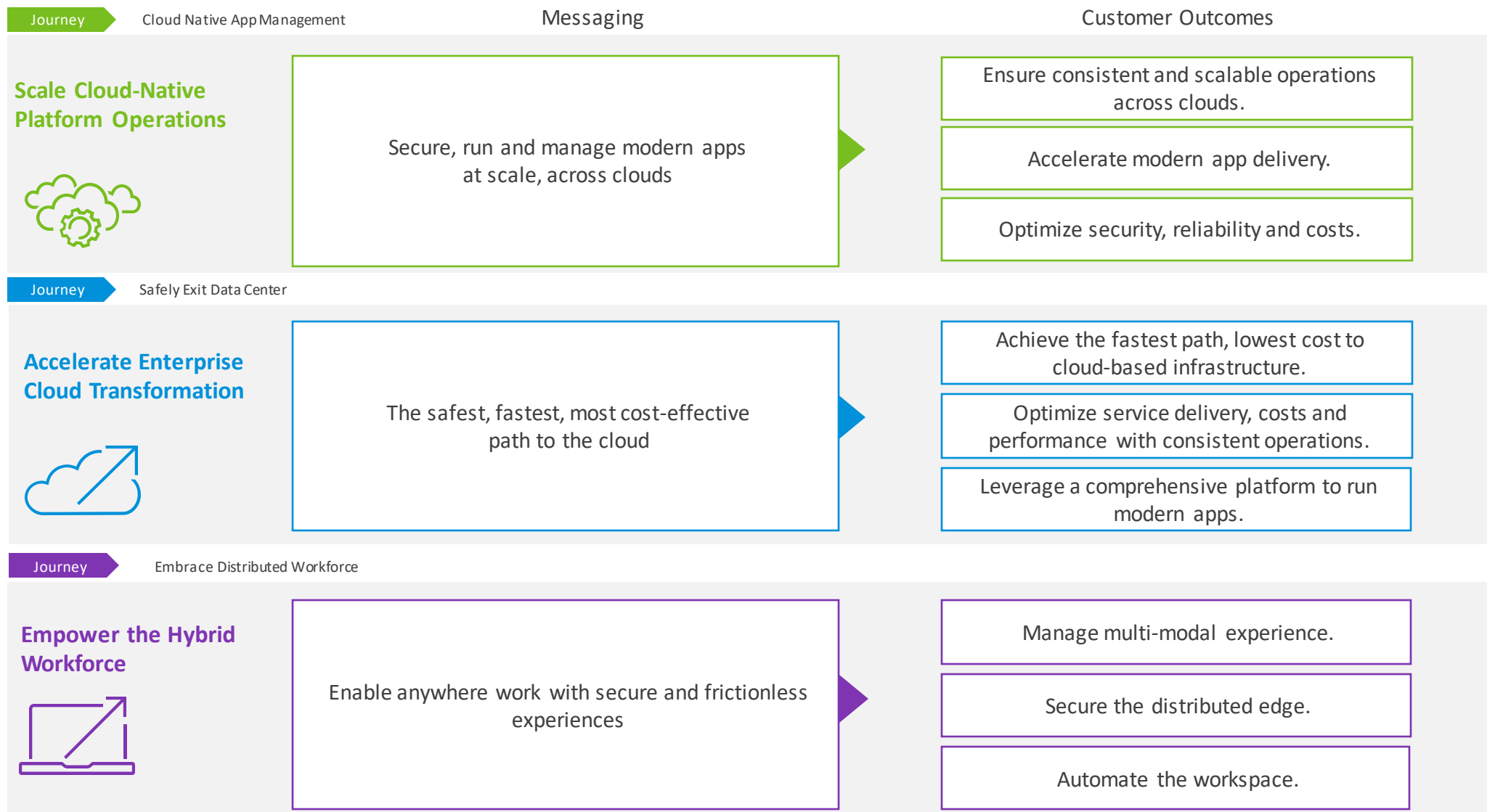
- Collateral or digital/web content development, creation/design, production, and deployment cost
- Web page or website creation
- Printing and delivery costs (including postage)
- VMware product guides
- Sell sheets
- Not-for-Resale training materials
- Datasheets
- White papers
- eBooks
- Partner presentations
- Newsletters

Go-To-Market Messaging and Overview

Explore VMware market positioning and messaging hierarchy, including the GPS system of both Strategy and Velocity Plays

VMware GPS Strategy Plays

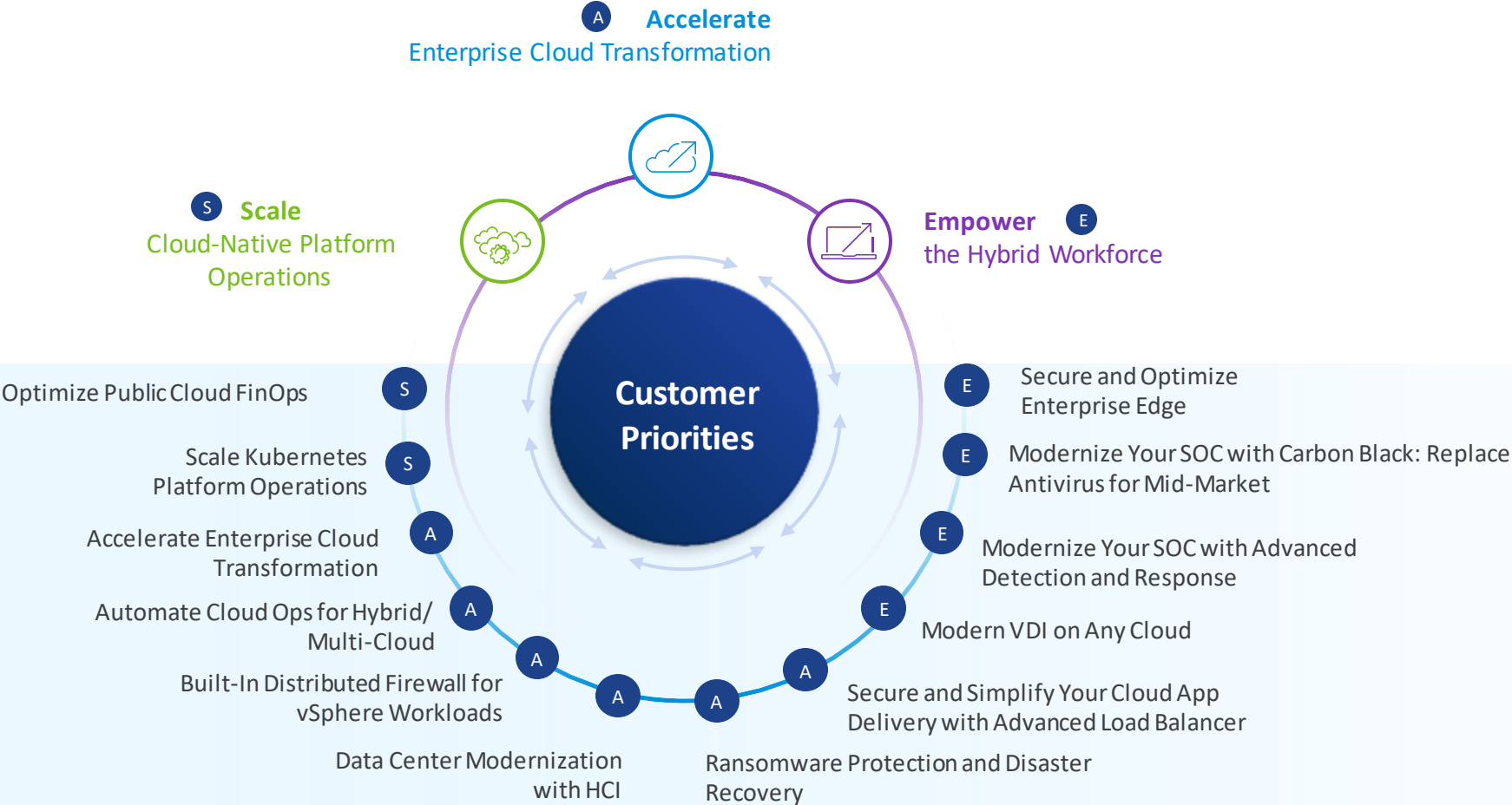
Overarching, enterprise-focused customer messaging led by VMware



Go-To-Market Play System (GPS)

Strategy Plays

Velocity Play Campaigns



Go-To-Market Play System Campaigns

Strategy Play and Velocity Play campaigns supporting VMware products and solutions



Scale Cloud-Native Platform Operations

Secure, run and manage modern apps
at scale, across clouds

Market Landscape and VMware Solutions


Market Overview

- **70%** of all apps will be cloud native by 2024 (up from 10% in 2020).¹
- **44%** increased complexity due to managing multiple app platforms.²
- **73%** of enterprises are using multiple clouds.³
- **65%** of organizations use Kubernetes in production.⁴

Customer Challenges


- Siloed development and management
- Slow time-to-production for new apps
- Difficulty optimizing cost and security

VMware solutions




VMware Tanzu®
for Kubernetes
Operations


by **vmware**



Ensure consistent and scalable operations across clouds.



Accelerate modern app delivery.



Optimize security, reliability and costs.

69%
more efficient⁵

5x
higher developer productivity⁶

<6 sec
risk detection speed⁷



¹IDC. "IDC FutureScape: Worldwide Future of Digital Innovation 2021 Predictions," IDC. October 2020. ²VMware. "FY22 Q4 Executive Pulse." ³VMware. "FY22 H2 Benchmark: Digital Momentum; Enterprise (5000+ employee) Technology Decision Makers." ⁴VMware. "State of Kubernetes 2021 [report based on a survey of 357 IT and software development professionals]." ⁵Average customer results. ⁶Enterprise Strategy Group. "Analyzing the Economic Benefits of Operationalizing Kubernetes with VMware Tanzu Standard." January 2021. ⁷CloudHealth Secure State. "Time from a cloud provider's change notification to risk detection for 95% of security findings." August 2021.

Velocity Play: Scale Kubernetes Platform Operations



Campaign Link

[Scale Kubernetes Platform Operations](#)

Featured Product(s)

VMware Tanzu®,
VMware Tanzu® for Kubernetes Operations

Languages



Goal

Accelerate partner-generated pipeline and revenue with a market-ready campaign that generates demand for VMware Tanzu for Kubernetes Operations—the foundation for building a modern, containerized application infrastructure at scale across clouds.

Target Audience

- **Decision-Makers:** CIO, VP of Infrastructure and Operations, VP of Cloud Platform or Infrastructure
- **Influencers:** Cloud Architect, VI/System Admin, Site Reliability Engineer, DevOps Manager, Platform Operator

Approach

This campaign highlights the benefits of VMware Tanzu for Kubernetes Operations, which empowers customers to

- Enable self-service access to the right infrastructure abstractions and app building blocks.
- Automate and monitor Kubernetes platform operations.
- Enforce security, networking and compliance requirements.
- Gain visibility and control over platform and application performance and resource consumption.

Key Messages

- ▶ Boost developer productivity, secure applications and data, and optimize infrastructure performance across the entire multi-cloud IT estate.
- ▶ Transform all clouds to become launchpads for innovation.
- ▶ Deliver vital applications to the right place, at the right time, and at the right scale.

Campaign Offers

Awareness

eBook: *The State of Kubernetes 2022*

White Paper: *How to Think Cloud Native*

Education

Solution Brief: *VMware Tanzu for Kubernetes Operations*

eBook: *Kubernetes for Operators*

Consideration

Webinar: *Build, Manage & Secure a Multi-Cloud Container Infrastructure with VMware Tanzu*

White Paper: *Security in Kubernetes*



Accelerate Enterprise Cloud Transformation

The safest, fastest, most
cost-effective path to the cloud

Market Landscape and VMware Solutions





Market Overview

- **48%** of executives (on average) anticipate that their applications will need to migrate between environments in 2022.¹
- **91%** of executives are looking to improve consistency across [their] public cloud environments.²
- **92%** of CXOs plan to pursue app modernization over the next 6 months.¹

Customer Challenges

- Aging infrastructure in existing data center does not scale, is inefficient, and lacks resiliency and security.
- Complexity managing multiple clouds limits visibility into cloud performance, cost and compliance.
- Lack of skills to manage modern applications as well as fragmented environments slow new app launches.

VMware solutions

 VMware Tanzu™	Comprehensive platform to run modern apps with existing skills Kubernetes Runtime Management	5x higher developer productivity ³
 VMware Cloud Management	Consistent operations across clouds Unified Management Control Plane	69% More efficient operations with less downtime ⁴
 VMware Cloud™	Fastest path, lowest cost to compatible cloud infrastructure Enterprise-Grade Compute Storage Networking 	46% Faster to migrate than cloud-native ⁵

¹VMware. "FY22 Q4 Executive Pulse." ²VMware. "FY22 Q3 Executive Pulse." ³Enterprise Strategy Group. "Analyzing the Economic Benefits of Operationalizing Kubernetes with VMware Tanzu Standard." January 2021. ⁴Forrester. "The Total Economic Impact™ of VMware vRealize Operations." September 2021. ⁵IDC, Inc. "The Business Value of Running Applications on VMware Cloud on AWS in VMware Hybrid Cloud Environments." October 2020.

Velocity Play: Accelerate Enterprise Cloud Transformation



Campaign Link

[Multi-Cloud: Migrate to Cloud](#)

Featured Product(s)

VMware Cloud™ (on AWS, on Dell EMC, Azure, Google, Alibaba, Oracle, IBM, and others); VMware Cloud™ on AWS; VMware Cloud™ on Dell EMC; VMware Cloud Disaster Recovery™; VMware HCX™; VMware vRealize Air® Cloud Management Platform™; VMware vRealize® Network Insight™

Languages



Goal

This demand generation campaign helps partners showcase how VMware Cloud provides the flexibility to migrate and modernize in any and every cloud quickly, without the cost and complexity of refactoring.

Target Audience

VP/Head/Director of IT Infrastructure or Operations, Cloud/Enterprise/Infrastructure Architect, Director of Cloud Operations, System/Cloud Admin

Approach

This umbrella campaign supports the Migrate, Modernize, Operationalize and Refresh PDC campaign tracks. This campaign enables partners with the Multi-Cloud story to showcase thought leadership, garner awareness and generate leads to target in the subsequent Multi-Cloud use case campaigns.

Key Messages

- ▶ Comprehensive platform for modernizing infrastructure, operations and applications
- ▶ Fast, cost-effective, less risky way to migrate, re-platform or refactor existing and build new business-critical applications in the cloud
- ▶ Lower total cost of ownership (TCO) compared to on-premises and public cloud alternatives

Campaign Offers

Video: *VMware Migrate to Cloud*

eBook: *The Definitive Guide to Migrating to Cloud*

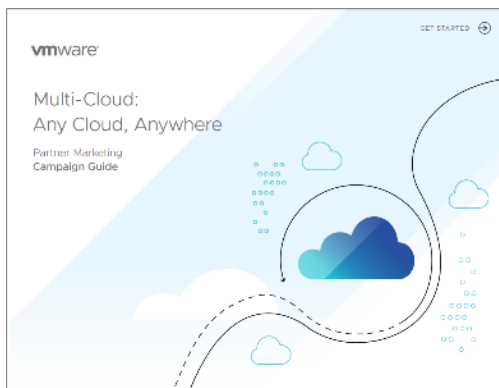
eBook: *The Complete Guide to Cloud Economics*

White Paper: *VMware Cloud Workload Migration Tools*

eBook: *Disaster Recovery as a Service with VMware Cloud on AWS*

Infographic: *Avoid the 5 Major Negative Consequences of DR Failures*

Velocity Play: Automate Cloud Ops for Hybrid/Multi-Cloud



Campaign Link

[Multi-Cloud: Any Cloud, Anywhere](#)

Featured Product(s)

Primary: VMware Cloud™, VMware HCX™, VMware Cloud Disaster Recovery™

Secondary: VMware vRealize Suite®, VMware Tanzu®, VMware Cloud Health

Languages



Goal

- **Primary:** Educate customers and prospects on VMware Multi-Cloud and enable partners to incorporate the VMware Multi-Cloud value proposition into their go-to-market strategies.
- **Secondary:** Create demand for VMware Cloud solutions within target accounts to land new product logos and expand existing VMware Cloud footprint.

Target Audience

- **Segments:** Commercial & Enterprise
- **Decision Makers:** Director/Head of Infra/Ops, Manager of Infra/Ops, IT Manager, VI Manager, Director Cloud Ops
- **Practitioners:** VI/System Admin, Cloud/Enterprise Architect, Cloud Admin

Approach

This umbrella campaign supports the Migrate, Modernize, Operationalize and Refresh PDC campaign tracks. This campaign enables our partners with the Multi-Cloud story to showcase thought leadership, garner awareness and generate leads to target in the subsequent Multi-Cloud use case campaigns.

Key Messages

- ▶ Manage private, public and multiple-cloud environments with a unified control plane/solution.
- ▶ Achieve consistent operations with integrated cost, performance, security and delivery automation capabilities.
- ▶ Lower total cost of ownership (TCO) compared to on premises and public cloud alternatives.

Campaign Offers

eBook *Multi-Cloud Maturity eBook*

eBook *Architecting Your Multi-Cloud Environment*

eBook *VMware Multi-Cloud Architecture – Enabling Choice and Flexibility*

White Paper *Accelerate Multi-Cloud Transformation Business Value*

Buyer's Guide *Multi-Cloud Buyer's Guide*

eBook *Multi-Cloud Customer eBook*

Velocity Play: Built-In Distributed Firewall for vSphere Workloads



Campaign Link

Built-In Distributed Firewall for vSphere Workloads

Featured Product(s)

VMware NSX®;
VMware NSX® Distributed Firewall; VMware NSX® Distributed Firewall + ATP; VMware NSX® DC Enterprise + Add On

Languages



Campaign coming soon

Goal

This campaign enables you to help your customers be the first line of defense, take control, and protect their environments against ransomware and other modern threats.

Target Audience

CISO, VP of Networking, Director of Security, Security Operations Manager, Director of Network Security, VP of Infrastructure, Security Architect, VI Admin

Approach

As enterprises deploy modern applications, their approach to security needs to evolve as well. They need to stop malware from moving laterally within their data centers, especially as modern threats like ransomware are prevalent and growing fast. VMware is the first line of defense with solutions that enable administrators to take control and protect their environments against this pervasive, imminent threat.

Key Messages

- ▶ VMware enables full ransomware protection consisting of five main cybersecurity functions, including Identify (Risk), Prevent, Detect, Respond and Recover.
- ▶ Only VMware can provide full ransomware protection across a complete portfolio for disaster recovery, edge, endpoints, and everything in between, and only VMware offers a first step toward ransomware protection built directly into VMware vSphere®.
- ▶ The VMware NSX Distributed Firewall may be activated in minutes or pre-activated on vSphere hardware at the point of sale on partner sites.

Campaign Offers

Awareness

eBook: *Ransomware vs. Multi-Cloud: How to Protect Multi-Cloud Environments from the Next Attack*

Datasheet: *17 Best Practices to Protect Against Ransomware*

Education

Technical Threat Report: *Exposing Malware in Linux-Based Multi-Cloud Environments*

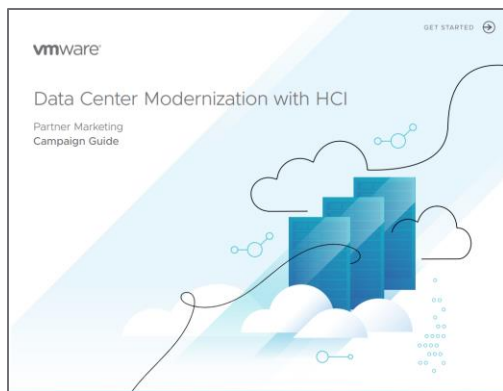
eBook: *Menacing Malware: Exposing Threats Lurking in Your Linux-Based Multi-Cloud*

Consideration

Report: Ransomware: *How Increasing Attacks Are Changing the Enterprise's Security Priorities and Spending*

eBook: *How Companies Protect Their Apps and Data with NSX Service-Defined Firewall*

Velocity Play: Data Center Modernization with HCI



Campaign Link

[Data Center Modernization with HCI](#)

Featured Product(s)

VMware HCI, VMware vSAN™

Languages



Goal

This campaign enables you to help your customers and prospects modernize at their own pace by leveraging the simplest path from virtualization to hyperconverged infrastructure and the hybrid cloud.

Target Audience

- VP/Director I&O (Infrastructure & Operations)
- IT Sys Admin or VM Admin

Approach

This campaign focuses on the need to bring increased flexibility, scalability and consistency to IT infrastructure as organizations look to rapidly adapt to changing business requirements.

Key Messages

- ▶ Leverage the simplest path from virtualization to hyperconverged infrastructure and the hybrid cloud
- ▶ Increase flexibility to adapt to changing requirements at the core data center, the public cloud and at the edge
- ▶ Accelerate IT operations
- ▶ Lower IT costs

Campaign Offers

eBook: *Why Forward-Thinking Organizations are Making the Move to HCI (Co-Brandable)*

Infographic: *Lower Your Data Center Costs with VMware vSAN*

White Paper: *Top Five Use Cases for HCI*

Presentation: *Start Data Center Modernization Customer Presentation*

Partner Solution Guide: *Start Data Center Modernization*

Velocity Play: Ransomware Protection and Disaster Recovery



Campaign Link

[VMware Disaster Recovery](#)

Featured Product(s)

VMware Cloud Disaster Recovery™

Languages



Goal

This demand generation campaign showcases how VMware Cloud Disaster Recovery enhances the VMware hybrid cloud strategy by providing on-demand disaster recovery as a service (DRaaS) from on-premises VMware vSphere® workloads to VMware Cloud™ on AWS.

Target Audience

- **Primary:** IT Infrastructure Administrator or Director, who is responsible for ensuring that infrastructure is available.
- **Secondary:** Some companies have a central Business Resiliency or Risk role that oversees business continuity plans, which include the recovery of IT infrastructure and services in the event of a disaster.

Approach

Customers require disaster recovery as part of their overall business resiliency plans. VMware partners are helping them turn to disaster recovery as a service (DRaaS) because of its reliability and ease of use as well as the cloud economics and flexibility to support the infrequent but unpredictable characteristics of disaster scenarios.

Key Messages

- ▶ Ensure confident recovery from ransomware with a plan that rapidly restores critical apps and supports your resiliency strategy.
- ▶ Leverage nondisruptive testing and orchestration of failover and failback plans.
- ▶ Enjoy a "pay-when-you-need" failover capacity model for DR resources.

Campaign Offers

Video: *VMware Cloud Disaster Recovery Introduction*

eBook: *Addressing Top 5 Challenges of Deploying a Comprehensive Disaster Recovery Solution*

eBook: *Drive Your Business with the Right Level of Protection*

Buyer's Guide: *Disaster Recovery as a Service*

Solution Brief: *VMware Cloud Disaster Recovery*

Infographic: *Avoid the 5 Major Negative Consequences of DR Failures*

Infographic: *Top 3 Issues with Traditional Disaster Recovery*

Velocity Play: Secure and Simplify Your Cloud App Delivery with Advanced Load Balancer



Campaign Link

[VMware NSX Advanced Load Balancer](#)

Featured Product(s)

VMware NSX® Advanced Load Balancer™

Languages



New social kit launched in June 2022!

Goal

Accelerate VCN partner-generated pipeline and revenue with market-ready demand campaign. Provide toolkit that demonstrates how existing Horizon customers can add multi-cloud load balancing, web application firewall, application analytics, and container ingress services with NSX Advanced Load Balancer.

Target Audience

- **Segment(s):** Commercial (Mid-Market)
- **Roles:** IT Practitioners, Network Architect, Operations, Engineering, Cloud Architect, DevOps, Platform Engineering, App Owners, VP or Director of Infrastructure

Approach

This campaign highlights the benefits of Advanced Load Balancing including

- Faster application roll-out with automated, per-app load balancing services.
- 30% reduction in TCO via on-demand application scaling and support for any bare metal server, virtual machine or container, whether on-premises or in the cloud.

Campaign Offers

Solution Brief: *Transform Your Network with Advanced Load Balancing from VMware*

Dummies eBook: *Multi-Cloud Load Balancing for Dummies*

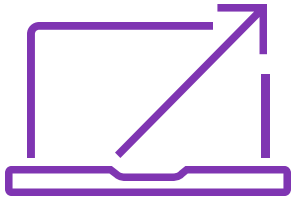
IDC White Paper: *The Business Value of VMware NSX Advanced Load Balancer: A Study of Enterprises Using Next-Generation Application Delivery*

White Paper: *Eight Tips for Application Delivery for 2021 and Beyond*

White Paper: *Go from 0-60 When Automating Multi-Cloud App Delivery with Load Balancers*

Key Messages

- ▶ Speed multi-cloud migration.
- ▶ Increase automation for DevOps and get applications to market faster.
- ▶ Future proof architecture for containerized workloads.



Empower the Hybrid Workforce

Enable anywhere work with secure and frictionless experiences

Market Landscape and VMware Solutions

Market Overview

- **74%** of companies are using or plan to implement a hybrid work model.¹
- **80%** of decision makers and employees agree that hybrid work enables organizations to get the most out of diverse talent pools.²
- **80%** of decision makers agree that the ability to activate a remote workforce is a competitive differentiator.³

Customer Challenges

- **64%** of decision makers and employees state that IT security measures have sometimes held back productivity.⁴
- **98%** of organizations anticipate challenges in implementing hybrid work in 2022.⁵

VMware solutions



¹US companies only. Zippia. "Future of Work 2022 Hybrid Work Statistics." February 2022. ²Vanson Bourne. "The Virtual Floorplan: New Rules for a New Era of Work." November 2021. ³VMware. "The New Remote Work Era: Trends in the Distributed Workforce." October 2021. ⁴"The Hybrid Workspace: New Rules for a New Era of Work." September 2021. ⁵IDC, Inc. "Future of Work Trends for 2022." January 2022.

Velocity Play: Modern VDI on Any Cloud



Campaign Link

[Modern VDI on Any Cloud](#)

Featured Product(s)

VMware Horizon

Great cross-sell opportunities include VMware Workspace ONE®, VMware vSphere® and VMware NSX® Advanced Load Balancer™.

Languages



Goal

This campaign focuses on the opportunity to acquire new VMware Horizon® customers by capitalizing on the demands of the distributed workforce and targeting unhappy Citrix customers. In addition, there are opportunities to transition Horizon On-Premises customers to a more flexible, modern SaaS version.

Target Audience

- **VDI Administrator:** Deploys and manages desktops and apps, day to day.
- **Director IT/End-User Computing:** Owns strategy, implementation and operation of all infrastructure and end-user deployments. VP
- **IT/CIO:** defines IT strategy. Owns the necessary IT and security systems that are in place.

Approach

- Focus on how remote work demands require IT to scale virtual desktop infrastructure (VDI) and workspace services to enable secure access to corporate resources and applications at scale.
- Highlight VMware Horizon efficient delivery of virtual desktops and applications that enable the anywhere workforce to be productive anytime, on any device.

Key Messages

- ▶ Modern Platform Built for Simplicity and Speed
- ▶ End-to-End Security that's Built-in, not Bolted On
- ▶ Best Digital Workspace Experience

Campaign Offers

Datasheet: *Transform Your Legacy Desktop Virtualization Environment with VMware Horizon*

eBook: *Playbook for Your Journey to the Cloud*

Whitepaper: *A Guide to Agile Change Management*

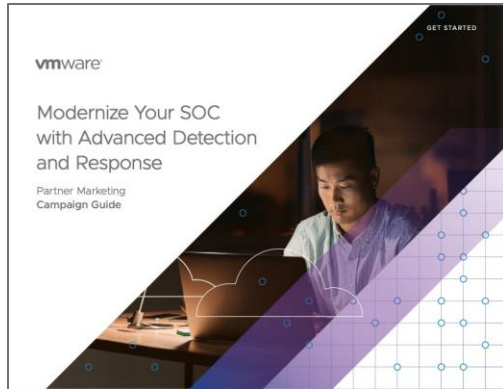
Whitepaper: *Reduce Management Overhead by Transforming VDI and App Management with the VMware Horizon Control Plane*

Datasheet: *Transform Your Legacy Desktop Virtualization Environment with VMware Horizon*

Datasheet: *VMware Horizon Deriving value from SaaS for desktop and app virtualization*

Datasheet: *Principled Technologies Report: Scale virtual desktops faster and provision virtual apps more easily with VMware Horizon and VMware App Volumes*

Velocity Play: Modernize Your SOC with Advanced Detection and Response



Campaign Link

[Modernize Your SOC with Advanced Detection and Response](#)

Featured Product(s)

VMware Carbon Black Cloud™,
VMware Carbon Black Cloud™ Endpoint,
VMware Contexa™, VMware Security (Solution)

Languages



Goal

Accelerate partner-generated pipeline and revenue with a market-ready campaign that generates demand for the VMware endpoint and workload protection platform.

Target Audience

- **Roles:** CISO, VP or Director of Security, Senior Security Manager, Incident Responder, SOC Analyst, Vulnerability Manager, Threat Intelligence Manager

Approach

This campaign highlights the benefits of VMware Carbon Black Cloud, including

- Future-ready protection – Enjoy better protection for endpoints and workloads that adapts to the unique environment and the evolving threat landscape.
- Operational confidence – Enable confident decisions with a single source of truth across the environment.
- Faster time to resolution – Leverage high-fidelity detections and see the full picture of attacker behavior to accelerate investigation and response.

Key Messages

- ▶ See more and stop more attacks.
- ▶ Enable future-ready protection, operational confidence, and faster time to resolution.
- ▶ Stop trading speed for security.

Campaign Offers

Awareness

White Paper: *VMware Contexa™—the Threat Intelligence Cloud*

Customer Case Study: *Netflix DVD Strives for Highest Intrinsic Security Posture with VMware Carbon Black*

Education

White Paper: *Getting More from Less: Simplifying Endpoint Security with a Cloud-Delivered Platform*

White Paper: *VMware Contexa™—the Threat Intelligence Cloud*

Consideration

Forrester Report: *The Forrester Wave™: Endpoint Security Software as a Service, Q2 2021*

Forrester Report: *The Total Economic Impact™ of VMware Carbon Black Cloud*

Velocity Play: Modernize Your SOC with Carbon Black: Replace Antivirus for Mid-Market



Campaign Link

[Carbon Black Replace Antivirus](#)

Featured Product(s)

VMware Carbon Black Cloud™,
VMware Carbon Black Cloud™ Endpoint,

Languages



Goal

Accelerate partner-generated pipeline and revenue with a market-ready campaign that creates demand for the VMware next-gen antivirus platform.

Target Audience

- **Roles:** CISO, VP or Director of Security, Senior Security Manager, Incident Responder, SOC Analyst, Vulnerability Manager, Threat Intelligence Manager

Approach

This campaign highlights the benefits of VMware Carbon Black Cloud, including

- Future-ready protection – Enjoy better protection for endpoints and workloads that adapts to the unique environment and the evolving threat landscape.
- Operational confidence – Enable confident decisions with a single source of truth across the environment.
- Faster time to resolution – Leverage high-fidelity detections and see the full picture of attacker behavior to accelerate investigation and response.

Key Messages

- ▶ See more and stop more attacks with future-ready protection, operational confidence, and faster time to resolution.
- ▶ Enjoy better visibility into security and IT artifacts, prevention for non-malware attacks, and detection and response than traditional AV.
- ▶ Eliminate deployment and maintenance of security infrastructure in SOC's while reducing number of tools and agent burden.

Campaign Offers

Awareness

Webinar: *Migrating from Traditional Antivirus to NGAV*

eBook: *How to Test Next-Generation Antivirus Solutions*

Education

Guide: *Replace AV Buyer's Guide*

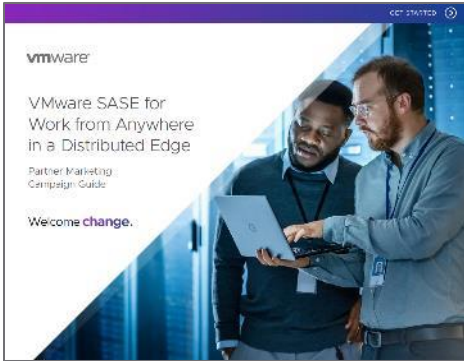
Datasheet: *VMware Carbon Black Cloud – Endpoint Protection That Adapts to Your Business*

Consideration

eBook: *Modernize Endpoint Protection and Leave Your Legacy Challenges Behind*

Customer Success Story: *Progress Residential Discovers the Power of a Single Platform*

Velocity Play: Secure and Optimize Enterprise Edge



Campaign Link

[Work from Anywhere with SD WAN and SASE](#)

Featured Product(s)

VMware SASE™ solution, which includes VMware SD-WAN, Secure Access, Cloud Web Security (CWS) and Edge Network Intelligence (ENI)

Languages



Goal

This Networking campaign enables our partners to drive demand for VMware SASE in a Work from Anywhere environment. The Secure Access Service Edge (SASE) converges cloud networking and cloud security services to optimize access to applications and accelerate enterprise edge transformation.

Target Audience

- **Primary:** C-level technology exec and technical
- **Buyers:** C-level, other technology executives, including CEO, CTO, CIO, CISO, VP of Networking, VP of Infrastructure
- **Influencers:** Cloud Architects, Technology practitioners, including Network Architect or Engineer, Network Operations Lead, Network Manager or Admin, Network Security Lead, Head of Networking, Head of Security

Approach

- Focus on high-impact actions with confidence.
- Break down silos to reduce risk faster.
- Provide an overview of our VMware SASE and Work from Anywhere solution.
- Value is driven home through case studies and features and benefits case studies (healthcare, retail, financial, construction and tech).

Key Messages

- ▶ Cloud-first; uncompromised protection
- ▶ Digital experience; maximum efficiency
- ▶ Edge transformation

Campaign Offers

Solution Overview: *Work from Anywhere*

Datasheet: *SD-WAN Edge Platform*

Test Reports: *Tolly - VMware Work Anywhere with Single and Dual WAN links*

Videos: *Future of Work with VMware SASE and Work from Home*

Customer Presentations: *Work from Anywhere and SASE Solution Overview*

Case Study: *MD Anderson*

Catalog Plays

Demand-generation campaigns
supporting VMware products and solutions

Build Modern Cloud-Native Applications with VMware Tanzu



Campaign Link

[Build Modern Cloud Native Apps with VMware Tanzu](#)

Featured Product(s)

VMware Tanzu™ Portfolio

Languages



Goal

This Modern Apps campaign helps partners generate demand for the Tanzu portfolio within the infrastructure and cloud platform teams. To do so, partners need to influence the buying committee beyond the VI Admin as well as engage the interest and support of the DevOps team.

Target Audience

- **Segment(s):** Commercial (Mid-Market)
- **Primary Audience:** Enterprise Architects and DevOps (report into VP of I&O)
- **Secondary Audience:** VP of Infrastructure and Ops (budget holder) and VI Admin

Approach

In order to drive trial and adoption of the Tanzu portfolio within enterprise accounts, these through-partner campaign materials are created to promote Tanzu deployed on the public cloud or on VMware vSphere® for DevOps and Enterprise Architects users/influencers tasked with enabling developers to build better software, faster.

Campaign Offers

eBook: *State of Kubernetes*

eBook 3x bundle: *Kubernetes for Executives; Kubernetes for Operators; Kubernetes for Developers*

White Papers: *How to Think Cloud Native; Best Practices in Kubernetes Security*

Webinar On-Demand: *Cloud, Kubernetes, and Making Infrastructure Transformation Work for You*

vmLIVE video: *Cloud, Kubernetes, Apps, and Security - How to Bring It All Together*

Videos and Free Trial (Download): *Tanzu Community Edition Free Trial*

Additional Resources: *Customer Pitch Presentation, Sales Sheet, Solutions Guide*

Anywhere Workspace 2022



Campaign Link

[Anywhere Workspace 2022](#)

Featured Product(s)

VMware WorkspaceONE, VMware Carbon Black, VMware Secure Access Service Edge (SASE), VMware Horizon

Languages



Goal

This demand-generation campaign enables partners to empower customers with a digital workspace that seamlessly supports distributed work and helps organizations operate more flexibly, respond quickly to changes, and develop new ways of doing business.

Target Audience

- The existing install base interested in cost, security, and end-user experience
- C-level roles that will respond to business-centric messaging
- VP/Director of IT or EUC, VP of Apps/Platform,
- VP of Infrastructure or Security

Approach

This refreshed campaign continues the message of how you can help customers enable employees to work from anywhere with secure, frictionless experiences. The VMware Anywhere Workspace 2022 campaign builds trust to empower today's distributed workforce through improved employee experience, workspace automation, and a secure distributed edge.

Campaign Offers

Awareness

Infographic: *Optimize VDI for the Future with Hybrid Cloud Management and Deployment*

Education

White Paper: *Reduce Management Overhead by Transforming VDI and App Management with the VMware Horizon Control Plane*

Consideration

Video: *VDI and App Trends 2021: Leveraging SaaS Services*

Anywhere Workspace Unified Endpoint Management



Campaign Link

[Anywhere Workspace: Unified Endpoint Management](#)

Featured Product(s)

VMware Workspace ONE, VMware Carbon Black

Languages



Goal

This is a demand-generation campaign designed to help partners take a holistic approach, leveraging UEM, desktop and app virtualization, Secure Access Service Edge (SASE), and Endpoint Security across all users, endpoints, and networks.

Target Audience

- IT roles looking to keep up with deployment, management, and support requirements for the anywhere workforce
- Director or IT or EUC, Desktop Manager, Mobile Manager, EUC Specialist, Security Specialist, IT Generalist

Approach

The Anywhere Workspace 2022: Unified Endpoint Management campaign highlights how VMware solutions can reduce IT time and costs while improving security and compliance in the same motion. Assets and offers educate prospects about how VMware Workspace ONE and VMware Carbon Black provide a seamless and secure migration and management of PC workloads.

Campaign Offers

Awareness

Infographic: *The Ultimate Cloud-Based Management Showdown: Windows Management Approaches Compared*

Education

White Paper: *From Theory to Practice: Top Considerations for Migrating to Windows Modern Management with VMware Workspace ONE*

Consideration

ROI Calculator

Anywhere Workspace Frontline Worker



Campaign Link

[Anywhere Workspace: Frontline Workers](#)

Featured Product(s)

VMware Workspace ONE®

Languages



Goal

Grow VMware Workspace ONE market share by building awareness and driving demand for Workspace ONE UEM for frontline worker use cases in targeted verticals.

Target Audience

Existing and net-new accounts with mission-critical devices used by frontline workers across retail, healthcare, and manufacturing industries

Roles: CIO; VP or Director of Infrastructure, Operations, Applications and Help Desk

Approach

This campaign outlines how partners can help organizations simplify frontline worker support for mission-critical devices and improve employee experience via unified endpoint management (UEM).

Campaign Offers

eBook: *Empower Frontline Workers with VMware Workspace ONE Unified Endpoint Management (UEM)*

Infographic: *Top Use Cases for Frontline Workers*

White Paper: *IDC MarketScape: Worldwide Unified Endpoint Management Software for Ruggedized/Internet of Things Deployment 2021 Vendor Assessment*

Video: *The Bottom Line: Cost Savings with VMware Workspace ONE Modern Management*

Anywhere Workspace: Workload Security



Campaign Link

[VMware Workload Security](#)

Featured Product(s)

VMware Carbon Black™ Workload
VMware Carbon Black™ Container

Languages



Goal

This campaign is intended to accelerate FY22 Security partner-generated pipeline and revenue with a market-ready demand-generation campaign. The toolkit is intended to build and expand interest in the solution and begin generating leads as well as providing opportunities for furthering customers into the evaluation and purchase phases.

Target Audience

- **Primary:** IT Practitioners
- **Buyers:** CIO/CTO, CISO, VP/Director of Security/SOC
- **Influencers:** IT: VMware vSphere® and/or Cloud Admin
- **Security:** Compliance, Application Security, Incident Responder, Threat Intelligence Manager, SOC Analyst

Approach

- Remove operational impediments.
- Focus on high-impact actions with confidence.
- Break down siloes to reduce risk faster.

Campaign Offers

Awareness

Whitepaper: *Cloud Workload Protection: How to Secure Workloads in Hybrid Clouds*

Whitepaper: *Sharing the Workload of Workload Security*

Education

Whitepaper: *Sharing the Workload of Workload Security*

Case Study: *DVB Bank SE*

Consideration

Case Study: *DVB Bank SE*

Case Study: *Worldwide Technology Increases Visibility Through Unified Security*

Multi-Cloud: Operationalize Any Cloud



Campaign Link

[Multi-Cloud: Operationalize Any Cloud](#)

Featured Product(s)

VMware vRealize® Cloud Management™; VMware vRealize® Cloud Universal™; VMware vRealize® Suite;
VMware vRealize® Automation™;
VMware vRealize® Operations™;
VMware vRealize® Log Insight™;
VMware vRealize® Lifecycle Manager™; VMware vRealize® Network Insight™

Languages



Goal

Use the Operationalize Any Cloud campaign when customers are showing intent signals for being “Cloud Ready” or have made previous cloud investments and are looking to adopt a multi-cloud management solution.

Target Audience

- **Decision Makers:** Director/Head/Manager of I&O (Infrastructure & Operations)
- **Influencers:** IT Manager, VI Manager, Enterprise Architect, VI/Sys Admin, Cloud Admin, IT/Cloud Ops

Approach

- The campaign messaging informs customers on how to embrace cloud on their terms and how to meet the needs of their applications and businesses via cloud management capabilities.
- With an intelligent multi-cloud management solution, customers can break down IT operational silos into an intelligent cloud operating model bringing consistency, compliance, and confidence in a multi-cloud world.

Campaign Offers

eBook: *3 Ways to Make Cloud Your Business*

Brief: *Operationalize Solution Overview*

eBook: *Multi-Cloud Management: Take Control of Cloud Transformation*

eBook: *Understanding the New Cloud Operating Model*

eBook: *Enterprise Guide to Multi-Cloud*

eBook: *5 Strategic Use Cases for Your Business*

Tech Guide: *Cloud Adoption Essentials Guide*

eBook: *5 Ways to Avoid Hybrid Cloud Management Nightmares*

Customer Success: *Operationalizing Multi-Cloud: Four Success Stories*

Multi-Cloud: Tech Refresh for Cloud (Intel Co-Branded)



Campaign Link

[Multi-Cloud: Operationalize Any Cloud](#)

Featured Product(s)

Public Cloud: VMware Cloud™ on AWS, Azure VMware Solutions, Google Cloud VMware Engine, IBM, Oracle Cloud VMware Solution, VMware Cloud Partner Program

Private/Hybrid Cloud: VMware Cloud Foundation (VMware vSphere®, VMware vSAN™, VMware NSX®), VMware vSphere®, VMware Cloud™, VMware Tanzu™ (special highlight to VMware vSphere® and VMware Tanzu™)

Languages



Goal

Use the Tech Refresh for Cloud campaign when customers aren't "Cloud Ready" but have a planned technology refresh cycle and are looking for a solution that provides hybrid and multi-cloud flexibility.

Target Audience

- **Decision Makers:** Director/Head/Manager of I&O (Infrastructure & Ops)
- **Influencers:** Infrastructure, Enterprise or Cloud Architect; Virtualization Infrastructure; System or Cloud Admin; Storage Specialist/Admin; Data Center Manager

Approach

The campaign messaging informs partners on how to refresh servers/technology to private, hybrid or public cloud, delivering ultimate choice and agility for IT teams to mitigate risks and manage costs.

- **Refresh to Private/Hybrid Cloud:** Refresh and consolidate physical services to private clouds with integrated full-stack HCI that's ready for hybrid cloud.
- **Refresh to Public Cloud:** Go from physical services to any cloud and migrate existing apps in half the time at half the cost

Campaign Offers

Overview

Infographic: *5 Considerations for a Unified Multi-Cloud Platform for VMs and Containers*

eBook: *Map Your Technical Future with the Operating Model for Multi-Cloud and Data Center Modernization*

eBook: *What IT Leaders Need to Know When Buying for a Technology Refresh: Data Center, Hybrid and Private Cloud Edition*

Public Cloud

Solution Brief: *Technology Refresh Overview*

Solution Brief: *Cloud Migration Overview*

Brief: *What IT Leaders Need to Know When Buying for a Technology Refresh (Cloud Edition)*

Private Cloud

Infographic: *App Modernization Today: 6 Reasons to Refresh to a Consistent Infrastructure Platform*

eBook: *7 Reasons VMware Cloud Foundation is the Premier Hybrid Cloud Solution*

Business Case: *VMware Cloud Foundation Maximize Digital Business Value*

Cloud Provider Campaigns

Demand-generation campaigns
for cloud provider partners

Cloud Provider Campaigns

[Cloud Providers: Sovereign Cloud GTM](#)

[Cloud Providers: GPU GTM](#)

[Cloud Providers: Zero Carbon Committed \(ZCC\) - EN](#)

[Cloud Providers: VMware Cloud Disaster Recovery \(VCDR\)](#)

[Cloud Providers: Monitoring as a Service](#)

[Cloud Providers: Cloud Director Platform \(English\)](#)

[Cloud Providers: Advanced Load Balancer](#)

[Cloud Providers: VMware Cloud on AWS Public Cloud Services](#)

[Cloud Providers: VMware Network Security Firewall as a Service](#)

[Cloud Providers: Cloud Migration](#)

[Cloud Providers: Disaster Recovery as a Service \(DRaaS\)](#)



Customer Workshops

Resources to help partners execute experience-driven virtual or in-person workshops

Workshop Bill of Materials

Workshops provide everything needed to plan and execute a successful experience-driven event promoting VMware solutions and can be hosted virtually or in person.



Workshop Materials

- Email Nurture Series (Copy)
- Email Nurture Series (HTML)
- Presentations
- Planning Guide
- Social Media Copy



Email Series

- Invitation Email
- Thank You for Registering Email
- Reminder Email
- Follow-Up Emails
 - Thank You for Attending Email (for attendees)
 - Sorry We Missed You Email (for non-attendees)



VMware Digital Workspace



Workshop Link

[VMware Digital Workspace: Customer Workshop](#)

Featured Product(s)

VMware Workspace ONE®

Languages



Goal

Host a Customer Workshop showcasing how VMware Digital Workspace can help customers simplify the management and delivery of virtual desktops and apps on premises, in the cloud, and in hybrid or multi-cloud configurations.

Target Audience

- Existing accounts (mobile, cloud and desktop)
- New accounts (cloud and mobile adopters)
- Businesses looking to digitally transform
- Line-of-business leaders and influencers
- Customers with upcoming competitive renewal

Recommended Invitees

IT roles looking to keep up with deployment, management and support requirements for the anywhere workforce, including:

- Director of IT or End-user Computing (EUC)
- Desktop Manager or Mobile Manager
- EUC Specialist
- Security Specialist
- IT Generalist

Downloadable Resources

- Planning Guide
- Campaign Copy
- Presentation
- Social Media Kit
- HTML Email

VMware SASE



Workshop Link

[VMware SASE: Customer Workshop](#)

Featured Product(s)

VMware SASE™; VMware SD-WAN™;
VMware Secure Access™;
VMware Cloud Web Security™;
VMware Edge Network Intelligence™

Languages



Goal

Host a Customer Workshop showcasing how VMware SASE™ solutions can help customers implement an easy-to-consume, one-stop shop for security and network services to enable a unified edge and cloud service model with a single place to manage business policy, configuration and monitoring.

Target Audience

- Existing accounts (mobile, cloud and desktop)
- New accounts (cloud and mobile adopters)
- Businesses looking to digitally transform
- Line-of-business leaders and influencers
- Customers with upcoming competitive renewal

Recommended Invitees

- Technology practitioners
- Network Architect or Engineer
- Network Operations Lead
- Network Manager or Administrator
- Network Security Lead, Cloud Architect, Head of Networking, Head of Security
- Chief Information Security Officer, Chief Operations Officer, Chief Information Officer
- Vice President or Director of Infrastructure

Downloadable Resources

- Planning Guide
- Campaign Copy
- Presentation
- Social Media Kit
- HTML Email

VMware Carbon Black



Workshop Link

[VMware Carbon Black: Customer Workshop](#)

Featured Product(s)

VMware Carbon Black Cloud™ Endpoint

Languages



Goal

Host a Customer Workshop showcasing how VMware Carbon Black™ can help customers implement Zero Trust with fewer tools and silos, deliver security as a built-in distributed service, and scale security response and maturity with confidence, speed, and accuracy.

Target Audience

- Existing accounts (mobile, cloud and desktop)
- New accounts (cloud and mobile adopters)
- Businesses looking to digitally transform
- Line-of-business leaders and influencers
- Customers with upcoming competitive renewal

Recommended Invitees

Technology practitioners

- Network Architect or Engineer
- Network Operations Lead
- Network Manager or Administrator
- Network Security Lead, Cloud Architect, Head of Networking, Head of Security
- Chief Information Security Officer, Chief Operations Officer, Chief Information Officer
- Vice President or Director of Infrastructure

Downloadable Resources

- Planning Guide
- Campaign Copy
- Presentation
- Social Media Kit
- HTML Email

VMware Tanzu for Kubernetes Operations



Workshop Link

[VMware Tanzu for Kubernetes Operations:
Customer Workshop](#)

Featured Product(s)

VMware Tanzu® for Kubernetes Operations

Languages



Goal

Host a customer workshop to accelerate sales for VMware Tanzu® for Kubernetes Operations and showcase the value of standardizing on a Kubernetes platform to manage, monitor and secure containers across any cloud and any cluster.

Target Audience

- **Decision-Makers:** CIO, VP of Infrastructure and Operations, VP of Cloud Platform or Infrastructure
- **Influencers:** Cloud Architect, VI/System Admin, Site Reliability Engineer, DevOps Manager, Platform Operator

Recommended Invitees

Platform Operator, Director of Cloud Operations, VP of Infrastructure and Operations, Developer Operations Lead

Downloadable Resources

- Planning Guide
- Campaign Copy
- Presentation
- Social Media Kit
- HTML Email



Thank You