vmware® TECHNOLOGY ALLIANCE PARTNER (TAP) PROGRAM

VMware Solution Exchange™
Partner Program Guide

Requirements, Conditions And Usage Guidelines

V.4.0 / Released June 2017
PROGRAM GUIDELINES

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Introduction

Definition of Terms

In this document, the term partner is used to refer to both Commercial Partners (including ISVs and IHVs) and Developers (individuals and non-commercial entities). The terms customer, VSX user and end user are used interchangeably to indicate any person who creates a VSX user account and visits the VSX.

Current Feature Descriptions and Instructions

Current information on all VSX features and instructions for all tasks described in this document are provided in the VMware olution Exchange User Manual, available online by clicking the "Partners" link on the VSX home page, http://marketplace.vmware.com/. This link also provides how-to videos that show how to create and edit a solution listing, add VSX users, and run reports on the VSX.

Program Guide Updates

As the VMware Solution Exchange Partner Program continues to evolve, this Program Guide will be updated with current information.

The VMware Solution Exchange (VSX)

The VSX is an end-to-end marketplace for VMware partners and their products and solutions, including virtual appliances and vCO plug-ins for VMware products. The VSX enables end users to identify, research, evaluate, and deploy enterprise software on the VMware virtualization platform.

The VSX allows Commercial Partners to market their VMware solutions and to capture leads from interested customers, with the goal of providing a profitable platform for building and retaining customer interest. Developers can post their solutions and interact with customers. Commercial Partners, Developers and customers can engage in one-to-one or one-to-many private or public collaborations involving VMware and partner
solutions.

Together, customers and partners create a dynamic community of VSX users, collectively uncovering relevant issues in the virtualization ecosystem, and accelerating their time to resolution using the VSX community features.

Customers can perform the following functions:

• View publicly available content

• Download qualifying partner virtual appliances, vCO plug-ins, or free trials and evaluations of partner products

• Generate a lead by requesting information

• Download partner whitepapers and marketing collateral

• Create and edit their unique user profiles

• Engage in sales activities with Commercial Partners

• Rate and review VSX solution listings

• Search for partner products and company listings

VSX Program Requirements

Commercial Partners

To participate in the VSX Program, all Commercial Partners must:

• Be a member of the Technology Alliance Partner Program at the Access level or higher
• Accept the VMware Solution Exchange Partner Program Agreement
• Update and verify the accuracy of company and product listing information, including all hyperlinks, a minimum of once every six months
• Comply with this Program Guide

Developers

To participate in the VSX Program, all Developers must:

• Accept the VMware Solution Exchange Partner Program Agreement
• Update and verify the accuracy of product listing information, including all hyperlinks, a minimum of once every six months
• Comply with this Program Guide

Posting Products and Solutions

Partners can post files smaller than 15MB on the VSX. Files larger than 15MB cannot be posted but must be referenced as links that point directly to the partner product download.
Links that point to a general website will not be approved.

Partner Administrators

Partners who are accepted into the VSX Program identify an appropriate person or persons in their organization who registers on the VSX as a Partner Administrator. VMware creates a specific, unique user name (email ID) and password and sends this information to the Partner Administrator, along with instructions for logging on to the VSX.

The Partner Administrator must register and log on to the VSX before the partner can publish a company description or solution listing, or invite other employees in the partner organization to join the VSX under the partner company umbrella.

VSX Partner Administration Center

The VSX Partner Administration Center is a secure self-service portal at https://marketplace.vmware.com/publisher .

Commercial Partner Actions
The Administration site allows Commercial Partners to maintain their VSX accounts by performing the following tasks, among others:

• Create and edit their company listings
• Create product listings and submit them for VMware approval
• Submit products for publishing
• Edit their user profiles
• Edit product listings, including changing the solution categories
• Add additional employees as VSX users (number of unique users is subject to limitation)
• View and respond to VSX Program Forum posts
• Access the partner sales pipeline (role based)

Developer Actions
Developers use the Administration site to perform the following tasks, among others:

• Create product listings and submit them for VMware approval
• Submit products for publishing
• Edit their user profiles
• Edit product listings, including changing the solution categories

Changing the Partner Administrator

If the registered Partner Administrator leaves the partner's organization or for any other reason is no longer the appropriate contact for VSX-related issues, the partner can send email to tapalliance@vmware.com and request that a different contact be granted access. VMware will assign a new unique user name and password to the new Partner Administrator.

The VMware Ready Program

The VMware Ready™ Program is a comprehensive validation and co-branding program that reviews and validates solutions created by Commercial Partners. Solutions that are certified as VMware Ready have passed VMware-specified integration or interoperability criteria.

Commercial Partners who have passed the VMware Ready validation process gain access to exclusive marketing and co-branding resources, and can apply the VMware Ready logo to their hardware or software products.

For more information, contact tapalliance@vmware.com.

VSX Solution Categories

VMware has introduced solution categories so that partners can represent their product listings accurately. This also provides customers with a satisfying user experience related to browse and search results.

Commercial Partner Solution Listings

For each product or solution listing, a Commercial Partner may select the appropriate categories and VMware Products.

Developer Solution Listings

Developer product and solution listings can have up to three Industry Types and up to five VMware Products. The listing can have up to three Technology Types, one of which must be Virtual Appliances.

Subcategories

Each main solution category contains numerous subcategories. Partners can select as many subcategories as necessary to accurately identify their solution. All available main categories and subcategories are shown when adding a new solution listing or editing an existing listing.

Correctly Assigning Listings

Partners are responsible for correctly assigning their solution listings to the appropriate categories. VMware reserves the right to add, delete, or change the available categories, and at its discretion may reject or unpublish a solution listing that is assigned to an incorrect or inappropriate category.

Display of Solution Listings

Listings are shown in the assigned solution category pages. For example, a listing with a Technology Type of Storage, an Industry Type of Healthcare, and a Product Type of VMware vSphere Product Family appears on the category pages for Storage, Healthcare, and VMware vSphere Product Family.

Each main category is also mapped to the top-level tabs on the VSX, so that solution listings automatically appear in the appropriate top-level tab. In addition, a search in VSX for "VMware Ready Products" displays all VMware Ready listings.

Solution Listings

VMware is committed to making the VSX a dynamic, rich experience for its partners and customers, with content that is current and relevant to all users.

Maintaining the Accuracy of Solution Listings

All partners who post their listings on the VSX must maintain current and accurate information so that the partner listing information is up-to-date, safe to use, not obsolete, and provides a good end customer experience overall. Additionally, all partners who publish virtual appliances and vCO plug-ins must ensure that the tools, operating system, and applications used are reliable, current and safe to use.

Partners must review and update each of their solution listings, including all hyperlinks, at least once every six months. This can be done through the VSX Partner Administration Center at https://marketplace.vmware.com/publisher/home.

In cases where solution listings have been migrated to the VSX from either the Legacy VMware Solution Exchange Marketplace, VMware Virtual Appliance Marketplace or the VMware Partner Product Catalog, VMware may have assigned the listing to one or more categories if necessary.

VMware may view the modified date of all product listings on the VSX. If a partner solution listing has not been updated within 12 months, VMware reserves the right, with or without notice, to de-activate or remove that solution listing. The solution listing and all related information will no longer show up on the VSX and must be edited and submitted for approval.

Solution Listing Ratings and Reviews

The VSX has a rating and review system that allows end users to assign a product a numeric rating of one to five stars, and also to enter text comments. More information about ratings and reviews, including the process for updating them and policies governing them, will be provided in an updated version of this Program Guide.

Featured Partner Products on the VSX

VMware may feature partner products and solutions on the VSX home page, and may feature additional partner solutions on the landing page for each of the high-level tabs: Datacenter, Applications, Desktop Virtualization, Cloud, and Virtual Appliances.

Most Recent and Most Popular Products

The solution listings on the VSX appear on a dynamically generated basis in the "Top Solutions" and "New and Noteworthy" categories on the home page, and on any category landing pages.

Rotating Featured Partner Products

VMware rotates featured Partner products and solutions on a regular basis. The selected partner products and solutions appear under a "Featured" bar at the top of the page, directly below the banner.

VMware communicates the selection criteria and proposed frequency of rotation to its partners and may, at its sole discretion, with or without notice, change the selection criteria and frequency of rotation.

Referenced Links

The following links and URLS are referenced in this Program Guide.

• VMware Solution Exchange (VSX) marketplace
http://solutionexchange.vmware.com/
http://marketplace.vmware.com

• VSX Partner Administration Center
https://solutionexchange.vmware.com/admin
https://marketplace.vmware.com/publisher/home

• VMware Solution Exchange User Manual
Available online by clicking the "Partners" link on the VSX marketplace home page.

• Technology Alliance Partner (TAP) Program
http://www.vmware.com/partners/alliances/programs/tap_access.html

• TAP information
tapalliance@vmware.com

Glossary

Commercial Partner	A commercial entity, such as a company or an organization that develops and sells commercially available products and solutions.
Developer	A non-commercial entity, such as an individual software community member, who develops products and solutions that are not for commercial sale or use.
IHV	Individual Hardware Vendor
ISV	Individual Software Vendor
Partner	A commercial or non-commercial entity that develops products and solutions. The VSX has two types of partners, Developers and Commercial Partners.
Partner Administrator	A person at the Partner's site who has full administrative privileges for that Partner's information on the VSX, including, if available, the right to add and assign roles to additional users, run sales reports and publish products.
Solution Listing	All of the information that a Partner chooses to display publically on the VSX about a particular product or solution.
VAM	Virtual Appliance Marketplace
VMware Legal Line	"VMware and VMware REady is a regisgtered trademark or trademark of VMware, INc., in the United States and/or other jurisdictions"
VMware Sales Professional (VSP)	The VMware Sales Professional Program is designed for any individual in a sales capacity. This training and knowledge is applicable to partners, end-users, resellers, and consultants anyone who wants to demonstrate his or her expertise in virtual infrastructure and increas his or her potential for career advancement.
VMware Technical Sales Professional (VTSP)	The VMware Technical Sales Professional Program is designed for technical individuals acting as Sales Engineers or other Pre-sales poles. It is also applicable to partners, end-users, resellers, and consultants who want to demonstrate their expertise in virtual infrastructure and increas their potential for career advancement

vCO (VMware vCenter Orchestrator) plug-ins	Software add-ons that automate use cases in a specific domain or a specific application. Plug-ins allow bi-directional communication between the vCO platform and management systems typically found in data centers. They also contain pre-built actions and workflows that customers can moidify and deploy to automate IT processes that pertain to their business practices.
VMware Ready Program	VMware Ready™ designates VMware's highest level of endorsement for products created by established Commercial Partners. Vmware Technology Alliance Partner members develop their products to meet VMware standards and submit them for testing and review. Products that meet VMware Ready requirements will display the VMware Ready logo. To participate in a VMware Ready program, Commercial Partners must first be members of the Technology Alliance Partner Program.
VSX	The VMware Solution Exchange marketplace at http://solutionexchange.vmware.com/ and http://marketplace.vmware.com
VSX Partner Administrator Center	The self-service Administration portal on the VSX that allows partners to create and manage their VSX solution listings. It also provides partners with access to the VSX Program Forum.
VSX Program	The features and benefits available on the VSX; also the prerequisites and procedures that a partner must follow to market and sell their solutions on the VSX.
TAP Program	The Technology Alliance Partner Program

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