

APJ Partner Velocity Team

Redefine partner support model

- Improve partner business resources productivity + partner experience by redirecting administrative and operational tasks via a shared services model.
 - Estimated time spent on secondary admin tasks average = 80 hrs/month for DPBMs, and 60 hrs/month for PBMs
- Velocity Team to start with 5 shared services resources based in Bangalore, India to support the **ANZ**, **SEAK** and **India** regions
- Partner Velocity Team to align with similar initiatives already deployed in China and Japan

PARTNER VELOCITY TEAM

The following tasks could be assigned to support functions to allow PBM + PSE community to focus upon Partner Business development and growth initiatives.

- Partner certification.
- Partner support request escalations.
- Partner program exceptions.
- Report and Dashboard creation.
- Partner Recruitment.
- Partner portal navigation.
- Partner license requests.
- Order management and fulfilment enquiries.

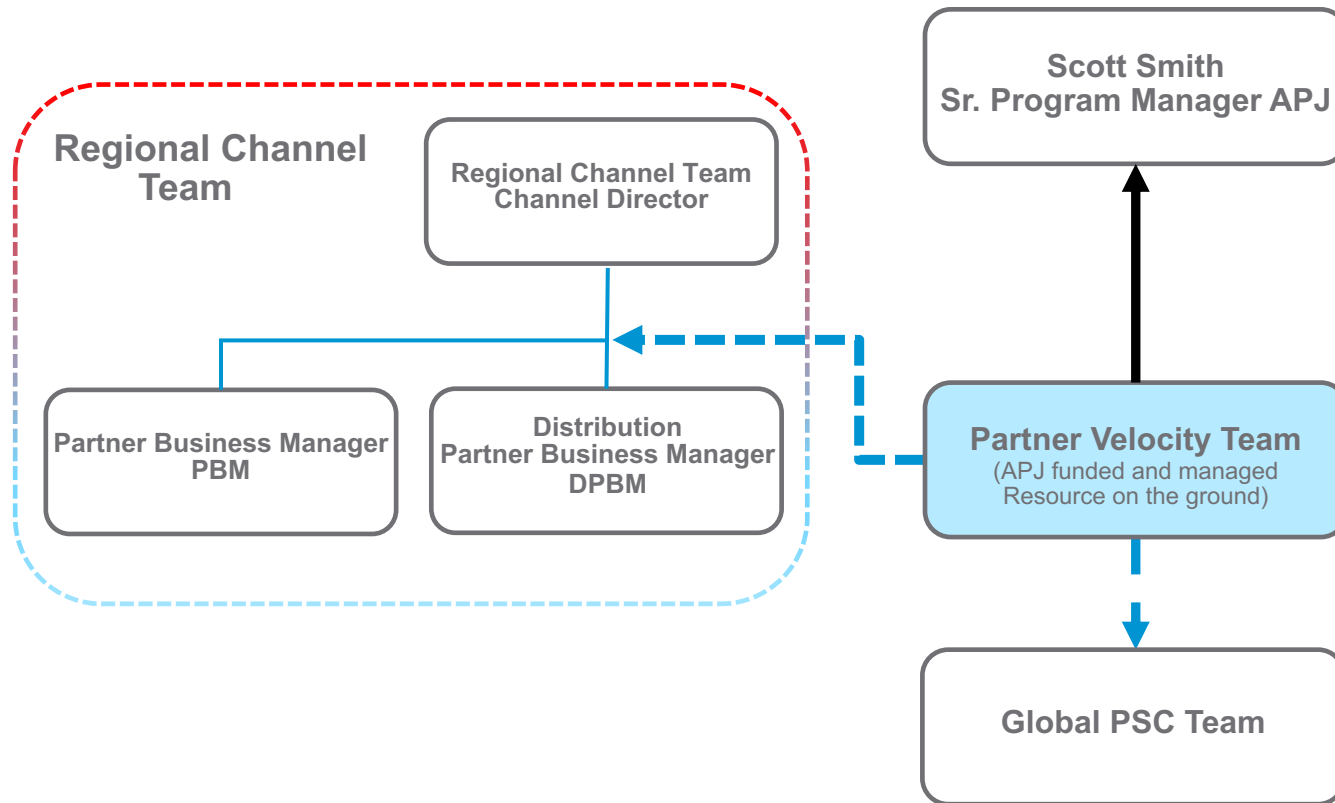


APJ Partner Velocity Team

PBM + PSE Productivity gains can be achieved by:

- Establishing a regional Partner support centre.
- Expanding functional support from Global PSC

Proposed Organizational Structure



COLLABORATION ON THE GROUND

Governing philosophy:

- APJ funded and managed in country resources.
- Matrix reporting line to Regional Channel Team and Global PSC.
- Collaboration and mentoring of local resources through an integrated team approach with in-country Regional Channel Team.

Team Coverage

Role			Responsibility
Amit Vempala	Team Lead		Greater China
Sapna Pohani	Operations Analyst		ANZ
Sivakumar Sekar	Operations Technician	Ignite/Amplify, Japan, Technical	
Vinay Raj K R	Operations Analyst		India
Mahesh Venkatesh	Operations Analyst		SEAK

Key Activities for Q3

- Partner Connect Renewals
- Ignite and Amplify Program Coordination
- Partner Connect Gap Analysis for annual review for FY22
- JBP KPI follow-up
- Partner Program and Incentive Support
- Ad-hoc Reporting

Appendix

RACI MATRIX

RACI Matrix framework used to identify administrative tasks and was pivotal to the evaluation of tasks that could be assigned to third party support organizations, such as:

- Partner Velocity Team to function as extension of Global PSC / Partner Network.
- Access to PS2 Team for standardized reporting.
- Geocentric business analytics team.

Tasks addressed include:

- Partner On-Boarding and support
- Partner Support
- Partner Operations management
- Partner relationship management
- Partner reporting and governance
- Partner Enablement
- Partner Marketing
- Partner Sales

Activity	VMware Region										VMware Geo	VMware Global	VMware Japan	VMware APAC	Partner
	Partner Business Manager	Partner Sales	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center	Partner Support Center
VMware Channel Partner Program and Management	160	160	162	178	181	174	160								
Partner On-Boarding Support	50	2	0	2	9	0.5	6								
1 Partner Onboarding via Portal	30				1		1	A					R	I	R
2 Route to Market definition	5	1			1		1	R					R	A	I
3 Certification achievement - Sales and Tech	5	1			2		1	A	C				R	I	R
4 Contractual documentation execution - Click through or custom / commitment agreements	5			2	4		1	A					R	I	R
5 Program fee payment validation	5				1	0.5	2	A					R		R
Partner Support	20	16	7	19	23.5	26	8								
6 General Program Inquiries	5	1	1	1	0.5	1	2	A					R	A	C
7 Partner Education through Partner University, Specializations and Solution Competencies	8	5		12	5	1	1	A	A				R	A	C
8 Partner Incentives such as Advantage v, Solution Rewards and Sales rewards	2	2	4	5	4	1	2	A					R	A	C
9 Opportunity Registration process	2	2		2	2	1	1	R					A	C	C
10 Development Leads	2		2	5	4	1	1	R					A	C	C
11 General benefits such as Net for reseller and internal use licenses software and Toolkits	2			2	2	1	1	R					A	C	C
12 Partner Central Functionality	2	1			2	1	1	R					A	C	C
13 User information for general partner profile updates, Partner Locator and Distributor Locator	2	1			4	1	1	R					A	C	C
Partner Operations Management	10	44	65	11.5	18	25.5	5								
14 Partner Program compliance	6				0.5	10		A					R	C	
15 Deal registration administration and review	6				0.5	10		R					R	C	
16 Order management and Fulfillment	2	26	32	6	0.5	5	2	C					R	C	
17 License Asset Management - Install Base and EA reconciliation	2	2			0.5			A					R	C	
18 License Asset Transfers including Name Change	5				0.5			A					R	C	
19 Partner incentive payment verification	2	1	0.5	1	0.5	1	1	A					R	C	
20 Incident response and assistance - OSS engagement and incident management	4	3	32	2	10	10	2	A	R				R	C	
21 SOP fulfillment	4			2	2			R					R	C	
22 Return to Manufacturer Agreement administration	4				2			R					R	C	
Partner Relationship Management	30	21	32	30	10	10	100								
23 Partner Coverage and Stakeholder Management	30	21	32	30	10	10	100	R	A					C	I
Partner Reporting and Governance	10	25	23	38.5	41	39	9								
24 Sales pipeline review and cadence - Revenue, Bookings, Ad- Registrations, Forecasts, Certifications	2	6	2	12.5	20	15	2	R					C	C	I
25 Sales and Bookings reconciliation - EIA Burdown and System administration	4	5		6	4	15	2	R					C	A	I
26 Develop Joint Business Plans	4	6	16	5	5	2	2	R					C	A	I
27 Conduct Quarterly Business Reviews	2	6	4	15	8	5	1	R					C	A	I
28 Partner Program administration	2	2	1	5	4	2	2	A					R	C	
Partner Enablement	10	8	4	26	20.5	7	4								
29 Partner education and training - Sales	1	2	2	5	8	2	2	R	A				C	C	
30 Partner education and training - Technical	1	2	2	5	4	0.5		A	R				C	C	
31 Partner Portal Hygiene and Maintenance - Alliances and Distribution	4	1			2			A					R	C	
32 New product launch and enablement	2	2	2	10	4	4	2	R	A				R	C	
33 Commercial and Contractual Framework management (NDAs, Local Participation agreements, SOWs, SOWs, EAs, Contracting entities)	2	1			2			A					R	C	
34 Program initiation and management - Amplify, Ignite	2			10	0.5	0.5		R					A	C	
Partner Marketing	10	8	17	14	17	17	12								
35 Marketing Development fund management	3	2	4	3	4	5		R					C	C	
36 Event planning, co-ordination and support	3	2	4	4	4	5	4	A					R	C	
37 Sales plays and Joint GTM initiatives	2	2	4	2	4	5		R					R	C	
38 Messaging and marketing collateral development	1	1	4	2	1	1	1	A					C	C	
39 Event staffing and support - PSC, PSC, VMware, VMware, PAC and Partner specific events	1	1	1	3	4	2	7	A	R				C	C	
Partner Sales	20	36	14	37	42	49	16								
40 Seller account mapping and engagement	4	1	4	8	15	2		R					C	C	
41 Partner and Vendor sales play alignment	2	4	4	2	8	1	2	R					C	C	
42 Account Strategy and planning	5	6	3	10	6	10	2	R					C	C	
43 Opportunity qualification and Assessment	4	4	2	1	4	2		A					C	C	
44 Pre-Sales engagement and support	5	10	1	10	4	10	2	A	R				C	C	
45 Opportunity Stakeholder management	2	4	1	8	4	10	2	R					A	C	
46 Post sales success / Loss Reviews	1	2	1	1	4	3	2	R					A	C	
47 Customer reference development	1	2	2	1	4	2		R					A	C	
TOTAL Work Time	160	160	162	178	181	174	160								
Off loadable Work Time (Yellow, Blue, Gray)	87	61	81	40.5	51.5	44	23								