VMware's Go-To-Market Play System
GPS Strategy & Velocity Plays

Strategy Plays
(Strategic Priorities)

Scale
Cloud-Native Platform Ops

Accelerate
Enterprise Cloud
Transformation

Empower
Hybrid Workforce

Customer Priorities

Start DC
Modernization

Modern VDI
on Any Cloud

Ransomware
Protection & DR

Built-in
Firewall for
vSphere
Workloads

Secure & Simplify
App Delivery with
ALB

Automate Cloud
Ops for
Hybrid/Multi-Cloud

Secure & Optimize
Enterprise Edge

Modernize your
SOC with ADR

Velocity Plays
(Discrete Projects)

Empower the Hybrid Workforce

Partner Solution Guide

Utilizing This Guide

Audience

This deck is designed as a resource for partners looking to learn about VMware's general Hybrid Workforce strategy.

Purpose

This deck is designed to articulate the value of enabling 'anywhere work' with secure and frictionless experiences offered by VMware and its partner ecosystem.

How to use this guide

This guide is formatted as a reader to provide a consolidated view of VMware's general Hybrid Workforce strategy and the value chain for customers and partners alike.

Overview
- Market Drivers & Business Realities
- Compelling Events & Why VMware
- Customer Challenges
- Solutions to Customer Challenges
- Technology Overview
- Customer Success

Partner Opportunity
- VMware Full Value
- Reference Deal Blueprint
- Partner Incentives & Benefits
- Partner-Led Services Opportunity
- Partner-Led Services Lifecycle Engagement
- Partner-Led Customer Success
- Creating Service Offerings

Strategic Sales Motion
- Understanding the Sales Motion
- Starting the Customer Conversation

Partner Enablement
- Getting Started
- Solution Competencies & Focus Areas

Next Steps & Appendix
- Next Steps & Actionable Items
- Partner Resources

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Empower the Hybrid Workforce

Overview

Market Drivers & Business Realities

Business Realities

Businesses are looking to technology to resolve disjointed hybrid work solutions which fail to scale across locations, create siloed visibility into security policies and employee experiences, and increase their threat exposure and operational overhead.

|		
Decreased Employee Satisfaction	**40%**	of respondents have seen a **decline in employee experience** since the start of the pandemic.[1]
Tool Sprawl	**77%**	of security practitioners report they have **too many point products** to track and manage.[2]
Increased Cyberattacks	**95%**	of security professionals reported **an increase in cyberattacks** since shifting to a remote working model.[3]

"Under the old system, it took at least four hours to get a PC ready. But thanks to VMware, we have cut that to about 30 minutes, which makes life so much easier for the IT team."
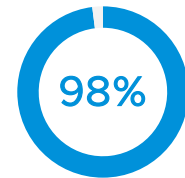
– Reto Marti, Head of Internal IT | swisspro Group

Market Opportunities for Partners

73%
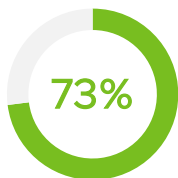
of buyers say an integrated workforce solution is a critical priority[4]

80%

of decision makers agree the ability to activate a remote workforce is a competitive differentiator[5]

98%

of organizations anticipate challenges in implementing hybrid work in 2022[6]

1. Hindsight Is 2020 — The Pandemic Provides A Wake-Up Call, Forrester
2. Hindsight 2020: Integrated Solutions Future Proof Organizations, Feb 2021
3. Surge in Security Concerns Due to Remote Working During Covid-19 Crisis
4. 2021 Forrester Research
5. New Remote Work Era, VMware 2020
6. DC 2022

Compelling Events & Why VMware

Customers' Compelling Events

Employees frustrated with remote experiences:

Today's hybrid work solutions present technology challenges, lack scalability and complicate employee onboarding

Infrastructure getting increasingly more complicated:

The sheer number of hybrid work tools available today leads to disjointed tool sprawl and silos

Threat surfaces becoming difficult to manage:

Organizations experience increased vulnerable attack surfaces as they open firewalls to accommodate a distributed workforce

Why VMware

An integrated approach

- Deliver unique integrations enabling tailored experiences and higher productivity for hybrid workforce
- Optimize security and experience through an integrated approach that combines market-leading technologies essential for hybrid work
- Integrated approach provides for connected visibility and context, ensuring broader security coverage.
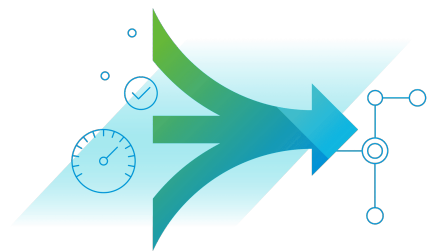
Flexible deployment options

- Obtain immediate value for prioritized use cases
- Organizations can scale at their own pace to harness the full potential of an integrated platform

Zero-Trust Network Access

- Enable ZTNA with remote support for any device (BYO, 3rd party managed, or VMW managed) for hybrid workforce

Customer Challenges

Today's disjointed hybrid work solutions don't scale across locations, create siloed visibility into security policies and employee experiences, increasing threat exposure and operational overhead. To Empower the Hybrid Workforce, we can begin by targeting these customer challenges:

Sub-optimal experience

Today's disjointed hybrid work solutions don't scale across locations, introducing technology and onboarding challenges that harm employee experience

Operational complexity

The distributed workforce has amplified the proliferation of technologies and platforms in use, leading to tool sprawl and silos.

Fragmented Security

The sheer number of security products makes security more difficult to manage, and increases threat exposure as hackers exploit "seams" and misconfigurations to gain access

Read on to see how VMware can help address these challenges ▶

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Solutions to Customer Challenges

Here are some of the ways that VMware can help your customers solve common hybrid workforce challenges.

Primary technologies to sell: Workspace ONE, Carbon Black Endpoint Protection, Secure Access, and Cloud Web Security (CWS).

Related Solutions: Horizon and SD-WAN (Software-Defined Wide Area Network).

Sub-optimal experience ➡ *Manage the multi-modal experience*

- ✓ Offer unique integrations enabling tailored experiences and higher productivity for frontline, hybrid and remote users.
- ✓ Deliver frictionless experiences, from pre-onboarding of employees to proactive and instant support; anywhere, anytime.
- ✓ Support all employees in any location using any device, any OS, and ensure a good application experience anywhere.

Operational complexity ➡ *Automate the workspace*

- ✓ Reduce costs and complexities of managing disjointed point products and save up to 50%.
- ✓ Avoid tool sprawl through an integrated platform that you can scale at your own pace.
- ✓ Take advantage of unified intelligence to quickly identify, prioritize and generate automated actions.

Fragmented Security ➡ *Secure the distributed edge*

- ✓ Eliminate VPN and enable Zero Trust with remote support for any device (BYO, 3rd party managed, or VMW managed) for a hybrid workforce.
- ✓ Shrink attack surface with real-time continuous authentication and authorization for access control policies.
- ✓ Provide connected control points across workload, network, device.

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Technology Overview

VMware Solutions	Details
Workspace ONE	• **Consolidate management silos** across mobile devices, desktops, rugged devices and "things." Reduce costs and improve security with real-time, over-the-air modern management across all use cases. • **Aggregate and correlate data across your entire digital workspace** to drive insights, analytics and powerful automation of common IT tasks. Improve user experience, strengthen security and reduce costs.
Carbon Black	• **Reduce exposure to ongoing threats**, move quickly and fortify your defenses with higher levels of control and visibility. • **Unify and simplify** your security stack: remediate on any endpoint from one central and intuitive console.
Secure Access	• Users stay connected to enterprise applications, **no matter where the app is located.** Customize and fine-tune per-client application policies and add additional authentication where you need it. • Remote clients get a **better cloud application experience with reduced latency, packet loss and jitter** because they connect automatically to the nearest VMware SD-WAN service node.
Cloud Web Security (CWS)	• **Respond rapidly to changing threats**, encryptions and business needs by removing gaps in the security posture. Eliminate scale challenges and gain insights to reduce the attack surface. • **Manage security and network services as a converged stack** through a single pane. Ensure seamless alignment between security and application policies for consistent enforcement
Horizon	• **Keep employees connected and productive anywhere** they work and on any device with a consistent, personalized desktop environment. • **Efficiently deploy, manage, monitor, and scale desktops and apps** across private, hybrid and multi-cloud deployments using a cloud-based console and SaaS management services.
SD-WAN	• Enable **secure, reliable, and efficient access** from any location to any cloud application. • **Securely support application growth, network agility, and simplified branch operations** while delivering high-performance, reliable branch access to cloud services, private data centers, and SaaS-based enterprise applications

Customer Success

- Angel MedFlight needed a solution that would help the business operate successfully under challenging, changing conditions.

- Many employees had painful experiences with time-consuming single sign-on (SSO) and VPN processes that didn't always work smoothly.

Angel MedFlight

> **Read the full story**

> " The sudden shift to an all-remote work world would have been challenging without Workspace ONE. It allowed us to transition quickly, with secure access to all the apps employees need to help transport our patients."
>
> *– Paul Green,*
> *Chief Development Officer |*
> *Angel MedFlight*

- Sending all its staff to work from home.

- All the company's existing devices had to be replaced.

- With the old solution, it took at least four hours to set up a single new device.

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> **Read the full story**

> " Under the old system, it took at least four hours to get a PC ready. But thanks to VMware, we have cut that to about 30 minutes, which makes life so much easier for the IT team."
>
> *– Reto Marti,*
> *Head of Internal IT |*
> *swisspro Group*

- Increase digitalization and self-service by overcoming significant legacy issues and complexity.

- Needed to support a range of BYOD devices and flexible working initiatives while reducing operating costs.

- Empower its workforce with mobile technology that in turn helps to serve customers.

Australia Post

> **Read the full story**

> " We have nearly 5,000 devices managed […]We can use a simplified and unified security policy for all of them and push out new applications or policies pretty quickly. For the first time, we're able to secure BYOD devices, which significantly enhances our security posture."
>
> *– Christina Chu,*
> *Enterprise Enablement General Manager | Australia Post*

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Partner Opportunity

VMware Full Value

To address the hybrid workforce, businesses have created a patchwork of many siloed tools. VMware and our partner ecosystem can address these challenges head-on, creating value for customers and bringing benefits to partners.

This section emphasizes the large opportunity for partners in the Hybrid Workforce space from: **capitalizing on a growing market**, **joining VMware incentives programs**, and **leveraging VMware partner services** to help maximize partner ROI.

Bring value to your customer...

Reduce costs and complexities of managing disjointed point products and **save up to 50%.**

Frictionless experiences, from pre-onboarding of employees to proactive **and instant support; anywhere, anytime.**

Shrink attack surface with **real-time continuous authentication** and authorization for access control policies.

...and benefit at the same time

$32.6B
CY25 TAM

14%
CY19-24 Potential CAGR[1]

Revenue & Profitability
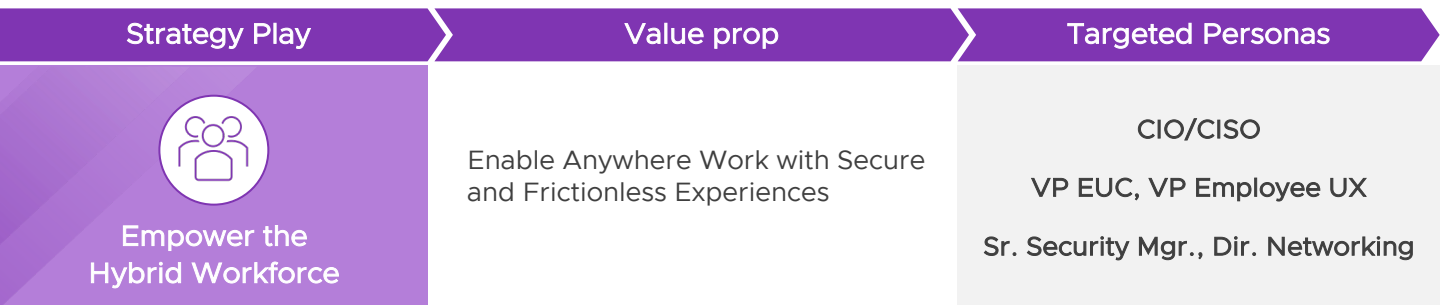Services multiplier
Re-sell

6.5x
Services multiplier

1. Source: CCMI MI-TAM+SAM Cross Portfolio COVID Scenario (Tech Solutions) V10_with geocountry; Gartner (SASE Security, Network)
*Includes Endpoint Management from CCMI TAM model

Revenue, expenses, and gross profit figures based on historical analysis of partner and internal services revenue and practice costs. Figures represent a three-year view of a practice that begins with 2 medium scale customers in its first year. Personalize the calculations for your business' situation with your PBM and Solutions Builder.

Reference Deal Blueprint

This example deal provides a glimpse of the value you can realize by selling the Empower the Hybrid Workforce strategy play. Opportunities include base opportunities such as selling VMware technology subscriptions, as well as professional services, managed services, and incentives.

Strategy Play	Value prop	Targeted Personas
Empower the Hybrid Workforce	Enable Anywhere Work with Secure and Frictionless Experiences	CIO/CISO VP EUC, VP Employee UX Sr. Security Mgr., Dir. Networking

Base Opportunity (Subscription) [1]	Horizon Universal		Horizon Apps Universal	
	VMware Anywhere Workspace Enterprise Bundle*		VMware Anywhere Workspace Enterprise Bundle*	
	Workspace ONE Assist		Workspace ONE Assist	
	SASE – SD-WAN (Premium Software + Edge device)		SASE – SD-WAN (Premium Software + Edge device)	
	VMware Carbon Black Cloud		VMware Carbon Black Cloud	
	Annual Total	$930K	Annual Total	$850K
	Potential Margin	$140K	*Potential Margin*	$130K

Professional Services Opportunity		
	Assessment	
	Design	
	Deployment	
	Dashboard & Analytics	
	One Time Total	$27K
	Potential Margin	$14K

Managed Services Opportunity [1]		
	User Management Device/Access	
	SD-WAN Management	
	Security Management	
	Annual Total	$1.7M
	Potential Margin	$510K

1. Estimates based on 2000 total users (1000 Horizon users)
* Includes Workspace ONE Enterprise Edition, Secure Access, Cloud Web Security Advanced

Annual Total	$2.7M		Annual Total	$2.6M
Margin (24%)	$660K		*Margin (25%)*	$650K

Reference Deal Blueprint

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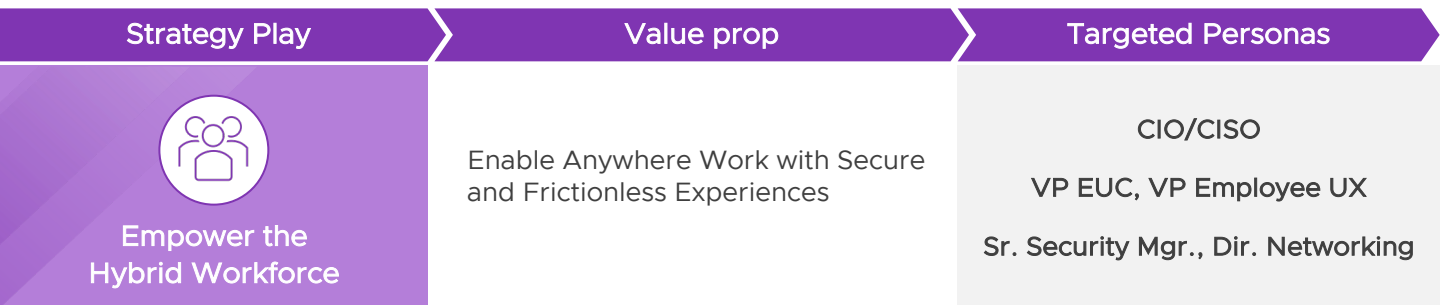
Base Opportunity (Subscription) [1]

Horizon Universal	$156K	Horizon Apps Universal	$72K
VMware Anywhere Workspace Enterprise Bundle*	$600K	VMware Anywhere Workspace Enterprise Bundle*	$600K
Workspace ONE Assist	$19K	Workspace ONE Assist	$19K
SASE – SD-WAN (Premium Software + Edge device)	$75K	SASE – SD-WAN (Premium Software + Edge device)	$75K
VMware Carbon Black Cloud	$80K	VMware Carbon Black Cloud	$80K
Annual Total	**$930K**	**Annual Total**	**$850K**
Potential Margin	$140K	*Potential Margin*	$130K

Professional Services Opportunity

Assessment	$7K
Design	$4K
Deployment	$9K
Dashboard & Analytics	$7K
One Time Total	**$27K**
Potential Margin	$14K

Managed Services Opportunity [1]

User Management Device/Access	$720K
SD-WAN Management	$6K
Security Management	$960K
Annual Total	**$1.7M**
Potential Margin	$510K

1. Estimates based on 2000 total users (1000 Horizon users)
* Includes Workspace ONE Enterprise Edition, Secure Access, Cloud Web Security Advanced

Annual Total	**$2.7M**		**Annual Total**	**$2.6M**
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DISCLAIMER: Although great care has been taken to ensure the accuracy and completeness of this model, VMware will be unable to accept any legal responsibility for any actions taken based on the information contained herein, and VMware makes no warranties of any kind.

Partner Incentives & Benefits

VMware provides partner incentives across the customer lifecycle

VMware provides our channel ecosystem with opportunities to earn financial incentives based upon the services and value delivered by partners to customers.

To find out what products and programs you may be eligible for, check out the Customer Lifecycle Incentives Playbook on Partner Connect.

Step 1: Know which products you're selling	**Step 2:** Identify eligible programs by product	**Step 3:** Validate program eligibility

---

For Example

Step 1: I'm selling or planning on selling Workspace One (WS1)

Step 2: Identify eligible programs by locating the Product Group Pillar 'Digital Workspace'

Step 3: Find the WS1 "Key Products" row, view available incentives*

Key Products	Sales Acceleration				Strategic Investments					Selling at Scale	
	*Technical Assessments & PoC	*P2P Accelerator	Deployment	Cloud Activation & Consumption Growth	*Sales Rewards	Solution Rewards	Distributor Rewards	Aggregator Rewards	*Big Bets	*Opportunity Registration	Development Funds
	⊘		⊘		⊘	⊘	⊘		⊘	⊘	⊘

Example: I'm interested in Technical Assessments

Step 3: Validate eligibility*

LIFECYCLE	PROGRAM	INCENTIVE	DETAILS	DEAL SPECs	STACKING CONTROLS	ELIGIBILITY
NEED & DISCOVER	Assessment Program	$15K	$8K for Assessment, $7K for conversion to deal registration	• Min. value $100K	Cannot combine w/ PoC or Ignite	• Principal, Advanced, Partner tier • MSC req'd • VCF, Tanzu, WS1, VMC on AWS, VMC on Dell, AVS, VCRD, VRealize

Example: I need to be a principal or advanced partner with an MSC, WS1 is a qualified product

*Incentives subject to change, the tables provided are intended as examples and do not necessarily reflect current incentive availability or eligibility.

To be eligible for incentives, a partner must be in good standing with VMware with a completed Due Diligence Questionnaire. A partner must also meet the eligibility criteria.

For questions about your partner tier or type reach out to partnerconnect@vmware.com

Partner-to-Partner (P2P) can also help expand eligibility for partners without MSC's. For more detail surrounding P2P, please view the P2P Terms and Conditions.

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Partner-Led Services | Opportunity

VMware Partners who provide advisory, professional, and managed services can establish themselves as a singular source for solution delivery and lifecycle support:

Achieving Major Efficiency Gains
- Standardized solutions across clients
- Purchasing, deploying and managing is far easier
- Much simpler to scale the business

Building Long-term Relationships With Clients
- Deliver end to end solutions / outcomes
- Better understand a client's evolving needs
- Build credibility and become a trusted advisor
- Easier to upsell other services as the incumbent

Establishing Consistent, Predictable Revenue
- Value through recurring revenue
- Steady income generated by monthly billing
- Enables partner to confidently invest in growth initiatives
- Adds a level of financial stability

Total Market Sizes For IT Service Providers across all solution areas

Professional Services	Managed Services
$20B	$329B
by 2026[1]	by 2025[2]

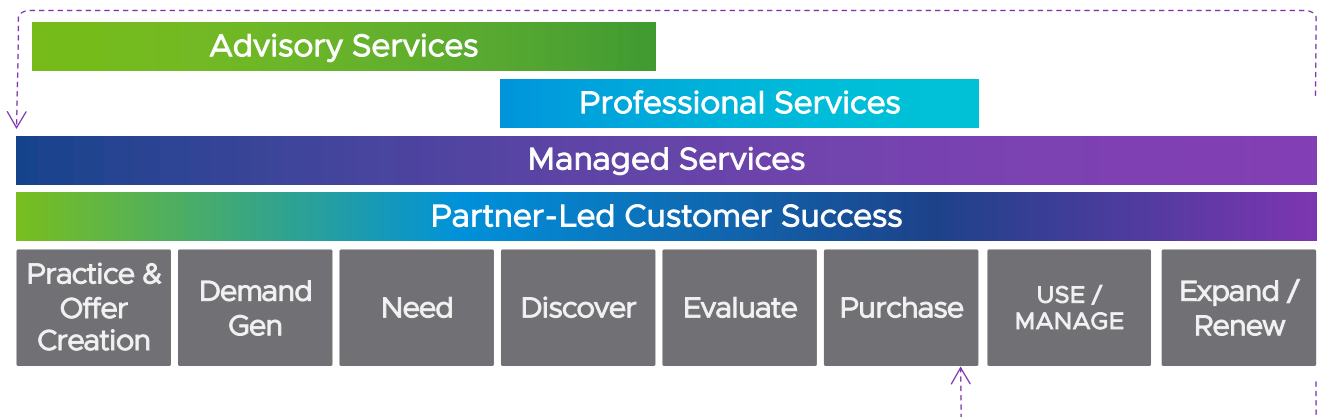Read on to see how to VMware supports your services opportunity ▶

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Partner-Led Services | Lifecycle Engagement

VMware supports a repeatable Outcome-Focused Approach that follows a prescriptive six step engagement lifecycle with supporting content, tools and enablement.

Let's outline that approach below and visualize how partner led services align with a customer lifecycle at VMware:

1 ▶ **Executive Presentation**
Discover key business outcomes and future state vision

2 ▶ **Outcome-Focused Workshop**
Align IT and business outcomes, assess capability maturity and quantify gaps

3 ▶ **Solution Proposal / TAM Business Review**
Plan to support key IT outcomes and future state vision

4 ▶ **Statement of Work**
Scope to support key IT outcomes and future state vision

5 ▶ **Deliver**
Accelerate the achievement of IT outcomes and future state vision

6 ▶ **Run and Optimize**
Continually validate IT outcomes and guide the future state vision

Supporting partners providing advisory, professional, and managed services throughout each customers lifecycle

	Advisory Services							
			Professional Services					
	Managed Services							
	Partner-Led Customer Success							
Practice & Offer Creation	Demand Gen	Need	Discover	Evaluate	Purchase	USE / MANAGE	Expand / Renew	

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Creating Service Offerings

The engagement lifecycle and supporting content is specifically designed to quickly understand the customer's key business outcomes and future state vision, streamlining turnaround of a proposal and statement of work.

These are the key elements to support a compelling solution proposal:

VMware's Outcome-Focused Approach

Business Outcomes

Qualification of business outcomes

- Executive future state vision match
- Personal value
- Prescriptive capabilities aligned to business outcomes
- Assess current state and determine future state capabilities
- Proposal and SOW generation

Strategic Pursuit / Advisory Services

Financial Measurement

Quantifiable impact on business outcomes

- Integrated Value and Proposal Plan
- Business Alignment Review
- Business Value Hypothesis
- Executive Financial Summary
- Customer Benefits Score Card
- Value Wheel

Solution Architects

Functional Architecture

Impact on people, processes and technology

- Future state architectures
- Technical architectures
- Operational impacts
- Roles and responsibilities
- Functional areas
- Aligned to business outcomes

Next Steps

To find out more about Partner-Led Services & Partner-Led Initiatives please visit Partner Connect Content and review the following:

- Partner Services Acceleration
- PCT Program
- Outcome-Focused Workshop
- Partner Managed Services

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Partner-Led Customer Success

What is Partner-Led Customer Success?

Partners can now be **accredited to deliver** their own Customer Success offerings, scaling your capacity to drive great customer experiences for the entire VMware customer base. Partners can also **collaborate to deliver** Customer Success with **Success Planning**, **Adoption Guidance**, **Digital Learning**, and **Dedicated and Proactive Support** through VMware Success 360.

Why deliver Partner-Led Customer Success?
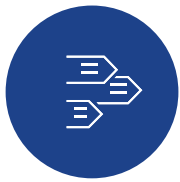
Increase Profitability
ARR Growth, Expansion, Incremental Service Sales, Competitive differentiation, Customer Retention, Proactive adoption barrier resolution.

Innovation
Migration to SaaS Model, Security, Streamlined operations.

Enhanced Customer Experience
Improved Customer Satisfaction, increased utilization, improved time to value, reduced TCO, renewal, predictability.

Here are a few ways to get started:

Partner-led Customer Success*

Partners can become accredited to develop and deliver Partner-led Customer Success.

Partner Customer Success Team → Success Path ↔ Customer Team

Resell VMware Success 360

Partners resell and VMware delivers activities end-to-end. "Business as usual."

Collaborate with VMware Success 360

Partners can collaborate with VMware to deliver some of the activities identified within the VMware Success 360 Success Plan.

VMware Customer Success Team ↔ Partner Team
Success Path → Partner Team
Customer Team
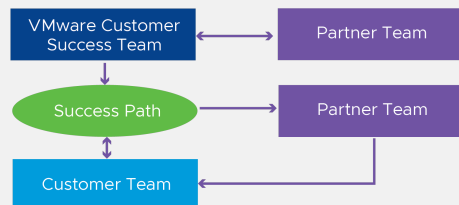
* There are two accreditations available now. Additional accreditation and competency will be coming soon.

For more detail on Customer Success, be sure to review the: Partner & Customer Success site on Partner Connect

Strategic Sales Motion

Understanding the Sales Motion

The Empower the Hybrid Workforce selling motion has a prescriptive path to accelerate the customer buying journey and includes the following **phases:**

1 **Value Planning and Alignment phase** focused on customer discovery.
- Identify high level personas (hybrid, remote, frontline)
- Leverage discovery questions to understand strategic & business priorities, modernization journey maturity level, cloud/modern apps adoption strategy

2 **Value Assessment phase** focused on a customer assessment
- Discuss solutions - customer benefit, demos, etc.
- Propose half-day workshop (as needed)
- Gain customer agreement
- Identify opportunities to accelerate business priorities based on workshop/demo results

3 **Value Execution: Accelerate & Prove phase** focused on demonstrating the value of a VMware solution. You can leverage both VMware and your own services to validate and deliver proof points.
- Validate value alignment/proven value to customer
- Collaborate with internal team and develop a proposal
- Deliver a proposal and identify and schedule next steps

4 **Value Execution: Land & Expand phase** focused o proposing the right solution and ensuring the customer begins value consumption.
- Deliver agreed-upon POCs across migration and/or re-platforming activities
- Land, Adopt, Expand

Read on for customer discovery questions by persona ▶

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Starting the Customer Conversation

Who to talk to and their priorities

CIO

- Ensuring critical workers and applications are fully functional when connecting remotely
- Elastically scale infrastructure based on demand
- Compliance
- Reducing costs where possible

CISO/VP/Director of InfoSec

- Reducing complexity, consolidation
- Simplifying security operations and management
- Limiting threats and attack vectors
- Not cutting corners to enable secure remote work

VP/Director EUC/Desktops & Apps

- Optimizing for experience and security to support remote working
- Adopting managed cloud services
- Reducing time, and manual tasks, spent on PC lifecycle management
- Consolidating IT infrastructure

Conversation Outcomes

- Discover top priorities, challenges and desired outcomes
- Showcase how VMware supports
- Determine fit and next steps

Customer Budget
Annual $100K+ for infrastructure transformation (smaller budgets can leverage online purchasing)

Digital Workspace Need
Explicit trigger/event for business or IT initiative that can be addressed with a digital workspace

Timeline For The Project
Firm completion deadline that is within the **next 18 months**

Decision-Making Process
Existing relationships with key decision makers

Starting the Customer Conversation
The best questions to ask by persona

The Conversation

CIO Discovery Questions

1. How confident are you that you have a consistent infrastructure that can balance quality and efficiency while enabling you to take advantage of modern applications?
2. How prepared are you to take advantage of the opportunities cloud technology and cloud-native applications can unlock?
3. Are your current infrastructure and operations fast, flexible, and safe enough to move at the speed of your business?
4. Have you looked at the network interconnectivity to understand what applications will need more bandwidth to migrate over versus others?

CISO/VP/Director of InfoSec Discovery Questions

1. What concerns do you have around your current security set infringing on user productivity?
2. What steps are you taking to institute a Zero Trust security approach across your business?
3. What changes have you made to your organization or technology to secure remote workers?
4. How much is complexity slowing you down? How can you take advantage of optimization to increase velocity?
5. What steps are you taking to simplify and streamline your security products?

VP/Director EUC/Desktops & Apps Discovery Questions

1. How do you ensure that all users are validated and provided with seamless access to all approved apps?
2. What concerns do you have around your current security set infringing on user productivity?
3. Are your end users able to receive instant support via an automated IT ticketing system?
4. Are your users burdened with having to remember multiple passwords to access apps?
5. Is your IT able to support users that rely on their own devices to access enterprise apps?

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Starting the Customer Conversation
The best questions to have for any conversation

The Conversation

Strategic discovery questions

- What have been your primary business drivers for adopting cloud and modernizing applications?
- What are your compelling events in the next 12 months that might accelerate the need to adopt cloud?
- What are your organization's top employee productivity strategies in the next 6-12 months?
- What are some of your largest challenges in achieving the identified employee productivity strategies?
- What outcomes do you hope to achieve in the near future?
- Who are the key contacts responsible for the desired outcomes?

Play specific discovery questions

- How are you currently managing your desktop and mobility devices?
- How are you providing remote capabilities to users today?
- What is your Anywhere Workspace transformation strategy?
- Why Anywhere Workspace and Security adoption and modern apps?
- What is the number of employees (end-users)?
- Who are your strategic SISO/GSI partners?
- How would you set up your end-users if you knew the pandemic was coming? (i.e., Would you change how it looks today?)
- Do you currently hairpin network traffic via VPN connection to data center out to hyperscalers/web sites/saas apps and back to the end-user? What is the user experience like?
- What are your use cases or needs for unmanaged devices?
- How are your priorities aligned between networking, security and endpoint management?
- How do you measure NPS across your users? What is the feedback?

Partner Enablement

Getting Started

Partners looking to deliver VMware Solutions can start by registering an account on Partner Connect today.

Register or Login on Partner Connect

Begin Partner onboarding & access the one stop service portal with a simplified & consistent experience designed to provide clearer paths to profitability

Offers: Simplicity across RTM, choice in extending services, innovation for the challenges of tomorrow, earnable transaction benefits, and scaling partner incentives.

Requires: Specific investment by desired pathway, minimum sales performance by tier, and foundational and Operational requirements.

Gain access to the digital tools and learning resources required to begin building your practice and validating accreditation through:

Partner University	Solution Competency	Master Services Competency
Build or expand your practice through competency training that differentiates your skills & expertise.	Attain VMware Solutions proficiency & obtain extended partner training, enablement & rewards.	Validate your company's capacity to deliver services related to specific VMware technologies & differentiate your expertise in the marketplace.

Read on for more detail on aligned learning paths for this solution ▶

Solution Competencies & Focus Areas

To jump start your **Empower the Hybrid Workforce** practice, begin with these solution competencies and relevant focus areas for the listed products.

Products being sold

- Secure Access
- Cloud Web Security (CWS)
- Carbon Black Endpoint Protection
- Horizon (including NSX ALB)
- SD-WAN

Foundation				
VCP- Digital Workspace (DW) VCP- Desktop Management (DTM) VCAP – DW VCAP – DTM	VMware NSX Advanced Load Balancer (ALB) for Operators Skills 2022	VMware Certified Specialist – Cloud Foundation 2022	VMware Master Specialist – SD-WAN 2022 SD-WAN Foundations 2022 Badge	VMware Carbon Black EndPoint Protection 2022
MSC Equivalencies				
Digital Workspace (DW)	Network Virtualization (NV)	VMware Cloud Foundation (VCF)	SD-WAN	N/A

These MSC are equivalencies which indicate the training courses that map to a specific Master Services Competency. So, if you've earned an MSC, your team has been trained on the technical skills associated with the courses listed. That means there may already be people on your team that can design, deploy, operate and manage these technologies.

Focus areas		
Security	**VDI**	**SASE**
VCP – Security 2022	VMware Certified Implementation Expert – Desktop Management 2022	SD-WAN Troubleshoot 2022

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Partner Demand Center

To help you drive demand, the Partner Demand Center (PDC) houses all the campaigns and resources you need to market, including web and social content, resources for all stages of the buyers' journey, customizable email and co-brandable assets, event materials, vendor services and reporting.

Send email nurture campaigns directly from the platform to receive leads and reporting or download messaging and materials to create custom campaigns to execute from your own system or agency.

vmware.com/go/partner-demand-center

Website and Social Media Content	Downloadable Resources	Campaigns	Agency Services	Reports
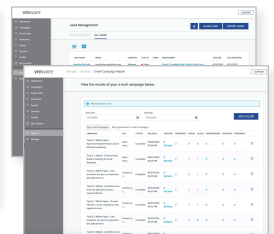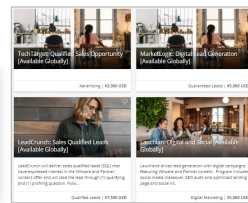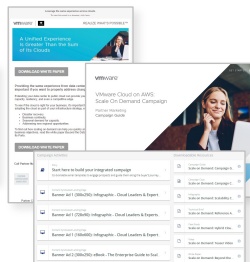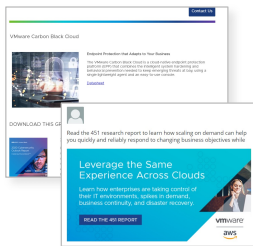
VMware.com web solution and social content to syndicate on your website and social media accounts	Infographics, eBooks, Solution Briefs, Whitepapers, Call Scripts	Includes Campaign Guide with blueprint, web banners, social and email nurture campaigns, event kits	Agency Services vendor menu (paid) including lead calling, content syndication, webinar services	Track campaign results and manage leads

Next Steps

Next Steps and Actionable Items

1 Join VMware **Partner Connect**

2 Develop a partner practice through competency attainment and practice build resources

3 Start your Anywhere Workspace Demand Generation Campaign

Actions

Check out the **Anywhere Workspace Partner Opportunity Deck**

Create a customer presentation for your engagement motion leveraging the **Customer Presentation Template [insert link]**

For quick reference utilize the Anywhere Workspace **Partner Datasheet** **[insert link]**

Get Started Today

Half-Day Workshop

A customized and collaborative half-day **outcome-focused workshop** designed to help you determine customer goals and set achievement outcomes that meet your timelines and objectives.

Once you have completed customer discovery and identified an opportunity that fits your selected strategy play, you can begin to prepare for and schedule your workshop:

1 Create a pipeline for your customer, and submit a Deal Registration for your Strategy Play opportunity in Partner Connect

2 Reach out to your VMware Account Owner informing them that you are interested in hosting a half-day workshop for your registered Strategy Play opportunity*

3 Await confirmation that your opportunity qualifies for the half day workshop

4 Once approved, send an invite to your customer detailing the process and goals

5 Host your half-day workshop with support from your account owner or PBM

*If you don't know who your Account Owner is, reach out to your PBM to get your VMware Account Owner's contact information.

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Resources

Partner Resources

In addition to the VMware Anywhere Workspace Solutions website, and Digital Workspace Tech Zone, check out the Digital Workspace Blog to stay up to date on the latest offerings.

Partner Tools & Portals

- Partner Connect
  - Single stop partner portal connecting partners to their opportunities, solutions, and more

- Partner University
  - Product training that helps organizations manage, deliver, and track completion online

- Solution Builder
  - Web-based application designed to scope Professional Services opportunities and facilitate solutions

- Anywhere Workspace Partner Opportunity (PDF)
  - Learn about how VMware's Anywhere Workspace solutions can add value for partners

VMware Technologies

- Workspace ONE
  - Learn more about the intelligence-driven digital workspace that allows management of any app, on any device

- VMware Carbon Black
  - Learn more about VMware's cloud-native endpoint protection platform

- VMware Horizon
  - Learn more about how VMware Horizon can enable efficient delivery of virtual desktops and apps

- VMware Secure Access
  - Learn more about VMware Secure Access and how it ensures all users have secure access to cloud and data center hosted applications

- VMware Cloud Web Security
  - Learn more about the cloud-hosted service that offers visibility, control and compliance

- SD-WAN
  - Learn more about this flexible, cloud-delivered solution for enterprise-grade performance, security, visibility and control