

# VMware Solution Competency

Differentiate Your Skills and Experience to Customers

## COMPETENCIES

### Infrastructure Virtualization

Earning this competency is your company's launching point to earning more VMware Solution Competencies. The Infrastructure Virtualization Competency recognizes partners for their demonstrated ability to virtualize and consolidate server environments using a VMware virtualization solution.

### Business Continuity

Be the trusted advisor for architecting VMware virtualization deployments that minimize downtime and protect important data. This competency recognizes your company's expertise in deploying VMware solutions for data protection, high availability and disaster recovery.

### Desktop Virtualization

Become a Universal Client Solution Expert by expanding your desktop virtualization practice. This competency recognizes your expertise in deploying VMware solutions for virtualizing desktops and applications.

The virtualization market is expected to become a \$4.2 billion industry in 2011\*, as customers change how they manage, buy and deploy IT infrastructures and operations. How will your company distinguish itself and reap the potential revenue opportunities in the growing, virtualization industry?

Become a VMware virtualization expert through the VMware Partner Network and expand your company's market reach, selling industry-leading virtualization solutions from VMware.

VMware can help by giving you access to dedicated sales support and marketing resources through VMware Solution Competencies. Earning one or more VMware Solution Competencies validates your company's depth of knowledge, commitment and experience to potential customers and the VMware sales team – therefore, increasing your business opportunities. VMware Solution Competencies give your company the competitive edge with priority access to advanced product news, sales and marketing tools, and affiliation with industry-leading solutions from VMware.

## Capitalize on Expert Status and Customer Credibility

Regardless of your company's size, business model, or market focus, our virtualization solution competencies make it easier for your company to differentiate and deliver virtualization expertise in the marketplace. Earn instant customer credibility, based on your knowledge, sales, and services experience, with the following VMware Solution Competencies:

- Infrastructure Virtualization
- Business Continuity
- Desktop Virtualization

## Why earn a VMware Solution Competency?

When you earn VMware Solution Competencies, you receive exclusive benefits targeted towards your solution expertise. Achieving a VMware competency helps your company accelerate sales with the following benefits:

### Get Customer Visibility

Market and sell your solutions so that customers can easily connect with you. When you earn a VMware solution competency, you receive a wide-range of marketing and sales support benefits to promote your solution expertise, including unique logo and branding, promotion on VMware.com and

VMware Partner Locator. You will also have access to targeted leads and invitations to participate in VMware co-sponsored customer success stories.

**Accelerate Profitability**

Take advantage of the Solution Rewards Incentive and increase your margin as you earn VMware Solution Competencies and sell the relevant products. For more details on the financial incentive and product eligibility, please visit Partner Central, [www.vmware.com/partnercentral](http://www.vmware.com/partnercentral).

**Become a VMware Go To Partner**

Earning a VMware Solution Competency accelerates your company’s business opportunities, because VMware recognizes you as a go-to partner for your virtualization solution expertise. Your company will be recognized as a trusted virtualization solution and services advisor, and VMware Sales can identify and match customers with the right type of partners to solve their business and technical challenges.

**Strengthen Your Leadership Position**

Stay above the competition with access to exclusive information that will keep your company ahead of the curve. With visibility to product roadmaps, exclusive invitations to specialized product and solution sessions, your company receives the necessary resources to retain customers and gain new ones.

**Achieve VMware Solution Competencies**

VMware Solution Competencies are available to all Professional, Enterprise and Premier partners.

Partners must achieve the requirements below (See “Requirement Checklist”) to become authorized into a solution competency.

**Next Steps**

**1. Review**

- Login to Partner Central [www.vmware.com/partnercentral](http://www.vmware.com/partnercentral)
- Review current training status for the VMware Solution Competency
- Ensure your company’s VSP, VTSP and VCP are current or at least one revision back (VI3 or vSphere 4.0)

**2. Begin Competency Trainings**

- Visit Partner University (Partner Central » Partner University tab)
- Register for the competency trainings.
- Complete training online through VMware directly and/or a VMware Authorized Training Center

**3. Submit**

- Submit online Competency Enrollment form on Partner Central
- Submit an approved customer reference through the automated system on Partner Central

**Requirement Checklist<sup>1</sup>**

\* IDC WW Virtualization Services Spending Forecast (August 2008)

PRE-REQUISITES	INFRASTRUCTURE VIRTUALIZATION	BUSINESS CONTINUITY	DESKTOP VIRTUALIZATION
<p>VSP, VTSP &amp; VCP (one of each) are pre-requisites to earn the Infrastructure Virtualization Solution Competency.</p> <p>These pre-requisites can be completed by one or multiple individuals in your company.</p>	<ul style="list-style-type: none"> <li>• Infrastructure Virtualization Sales Accreditation 4</li> <li>• Infrastructure Virtualization Technical Sales Accreditation 4</li> <li>• IV Technical Post-Sales Accreditation: VI3 to vSphere 4 Upgrade</li> <li>• IV Technical Post-Sales Accreditation: Assessment Fundamentals</li> <li>• IV Technical Post-Sales Accreditation: Capacity Planner Fundamentals</li> <li>• IV Technical Post-Sales Accreditation: vSphere 4 Design<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Business Continuity Sales Accreditation</li> <li>• Business Continuity Technical Sales Accreditation</li> <li>• BC Technical Post-Sales Accreditation: Managing Availability Using vSphere 4</li> <li>• BC Technical Post-Sales Accreditation: SRM 1 Implementation Fundamentals</li> </ul>	<ul style="list-style-type: none"> <li>• Desktop Virtualization Sales Accreditation</li> <li>• Desktop Virtualization Technical Sales Accreditation</li> <li>• DV Technical Post-Sales Accreditation: VMware View 4 Implementation Fundamentals</li> <li>• DV Technical Post-Sales Accreditation: VMware View 3 Design</li> </ul>
	1 Approved Reference	1 Approved Reference or 3 Prospects	1 Approved Reference or 3 Prospects
<p><sup>1</sup> VSP, VTSP and VCP are pre-requisites to earning the Solution Competency accreditations.  <sup>2</sup> Infrastructure Virtualization Competency must be attained prior to earning other Solution Competency accreditations.</p>			

