VMware and Its Partners Collaborate to 'Master the New Reality' of the Software-Defined Enterprise

Program Enhancements Enable Consistency, Predictability and Profitability for Partners

SAN FRANCISCO, CA -- (Marketwired) -- 02/11/14 -- Today at VMware Partner Exchange 2014, VMware, Inc. (NYSE: VMW), the global leader in virtualization and cloud infrastructure, announced multiple program enhancements, new competencies and a simplified reward structure to drive greater consistency, predictability and profitability for its Solution Provider, Service Provider and Distribution partners.

VMware Partner Exchange 2014 is expected to attract over 4,000 attendees and more than 90 sponsors and exhibitors. IT practitioners worldwide will attend VMware Partner Exchange this year to learn about the latest VMware solutions, network, and share experiences and best practices with other professionals.

"The enhancements we are making to our award-winning partner program are designed to make it simple for partners to continue to grow their business with us in a way that is consistent, predictable and profitable. The technologies we are bringing to market with our partners is driving the software-defined enterprise, built on the pillars of the software-defined data center, hybrid cloud, management and end-user computing solutions," said Dave O'Callaghan, senior vice president, Global Partner Organization, VMware. "VMware Partner Exchange will empower partners with actionable, real-world insights, strategies, and tools to deliver business value and gain a competitive advantage, as together we 'master the new reality' of IT."

Updates and Enhancements to the VMware Partner Network

Starting in May, partners will be able to join the VMware Partner Network without having to identify what specific program they want to join, allowing greater flexibility for growth. VMware is also introducing an Enrolled tier, which will allow new partners to join the VMware Partner Network, be trained on VMware solutions, and then select the best program based on their business priorities. The Enrolled tier will replace the current Registered tier.

VMware is also launching the Elite Partner Initiative, which will provide a unique introductory market opportunity for qualified VMware partners capable of leading early adoption and investment in the newest VMware technologies and markets, such as VMware NSX™ and VMware Virtual SAN™. Elite partners will possess deep technical skills, an established solution practice and highly advanced resources to engage closely with VMware on new product strategy, customer wins and deployments. Partners interested in the Elite initiative can learn more at vmware.com/go/partner_elite.

Revised and New Solution Competencies

As customers of all sizes continue to realize the value of virtualization and cloud solutions, VMware is making it easy for partners to differentiate their expertise and build broader solution capabilities for customers.

Beginning in May, partners will be able to satisfy tier requirements by attaining any solution competency, reducing the partner's upfront investment cost, while better diversifying and differentiating their unique offerings and skill sets. With this change, VMware partners will now need to have two sales (VSP) and two pre-sales (VTSP) accreditations for all solution competencies.

In addition to these changes, beginning in May, VMware will offer a new Cloud Provider Solution Competency and VMware vCloud® Hybrid Service™ SolutionCompetency.

In order to enable VMware partners to build their unique practices and businesses, several solution competencies are also being transformed:

- Infrastructure Virtualization Competency will become the Server Virtualization Competency.
- The Management Competency will become the Management Operations Competency, and will focus on VMware vCenter™ Operations Management Suite™.
- The Cloud IaaS Competency will evolve to the Management Automation Competency, and will focus on vCloud Automation Center™.

Simplified Rewards
Opportunity registration (Advantage+) rewards will be offered at an introductory rate for professional partners, and will increase in percentage as partners move up partner tiers, with the greatest reward attained for partners at the Premier level.

**VMware Partner University Mobile**

All of VMware's sales and pre-sales training content will be accessible by partners on mobile devices through the VMware Partner University Mobile app, which is available now on the App Store or Google Play. Partners will be able to download the apps for free, and will be able to securely access the information with their Partner Central login credentials.

**VMware Partner Community Showcases Strong 2013 with Growth, Certifications, Accreditations**

VMware continues to see momentum across its partner ecosystem:

**VMware Partner University:** Approximately 275,000 individuals from VMware Partner companies received training in 2013.

**Solution Competencies:** Nearly 30,000 individuals have completed accreditations toward achieving at least one Solution Competency.

**VMware Sales Professional (VSP):** To date, over 110,000 individuals have earned a VMware Sales Professional (VSP) accreditation globally.

**VMware Technical Solutions Professional (VTSP):** To date, over 80,000 individuals have earned a VMware Technical Solutions Professional (VTSP) accreditations globally.

**Technical Certifications:** Nearly 40,000 individuals have earned VMware Certified Professional (VCP) certifications globally.

Over 1,683 individuals achieved the VMware Certified Advanced Professional (VCAP) certificate globally.

**SolutionTrack and TechExpress:** Over 6,500 individuals attended these free in-person and online trainings.

**VMware Service Provider Program:** Currently, VMware has more than 270 VMware vCloud Powered service providers providing VMware-based cloud services in 42 countries.

**Additional Resources**

- PartnerLink on VMware Partner Central
- VMware Partner Exchange
- VMware Partner Network

**Connect with VMware on Social Media**

- Twitter: @VMware; Partner Exchange: @VMwarePEX; VMware Partner Network: @VMware_Partners
- VMware Partner Link
- VMware Facebook Pages
- VMware YouTube channel
- VMware on Google+

**About VMware Partner Exchange 2014**

VMware Partner Exchange 2014 is the leading global event for virtualization and cloud partners, bringing thousands of members from the VMware partner ecosystem together to discuss the future of the industry. With more than 190 breakout sessions and an exhibitor Solutions Exchange, partners gain valuable insight on how to leverage new technologies to deliver next generation enterprise hybrid cloud solutions to customers. To learn more about VMware Partner Exchange visit www.vmwarepartnerexchange.com

**About VMware**

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of $5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.
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