

VIP Partner Program Overview

VMware VIP Program Partnership Level		
Program Benefits	Professional	Enterprise
Software Licenses		
Authorization to Purchase VMware Products through Distribution*	Workstation and V13 Starter Edition*	Full VMware Product Line
Demonstration Software (Not for Resale Licenses)	✓	✓
Discounted Internal Use Software	✓	✓
Volume Purchase Program (VPP)	✓	✓
Software Renewal Licenses		✓
Technical Support Services		
Knowledgebase Access	✓	✓
Pre-sales support incidents		✓
Education, Training, and Certification		
Training Web Seminars and Field Sales Training	✓	✓
Technical Training Courses/Certification Discounts	✓	✓
Technical Solutions Exchange (TSX) Invitation		✓
Sales Support		
Account Management		✓
Business Planning		✓
Opportunity Registration		✓
Sales Leads		✓
Sales and Marketing Tools		
VIP Partner Logo Usage	✓	✓
Partner Profile & Directory Listing	✓	✓
VIP Partner Portal Access	✓	✓
Partner Day/VMworld Invitation	✓	✓
Seminar & Event Support		✓
Seminar Tool Kits		✓
Joint Case Studies		✓
Joint Press Release Opportunities		✓
Membership Communications		
Monthly Channel Newsletter	✓	✓
Channel Bulletins	✓	✓
Program Web casts	✓	✓
Program Requirements		
Program Fee		US\$1000*
Annual Renewal Fee		✓
Technical Certification		✓
Sales Accreditation	✓	✓
Partner Profile	✓	✓
VMware Logo Display/VMware Solution Description	✓	✓
VMware-focused Marketing Initiatives		✓
VMware Sales Champion	Recommended	✓
Executive Level Sponsorship		✓

*Regional differences may apply, so please refer to the Regional VIP Program Guides for clarification