vmware® EMPOWER ONLINE

Live Tech, Sales and Marketing Training Event for Partners

May 27, 2020 | Americas

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Enabling Our Partners Through Knowledge Sharing

From tech talks and hands-on labs to new growth opportunities, business insights and practical advice, we offer something for every VMware partner.

The sessions are organized under six main tracks (with several sub-tracks):

- General
- Technical
- Hands-on Labs
- VMware Odyssey by Hands-on Labs
- Sales
- Marketing

Navigating the catalog

Use the track tabs, or the left and right arrows.

Adding a session to your calendar

Click the time slot in the session description and follow the simple instructions.

Registering for the event

This is a free virtual event for employees of approved VMware partners. If you have not yet registered, visit *EMPOWER Online Event Registration*.

Topics

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EMPOWER Online Americas General Session

SPEAKERS: Pat Gelsinger, Dom Delfino, Bill Swales and Jenni Flinders

8:00 AM–8:45 AM PT

Please join us for the EMPOWER Online General Session. VMware executives—including Chief Executive Officer Pat Gelsinger; SVP and GM, Americas Dom Delfino; VP, Americas Partner Organization Bill Swales; and Global Channel Chief Jenni Flinders—will provide an overview of VMware's strategies and priorities for 2020, investments in our product and services portfolio, and partner and ecosystem programs and opportunities. Our presentation will also include a live chat with our Channel Executive team. This session will provide essential information to help you align your VMware business priorities and drive growth opportunities for the year.

SUB-TRACKS: *General Sessions* and *Partner Co-Selling*

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Agile and Flexible IT: Imperatives for Business Continuity and Innovation

SPEAKERS: Amanda Blevins and Chris Wolf

8:50 AM–9:20 AM PT

Join Chris Wolf as he discusses new opportunities for partners in our ever-changing global technology landscape. He'll discuss VMware's technology strategy and demonstrate how our portfolio is uniquely suited to better serve your customers' business continuity and innovation needs. Joined by Amanda Blevins, they'll demonstrate new technologies inclusive of VMware Workspace ONE, managing and securing Kubernetes, Project Pacific in VMware vSphere 7, new ways to bring cloud services anywhere your customers do business and more.

SUB-TRACKS: *Business Continuity*, *Empower Digital Workspace*, *General Sessions* and *Modern Applications*

Work-from-Home Solutions

SPEAKER: Muneyb Minhazuddin

8:50 AM–9:20 AM PT

As employees make the transition to working remotely, organizations are challenged to continue operations. Changes in customer demand are also putting organizations under huge stress, with some sectors seeing sharp declines while others experience an unprecedented surge. In this session, you will learn how organizations are leveraging VMware business continuity solutions to instantly enable employees to work remotely and maintain productivity, with increased connectivity, and provide for continuous, secure access to applications across endpoints.

SUB-TRACKS: *Business Continuity*, *Empower Digital Workspace*, *General Sessions* and *Transform Networking and Security*

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VMware Horizon 7 Use Cases and Beyond

SPEAKER: Jen Slabaugh

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

This technical session, led by End-User Computing (EUC) Technical Marketing, will be a deeper dive into VMware Horizon. We will look at use case–based solutions that solve customer issues. We will cover topics such as desktop application publishing, Office 365 integration and SAML authentication.

We will also take a look at what is coming with the next version of Horizon, which is geared toward EUC specialists familiar with Horizon that want a deeper understanding. The content in this session assumes that attendees have experience with Horizon.

SUB-TRACK: *Empower Digital Workspace*

Windows 10 Modern Management Update – Sensors, Assist, Baselines and Other Important Features

SPEAKER: Brian Buchholtz

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

This technical session, led by End-User Computing (EUC) Technical Marketing, will be a deeper dive into the recent features and updates of Windows 10 management. This session will cover new features and functionality, including Sensors, Baselines, VMware Workspace ONE Assist support and other new features.

This session is advanced level, focused on deeper technical aspects of Windows 10 management. It is geared toward EUC specialists familiar with the technology who want a deeper understanding. The assumption for this session is that attendees have previous knowledge of the product and some hands-on experience.

SUB-TRACK: *Empower Digital Workspace*

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Zero Trust: Implementation with VMware EUC Solutions

SPEAKER: Sean Hanrahan

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

This technical session, led by End-User Computing (EUC) Technical Marketing, will cover the official VMware EUC view on zero trust, and how to implement a zero-trust design with our solutions.

In this session, we will also look at a specific use case to illustrate how to make it work for a customer. This session is targeted at EUC specialists familiar with VMware EUC technology and looking for a deeper understanding of how to use zero-trust concepts to greatly improve security, and who have a basic technical understanding of VMware Workspace ONE and VMware Horizon products.

SUB-TRACK: *Empower Digital Workspace*

Best Practices for Transforming Windows 10 Management Using VMware Workspace ONE

SPEAKERS: Arun BalaJi Giridharan and Haneesh Kotha

12:40 PM–1:25 PM PT

Level 300 – Build and Implement

The PSO team worked with some of our largest global customers (PwC, Dell Technologies) to migrate Windows 10 workloads (approx. 500,000) from PCLM tools such as SCCM to modern management using VMware Workspace ONE Unified Endpoint Management (UEM). As part of these engagements, we built best practices covering implementation strategies around device onboarding, application deployment, policy management and patch management.

Along with that, we will present how we architected the solution based on variables such as device scale, diverse policies and security requirements. More important, we will share some of the lessons learned and the significance of different teams within VMware that worked cohesively, contributing to the success of these engagements.

SUB-TRACK: *Empower Digital Workspace*

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Evolution of Unified Endpoint Management from On Premises to SaaS

SPEAKERS: TJ Vatsa, Josh Burris and Matthew Zaske

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

Ever wondered about the best option for transitioning your enterprise unified endpoint management (UEM) from on premises to software as a service (SaaS)? Look no further.

During this session, we will share customer insights from the trenches on various UEM implementation patterns coming directly from VMware Professional Services (PS). Follow the footsteps of VMware PS practitioners to get real-life insight into how mobility and identity use cases can be successfully deployed and scaled on hybrid cloud via VMware Workspace ONE.

SUB-TRACK: *Empower Digital Workspace*

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Enterprise Success with VMware Horizon Cloud on Azure

SPEAKER: Justin Venezia

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

In this session, hear from leading experts on how to quickly design, deploy and run VMware Horizon Cloud on Azure. They will share enterprise-ready designs and checklists to accelerate and simplify deployments, talk about integrating with other Azure infrastructure-as-a-service (IaaS) subscriptions, discuss the best tips and tricks (and pitfalls), and share real-world examples of where deployments both failed and succeeded.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace*

Migration or Migraine: Techniques on Moving Mobile Devices Across Platforms

SPEAKERS: Sean Connolly and Andrew McCarter

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

Many organizations don't realize that a migration is one of the most difficult parts of a move to a new environment or an enterprise mobility management (EMM) platform. To exacerbate the issue, iOS and Android migration strategies differ in drastic ways, creating difficulties in maintaining great and consistent employee experience.

Join two End-User Computing (EUC) consultants as they discuss their experience working with each platform while balancing a customer's current environment and specific migration needs. Dive deep into the considerations for DEP and non-DEP iOS devices, Android OEM-specific capabilities, hands-off migrations leveraging EBF Onboarder, shifting from legacy Android to Android Enterprise, and more. Learn about effective ways to transfer devices from competitors' platforms such as XenMobile, MobileIron and SOTI.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace*

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Employee Experience – EUC Solutions That Make a Difference for Employees

SPEAKER: Scot Curry

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

This technical session, led by End-User Computing (EUC) Technical Marketing, will be a deeper dive into what the employee experience is and how VMware Workspace ONE components play a part in this high-level objective.

This advanced-level session will focus on deeper technical aspects of the Workspace ONE productivity apps, Workplace ONE Assist, single sign-on, and many more features and solutions. It is geared toward EUC specialists who are familiar with all EUC products and want a deeper understanding. The assumption for this session is that attendees have previous enablement on the product and some hands-on experience.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace*

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VMware HCI: The Latest, Greatest and What's to Come with VMware Cloud Foundation and VMware vSAN

SPEAKER: Ken Werneburg

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

Listen to the strategic roadmap and direction for hyperconverged infrastructure (HCI) and VMware Cloud Foundation. Get a closer look into what the HCI Business Unit may be considering for the product lines.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

VMware Cloud on AWS Sizing Best Practices

SPEAKERS: Kerry Holton and Tom Twyman

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

Demystify the ins and outs of sizing VMware Cloud. Learn how to gather quality data, apply intelligent analysis and arrive at a defensible sizing recommendation. Hear real stories from the field, and benefit from the pro tips and gotchas shared.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Architecting a Cloud with VMware Cloud Director Extensibility and API Capabilities

SPEAKER: Joerg Lew

10:05 AM–10:35 AM PT

Level 100 – Awareness and Understanding
This session will cover key use cases for VMware Cloud Director extensibility.

You will learn technical details along with tips and tricks for adding services and capabilities to VMware Cloud Foundation through an API.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

VMware Cloud on AWS Outposts and VMware Cloud on Dell

SPEAKERS: Matt Morgan, Drew Nielsen and Wei Wang

10:40 AM–11:10 AM PT

Level 100 – Awareness and Understanding
In this session, we will discuss the changing dynamics for on-premises data center modernization, and the role of infrastructure as a service. We will cover use cases that span from IoT to edge computing to data center modernization, and the positioning against the competition, including native AWS Outposts, Microsoft Arc and HPE Greenlake.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Cost Management for Private and Public Clouds

SPEAKER: Brandon Gordon

11:30 AM–12:00 PM PT

Level 100 – Awareness and Understanding

Cost management is one of the hottest management topics in cloud as customers struggle to keep cost under control. They are looking for products that can help them (re)gain control of cost in both public and private clouds. VMware provides innovative solutions in this space with VMware vRealize Operations and CloudHealth by VMware.

In this session, we will dive into the constructs of cost management in vRealize Operations and CloudHealth for public, hybrid and private clouds.

By the end of this session, you should be able to have an initial conversation with customers on cost management, chargeback and showback, and which VMware product applies for what use case.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

The Operation Management Story – Today and Tomorrow

SPEAKERS: Matt Just, Martijn Smit and Matt Bradford

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding

In this session, we will update you on the operations management story to help you have better conversations in the coming year.

We will discuss non-VMware NSX uses cases for VMware vRealize Network Insight—it's not just for NSX anymore.

We will also discuss VMware vRealize Operations integrating with VMware vRealize Log Insight and vRealize Network Insight—why it's important and how it will make selling VMware Cloud Foundation easier—and more.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Avoiding Common Pitfalls – An Architect's View of What Good Looks Like

SPEAKERS: Akeem Jenkins and Zach Zumbaugh

9:30 AM–10:00 AM PT

Level 200 – Explain and Demonstrate

Session led by CSA, SA and principals. What does a good solution design look like? What are commonly made design mistakes and pitfalls? What should you ensure is included in your solution to guarantee successful onboarding? This session will discuss best practices around technical validation and design.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Learn to Own the Hybrid Cloud Conversation: The New SDDC Whiteboard

SPEAKERS: Paul Lembo and Jeff Davey

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

The SDDC Whiteboard is used by hundreds of SEs, reps and partners across the Americas. It aligns to the goals of elevating the discussion above products and drawing in the customer to talk about apps and lifecycle to build, run and manage. This is the 2.0. There are new field-created add-ons that have proven valuable to the story. As veteran presenters, Paul and Jeff will share lessons on preparation, how they keep large and small groups engaged, working the room in real time, and dealing with doubters.

This interactive, zero-slides session will have live whiteboarding and live voting via phone for the people in room to decide which sub-topics to focus on. Paul Lembo is the creator and SME of the SDDC Whiteboard. Jeff Davey leads Canadian Partner Solution Engineering. You will find them evangelizing on stage or the boardroom. Don't miss this.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Accelerate Migrations and Streamline Ops for VMware Cloud on AWS with VMware vRealize Network Insight Cloud

SPEAKERS: Sehjung Hah, Martijn Smit and Matt Bradford

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

Your customers are asking for hybrid cloud. You know that VMware Cloud on AWS is the right solution. But how do you help your customers get started? Which applications are the right choice? How can customers plan migration? And what about network visibility, analytics and troubleshooting after migration?

This session will answer these and many such questions. Join us to learn how VMware vRealize Network Insight Cloud can help customers successfully migrate to VMware Cloud on AWS, and get deep insights into micro-segmentation planning and network connectivity. Learn how VMware vRealize Log Insight Cloud can provide visibility into audit and firewall logs, and expand to full log analytics for hybrid cloud for faster root-cause analysis.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Realizing Hybrid Cloud with VMware Cloud on AWS Outposts

SPEAKER: Adam Osterholt

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

In this session, Adam Osterholt (Cloud Solution Architect from the Global Cloud Incubation team) will take you through the real reasons behind the need for a hybrid cloud strategy, and how the VMware Cloud on AWS Outposts offering can bring this to life in terms of existing on-premises applications while driving cloud native architectures into hybrid cloud.

This session will provide a technical overview of VMware Cloud on AWS Outposts, the good and not so good use cases for this platform, and how it fits with the broader VMware Cloud strategy (both VMware Cloud on AWS and VMware Cloud on Dell EMC). This session will also highlight the practical next steps to move forward with VMware Cloud on AWS Outposts and how to overcome blockers within your customer base.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Realities of VMware vRealize Automation 8.1 Migration

SPEAKER: Karl Fultz

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

The migration from VMware vRealize Automation 7.x to 8.x is an important step to help our customers achieve their DevOps vision. We will discuss the details of the migration tool, experiences with the beta, the timeline for customers to migrate, and show you all the resources you can use to advise your customers depending on their situation and use cases.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Technical Deep Dive into the VMware Cloud Provider Platform Roadmap: From Cloud Builders to Next-Gen MSPs

SPEAKER: Madhup Gulati

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

In response to the rapid pace of change facing cloud providers, VMware is focused on delivering a number of new innovations this year for cloud providers to help them become more efficient cloud builders, complement their business with an asset-light anything-as-a-service (XaaS) offering, and support customers with native public cloud instances.

This session will look at the key focus areas for this year, and how VMware is focused on helping providers accelerate their business growth.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Proving Our Technical Value of Terraform, Ansible and ServiceNow Integration

SPEAKERS: Vincent Riccio, Sam McGeown and Matt Bradford

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

A large number of VMware customers have been implementing infrastructure as code (IAC) using open-source Terraform and Ansible. VMware vRealize Automation and VMware vRealize Operations can bring a lot of additional value to these customers.

This session will help you understand the technical details and integration points, how those tools are typically used, and how to articulate and demonstrate the unique value we can bring to customers that use them. There are a number of ways of integrating vRealize Automation with ServiceNow that this session will help you understand and evaluate, so your solutions will be the best fit for your customers' requirements. You will also see how we can integrate with ServiceNow from a self-driving operations perspective.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

SDDC Services – How to Abstract the Value of Our Full Stack

SPEAKERS: Yves Hertoghs and Aviv Waiss

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

Selling the VMware software-defined data center (SDDC) is complicated, and the implementation is even more challenging and sometimes requires a deep understanding of customer requests.

This session will present an approach for selling and implementing SDDC value. We will discuss a common language for the outcome of an SDDC implementation, and how to turn the discussion and project from products to services.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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VMware vSphere 7 – The Hybrid Cloud Infrastructure of the Future Is Here

SPEAKER: Adam Eckerle

12:05 PM–12:35 PM PT

Level 200 – Explain and Demonstrate

VMware vSphere 7 is here. See why vSphere 7 is the most important vSphere release in more than a decade and key to VMware's future.

Attend this session to learn about licensing changes and features that will incentivize your customers to upgrade to our latest hybrid cloud platform. With vSphere 7, VI admins can extend today's trusted vSphere platform in the future by co-locating Kubernetes, containers and virtual machines as first-class citizens into vSphere. Customers will also enjoy more flexible ways to run artificial intelligence/machine learning (AI/ML) workloads with vSphere Bitfusion, higher performance with the latest hardware integrations, streamlined lifecycle for easier upgrades, and simplified authentication with identity federation.

Attend this session to learn how these capabilities will open new industry opportunities and expand your deal size.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

What's New in VMware vRealize Automation Solutions (On Premises and SaaS)

SPEAKER: Karl Fultz

12:05 PM–12:35 PM PT

Level 200 – Explain and Demonstrate

VMware automation solutions provide organizations with choices: VMware vRealize Automation for on premises, and VMware vRealize Automation Cloud as a software-as-a-service (SaaS) offering. Increasing agility and managing clouds is complex, but when you factor in public and private clouds, and multiple geographic regions and application delivery, that complexity grows exponentially. This complexity risks creating silos of knowledge focused on individual cloud skillsets for each public and private cloud environment. This means making clouds invisible, and abstracting their configuration is critical to the success of your cloud strategy—and easy to accomplish with VMware solutions. Join us to learn more about VMware vRealize Automation solutions.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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The Competitive Advantage of Migrating to VMware Cloud on AWS

SPEAKERS: Jeremiah Megie and Emad Younis

12:40 PM–1:25 PM PT

Level 200 – Explain and Demonstrate

Since its introduction, VMware Cloud on AWS has been adopted by hundreds of customers. We'll share with you key trends, metrics and notable wins. We'll talk about the fundamental advantages of this solution over native cloud, including discussing re-factoring and the 7 R's associated with moving to the cloud. Let us take you on a journey to understand key factors for hybridity and advanced migration methods with VMware HCX, as well as other unique differentiators that make our service better than alternatives.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Operationalizing VMware Cloud Foundation

SPEAKERS: Dave Overbeek, John Dias, Chris McClanahan and Matt Just

2:35 PM–3:20 PM PT

Level 200 – Explain and Demonstrate

We tell customers over and over again how the VMware Cloud Foundation software-defined data center (SDDC) will help modernize their world by making everything easier to use; making their cloud more efficient, cheaper and more flexible; and so on.

Now you can see it in action. This end-to-end demo focuses on how VMware vRealize Suite breathes life into VMware Cloud Foundation and the SDDC, and provides you with a story you can share with your customers.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Azure VMware Solutions – Deep Dive

SPEAKER: Martin Hosken

12:40 PM–1:25 PM PT

Level 300 – Build and Implement

For customers who are aligned with a Microsoft Azure strategy, Azure VMware Solutions bring the power of VMware vSphere to the scale and innovation of Azure.

This session will focus on Azure VMware Solutions, but you will also hear about the latest innovations in our partner-driven architected hybrid cloud services with Microsoft, Google, Oracle and Alibaba, and how these services can benefit your customers' workloads and applications in transforming their businesses.

Azure VMware Solutions deliver a scalable and more secure service, enabling customers to seamlessly migrate, run and protect workloads in industry-leading environments based on vSphere that run in Azure Cloud. Join us for this session to learn more about this service, discuss what's new and talk about customer use cases for transforming businesses.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

A Practitioner's Guide to Migrating Workloads to VMware Cloud on AWS

SPEAKER: Adam Osterholt

12:40 PM–1:25 PM PT

Level 300 – Build and Implement

In this session, you will learn how to avoid migration analysis paralysis in customers by capturing relevant data, mapping out application dependencies, choosing the right migration tool, executing and operating the migrated workloads, and creating a repeatable process through a standardized runbook.

This session consists of a series of live demonstrations that will show how migration processes and tools can be utilized to achieve a successful migration of customer workloads. The session will end with an overview of the available professional services offerings.

This session was extremely popular at VMworld, and now we shift the focus to assist SE, PSO and TAM to understand the options available to provide a prescriptive approach to migrations with customers.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Migration to VMware Cloud on AWS: Best Practices and Gotchas

SPEAKER: Adam Osterholt

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

Migrations to VMware Cloud on AWS are designed to be simple and rapidly executed. With that premise, it is important to understand the key differences between VMware Cloud on AWS and on-premises environments, the architectural limits of the platform and key points for third-party integrations.

In this session, we will take you through the common differences and limitations encountered through numerous customer deployments, and establish best practices for all partners to share with their customers.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

What's New with DRS and vMotion in VMware vSphere 7 and VMware Cloud

SPEAKER: Niels Hagoort

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

With VMware vSphere 7, we are introducing a completely new, more workload-centric Distributed Resource Scheduler (DRS) logic. DRS now provides better insights on why VMs are happy or not. Learn how the DRS algorithm is updated to support next-gen workloads that include vSphere with Kubernetes.

This session goes into detail on how DRS 2.0 applies workload placement logic when workloads, such as machine learning/artificial intelligence (ML/AI), use PCIe devices such as GPUs or FPGAs.

Next to DRS, the vMotion feature is heavily updated to ensure that large workloads, such as transactional database platforms in both VMware Cloud and on-premises vSphere, can be live-migrated far more efficiently and effectively by reducing the migration and stun time involved.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Explaining VMware vSAN, HCI and VMware Cloud Foundation Day 2 Ops to Our Customers on a Whiteboard

SPEAKER: Paul McSharry

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

VMware vSAN and our hyperconverged infrastructure (HCI) solutions based on this technology lead the industry today. Our customers trust the VMware vision for the hybrid cloud. As with all new technology, vSAN and HCI need operational consideration. How do you convey the importance of this phase?

Join Paul McSharry, a VCDX certified architect from our Advanced Customer Engagement team, to discuss the approaches that have worked for a large number of our customers using whiteboards and example mind maps/diagrams.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

VMware Cloud Director Service – Bringing Multitenant Cloud to VMware Cloud on AWS

SPEAKER: Ken Lamoreaux

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

To broaden adoption of VMware Cloud on AWS, MSP partners will soon be able to offer VMware Cloud Director to deliver its benefits to a new, wider range of customers. Combining the VMware Cloud Director multitenant capabilities, the new HTML UI and multisite architecture with the VMware Cloud on AWS flexible consumption model and multiregion architecture delivers a highly robust solution with an appealing on-demand global consumption model. Being able to add and remove host resources based on demand and paying only for what you consume makes for a unique technical experience and commercial model.

This session will examine the technical architecture, engineering challenges and the flexible on-demand, consumption-driven service delivery model that VMware Cloud Director service and VMware Cloud on AWS will offer to our partners.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Designing for the New World Order: VMware vRealize Automation 8 and vRealize Automation Cloud

SPEAKERS: Chris McClanahan and Ken Lee

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

With the announcement at VMworld US of VMware vRealize Automation 8 (and its cousin, VMware vRealize Automation Cloud) comes a number of transformational changes. This complete product overhaul will impact how our cloud management solutions are architected and used by our customers.

Blueprint development and the service catalog have transformed into VMware Cloud Assembly and VMware Service Broker. You need to understand how projects, cloud accounts and cloud zones relate to business groups, endpoints and reservations. And don't forget flavor and image mappings. What is a cloud-agnostic blueprint? What do all these tags mean, and what is ABX? How do customers choose between vRealize Automation 8 and vRealize Automation Cloud? Learn the answers to these questions and more. There are many synergies and trade-offs, and there is a lot to navigate.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Using VMware HCX to Perform a Cloud-to-Cloud Migration

SPEAKER: Iwan Hoogendoorn

12:40 PM–1:25 PM PT

Level 400 – Design and Architect

There are a few different methods when a customer wants to move workloads to another cloud—VMware HCX is one such method.

In this session, we will talk about various public clouds currently supported by HCX. We will also demonstrate a cloud-to-cloud migration that keeps downtime to a minimum.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Real-World Enterprise VMware Cloud Foundation

SPEAKERS: Anthony Rivieccio, Tom Harrington and Ann Bailey

1:45 PM–2:30 PM PT

Level 400 – Design and Architect

A large financial institution with a $54 million initial deal size and more than eight VMware Cloud Foundation instances in data centers across the globe with more than 1,000 hosts. A Big 4 consulting firm with more than 10 VMware Cloud Foundation instances in 10 data centers worldwide.

Join us to inspect those large VMware Cloud Foundation Professional Services Organization projects, including architectural challenges, tips and lessons learned on deploying VMware Cloud Foundation for the enterprise. We will also share design decisions and detailed customer examples from more than 30 different VMware Cloud Foundation deployments. Learn more about the VMware Cloud Foundation infrastructure community and the great resources available for partners.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

VMware Cloud on AWS: Network and Security Updates

SPEAKER: Sandeep Sharma

2:35 PM–3:20 PM PT

Level 400 – Design and Architect

In this session, you will receive a refresher on connectivity and learn about the latest updates to the network and security stack in VMware Cloud on AWS. This session will include a demo, common best practices and the latest integration options with AWS native services.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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DR on VMware Cloud on AWS Implementations

SPEAKER: Frances Wong

9:30 AM–10:00 AM PT

Level 200 – Explain and Demonstrate

We will explore what disaster recovery (DR) options are available to leverage on the VMware Cloud on AWS platform. We will review the architecture of each solution and how it is implemented.

SUB-TRACKS: *Business Continuity* and *Hybrid Cloud / Multi-Cloud*

The Future of Disaster Recovery as a Service for VMware Cloud Providers – VMware vCloud Availability

SPEAKERS: Daniel Paluszek and Mariush Minkov

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

VMware Cloud Providers are growing at an exponential pace by offering value-added cloud services. Why? These VMware Cloud Providers are going all in on the VMware Cloud Provider Platform. One of these core functions is providing a disaster recovery-as-a-service (DRaaS) solution.

In this technical session, we will discuss VMware's current DRaaS strategy and vision, and what we are executing on. Moreover, you will gain insight into our next release and a demonstration of the newly introduced features.

SUB-TRACKS: *Business Continuity* and *Hybrid Cloud / Multi-Cloud*

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VMware vRealize, VMware vSphere with Kubernetes and VMware Tanzu Mission Control – The Best Platform for Running and Managing Modern Apps

SPEAKERS: Chris McClanahan and Deepak Kallakuri

10:40 AM–11:10 AM PT

Level 100 – Awareness and Understanding

VMware Tanzu Mission Control delivers a new multi-cloud Kubernetes control plane that has proven to be hugely exciting since it was announced at VMworld. Project Pacific will make Kubernetes a first-class citizen in VMware vSphere. VMware vRealize Suite has also had Kubernetes management capabilities for more than a year and will integrate with both Tanzu and Project Pacific.

Get the clear picture of how these offerings complement each other to provide the best, most reliable and secure developer and operations experience in the industry.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

Accelerating Machine Learning on VMware with GPUs and VMware vSphere Bitfusion

SPEAKERS: Jim Brogan and Mike Adams

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

Machine learning (ML) produces valuable business outcomes today in a range of industries, such as fraud detection in finance and better cures in healthcare. VMware offers a uniquely superior infrastructure for supporting enterprise ML. Our solutions enable the agility to work with many different ML frameworks and to support the entire ML pipeline, which extends well beyond training and inference. VMware technologies, especially VMware vSphere Bitfusion, help customers maximize their often-expensive GPU investments by providing the ability to share these technologies among their entire user base in very flexible ways.

Attend this session to learn the key concepts and technologies that VMware offers in this area, how to identify opportunities for selling to your customers and how we can help accelerate the process through sales offerings such as PoCs.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

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Enterprise Apps on VMware Cloud on AWS

SPEAKERS: Oleg Ulyanov and
Sudhir Balasubramanian

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

Oracle/SQL/SAP workloads are very resource intensive with high service-level agreements (SLAs) and recovery time objectives/recovery point objectives (RTOs/RPOs). Robust design is the key for enabling performance, high availability, scalability, workload balancing and more. This session will show the lifecycle of these apps all the way from on-premises to VMware Cloud on AWS.

This session will also discuss features such as vNUMA optimization, networking options, compute policies and stretched cluster. Use cases for data center extension, data center evacuation and disaster recovery will also be discussed.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and
Modern Applications

How to Leverage Application Modernization Projects to Sell VMware Tanzu and vSphere with Kubernetes

SPEAKER: Kyle Gleed

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

VMware Cloud Foundation is the perfect infrastructure stack for many of the largest traditional IT organizations. With VMware Tanzu and VMware vSphere with Kubernetes, it is also the best infrastructure stack for leading-edge organizations building for on premises and cloud, and wanting to increase development agility, especially with hybrid cloud. But how do you turn a customer's basic interest to a closed deal? How do you help our typical infrastructure champions extend into the new world and become relevant to the modern era?

Designed for VMware Cloud Foundation SEs, this session will build on the knowledge you have. Through case studies and exercises, you will learn what you need to identify and do an initial deal qualification, to tell customer stories and explain use cases to solidify interest, and to answer key questions and position the VMware portfolio as the leader.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and
Modern Applications

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Modernize and Operationalize Your HCI Data Center with VMware vSAN Enterprise Plus

SPEAKERS: David Pham and Matt Bradford

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

There are three important pillars that must be checked off to transform and scale into a modern data center: an agile hyperconverged infrastructure (HCI), intelligent and adaptive operations, and data visualization and protection.

With its native integration and interactive data analysis, VMware vSAN with VMware vRealize Operations provide IT admins with a comprehensive and complete view of their virtualized infrastructure, applications and storage metrics—from on premises all the way to VMware Cloud on AWS, and from any vSAN ReadyNode to purpose-built VxRail HCI nodes.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Modern Applications*, *Partner Co-Selling* and *Transform Networking and Security*

A VMware Partner's Guide to VMware Cloud on AWS Networking and Security

SPEAKER: Hadi Nejatian

12:40 PM–1:25 PM PT

Level 400 – Design and Architect

In this session, we will dig into the details of VMware NSX-T networking and security architecture and design in VMware Cloud on AWS. We'll look at how VMware partners can design cloud and hybrid cloud solutions for their customers using different connectivity options, such as IPsec VPN, L2VPN, AWS Direct Connect and AWS Transit Gateway.

We'll also dive into the details of how they can implement effective security for their customers with security groups, security tags, edge firewall rules and distributed firewall. In addition, we'll discuss new connectivity features and hybrid cloud solutions with NSX-T. Finally, we'll wrap up with a demo covering the discussion points.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Modern Applications*, *Partner Co-Selling* and *Transform Networking and Security*

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Don't Leave Logs on the Table – Why You Need to Sell VMware vRealize Log Insight Cloud with VMware Cloud

SPEAKER: Matt Bradford

9:30 AM–10:00 AM PT

Level 200 – Explain and Demonstrate

VMware vRealize Log Insight Cloud is the must-have solution when it comes to monitoring VMware Cloud on AWS logs. Your customers will gain important insights into their software-defined data center (SDDC) and beyond. See how vRealize Log Insight Cloud can connect to their applications and on-premises infrastructure, and help your customers correlate application logs with actions taken in their SDDC.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Modern Applications* and *Transform Networking and Security*

VMware NSX Networking for VMware vSphere with Kubernetes Workload Domains in VMware Cloud Foundation 4.0

SPEAKER: Gregory Smith

10:05 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

With Kubernetes tightly integrated into VMware vSphere 7, this session will introduce the concepts that make up Project Pacific, how VMware NSX enables supervisor cluster networking and services for Kubernetes as well as guest clusters, and how to secure workloads running in those clusters.

This session will go in detail on how vSphere with Kubernetes interacts in the VMware Cloud Foundation workload domain networking landscape, including edge design, management consideration and options for building a coexistence of Project Pacific with a regular workload.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Modern Applications* and *Transform Networking and Security*

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Going Beyond Break-Fix Support Using VMware Skyline – For a Partner Technical Audience

SPEAKER: Parth Shah

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding
In this session, you will get a VMware Skyline overview and roadmap to go from break-fix to proactive support.

You will learn about the integration of Skyline and the VMware product portfolio for an accelerated impact on your environment and subsequent end-customer benefits.

See a live demo of a VMware Skyline Advisor implementation and learn about the value of proactive support technology.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Partner Co-Selling*

Assessment-Led Selling – Using Live Optics and VMware vSAN Sizer to Maximize Your Deals

SPEAKER: Matthew Northam

9:30 AM–10:00 AM PT

Level 200 – Explain and Demonstrate
Assessment-led selling is a proven process to increase opportunity size and closing percentage. Utilizing industry-leading tools such as Live Optics and the VMware vSAN ReadyNode Sizer help VMware partners with vSAN and VMware Cloud Foundation opportunities. In this session, you'll discover what is new and coming in these tools, and then we will do a demo on the end-to-end process to show the integration. We will show how sales and technical can use these tools to help craft world-class, optimized proposals for customers.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Partner Co-Selling*

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Cloud Native Fundamentals – Containers and Kubernetes 101 for the VI Admin

SPEAKERS: Simone Morellato and Steve Tegeler

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

Containers, Docker and Kubernetes. We hear so much about them these days. But the tech is moving so fast that it can be challenging to understand what they are and their impact. Come to this session to get a foundational container technical education. Find out what they are and why they are gaining so much traction in the development community.

You will get a technical overview on containers and the container orchestrator that everyone is talking about: Kubernetes. The speakers will employ terms and use cases relatable to infrastructure engineers. You will also see some demos of this technology to bring the concepts home. Finally, the session will close with a short discussion of the latest VMware technology relevant in the container space.

SUB-TRACK: *Modern Applications*

New Use Cases (Cloud Native) for VMware Cloud with VMware vSphere with Kubernetes and vSphere Bitfusion

SPEAKERS: Yuvraj Mehta and Chris Saunders

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

As new technologies are integrated and made available to VMware Cloud, they enable various use cases that drive infrastructure consumption. This session will cover new use cases (cloud native) for VMware Cloud with VMware vSphere with Kubernetes and vSphere Bitfusion.

SUB-TRACK: *Modern Applications*

vmware® EMPOWER ONLINE

VMware Tanzu Competitive Landscape

SPEAKER: Eric Railine

10:05 AM–10:35 AM PT

Level 100 – Awareness and Understanding

VMware Tanzu introduces not just more products to the VMware portfolio, but also more direct competitors and more opportunities to complement third-party solutions. We'll introduce the Tanzu portfolio and discuss the ecosystem landscape both as a whole and within several categories. We'll then focus on how to position VMware products head-to-head against the competition, and when to instead surround those products by addressing common customer pain points and product gaps.

SUB-TRACK: *Modern Applications*

Developer-Ready Solutions for VMware Cloud Providers with CSE, Nirmata and Bitnami

SPEAKERS: Daniel Paluszek and Joe Mann

10:05 AM–10:35 AM PT

Level 100 – Awareness and Understanding

VMware Cloud Provider Program partners are constantly looking for new and exciting ways to provide innovative solutions to our mutual customers. With cloud native infrastructure being such a hot topic, Kubernetes-as-a-service (KaaS) offerings are top of mind for many VMware Cloud Provider Program partners today. We've introduced tools such as the Container Service Extension to help our partners create the building blocks of a KaaS offering. We've also worked with third-party partners such as Nirmata to enhance the experience partners can provide to their tenants for Kubernetes cluster management in the VMware Cloud Director tenant portal. Putting these infrastructure management additions together with Bitnami technology allows our partners to build some very compelling offerings. Join us to learn how these pieces fit together to help our partners create developer-ready solutions.

SUB-TRACK: *Modern Applications*

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VMware Tanzu Portfolio and Product Roadmap

SPEAKER: Scott Buchanan

11:30 AM–12:00 PM PT

Level 100 – Awareness and Understanding

The VMware Tanzu portfolio is new and evolving rapidly—it will represent a growing set of organic and inorganic innovation. So, let's set the story straight and walk through the VMware Tanzu portfolio today. We will provide an overview of the build/run/manage pillars and component products. Then, we'll explore the roadmap for product developments, so you know how we will rationalize the VMware/Pivotal portfolio and simplify our go to market.

This session pulls PKS, Tanzu, VMware vSphere with Kubernetes (formerly Project Pacific), Pivotal and more into one central storyline, so you can see how these offerings come together now and will converge further in the year ahead. Equip yourself to have more forward-looking discussions with prospects and customers about the VMware Tanzu portfolio.

SUB-TRACK: *Modern Applications*

Empowering the Cloud Native Developer

SPEAKERS: Scott Brightwell and Anil Nair

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding

Cloud native software development is a key piece of any digital transformation project, and it brings with it lots of new complexities. How can your development teams get started building cloud native applications in Java? The output of that development will be application containers, but who owns that process and the mitigation of any vulnerabilities in the contents of the container? If the development teams also use third-party containers for additional functionality, how can you maintain control?

This session will look at the key features of the Spring Framework that make it the best choice for cloud native Java-based development. It will also cover VMware Tanzu Build Service and how it automates the code-to-container process, and how VMware Tanzu Application Catalog provides a curated set of known-good container-based applications for developers to leverage.

SUB-TRACK: *Modern Applications*

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VMware Tanzu Application Service (Formerly Pivotal Application Service)

SPEAKER: Mohamed Shahat

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding

VMware Tanzu Application Service (formerly Pivotal Application Service) has been successfully abstracting away the complexities of container orchestration and networking for many years. By embracing Kubernetes as the standard for container orchestration, Tanzu Application Service can continue to add unique value and enable developers at an even larger scale. This session will discuss why Tanzu Application Service embraces Kubernetes, the architecture of Tanzu Application Service, and the short-term/long-term plans for the product moving forward.

SUB-TRACK: *Modern Applications*

Deep Dive: VMware vSphere with Kubernetes and the VMware Tanzu Kubernetes Grid Service for vSphere

SPEAKERS: Tasha Drew and Michael West

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

Dive into the internals of VMware Tanzu Kubernetes Grid service for VMware vSphere to learn about provisioning your next Kubernetes cluster directly from VMware vCenter.

SUB-TRACK: *Modern Applications*

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Kubernetes as a Platform for Change

SPEAKERS: James McAfee and David Lloyd

12:05 PM–12:35 PM PT

Level 200 – Explain and Demonstrate

Kubernetes is more than just infrastructure as a service (IaaS) 2.0. It has the ability to drive meaningful change within customer organizations due to its extensibility and potential to influence both application delivery and organizational processes.

This session will show how to elevate your customer conversations beyond mere application hosting discussions. We will deep dive into use cases to drive the adoption of the platform and, by example, show how VMware can help.

This is a chance to get at the real value of the application platform beyond "because microservices" and "we need containers".

SUB-TRACK: *Modern Applications*

Storage for Cloud Native Applications with VMware vSphere for Kubernetes and VMware Tanzu

SPEAKER: Glenn Sizemore

12:40 PM–1:25 PM PT

Level 300 – Build and Implement

VMware vSphere now comes with an enriched storage control plane to provision and manage storage for containerized applications orchestrated by Kubernetes. In this session, you will learn how cloud native storage enables stateful applications running on Kubernetes to be deployed on vSphere. Now, operations can easily manage containerized applications with the same consistency of virtualized applications. Learn how storage, file shares and block storage can be deployed with policy-based management; how to monitor these container volumes in VMware vCenter; and how to remediate faults.

SUB-TRACK: *Modern Applications*

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Get Ready to Deliver Impactful VMware vSphere with Kubernetes Customer Design

SPEAKERS: Chirag Patel and Michael Francis

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

Cloud native application transformations are a focus of our customers, yet the barrier to instantiating a modern application platform is steep with complexity. VMware vSphere with Kubernetes (formerly Project Pacific) enables any customer with vSphere to instantiate a Kubernetes platform rapidly.

As a professional services consultant, come to this session to learn about the vSphere with Kubernetes architecture, a scalable design approach and considerations, best practices, the operating model, and an outcome-focused customer maturity journey.

SUB-TRACK: *Modern Applications*

Assessing the Cloud Native Readiness of Your Customer

SPEAKER: Josh Rosso

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

As various different Kubernetes platforms come online in customer environments, the success of those platforms is defined by the various users of the platforms—are they ready and enabled? Is their culture/organization a fit? Are their applications ready?

To answer these questions, we developed a program called Cloud Native Readiness. Kubernetes architects are leading this effort, and the first major milestone is a standardized way to measure and score application readiness for our customers, with an eye toward tooling and automation in this space. Attend this session to learn how to engage application teams to modernize their software by adopting cloud native principles.

SUB-TRACK: *Modern Applications*

vmware® EMPOWER ONLINE

So You Think You Want to Be a VCDX – What It Really Takes

SPEAKERS: John Arrasjid, VCDX #1;
Rene van den Bedem, VCDX #133;
Joe Clarke, VCDX #138;
Mark Gabryjelski, VCDX #23;
Brett Guarino, Moderator; and
Will Huber, VCDX #81
9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

Join this highly informative session with multiple VCDXs to understand what it takes to achieve the pinnacle of the VMware Certification program. Come prepared with questions, such as:

- How will this help my career?

- Do customers care?

- How long is the process?

SUB-TRACK: *Partner Co-Selling*

VCDX: What Could Possibly Go Wrong – Real-Life Experiences and Lessons Learned

SPEAKERS: John Arrasjid, VCDX #1;
Rene van den Bedem, VCDX #133;
Paul Cradduck, VCDX #244;
Mark Gabryjelski, VCDX #23;
Brett Guarino, Moderator; and
Byron Schaller, VCDX #231

11:30 AM–12:00 PM PT

Level 100 – Awareness and Understanding

Join our VCDXs who will share real-life experiences about customer war stories along with comedic relief—what could possibly go wrong—career highs and lows, and lessons learned along the journey. There will also be an opportunity to ask your own questions throughout the session.

SUB-TRACK: *Partner Co-Selling*

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Intrinsic Security Messaging and Architecture

SPEAKERS: Tom Gillis and Pere Monclus

10:05 AM–10:35 AM PT

Level 100 – Awareness and Understanding

Industry transformation is in full swing, and hybrid cloud, multi-cloud and cloud native transformation infrastructure have become more dynamic, more distributed and borderless. Agility and security are the centerpieces of any infrastructure build-out.

In this session, we will cover how network and security are the fundamental components to enable enterprise modernization, and how the current VMware security strategy addresses it.

With the VMware NSX portfolio becoming mature around security solutions with software-defined firewall, IPS/IDS, VMware NSX Intelligence and VMware SD-WAN security capabilities; with VMware Tanzu Service Mesh, built on NSX, on the cloud native space providing new security models; and with the combination of VMware AppDefense, VMware Carbon Black and VMware AirWatch, we have the opportunity to become the security industry leaders. Join us to discuss how our unique position, combined with our security vision and product portfolio, will drive us through this journey toward securing enterprises.

SUB-TRACK: *Transform Networking and Security*

VMware SD-WAN by VeloCloud Reference Architecture – Partner (On Premises)

SPEAKERS: Cliff Lane and Jeff Justice

10:05 AM–10:35 AM PT

Level 100 – Awareness and Understanding

Join VMware SD-WAN by VeloCloud telco engineers and learn about the components of SD-WAN and why the VMware offering is one of the most significant WAN technologies of the last decade. You'll learn about VMware SD-WAN technologies such as Dynamic Multipath Optimization, edges, partner gateways and the cloud orchestrator.

In this session, you'll learn about best practice design concepts, scalable SD-WAN architecture and where to find resources for continued learning.

SUB-TRACK: *Transform Networking and Security*

vmware® EMPOWER ONLINE

VMware NSX-T Intelligence Technical Overview

SPEAKER: Ray Budavari

10:40 AM–11:10 AM PT

Level 100 – Awareness and Understanding

The VMware NSX networking and security platform is built on several core principles, including distribution of services as close as possible to the workload, centralized management with all services from L2–L7 through a consistent UI/API, and rich workload context that extends beyond 5-tuple flow information and into app, user and process awareness.

With VMware NSX Intelligence, we deliver a new distributed analytics engine that builds on these foundations. It uses a lightweight architecture that enables rich context for historical analysis. This provides deep visibility into traffic flow and the security posture across an entire environment. This session will cover how NSX Intelligence leverages artificial intelligence (AI) and machine learning (ML) technologies to simplify implementing micro-segmentation policies and security operations. Learn how NSX Intelligence, built for extensibility, works with VMware vRealize Network Insight, VMware Carbon Black and other VMware solutions, and provides integration opportunities for customers and partners.

SUB-TRACK: *Transform Networking and Security*

Disrupting the Application Delivery Industry with VMware NSX Advanced Load Balancer

SPEAKER: Nathan McMahon

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding

VMware's acquisition of Avi Networks marks the company's official entry into the load balancing/application delivery controller (ADC) industry—a nearly $5 billion market. The world's largest enterprises, such as Adobe and Deutsche Bank, deploy Avi Networks' modern load balancing fabric across data centers and clouds. Traditional load balancers are hardware or virtual appliances that are difficult to deploy, manage and scale. Avi separates the control plane from the data plane to create a fully elastic, multi-cloud load balancing fabric. Avi's central controller automates the deployment, management and scaling of service engines that provide load balancing, web application firewall (WAF) and analytics services. Join this technical overview session to see Avi in action.

SUB-TRACK: *Transform Networking and Security*

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What's New in VMware NSX-T 3.0

SPEAKER: Gregory Smith

9:30 AM–10:00 AM PT

Level 200 – Explain and Demonstrate

VMware NSX Data Center 3.0 is a major step forward in software-defined networking and security. In this session, we will go through some of these advancements and how they can greatly contribute to the solutions that customers need. These improvements include NSX Federation, NSX Distributed IDS/IPS and many others.

SUB-TRACK: *Transform Networking and Security*

VMware NSX Data Center for vSphere to VMware NSX-T Migration for Cloud Providers

SPEAKER: Steve Dockar

10:40 AM–11:10 AM PT

Level 200 – Explain and Demonstrate

With the Yorktown (Q12020) release of VMware Cloud Director, VMware NSX-T is now ready for prime time for all cloud provider use cases, with feature parity of self-service capabilities found through VMware Cloud Director and VMware NSX Data Center for vSphere.

This session will cover the strategies and tools available to facilitate partners who need to plan to migrate their existing NSX Data Center for vSphere infrastructure to NSX-T in a multitenant infrastructure based on VMware Cloud Director.

SUB-TRACK: *Transform Networking and Security*

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Know, Understand, Execute: Network Monitoring and Analytics with VMware SD-WAN by VeloCloud

SPEAKER: Jaspreet Bhatia

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

How do you monitor your network to make sure apps use the best path possible, detect when a site needs bandwidth capacity upgrades or detect abnormal traffic behavior? Most network configurations can't support end-to-end visibility, monitoring and management of data traffic, unified-communications-as-a-service apps or cloud-routed content. SD-WAN changes all that by providing optimized paths to cloud apps using in-depth network monitoring and analytics that allow you to make better decisions.

In this session, find out how VMware SD-WAN by VeloCloud collects and utilizes real-time network data to report on app flows, end-to-end path visibility, network impairments and abnormal network condition detection. Learn how VMware vRealize Network Insight integrates VMware SD-WAN capabilities to provide network insights per app flow, network topology, data usage per client and more.

SUB-TRACK: *Transform Networking and Security*

Migration to VMware NSX-T

SPEAKERS: Jennifer Schmidt and John McLeese

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

There are different ways for migrating our current VMware NSX Data Center for vSphere customers to VMware NSX-T. In this session, we will give guidance on the migration strategies and how to successfully assess you customers' environment to prepare them for the right NSX-T migration strategy.

We will share lessons learned from recent customer migrations and demonstrate migration tools and capabilities with NSX-T, including the migration coordinator, VMware HCX and L2 bridging.

SUB-TRACK: *Transform Networking and Security*

vmware® EMPOWER ONLINE

VMware NSX-T Federation Design

SPEAKER: Jerome Catrouillet

2:35 PM–3:20 PM PT

Level 300 – Build and Implement

This session covers federation and multisite concepts, use cases of networking and security, as well as terminology. This session also covers components' (Global Manager, Global Controller, Local Manager) roles and its availability model. The audience will understand what federation is about and how they can plan to leverage in their environment.

SUB-TRACK: *Transform Networking and Security*

VMware SD-WAN by VeloCloud Deployment Designs

SPEAKER: Jaspreet Bhatia

2:35 PM–3:20 PM PT

Level 400 – Design and Architect

VMware is transforming WAN for enterprise, government and service provider customers by providing software-defined WAN. We'll show you how to position and design next-gen SD-WAN networks to meet the needs of enterprises moving applications and workloads to software as a service (SaaS) and the cloud. We'll discuss cloud gateways and Dynamic Multipath Optimization (DMPO).

We'll also look at service providers wanting to augment their backbone network with software-defined application routing capabilities; federal or high-security customers who want the benefits of SD-WAN but need private, on-premises deployments (FIPS, SSO); and MSPs or private MSPs that need multitenancy to service their customers, captive or otherwise (partner gateways for MSP or enterprise use cases). We will also discuss how to augment and replace legacy Cisco environments with SD-WAN.

SUB-TRACK: *Transform Networking and Security*

vmware® EMPOWER ONLINE

VMware Security: VMware Carbon Black Cloud and VMware Workspace ONE Intelligence

SPEAKERS: Shawn Tiemann and Dale Carter

12:05 PM–12:35 PM PT

Level 100 – Awareness and Understanding

When will endpoint management converge with endpoint security? It has actually already happened. VMware Carbon Black Cloud integrates with VMware Workspace ONE Intelligence to offer unified endpoint management's first security data-driven decision engine.

Security and IT struggle to align because they look at disparate pieces of information and try to make decisions without the full context. Now, VMware is able to provide organizations with a holistic view of workspace security, including the ability to automatically contain and remediate attacks in real time.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace* and *Transform Networking and Security*

vmware® EMPOWER ONLINE

Helping Your Customers Keep a Secure Environment with VMware Secure State

SPEAKER: Pat Loring

9:30 AM–10:00 AM PT

Level 100 – Awareness and Understanding

Helping your customers keep a secure multi-cloud environment is hard. How do you manage and secure this rapidly changing and complex environment without impeding your customers' business?

In this session, we'll focus on the trends, solutions and approaches for improving cloud security, including an overview of the next-generation VMware Secure State solution. We'll highlight how deploying to both AWS and Azure has risks that every company must overcome, and show a demo of product usage in a live cloud environment.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Partner Co-Selling* and *Transform Networking and Security*

vmware® EMPOWER ONLINE

Driving More Sales – VMware Assessment and Demo Tools

SPEAKER: Jeff Jackson

10:40 AM–11:10 AM PT

Level 100 – Awareness and Understanding

Assessments provide a systematic process and set of tools to approach customers, evaluate their environments, and assess the gap between where they are and where they can be. They provide you (the VMware Partner team) with rich intimate data about the customer that you can use to formulate a strategy. Utilizing assessment and demo tools, you can upsell the customer from VMware vSphere to hyperconverged infrastructure, software-defined networking, software-defined data center, hybrid cloud and digital workspace.

SUB-TRACK: *Partner Co-Selling*

vmware® EMPOWER ONLINE

Unvarnished Truth: Lessons Learned from Carbon Black/ VMware Customers

SPEAKER: Shawn Tiemann

12:40 PM–1:25 PM PT

Level 100 – Awareness and Understanding

It is critical to understand what successes and struggles we have had with joint Carbon Black and VMware customers. What does an ideal customer look like? What are indicators that a customer will struggle? Even though Carbon Black was recently acquired by VMware, we have had deep integrations and a long partnership that began in 2017.

Understand what we have learned with joint Carbon Black Cloud and VMware AppDefense customers, and about our early successes combining Carbon Black with VMware Workspace ONE Intelligence.

SUB-TRACKS: *Empower Digital Workspace* and *Transform Networking and Security*

vmware® EMPOWER ONLINE

The VMware Outcome-Focused Approach for SEs and Partner SEs

SPEAKERS: Marty Redler and Peter Legere

11:30 AM–12:00 PM PT

Level 100 – Awareness and Understanding

How does the Outcome-Focused Approach help SEs build a sales plan as well as gain access to a customer's line of business and innovation budget?

In this session, we will cover the Outcome-Focused Approach from an SE perspective using real-life examples from the field and best practices to ensure success.

VMware's Outcome-Focused Approach has significantly evolved over the past 12 months. Hear how the approach has helped transform how an SE engages with the account, discovers business outcomes and builds collaborative account plans with bigger deals faster as a result.

SUB-TRACKS: *Empower Digital Workspace*, *Hybrid Cloud / Multi-Cloud*, *Modern Applications* and *Transform Networking and Security*

vmware® EMPOWER ONLINE

VMware HCX: Deployment Considerations for Successful Pilots and PoCs

SPEAKER: Harold Simon

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

As partners work with customers on migrations to VMware Cloud on AWS, one of the common questions is "How will we move the existing workloads to the software-defined data center (SDDC)?" Partners want a streamlined approach to moving existing workloads and ease the onboarding process for their customers. With VMware HCX, partners can assist customers in rapidly moving workloads from an on-premises data center to a cloud SDDC with zero application reconfiguration across several common use cases.

In this session, we will discuss the key considerations and best practices for running a successful pilot or proof of concept (PoC) for HCX. Learn some of the common challenges partners and their customers face in transitioning to the cloud, and see how HCX provides the key features and capabilities for migrations while providing the similar management experiences customers use on premises today.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

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VMware NSX for Modern Applications and Container Platforms

SPEAKER: Susan Wu

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

Enterprises large and small are transforming applications to stay ahead of competition. Modernizing applications using containers and microservices has emerged as the dominant software development pattern, with Kubernetes becoming the de facto container orchestration platform. VMware NSX is the cluster networking solution designed for VMware PKS, VMware Tanzu and Pivotal platforms.

In this session, we will explain the full range of networking and security services for containers from NSX, including distributed switching and routing, distributed firewalling, distributed load balancing and more. We will discuss how to create context-aware security policies with namespace isolation. We will show the full container inventory in VMware NSX Manager, demonstrate the massive scale of Kubernetes pods, and discuss the services with network policy that can be supported by NSX.

SUB-TRACKS: *Modern Applications* and *Transform Networking and Security*

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VMware SD-WAN by VeloCloud: How to Run a Successful PoC

SPEAKERS: Hadi Nejatian and Rohan Naggi

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

Why do some SD-WAN proof of concept (PoC) deployments fail on Day 1? Most often, it's due to an incorrect understanding of the customer's goals and use cases, invalid PoC requirements or an incorrect architecture design.

Attend this session to learn how to accurately gather, assess, design and build a VMware SD-WAN by VeloCloud PoC environment. Learn about our best practices and tools you can use. This session focuses on the PoC process workflow, questions to address customer requirements, types of PoCs, sample PoC templates to gather customer information, and case studies on architecture, design and deployment.

After this session, you will understand the PoC process workflow; types of PoCs; how to use a PoC template; do's and don'ts; case studies on PoC architecture, design and deployment; and PoC design best practices.

SUB-TRACKS: *Partner Co-Selling* and *Transform Networking and Security*

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Cloudy with a Chance of Desktops – Picking the Right VMware Horizon Platform

SPEAKERS: O'Brien Merrill and Sean Massey

11:30 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

With VMware Horizon on VMware Cloud (or AWS, GCVS, IBM Cloud, Dell Cloud), Horizon Cloud, Horizon DaaS—Horizon universal, VMware Cloud Provider Platform rental, MSP—with multiple options for delivering virtual desktops and RDSH sessions to end users, how do you know which model is best for your customer? Learn the pros and cons of each solution, licensing options and routes to market so you can deliver the best virtual workspace solution for every use case.

SUB-TRACKS: *Business Continuity*, *Empower Digital Workspace* and *Hybrid Cloud / Multi-Cloud*

Demystify Design Best Practices for VMware Horizon on VMware Cloud

SPEAKERS: TJ Vatsa and Vish Kalsi

12:40 PM–1:25 PM PT

Level 300 – Build and Implement

Does uncovering the wraps around the VMware Horizon platform use cases and design on VMware Cloud sound exciting? If so, follow the footsteps of VMware R&D and Professional Services to get real-life, deep-dive design insights on how Horizon use cases can be scaled on demand and successfully deployed on VMware Cloud.

You will learn real-life best practices on accelerating high availability and scalability of Horizon desktops and applications across on-premises and VMware Cloud deployments. Hybrid cloud insights on AWS Outposts and VMware's Project Dimension will be addressed. Hands-on practitioners, strategists and architects will gain insights on how to avoid some of the thorniest problems in successfully planning, designing and implementing Horizon Cloud bursting solutions on VMware Cloud.

SUB-TRACKS: *Business Continuity*, *Empower Digital Workspace* and *Hybrid Cloud / Multi-Cloud*

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Secure Your Customers' Environments with VMware and the NIST Security Framework

SPEAKERS: Chris Willingham and Kevin Brady

12:05 PM–12:35 PM PT

Level 200 – Explain and Demonstrate

Cloud, BYOD, IoT devices and high-speed networks all improve the speed of business, but they also broaden the attack surface. Traditional security approaches these challenges with a disparate set of apps—all requiring significant effort to deploy and maintain. This results in a security strategy that's fractured, reactionary, complex, difficult and expensive to maintain, and that lacks the flexibility to react to emerging threats in a timely manner.

In contrast, VMware offers an analytics-driven, predictive solution that protects against existing and emerging threats, providing endpoint, multi-cloud, app, platform and network security across platforms.

In this session, we will use the NIST security framework as a guideline and VMware products to support this framework.

SUB-TRACKS: *Empower Digital Workspace*, *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

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Deep Dive with Connecting VMware Cloud on AWS to Native AWS Components

SPEAKERS: Hadi Nejatian and Samir Kadoo

1:45 PM–2:30 PM PT

Level 300 – Build and Implement

This technical session will help attendees understand the various types of native AWS integrations available for workloads in VMware Cloud on AWS and guide them through architectures and examples. Being that VMware Cloud on AWS already resides in AWS, many users tend to not know which AWS services are available to use with their VMs, how to architect their software-defined data center (SDDC) to communicate with various AWS native services, how to optimize their workloads by mixing and matching various native AWS services with the applications that reside in their SDDC, and more.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Partner Co-Selling*

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VMware SD-WAN by VeloCloud Roadmap: What's New/What's Next

SPEAKERS: Marco Murgia and Steven Woo

10:40 AM–11:10 AM PT

Level 100 – Awareness and Understanding

This session will provide attendees with an overview of recent features added to the VMware SD-WAN by VeloCloud platform, including edge appliances, as well as a preview of what is coming soon to the platform. The highlights of what is coming will include some planned security enhancements that allow for a broader set of enterprise use cases.

SUB-TRACKS: *Business Continuity* and *Transform Networking and Security*

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VMware vRealize Automation 8 – Getting Started

9:30 AM–10:35 AM PT

Level 100 – Awareness and Understanding

Use VMware vRealize Automation 8 to define, govern, budget, build, manage, monitor and share the release of your application infrastructure rapidly and reliably. You will learn how to create application patterns in VMware Cloud Assembly, as well as curate application blueprints and make them available in VMware Service Broker. You will also learn to integrate development tools into a continuous delivery pipeline with VMware Code Stream.

SUB-TRACKS: *Hands-on Labs* and *Hybrid Cloud / Multi-Cloud*

VMware vRealize Operations 8 – Getting Started

9:30 AM–10:35 AM PT

Level 100 – Awareness and Understanding

Learn what's new in managing services and applications in VMware vRealize Operations 8. Experience full visibility from apps to infrastructure with vRealize Operations 8. See how to gain complete observability into your entire environment, and troubleshoot performance issues even faster and more seamlessly than ever before. Use the Troubleshooting Workbench to intelligently gather and correlate information for a single view of potential evidence and root-cause analysis.

Localized Languages: Japanese, Simplified Chinese and Traditional Chinese

SUB-TRACKS: *Hands-on Labs* and *Hybrid Cloud / Multi-Cloud*

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VMware Cloud Foundation – Getting Started

10:05 AM–11:10 AM PT

Level 100 – Awareness and Understanding

Discover the capabilities of SDDC Manager for automated deployment, lifecycle management and automated day X operations. This hands-on lab also takes a closer look at the integration between SDDC Manager and VMware vRealize Suite.

Localized Languages: Japanese, Simplified Chinese, Korean, Latin American Spanish, Brazilian Portuguese, French and German

SUB-TRACKS: *Hands-on Labs* and *Hybrid Cloud / Multi-Cloud*

VMware HCX – Getting Started with Cross-Cloud Mobility

11:30 AM–12:35 PM PT

Level 200 – Explain and Demonstrate

VMware HCX provides a seamless method for extending on-premises VMware vSphere environments into a public cloud. HCX includes vMotion, bulk migration, high throughput network extension, WAN optimization, traffic engineering, load balancing, automated VPN with strong encryption (Suite B) and better secured data center interconnectivity with built-in hybrid abstraction and hybrid interconnects. This hands-on lab provides hybrid cloud infrastructure with an on-premises vSphere environment and cloud vSphere environment. It guides you to establish the state of hybridity, and configure live migration and bulk migration of VMs.

Localized Languages: Japanese, Simplified Chinese and Traditional Chinese

SUB-TRACKS: *Hands-on Labs* and *Hybrid Cloud / Multi-Cloud*

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VMware SD-WAN by VeloCloud – Getting Started

10:05 AM–11:10 AM PT

Level 100 – Awareness and Understanding

Explore VMware SD-WAN by VeloCloud, including its key components and architecture.

Localized Language: Japanese

SUB-TRACKS: *Hands-on Labs* and *Transform Networking and Security*

VMware NSX Advanced Load Balancer – Getting Started

10:40 AM–12:00 PM PT

Level 100 – Awareness and Understanding

Explore Avi Vantage to see how easy it is to apply load balancing, a web application firewall and service mesh to any application in a multi-cloud environment.

SUB-TRACKS: *Hands-on Labs* and *Transform Networking and Security*

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VMware vSphere – Security Getting Started

10:40 AM–12:00 PM PT

Level 100 – Awareness and Understanding

Explore the new security features of VMware vSphere, including the Trusted Platform Module (TPM) 2.0 for VMware ESXi, the Virtual TPM 2.0 for virtual machines and support for Microsoft virtualization-based security (VBS). You will see how to leverage and implement these features in your own environment and existing workflows.

SUB-TRACKS: *Hands-on Labs*, *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

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VMware Tanzu Mission Control

9:30 AM–10:35 AM PT

Level 200 – Explain and Demonstrate

VMware Tanzu Mission Control provides a single control point for teams to more easily manage Kubernetes and operate modern, containerized applications across multiple clouds and clusters. Tanzu Mission Control codifies the know-how of operating Kubernetes, including deploying and upgrading clusters, setting policies and configurations, understanding the health of clusters and the root cause of underlying issues, and creating a map from the people structure to the infrastructure.

In this hands-on lab, you will be exposed to various aspects of Tanzu Mission Control, including Kubernetes cluster lifecycle management, health checks, environment-at-a-glance monitoring, access policies and conformance testing.

SUB-TRACKS: *Hands-on Labs*, *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

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Integrating Kubernetes with VMware NSX-T Data Center

10:40 AM–12:00 PM PT

Level 200 – Explain and Demonstrate

Get hands on with the newest version of VMware NSX: VMware NSX-T Data Center. Work with the new policy manager UI in NSX-T, and learn how to configure logical switching, routing, load balancing and the distributed firewall in a multi-hypervisor environment.

SUB-TRACKS: *Hands-on Labs*, *Modern Applications* and *Transform Networking and Security*

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Securing Devices and Resources with VMware Workspace ONE

11:30 AM–12:35 PM PT

Level 200 – Explain and Demonstrate

End users have more flexibility than ever before in where and how they work and access corporate resources. VMware Workspace ONE and Unified Access Gateway streamline the increasing demand for end-user flexibility without sacrificing security. Learn how Workspace ONE can protect and patch devices through the Workspace ONE Intelligence platform. Learn how to configure reverse proxies, certificate authentication and identity bridging on Unified Access Gateway to authenticate users and allow your devices to more securely access corporate resources.

Localized Languages: French and German

SUB-TRACKS: *Empower Digital Workspace* and *Hands-on Labs*

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Kubernetes – Getting Started Game

12:40 PM–3:20 PM PT

Level 100 – Awareness and Understanding

VMware Odyssey by Hands-on Labs provides short tasks that challenge your knowledge on Kubernetes. Sponsored by Intel.

SUB-TRACKS: *Modern Applications* and *VMware Odyssey*

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VMware NSX-T – Advanced Game

12:40 PM–3:20 PM PT

Level 200 – Explain and Demonstrate

VMware Odyssey by Hands-on Labs provides short tasks that challenge your knowledge on VMware NSX-T. Sponsored by Intel.

SUB-TRACKS: *VMware Odyssey* and *Transform Networking and Security*

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VMware vSAN – Getting Started Game

12:40 PM–3:20 PM PT

Level 100 – Awareness and Understanding

VMware Odyssey by Hands-on Labs provides short tasks that challenge your knowledge of VMware vSAN. Sponsored by Intel.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *VMware Odyssey*

VMware vSAN – Advanced Game

3:25 PM–4:30 PM PT

Level 200 – Explain and Demonstrate

VMware Odyssey by Hands-on Labs provides short tasks that challenge your advanced knowledge of VMware vSAN. Sponsored by Intel.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *VMware Odyssey*

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Advice for Building a Profitable Digital Workspace Partner Practice

SPEAKERS: Casey Powell, Carmine Trebisacce and Raj

9:30 AM–10:00 AM PT

Sales – Professional

This session is for end-user computing practices owners interested in building a VMware digital workspace practice and creating services revenue streams. You'll learn about the digital workspace services opportunity, explore options for packaging and delivering your own professional services, and learn about partner competency programs to skill and certify teams. VMware experts will share their on-the-job experience supporting VMware Workspace ONE professional services projects.

SUB-TRACK: *Empower Digital Workspace*

The Case for Modern Management: If You Build It, They Will Switch

SPEAKER: Aditya Kunduri

9:30 AM–10:00 AM PT

Sales – Advanced

This session lays out the top reasons why customers should adopt VMware Workspace ONE for their modern management objectives—Windows 10 and beyond. The role-play format will walk through how to qualify customer challenges, and provide technology and business justification for adopting Workspace ONE.

SUB-TRACK: *Empower Digital Workspace*

vmware® EMPOWER ONLINE

Zero Trust and VMware Carbon Black: New Opportunities for Growth and Getting Customers to Full Deployments

SPEAKER: Jeff McGrath

9:30 AM–10:00 AM PT

Sales – Professional

The VMware Workspace ONE platform inherently offers a zero-trust architecture that customers can embrace. This is supercharged with the addition of VMware Carbon Black. Learn how to leverage zero trust and VMware Carbon Black to grow your deals and drive full deployment of Workspace ONE.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace*

Selling the Value of Employee Experience and Engagement

SPEAKERS: Marshall Anne Busbee and Asha Kalyur

11:30 AM–12:00 PM PT

Sales – Professional

Employee experience is the biggest end-user computing industry opportunity in front of us today. We will cover what it takes to succeed, and how to engage with new stakeholders and influencers, including HR.

SUB-TRACKS: *Business Continuity* and *Empower Digital Workspace*

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Preparing Your Business for Hybrid Cloud: Keys to Evolving as a Cloud Provider

SPEAKER: Richard Damoser

10:05 AM–10:35 AM PT

Sales – Professional

End customers are adopting a hybrid cloud environment. Cloud providers need to be proactively evolving their business in response to this change.

In this session, we'll look at the industry trends and talk through several ways that successful providers have embraced new ways of doing business to thrive in the hybrid cloud world.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Cloud Economics and Positioning – Including Success Stories and Best Practices

SPEAKER: Craig Stanley

10:40 AM–11:10 AM PT

Sales – Professional

We will cover the latest information and messaging around VMware Cloud on AWS cloud economics. This will include our new storyline and customer presentation. This session will also cover the expansion to the cloud economics model to more completely call out the costs of migrating to other public clouds, aka the blind spot model. Finally, this session will discuss success stories taken from more than 500 deals the worldwide cloud economics team has participated in. These engagements have led to a 2X increase in close rates, and this session will give examples on how and why.

This session will also cover positioning VMware Cloud on AWS against native AWS EC2 and Azure virtual machine environments as well as against VMware Cloud Provider Program partner-managed Azure, Google and Oracle solutions.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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The Next Breakthrough in Hybrid Cloud and VMware Cloud on AWS Operations Management

SPEAKER: Taruna Gandhi

12:05 PM–12:35 PM PT

Sales – Advanced

What's better than using VMware vRealize Operations to manage your hybrid cloud performance, capacity and cost? Letting VMware run vRealize Operations for your customers. Come learn all about VMware vRealize Operations Cloud, the latest VMware software-as-a-service (SaaS) offering that can help customers lower TCO and increase ROI with vRealize Operations as a service.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

Growing Your Business with Services Based on VMware Cloud Director: Delivering High-Margin, Value-Add Services

SPEAKER: Patrick Verhoeven

12:05 PM–12:35 PM PT

Sales – Professional

Partners deploying the VMware Cloud Provider Platform with VMware Cloud Director achieve double-digit higher growth than other partners. A key reason for this is the value of the core platform and the differentiated, higher-margin services that can be easily deployed on top of the platform. In this session, we'll review how successful providers are building a business on VMware Cloud Director and some key services that can be delivered to help expand your business (and profits).

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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SDDC Practice Builder for Sales – Learn How to Build a Hybrid Cloud Practice Based on VMware Cloud Foundation

SPEAKERS: Elver Sena Sosa, Sachin Sundar and Ernie China

2:05 PM–3:25 PM PT

Sales – Advanced

Interested in building a hybrid cloud practice based on VMware Cloud Foundation? Want to learn the best way to pitch VMware Cloud Foundation to your customers? Then this is the session for you.

We will discuss the VMware vision, the market opportunity and the key use cases for VMware Cloud Foundation. No marchitecture, no slide— just a whiteboard and interactive discussions.

SUB-TRACK: *Hybrid Cloud / Multi-Cloud*

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Monetizing an Application-Centric Business for Cloud and Service Providers

SPEAKER: Gerrit Lehr

9:30 AM–10:00 AM PT

Sales – Professional

It's an application world, and cloud providers need to be thinking about how to expand their business to appeal to developers. In this session, we'll look at the basics of what a developer-ready cloud can look like, and how to deliver services that appeal to developers looking for help with containers and building applications.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

Migrate and Modernize, Focus on AWS Services, Kubernetes and AI/ML

SPEAKERS: Matt Morgan and Andrew Nielsen

10:05 AM–10:35 AM PT

Sales – Professional

In this session, we will look at the changing market dynamics and the acceleration of native workloads. We will look at customer examples of organizations embracing modern workloads and discuss VMware's unique value. We will cover VMware vSphere with Kubernetes (formerly Project Pacific), artificial intelligence and machine learning (AI/ML) with vSphere Bitfusion, and AWS services.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

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Driving Compelling Multi-Cloud Conversations

SPEAKERS: Kurt Milne and Matt Morgan

10:40 AM–11:10 AM PT

Sales – Advanced

In this session, you'll learn how a strong virtualized environment—aligned with foundational IT capabilities—can readily address business problems or opportunities. We'll focus on connecting the VMware multi-cloud portfolio to the evolving app landscape, and how we help customers retain, re-platform, refactor, rewrite and replace apps.

We'll focus on the multi-cloud story as foundational, yet we'll start high level. Then, we'll drill down to a prescription for using incisive multi-cloud questions more frequently and more effectively. Finally, you'll learn how to overcome competitive objections with our connect strategy and identify business outcomes achieved through our cloud-delivered services.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

Multi-Cloud and App Modernization Opportunities with Your Customers

SPEAKER: Susan Nash

12:40 PM–1:25 PM PT

Sales – Professional

When it comes to cloud, we've truly entered a multi-cloud world, and customers today expect to work with multiple cloud providers. Whether they want to retire or extend their data center to the cloud, build or shift disaster recovery capabilities to the cloud, or modernize their applications, customers are looking to mitigate risk and leverage the benefits of digital transformation.

Please join Susan Nash, SVP Strategic Corporate Alliances, to hear how customers have leveraged VMware multi-cloud and app modernization solutions for their business, and how you can leverage these use cases to grow yours.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Modern Applications*

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Driving Your Customers' Business Transformation in the Cloud

SPEAKER: John Hashem III

9:30 AM–10:00 AM PT

Sales – Professional

This session will illustrate how CloudHealth by VMware helps managed service providers (MSPs) keep up with their customers' evolving environments. MSPs and VARs face rapidly changing customer demands. As customers continue to expand their applications to the cloud, MSPs are also reinventing how to deliver services.

We'll cover a full end-to-end lifecycle of how CloudHealth helps MSPs support a customer cloud expansion, from the initial infrastructure assessment to the long-term value-add services that CloudHealth enables for MSPs. You'll come away from this session with a blueprint on how to use CloudHealth to adapt and thrive as your customers adopt cloud technologies.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Partner Co-Selling*

Partner Monetization of VMware Cloud on AWS

SPEAKER: Patrick Verhoeven

11:30 AM–12:00 PM PT

Sales – Professional

In this session, we will review how different types of VMware partners—from VMware Cloud Provider Program providers to solution providers—can monetize VMware Cloud on AWS.

This session will discuss the market opportunity as well as target customers, use cases and workloads for VMware Cloud on AWS. More importantly, this session will provide guidance on how partners can monetize professional and managed services on VMware Cloud on AWS.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Partner Co-Selling*

vmware® EMPOWER ONLINE

Managing Hybrid and Multi-Cloud Networking and Security

SPEAKERS: Sehjung Hah and Matt Just

11:30 AM–12:00 PM PT

Sales – Advanced

Hybrid cloud is slowly becoming a reality. Customers are also starting to adopt a multi-cloud approach to get the right services from the right clouds. But how do you keep control over the data that's in these clouds and make sure security policies are up to date? Do you really need to learn all those different network monitoring and troubleshooting tools that are cloud-specific? Definitely not.

Join this session and learn how to get hybrid and multi-cloud networks into a single pane of glass, plan security for native and hybrid applications, and remain in control using VMware vRealize Network Insight.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

Successfully Add More Revenue to Your Bottom Line with VMware SD-WAN by VeloCloud

SPEAKERS: Karl Brown and Tyler Anderson

11:30 AM–12:00 PM PT

Sales – Professional

Grow your business by adding VMware SD-WAN by VeloCloud to your solution portfolio. Get equipped with the knowledge, skills and tools for successful customer engagements. Learn how the VeloCloud Partner Program will transition into VMware Partner Connect for you to grow your SD-WAN business by offering a reliable recurring revenue stream, rapid onboarding, and access to joint marketing programs and market development funds.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

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VMware SD-WAN by VeloCloud 101

SPEAKERS: Chris Le and Karl Brown

12:05 PM–12:35 PM PT

Sales – Professional

This session focuses on the specific use cases, architecture and functionality leveraged through an SD-WAN solution. You will learn the benefits of VMware SD-WAN by VeloCloud, from optimizing business-critical applications across all available transports—from branch to data center and enterprise—to using cloud applications.

SUB-TRACKS: *Business Continuity*, *Hybrid Cloud / Multi-Cloud* and *Transform Networking and Security*

vmware® EMPOWER ONLINE

Partner-Delivered Services Opportunity

SPEAKER: Danny Meeks

10:05 AM–10:35 AM PT

Sales – Advanced

Attend this session to learn how to partner with VMware on professional service engagements for your customers. We'll discuss how to generate PS pipeline and how to access VMware funds that may be available in your customer base.

SUB-TRACK: *Partner Co-Selling*

Maximize Profitability with VMware Partner Connect

SPEAKER: Richard Steeves

10:05 AM–10:35 AM PT

Sales – Professional

The new VMware Partner Connect program offers multiple paths to success. You can focus on the solution area(s) that best align with your business across resell, cloud and services. Achievement of Master Services Competencies unlocks the highest levels of rewards and recognition.

Join this session to understand how to maximize your profitability through our incentives and program alignment within Partner Connect.

SUB-TRACK: *Partner Co-Selling*

vmware® EMPOWER ONLINE

Improving Partner Practice Maturity – The Art and Science of Maximizing Profitability

SPEAKER: Bob Nash

10:40 AM–11:10 AM PT

Sales – Professional

Every professional services firm—regardless of specialization, size or location—has the same set of goals: Produce outstanding service to its clients, satisfying careers for its people and financial success for its owners.

How the VMware partner defines and executes each of these is what differentiates our partners from each other, providing them with a unique motivation and determining their level of success. A partner services practice is people, processes and technology delivering these three outcomes. There is a set of characteristics in each of these areas that is consistently associated with a mature partner. These partners become market leaders, enjoy low staff turnover, and generate the most gross and net profit compared to the less mature partner. This presentation defines these practice maturity benchmarks.

SUB-TRACK: *Partner Co-Selling*

VMware Partner Connect and Delivering Exceptional Customer Outcomes

SPEAKER: Jenni Flinders

12:40 PM–1:25 PM PT

Sales – Professional

Hear from Jenni Flinders, Worldwide Channel Chief, about the new VMware Partner Connect program and enablement opportunities that you can take advantage of today to build your mastery and serve as the trusted advisor to your customers. Learn about the latest Master Service Competencies available and how they can help you co-sell with VMware.

SUB-TRACK: *Partner Co-Selling*

vmware® EMPOWER ONLINE

The CIO/CISO and Intrinsic Security

SPEAKER: Calvin Chai

10:05 AM–10:35 AM PT

Sales – Advanced

Upon completion of this exciting session on protection, you'll learn how to approach a CIO to discuss cybersecurity and articulate how VMware Carbon Black instantiates security inside of an organization across all business lines.

In this session, you'll learn how to identify who is responsible for risk mitigation activities that span the spectrum of the entire organization, and how to articulate the benefits of speed and innovation and the value of creating a higher security capability for protecting digital assets using VMware security solutions.

SUB-TRACK: *Transform Networking and Security*

VMware NSX and Cisco ACI – Better Together

SPEAKERS: Chris McCain and Paul Mancuso

10:40 AM–11:10 AM PT

Sales – Professional

For the past several years, Cisco and VMware's software-defined networking strategies have been competitive with each other. This has led to customers not realizing the full value of what can be accomplished by both solutions working together. Today, more and more partners and customers realize that both solutions are, in fact, highly complementary to each other, which drives demand toward leveraging both an ACI underlay and a VMware overlay.

This session will help you position the two solutions relative to each other, and explain why VMware can integrate and operate in a Cisco ACI environment, allowing you to leverage both your Cisco and VMware practices together to solve customer problems.

SUB-TRACK: *Transform Networking and Security*

vmware® EMPOWER ONLINE

Networking in VMware Cloud Foundation – How to Sell VMware NSX

SPEAKER: Marcus Phipps

12:05 PM–12:35 PM PT

Sales – Advanced

A consistent networking architecture is critical to securing applications and data, and streamlining operations. However, what applications demand today is not what the network is designed to deliver, nor are network administrators willing to disrupt a functioning, stable network. As a crucial component of VMware Cloud Foundation, the VMware NSX solutions can bridge that gap. This session will talk about the conversations you can have with IT executives, use cases for NSX to look for in your customers and how to have a conversation on how NSX can solve their business problems.

SUB-TRACK: *Transform Networking and Security*

vmware® EMPOWER ONLINE

Be Outcome-Focused: The Outcome-Focused Approach Is a Prescriptive Set of Customer-Centric Tools and Guidance Focused on Customer Outcomes

SPEAKERS: Marty Redler and Peter Legere

10:05 AM–10:35 AM PT

Sales – Professional

Critical to any transformational journey, having an outcome-focused roadmap is a must—it doubles key success factors, for one. Forged from VMware's global experience delivering outcomes for customers across all industries, we've developed a model containing the competencies and mandatory capabilities our customers have developed to be successful. The objectives of this session are to help your customers understand their business strategies and the corresponding IT strategies by leveraging VMware's global experience to create an outcome-focused roadmap using the IT value model.

SUB-TRACKS: *Empower Digital Workspace*, *Hybrid Cloud / Multi-Cloud*, *Modern Applications*, *Partner Co-Selling* and *Transform Networking and Security*

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How to Sell the Digital Workspace Across Any Segment and Vertical

SPEAKER: Casey Powell

10:40 AM–11:10 AM PT

Sales – Professional

The VMware End-User Computing team has built a digital workspace platform that can deliver an amazing employee experience while maintaining privacy and security for customers of any size. The goal state for any customer is to leverage the entire platform, but that takes planning and time. In this session, you will learn how to land with VMware Workspace ONE, and then continue to expand by identifying new use cases or by cross-selling from the VMware portfolio. We will cover how to tell the digital workspace platform story, identify use cases and key projects that align with different segments and verticals, and how to keep your customers consuming more as they work toward full adoption of the Workspace ONE platform.

SUB-TRACKS: *Business Continuity*, *Empower Digital Workspace* and *Partner Co-Selling*

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Understanding Applications from the Customer's Perspective

SPEAKERS: Scott Buchanan and Pete Chargin

10:40 AM–11:10 AM PT

Sales – Advanced

You may think apps are not where the story is, but this session will prove to you that you need a broader vision of the apps story. This session will clarify the overall vision and strategy of cloud native applications across our entire portfolio of products. You will learn from high-level business direction of the BU how we are positioning ourselves in the cloud native industry to win.

SUB-TRACK: *Modern Applications*

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So You Want to Build a Practice Around VMware Solutions

SPEAKERS: Paul Irwin and Crystal Greenwood

12:05 PM–12:35 PM PT

Sales – Professional

Learn what it takes to build a successful, scalable practice around VMware technology. This session will focus on VMware Cloud on AWS and VMware NSX technologies. It will be delivered by VMware hybrid cloud and networking partner solution architects. For the past 2+ years, we've been working with a number of our corporate reseller and solution provider partners to lay the foundation of successful hybrid cloud and software-defined networking practices centered on VMware Cloud on AWS and NSX, respectively.

In this session, we will explore the methodology and processes we use to get partners off the ground and pointed in the right direction for success. We will also provide guidance and suggestions on internal best practices, and highlight some of the roadblocks we encountered and how we moved past them. Use this session as an opportunity to understand the do's and don'ts of building successful VMware solution practices.

SUB-TRACKS: *Hybrid Cloud / Multi-Cloud*, *Partner Co-Selling* and *Transform Networking and Security*

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Topics

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Accelerating Change: VMware Americas Marketing Strategy

SPEAKERS: Anna Dorcey and Kate Canestrari

9:30 AM–10:00 AM PT

Marketing – Professional

In these unprecedented times, marketing organizations are faced with developing business resiliency plans that are quickly adaptable. In this session, we will share the VMware Americas Marketing strategy across a variety of marketing programs and solution areas. We'll also take a deeper dive into the key areas that partners can engage and execute with customers.

SUB-TRACK: *Marketing* and *Business Continuity*

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Marketing Campaigns to Engage and Convert Your Customers

SPEAKER: Suzette Pereira-Beardsley

10:05 AM–10:35 AM PT

Marketing – Professional

Recent global events are creating the need to evaluate your marketing strategy and ensure that you continue to deliver programs that drive your business forward. In this session, we'll review how to incorporate digital marketing in your marketing mix and leverage packaged digital campaigns that make it easy for our partners to quickly leverage and turn leads into opportunities.

SUB-TRACK: *Marketing*

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Using the Partner Demand Center to Execute Your Digital Marketing Plan

SPEAKERS: Kendra DeCoste and Heddie Burton

10:40 AM–11:10 AM PT

Marketing – Professional

Need help increasing VMware solution awareness and driving demand? We know digital marketing can be a challenge, so we offer tools to help you each step of the way. Learn how to simplify and accelerate your digital marketing strategy with comprehensive partner marketing resources. We will demonstrate how our web and social content programs, multitouch campaigns and customizable assets can help get your digital plan in market faster and easier.

SUB-TRACK: *Marketing*

The B2B Buyer Has Changed, Have You – Buyer Insights That Drive Digital Marketing Success

SPEAKER: Barry Vasudevan, Forrester

11:30 AM–12:00 PM PT

Marketing – Professional

More prospect interaction is occurring online, changing when and where sales engages—the need for a digital relationship has never been more urgent. Business realities have created an unprecedented opportunity for marketers to create organizational value. Insight around business-to-business (B2B) buyer purchasing is essential for driving go-to-market growth strategies aligned to the buyer's journey.

In this session, **Forrester** will share valuable data from SiriusDecisions Buyer Insights research and success strategies by demystifying and identifying how best to leverage buyers' journeys in an increasingly digital world.

SUB-TRACK: *Marketing*

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Successful Execution of VMware Development Funds

SPEAKER: Sahiba Ratra

12:05 PM–12:35 PM PT

Marketing – Professional

VMware is focused on transforming the partner experience to enhance ease of doing business through our Development Funds Program. Join us to learn about the program's FY21 policies, best practices for avoiding claims going on hold, the best ways to maximize returns through integrated campaigns, and the resources and support available to partners such as the knowledge base in VMware Partner Connect.

SUB-TRACK: *Marketing*

vmware® EMPOWER ONLINE

How to Effectively Engage Customers in a Virtual Environment

SPEAKERS: Jim Wagstaff and Gene Whitlock

12:40 PM–1:25 PM PT

Marketing – Professional

For partners all over the world, the move toward more virtual or distributed sales and service with customers represents a considerable challenge on multiple fronts. However, these changes also represent an opportunity to get—and stay—more engaged.

Many of our normal go-to approaches are limited by the inability to meet customers face to face. One of the most obvious ways to overcome this potential barrier is by understanding how to adapt our selling to fully utilize technologies such as virtual meetings and messaging platforms. Adapting our selling to take advantage of virtual engagement pathways can transform the alignment, empathy and trust levels we have with our customers. In this session, we'll show you how.

SUB-TRACK: *Marketing*

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