vmware® PARTNER NETWORK

Solution
Competency Guide

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vmware®

Overview of VMware Solution Competencies	Software Defined Data Center Solution Competencies	Hybrid Cloud Solution Competencies	End User Computing Solution Competencies	Appendix

Business Continuity	Management Automation	Management Operations	Network Virtualization	Server Virtualization	Software-Defined Data Center	Hyper-Converged Infrastructure	Cloud Provider	Hybrid Cloud	DaaS	Desktop Virtualization	Mobility Management

Overview of VMware Solution Competencies

VMware Solution Competencies Overview

VMware Solution Competencies provide training, enablement, and rewards to partners who attain proficiency in selling VMware virtualization, cloud and end-user computing solutions. A proven route to revenue and profitability, Solution Competencies differentiate your company's expertise, provide quantifiable returns on training investments, and help you achieve higher membership levels in the VMware Partner Network.

The Value of Earning VMware Solution Competencies

Grow Your Business

Solution Competency partners have shown 2-4x greater average annual sales over non-competency partners.

Access Solution Rewards

Earn up to 5% in Solution Rewards, a Competency-based backend rebate designed to accelerate partner profitability.

Experts win more business. Use this guide to determine which Competencies best fit your business, and take advantage of your partnership with VMware to build your company's reputation for delivering high value-add solutions.

Partner Benefits

- Increased deal sizes and growth rates
- Accelerate time to market in new solution areas
- Differentiates you from competition

Benefits to Your Customer

- Showcases you as the expert
- Helps customers simplify their partner selection process
- Provides customers peace of mind for high-quality implementation

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| Business Continuity | Management Automation | Management Operations | Network Virtualization | Server Virtualization | Software-Defined Data Center | Hyper-Converged Infrastructure | Cloud Provider | Hybrid Cloud | DaaS | Desktop Virtualization | Mobility Management |

Business Continuity Solution Competency

Up to:
2x
Annual Bookings

3-6x
Larger Unit Sales of VMware vCenter SRM

Business Continuity/Disaster Recovery (BCDR) is one of the top IT priorities for IT organizations across the world. Customers are seeking guidance for protecting data and business-critical applications against various causes of downtime. The Business Continuity Solution Competency enables partners to design and implement VMware virtualization solutions to avoid planned and unplanned application downtime using data protection, disaster recovery and disaster avoidance capabilities.

Target Market Profile

- Sales/services relationship with a top storage vendor such as EMC, NetApp, Dell EqualLogic
- Sales/services relationship with data protection/recovery vendor such as CommVault, Symantec, EMC Avamar, Microsoft, Veeam
- Colocation-hosting, managed services, cloud offering or recovery/backup-as-a-service environment

Products	VMware vSphere®, VMware Site Recovery Manager™
Market Opportunity	▪ According to industry analysts, improving business continuity and disaster recovery is the primary reason to adopt x86 virtualization ▪ According to VMware survey data, BC/DR is one the five major SDDC IT Outcomes sought by customers
Value	▪ Speed ROI as Business Continuity training and Solution Enablement Toolkits help cut time to market by months ▪ Close larger deals with potential for additional 2-5x hardware/software and 5-10x high-margin services for every VMware dollar ▪ Increase revenue opportunities through new or richer cloud-enabled services ▪ Empower your customers to secure Tier 1 and 2 application availability
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – BC (Business Continuity)** 1-hour-20-minute self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VTSP – BC (Business Continuity)** 2.5 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **Business Continuity Technical Post-Sales** (Business Continuity Overview and Design 3 hours self-paced, on-demand, free eLearning) **+** Business Continuity Implementation Fundamentals (2 day instructor-led)
Training	Business Continuity Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with BCDR SETs
Solution Rewards	Solution Rewards Home Page

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Management Automation Solution Competency

$3.7 Billion
Market Opportunity*

Easily drag any hardware and your services

The accelerating pace of business means that IT customers expect to be able to go online, request a new application or resource, and receive them in a matter of minutes. Armed with the Management Automation Solution Competency, you can help your customers deliver personalized IT services to their IT users quicker and more efficiently, automate manual tasks and processes while ensuring compliance with business policies.

Target Market Profile

- Robust VMware delivery capabilities and a mature client base in their journey to SDDC
- Looking to develop or build upon a best of-breed private cloud or hybrid cloud practice
- Familiarity with automation tools like configurations management and/or orchestration

Products	vRealize Suite™, vCloud Suite™, vRealize Automation™, vRealize Business for Cloud™
Market Opportunity	Software-Defined Data Center (SDDC) management market opportunity is $18B+. Significant services opportunity is also available to partners, including but not limited to subcontracting
Value	- Unlock up to 5 percent Solution Rewards - Deliver guidance and best practices when embarking on transition from a lengthy, manual, and fragmented provisioning process to Infrastructure as a Service - Build effective strategies and timelines for integrating and deploying infrastructure and application layers with automation, orchestration, and life-cycle management - Help IT gain business agility and operational efficiency by automating governance and delivery of infrastructure services
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – MA (Management Automation)** 1.5-hours self-paced, on-demand, free eLearning **VTSP – MA (Management Automation)** 7.5 hours self-paced, on-demand, free eLearning **Management Automation Technical Post-Sales** vRealize Automation: Install, Configure, Manage Or VCP7-CMA
Training	Management Automation Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenues with Cloud Automation SETs
Solution Rewards	Solution Rewards Home Page

Solution Competency Guide

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Management Operations Solution Competency

$6 Billion
Cloud Management Addressable Market

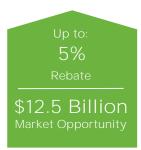Drive Assessment Led Selling with vSphere Optimization Assessment (VOA)

VMware operations management solutions is specifically designed to improve performance while optimizing capacity and mitigating risk. In today's highly competitive environment, attaining a VMware Management Operations Solution Competency is a differentiator. It is ideal for partners with customer who need an intelligent operations for VMware vSphere as well as heterogeneous environments and hybrid cloud.

Target Market Profile

- Have proficiency in server virtualization and are looking for adjacent revenue streams
- Looking for storage practices, as this competency frequently uncovers storage optimization opportunities
- Cloud management or operations management expertise desirable

Products	vRealize Suite™, vCloud Suite™, VMware vRealize Infrastructure NavigatorTM, VMware vSphere with Operations Management™, VMware vRealize Operations™, VMware vRealize Application Management add-on, VMware vRealize Log Insight™, VMware vRealize Business for Cloud™
Market Opportunity	- VMware's leadership position in this as yet untapped market makes it an extremely valuable business opportunity - More than 86 percent of virtual machines are not currently managed by VMware solutions
Value	- Unlock up to 5 percent Solution Rewards - Serve a highly virtualized customer base, typically with more than 50 virtual machines - Grow margins and value-added services - Deliver superior and consistent management of business-critical applications from Microsoft, Oracle, SAP, and more in heterogeneous and hybrid environments, including those running on Hyper-V and AWS
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – MO (Management Operations)** 1.5 hours self-paced, on-demand, free eLearning **VTSP – MO (Management Operation)** 7.5 hours self-paced, on-demand, free eLearning **Management Operations Technical Post-Sales** vRealize Operations Manager: Install, Configure, Manage
Training	Management Operations Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with Management Operations SETs
Solution Rewards	Solution Rewards Home Page

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Network Virtualization Solution Competency

Up to:
5%
Rebate

$12.5 Billion
Market Opportunity

The Network Virtualization Competency is designed to assist you in identifying networking and security opportunities within your existing customers; drive pipeline by identifying new customer opportunities; and increase revenue with VMware in the growing Software-Defined Network market space. This competency provides opportunities to grow revenues and margins by extending service delivery offerings and building practices around helping customers create workflows, blueprints and catalogs, especially around third-party security integration products.

Target Market Profile

- Existing installed vSphere or vCloud Suite customer base
- Existing installed end-user computer customer base who wants to add VDI security policies
- Customers who need to increase their security policies down to vNIC
- Customers who are currently using NSX partner solutions (e.g., Palo Alto Networks, McAfee, Symantec, Check Point, etc.)

Products	VMware NSX™
Market Opportunity	According to industry analysts, the software-defined network total addressable market is expected to reach $12.5 B by 2020
Value	- Increase deal size up to 50% with vRealize Suite and up to 70% with Horizon and AirWatch - Differentiate your business by expanding your practice with deep network virtualization and security knowledge - Expand your business and grow your practice with the proven virtualized better together architectures products - Multi-year security/SDDC pipeline increase your value as your customer's trusted advisor
Requirements	Complete 2 VSP, 2 VTSP, and 2 Technical Post-Sales accreditations listed below (current version) **VSP – NV (Network Virtualization)** 2 hours self-paced, on-demand, free eLearning OR Boot Camp (instructor-led) **VTSP – NV (Network Virtualization)** 4-Hours self-paced, on-demand, free eLearning OR Boot Camp (instructor-led) **Network Virtualization Technical Post-Sales: NSX** Network Virtualization Technical Post-Sales Accreditation: NSX OR VCP6-NV OR VCDX-NV OR VCIX-NV/ VCAP6-NV Deploy
Training	Network Virtualization Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with Network Virtualization SETs
Solution Rewards	Solution Rewards Home Page

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Server Virtualization Solution Competency

Up to:
3.5X
Annual Bookings

20%
More margin

The Server Virtualization Competency enables and rewards partners for their demonstrated ability in virtualizing server environments and providing insight into IT capacity and performance using VMware virtualization solutions. Run business critical applications with confidence and respond faster to your business needs with VMware vSphere® with Operations Management™, the industry-leading virtualization platform for building cloud infrastructures. vSphere accelerates the shift to cloud computing for existing datacenters, while also underpinning compatible public cloud offerings, paving the way for the only hybrid cloud model.

Target Market Profile

- A desire to grow business beyond general IT services
- Customers coming to you to help them take advantage of virtualization
- Interest in creating a foundation for cloud solutions and services

Products	VMware vSphere, VMware vCenter Server, VMware vSphere with Operations Management, VMware vSphere Data Protection Advanced
Market Opportunity	According to industry analysts, the virtualization market is expected to approach $5.5B by 2015, as customers change how they manage, buy, and deploy IT infrastructures and operations
Value	- Gain virtualization and cloud expertise to promote and build out an accredited, knowledgeable team or practice - Take advantage of the tremendous virtualization and cloud market and move your business beyond general IT solutions - Help customers achieve lower costs while delivering IT infrastructure as an easily accessible service
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below: **VSP – SV (Server Virtualization)** 1 hour self-paced, on-demand, free eLearning **VTSP – SV (Server Virtualization)** 8 hours self-paced, on-demand, free eLearning **Server Virtualization Technical Post-Sales** VCP-DCV Or vSphere Upgrade
Training	Server Virtualization Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenues with Server Virtualization SETs
Solution Rewards	Solution Rewards Home Page

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Software-Defined Data Center Solution Competency

Increase average deal size and Solution Rewards

Sell professional services

Evolve past the limitations of outmoded, hardware-centric architecture, and help your customers accelerate their business with VMware Software-Defined Data Center solutions. The Software-Defined Data Center (SDDC) Competency helps partners achieve proficiency in the sale, design, implementation and delivery of software-defined solutions including virtual networking, software-defined storage, server virtualization, operations management and automation. Along with these key capabilities, your company will be recognized for design and implementation experts on staff.

Target Market Profile

- Have customer base aggressively virtualizing their environments
- Desire to sell SDDC solutions and IT Outcomes
- Partners who have already achieved multiple Solution Competencies

Products	VMware's Software-Defined Data Center portfolio of compute, networking, storage, and management products covered by 5 Solution Competencies
Market Opportunity	Deliver common IT projects: reducing IT costs, capacity optimization, improving time-to-market, high availability and BCDR, and reducing security and compliance risks
Value	• Influence and lead the SDDC solution selection. Utilize powerful frameworks for CIO/CTO customer centric SDDC story telling, provides ability to have both forest and tree conversation, helps you monetize the SDDC opportunity faster • Prerequisite before implementing VMware Validated Designs in the Certified Partner Architecture Program

Requirements	Complete 2 VMware Vision & Strategy, 2 IT Outcomes, 2 Advanced Certifications, 5 Solution Competencies listed below (current version or previous version)			
	Vision and Overview	**IT Outcomes**	**Advanced Certifications**	**Solution Competencies**
	Corporate Overview Strategic Initiatives Overview	DCV & Hybrid Cloud Extensibility Streamlined & Automated DC Ops App and Infra Delivery Automation Security Controls Native to Infra High Availability & Resilient Infra	VCDX5-DCV Or VCDX-CLOUD Or VICX-NV Or VCDX-NV	Server Virtualization Management Operations Management Automation Network Virtualization Software-Defined Storage

Training	Software-Defined Data Center Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenues with the SDDC SETs
Solution Rewards	Solution Rewards Home Page

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Hyper-Converged Infrastructure Solution Competency (Formerly known as Software-Defined Storage)

7X
Hardware Drag

2X
Service Drag

Valuable Sales Rewards

VMware is the market leader in HCI, with over 3,000 VSAN customers globally across industries

This competency is designed to help you create and win hyper-converged infrastructure (HCI) opportunities, drive pipeline and increase revenues with VMware Hyper-Converged Software (VMware HCS), in a growing HCI market. VMware, the market leader in powering hyper-converged infrastructure, enables the lowest cost and highest performance HCI solutions through proven VMware Hyper-Converged Software. The natively integrated software combines radically simple Virtual SAN storage, the market-leading vSphere hypervisor, and the vCenter Server unified management solution consumable through the broadest and deepest set of HCI deployment models – the jointly-engineered EMC VxRail HCI Appliance (HCIA) providing the most streamlined deployment of VMware HCS, and over a hundred pre-certified Virtual SAN Ready Nodes available from all major server vendors.

Target Market Profile

- All verticals for midmarket and enterprise customers with 50+ vSphere VMs or multiple ROBO sites
- External Storage or Server Refresh
- Evaluating midrange, all-flash or hyper-converged storage solutions (e.g. Nutanix)
- New vSphere deployment or project that needs shared storage (VDI, Expanding Tier I or II workloads, ROBO etc.)
- Upcoming storage expansion / upgrade / renewal

Products	VMware Virtual SAN™, VMware Virtual SAN Ready Nodes from Top OEMs, VxRAIL, VMware vSphere Virtual Volumes, vSphere APIs for IO Filtering
Market Opportunity	$3.9B HCI market by 2019 with net new customer opportunities leveraging the #1 virtualization platform - IDC Hyperconverged Systems 2015-2019 Forecast
Value	Cost of ownership for storage, automated storage management, and ability to manage storage performance for their key strategic virtualization initiatives segment
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – HCI (Hyper-Converged Infrastructure)** 1 hour self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VTSP – HCI (Hyper-Converged Infrastructure)** 2 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **Hyper-Converged Infrastructure Technical** Virtual SAN: Deploy and Manage
Training	Hyper-Converged Infrastructure Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenues with Hyper-Converged Infrastructure SETs
Solution Rewards	Solution Rewards Home Page

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Cloud Provider Solution Competency

Up to:
$244 Billion
Public Cloud Service Market Opportunity

The VMware Cloud Provider Competency enables Service Provider partners to successfully identify opportunities to sell and deliver VMware vCloud services. The Competency provides the foundational training required for Service Provider partners to deliver VMware-based services, giving partners the opportunity to participate and gain influence in the cloud discussion with customers and become part of the largest public cloud ecosystems in the world.

Target Market Profile
- In VMware vCloud Air Network Program
- Selling IaaS and managed services
- Customers moving from physical to cloud (P2C)
- Customers migrating from private to public clouds

Products	VMware vCloud Service Provider Bundles
Market Opportunity	According to Gartner, by 2017 the public cloud services market is predicted to exceed $244B
Value	- Increase predictable, recurring revenue - Offering VMware vCloud services gives you the opportunity to capitalize on a recurring revenue model. Grow your customer base with VMware based services that are compatible with existing - VMware environments at SMB, commercial, and enterprise customers worldwide, enabling users with application and vCloud API portability - Increase your competitive differentiation through services - Differentiate your VMware based cloud service by leveraging the key cloud characteristics of scalability, elasticity, and security inherent to VMware vCloud Director® so that you can focus on differentiating with your value-added services - Get listed on vcloudproviders.vmware.com - Ensure customers will find you when looking for a public cloud provider by listing your vCloud service on the vcloudproviders.vmware.com marketplace
Requirements	Complete 2 VSP, 1 VOP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – CP (Cloud Provider)** 1.5 hours self-paced, on-demand, free eLearning **VOP – CP (Cloud Provider)** 2 hours self-paced, on-demand, free eLearning **Cloud Provider Technical Post-Sales** VMware Certified Professional vSphere 5 Or VMware Certified Professional Data Center Virtualization
Training	Cloud Provider Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenues with Cloud Provider SETs
Solution Rewards	Solution Rewards Home Page

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Hybrid Cloud Solution Competency

Up to:
5%
Rebate

$244 Billion
Market Opportunity

The Hybrid Cloud Competency is a partner designation of expertise in vCloud® Air™ and VMware's hybrid cloud solutions. With vCloud® Air™, channel partners play a key role in delivering public and hybrid cloud solutions to end customers. vCloud® Air™ is based on VMware's SDDC technology allowing for seamless integration with existing on-premise solutions. By achieving this competency, partners gain financial, marketing and solution benefits when selling hybrid cloud solutions.

Target Market Profile

- Selling managed services
- Selling cloud services
- With customers migrating from private to public clouds

Products	All VMware vCloud Air Services*
Market Opportunity	▪ According to Gartner, by 2017 the public cloud services market is predicted to exceed $244B
Value	▪ Recurring revenue streams - Unlike traditional software with a one-time purchase and periodic renewals, vCloud Air provides an annuity stream of consistent revenue ▪ Get customers to the cloud faster - vCloud Air is not just compatible with your customers' current IT investment; it is the same platform they already run internally
Requirements	Complete 2 VSP, 2 VTSP, and 1 VOP accreditation listed below (current version or previous version) **VSP – Hybrid (Hybrid Cloud)** 1.5 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VTSP – Hybrid (Hybrid Cloud)** 2 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VOP-SE (Subscription Operations Expert)** 3.5 hours self-paced, on-demand, free eLearning
Training	Hybrid Cloud Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with Hybrid Cloud SETs
Solution Rewards	Solution Rewards Home Page

* product family name starting with vCloud Air qualify

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DaaS (Desktop-as-a-Service) as Solution Competency

Hosted Workspace-as-a-Service market to grow
84.6%
over the next 5 years

The Desktop as a Service Solution Competency enables partners to help customers deliver virtual workspaces to their end users—including full Windows Client desktops, shared desktops and applications—as a monthly subscription service. VMware enables a risk-free, incremental evolution of the next-generation workspace. It provides a complete virtual workspace from the cloud, delivering desktops and applications as an easily managed, integrated cloud service. Enterprises can rapidly provision desktops and applications to users on any device, anywhere.

Target Market Profile

- Existing end-user computing and/or hybrid cloud practice
- Customers requesting secure access to data and applications from anywhere for their end users
- Customers looking to lower their cost with an all-OpEx solution

Products	VMware Horizon Air™, VMware Horizon Air Desktop DR
Market Opportunity	IDC estimates the hosted Workspace-as-a-Service market to grow 84.6 percent over the next five years
Value	- Increase deal size by up to 3x - Expand your opportunities and customer footprint to evolve your business beyond server consolidation - This represents a significant opportunity for partners who can complement Horizon Air with additional value-added services. This includes applications and services such as help desk, security, and image management. These value-added services can represent five times more products and services sold with the virtual desktop - Receive up to 22 percent more margin through Solution Rewards quarterly back-end rebates and other incentives
Requirements	Complete 2 VSP, 2 VTSP, 1 VOP, and 1 Technical Post-Sales accreditations listed below (current version or previous version) **VSP – DV (Desktop Virtualization)** 3 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VTSP – DV (Desktop Virtualization)** 3.5 hours self-paced, on-demand, free eLearning Or Boot Camp (instructor-led) **VOP-SE (Subscription Operations Expert)** 3.5 hours self-paced, on-demand, free eLearning **+** **Desktop-as-a-Service Technical Post-Sales** VCP-DTM Or VMware View® Implementation Fundamentals **+** Desktop-as-a-Service Technical Post-Sales - 3 Hours
Training	Horizon DaaS Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with EUC SETs
Solution Rewards	Solution Rewards Home Page

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Desktop Virtualization Solution Competency

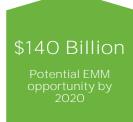**Up to:**
5x
Annual Bookings

22%
More Margin

Expand your existing virtualization practice by adding desktop virtualization to your solution portfolio. The Desktop Virtualization Competency gives you the knowledge and the expertise to deploy virtualized desktops and applications. Leverage key initiatives like OS migrations, desktop refresh, merger and acquisitions to transform desktops to centrally managed service.

Target Market Profile

- Existing end-user computing practice and relationships with vendors such as Citrix, Wyse, HP, or Microsoft
- Customer demand or sales in virtualized desktop or application software
- Focus on build-your-own desktop (BYOD), healthcare, or financial services segment

Products	VMware Horizon, VMware View, VMware Workspace ONE, VMware ThinApp®, VMware App Volumes™, VMware Horizon FLEX™, VMware Mirage™, VMware User Environment Manager, VMware Identity Manager, VMware Fusion, VMware Workstation, and VMware Player Pro
Market Opportunity	▪ For every $1 in VMware license sales, Partners can enjoy an 8x-11x drag on associated software, hardware and services
Value	▪ Increase deal size by up to 5x ▪ Expand your opportunities and customer footprint to evolve your business beyond server consolidation ▪ Help customers centralize control of applications and manage technology components more simply and efficiently ▪ Build your Desktop Virtualization practice with access to proven VMware tools and services IP
Requirements	Complete 2 VSP, 2 VTSP, and 1 Technical Post-Sales accreditations listed below: **VSP – DV (Desktop Virtualization)** Self-paced, on-demand, free eLearning, 3 hours Or Boot Camp (instructor-led) **VTSP – DV (Desktop Virtualization)** Self-paced, on-demand, free eLearning, 1 day Or Boot Camp (instructor-led) **VMware Horizon Implementation Fundamentals** VCP-DTM 7 Or VMware Horizon 7 Install, Configure, Manage, 5 days
Training	Desktop Virtualization Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with Desktop Virtualization SETs
Solution Rewards	Solution Rewards Home Page

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Mobility Management Solution Competency

$140 Billion
Potential EMM opportunity by 2020

The Mobility Management Solution Competency provides in-depth VMware AirWatch Enterprise Mobility Management (EMM) platform training within a program framework proven to deliver increased revenues for partners. Achievement of this competency will propel a partner's leadership position in the EMM market. Partners achieving the competency are eligible for Solution Rewards rebates when they sell VMware AirWatch products while increasing profits and accelerating ROI. Completing the Mobility Management Competency up-levels partners' advisory status with their customers, and poises them to deliver higher value customer solutions that include their services and expertise.

Target Market Profile
- Looking to build out practice with the
- Gartner's EMM magic quadrant leader
- Extending EUC and/or security practices into Mobility, IoT and Digital Workplace
- Seeking to expand customer IT footprint and up-leveling their trusted advisory status

VMware AirWatch Products	Mobile Device Management, Application Management, Mobile Email Management, Mobile Browsing Management, Laptop Management, Rugged Device Management, Content Locker, Boxer, Video, Socialcast
Market Opportunity	- 3.5 billion devices will be globally deployed by 2019. - The EMM market is projected to grow as large as $140 billion by the year 2020
Value	- Increase deal size by up to 5x - Take advantage of the market opportunity: 70% of enterprises plan to provide more mobile support to employees over the next 12 months - Help your customers improve IT efficiency and business agility with Mobility Management solutions
Requirements	Complete 2 VSP, 2 VTSP, and 1 Post-Sales accreditations listed below (current version) **VSP-MBL (Mobility Management 2017)** 2.5 hours self-paced, on-demand, free eLearning **VTSP – MBL (Mobility Management 2017)** 5 hours self-paced, on-demand, free eLearning Pre-Requisite Recommended - VSP **VMware AirWatch Accreditation: Enterprise Mobility Professional** 4 Days on-demand, Live Online Classroom; Onsite Pre-Requisites Recommended – VSP & VTSP MBL 2017
Training	Mobility Management Competency Page
Marketing Resources	VMware's Partner Demand Center integrated marketing campaigns provide you with design and content flexibility to drive demand
Solution Enablement Toolkits (SET)	Grow your revenue with EUC SETs
Solution Rewards	Solution Rewards Home Page

Overview of VMware Solution Competencies	Software Defined Data Center Solution Competencies	Hybrid Cloud Solution Competencies	End User Computing Solution Competencies	Appendix

Business Continuity	Management Automation	Management Operations	Network Virtualization	Server Virtualization	Software-Defined Data Center	Hyper-Converged Infrastructure	Cloud Provider	Hybrid Cloud	DaaS	Desktop Virtualization	Mobility Management

Appendix

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