



Bienvenidos

Dell Kick Off Canales FY24

Mérida, Yucatán

Forward Together

Leveraging the Synergy of the VMware
and Dell Partnership

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VMware Cross-Cloud™ Services

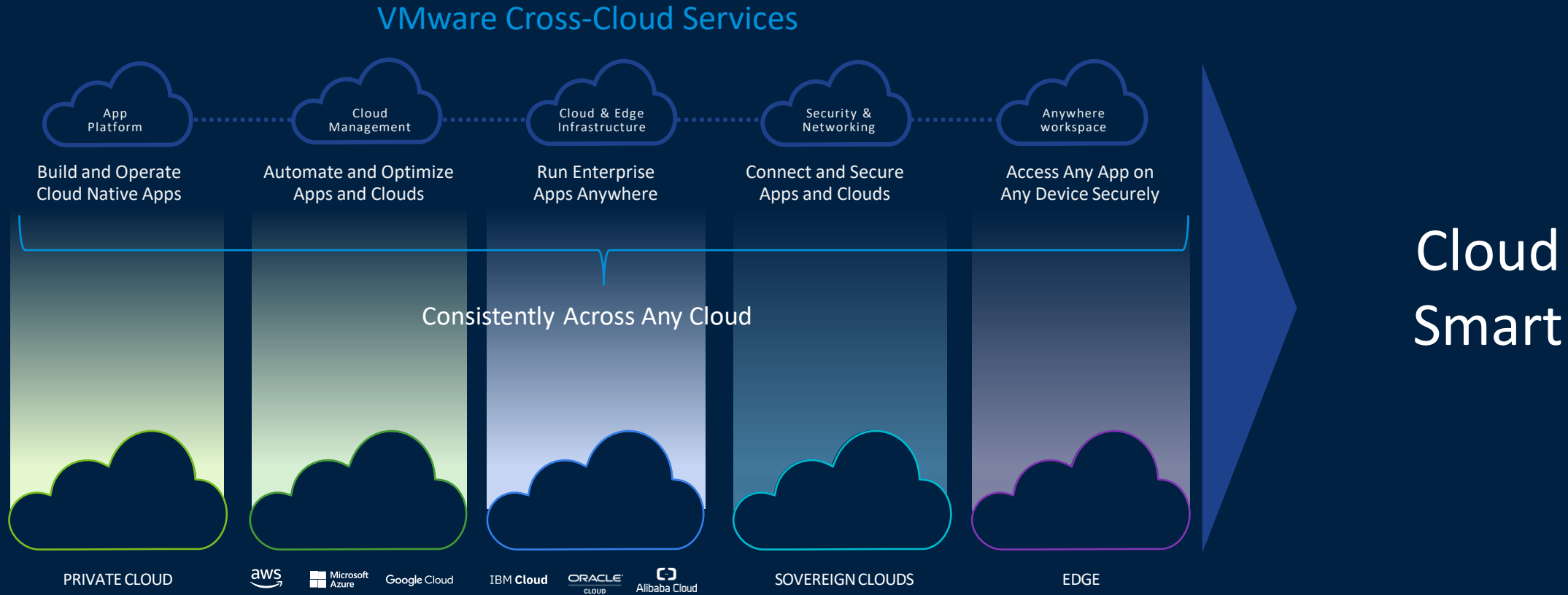


A PORTFOLIO OF CLOUD SERVICES TO BUILD, OPERATE, ACCESS AND SECURE
ANY APP ON ANY CLOUD

CONSISTENTLY ACROSS ANY CLOUD

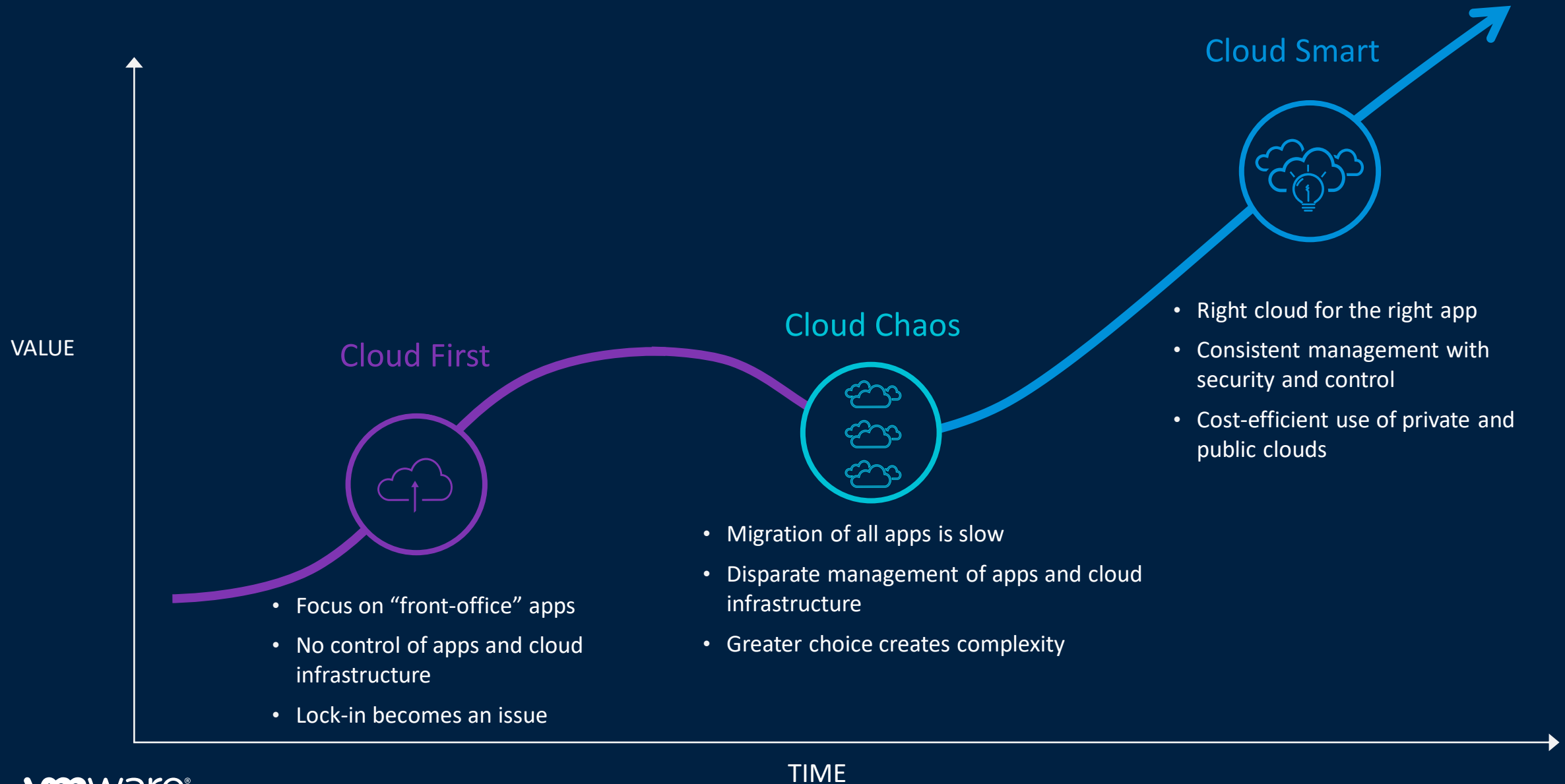


Enabling a Cloud-Smart Approach: VMware Cross-Cloud Services




























We built our Cross-Cloud Services portfolio to give organizations the strategic advantages of a cloud-smart approach.

VMware Cross-Cloud Services Enable “Cloud-Smart”



New Partner Connect At-A-Glance

		Performance Points	Capability Points	Requirements	Incentive Rate	Benefits
Pinnacle Transformational & strategic partners that have achieved the highest level of partnership that have committed to joint accountability & mutual success with VMware	➤	 50,000	 500	 15	 \$\$\$	 30
Principal Transformational partners with proven high-level VMware validated solution capability and/or expertise by demonstrated customer references	➤	 900	 100	 10	 \$\$	 25
Advanced Partners have experience in selling and delivering VMware virtualization and cloud computing solutions	➤	 270	 30	 8	 \$	 20
Select Partners have demonstrated sales and technical expertise in VMware virtualization and cloud computing solutions	➤	 90	 10	 6	 N/A	 15
Community Partners have met the minimum qualifications of the VMware Partner Connect program	➤	 0	 0	 5	 N/A	 10

Achieving a higher partner level unlocks greater benefits and advanced requirements for further progression

Points-Based System Rewards All the Ways Partners Go-to-Market

Level progression requires both sales success and capabilities with a point split of
~90% performance and 10% capability

Performance Points

Total points awarded per booked deal based on TCV + multiplier points

Bookings		
\$1,000 USD = 1 point		
	Mature	Developing/Emerging
Subs Bookings (Resell)	—	
Cloud Provider Bookings SaaS	—	
Cloud Provider Bookings Subs	—	
Renewal: Subs	—	
Influence	—	
OEM/eOEM Bookings & Renewals ^{*3}	—	
License + Hardware Resell	150 ^{*2}	Varies by geo
Renewal: SNS	150 ^{*2}	Varies by geo



Multipliers	
Multipliers can stack	
Multiplier	
License Type*	Subs (Resell): 2x ^{*1}
	CSP CB: 2x
	CSP SaaS: 4x
^{*1} Subs multiplier only valid with deal reg	
Market Maturity	Developing: 1x
	Emerging: 3x
Solution Maturity	Developing: 0.5x
	Emerging: 0.5x



Lifecycle	
	Points
Deployment	30
Partner of Record	30
Incident Response Engagements	30
Proof of Concept	25
Partner 2 Partner	25
Technical Assessment	15

Capability Points

Awarded per completed capability activity.
Will carry over to next program period. ^{*4}

Capability	
	Points
Validated Service Offering	40
Cloud Verified	35
Master Service Competency	25
Specializations	20
VCP, VCAP/ Master Specialist	5, 10
Solution Competency	10

- Performance points are earned through a combination of revenue (gross bookings) and/or Lifecycle Activities
- Priority weighting is based on license type, market and solution maturity, and lifecycle services
- Bookings calculated during program period (VMware) and reset each VMware fiscal year every February
- Perpetual license and hardware resell AND renewal support and subscription (SNS) is capped for partners in mature countries only. Developing & Emerging country partners will not have a perpetual cap at this time.
- ^{*3} Cap will apply for third party crediting. See program guide for details.

^{*2} Some exclusions to point caps may apply depending on market and partner type

^{*4} Capability points earned by an individual partner employee who leaves that company will not be carried over to the next program period
CSP CB: Cloud Builder: Formerly VCPP Rental
CSP SaaS: Formerly VCPP MSP

Points-Based System Rewards All the Ways Partners Go-to-Market

Level progression requires both sales success and capabilities with a point split of ~90% per

200,000 usd de suscripciones de WSO (con oportunidad registrada)

200 puntos por venta /1,000
400 puntos por suscripción (2X)

200 puntos por mercado (1X)
100 puntos por solución (.5X)

900 puntos totales -> PRINCIPAL

110,000 usd de licencias de MANAGEMENT AUTOMATION

110 puntos por venta /1,000
110 puntos por mercado (1X)
55 puntos por solución (.5X)

275 puntos totales -> ADVANCED

Points
capability activity.
program period. ¹⁴

Points	
	40
	35
	25
	20
	5, 10
	10

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Business Models		Sales Motion	Programs	Solution Reseller	Cloud Services Provider - SaaS	Cloud Services Provider – Cloud Builder	Solution Services**	Solution Builder*	
Pinnacle	Principal	Pinnacle	All Incentives Available***	•	•		•	•	
		Principal	All Incentives Available***	•	•		•	•	
		Advanced	Pre-Sales	Opportunity Registration Discount 5% - 30%	•				•
			Pre-Sales	Tech Assessment/Proof of Concept 4,500 – 5,625 usd	•	•		•	
			Pre-Sales	Development Funds	•	•	•	•	•
			Sales	Big Bets	•	•	•	•	•
	Sales		Sell NEW 3% - 4% - 5%	•	•			•	
	Post-Sales		Activate NEW 7.5% - 11.5% - 12.75%	•			•		
	Select	Post-Sales	Deployment 3% - 4% - 5%	•	•		•		
		Pre-Sales	Opportunity Registration Deal Protection	•	•			•	
		Post-Sales	Partner-to-Partner (P2P) 8,000 – 15,000 usd	•			•		
		Post-Sales	Multi-Cloud Adoption Program (MCAP) 3% - 4% - 5%	•	•		•		
Community		Level Does Not Unlock Incentives							

Forward Together

Leveraging the Synergy of the
VMware and Dell Partnership

VMware Cross-Cloud Services & Dell Technologies

VMware Cross-Cloud™ Services



DELLTechnologies



Achieve cyber resilience with embedded security

Solutions



VMware Tanzu on VxRail



APEX Cloud Services with VMware Cloud



VMware Cloud Foundation on VxRail



Dell EMC VxRail



VMware Carbon Black and PowerProtect Cyber Recovery



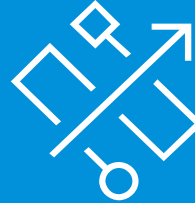
Unified Workspace with VMware Workspace ONE

Vmware Channel Strategy @Dell



CHANNEL DEVELOPMENT

Partner Ecosystem Activation
Partner Enablement & Certification
Maximizing go-to-market synergies



JOINT SOLUTIONS

Drive Innovation together
Strategic Solutions growth
Subscription business adoption



BUSINESS GROWTH

Channel revenue growth
Transactional business acceleration

Access For VMware Program benefits

1 DTPP Tier Revenue Recognition

2 VMware Base Rebate*

3 VMware Partner Connect Benefits

4 Access to Dell Financing

Dell – VMWare Cross Up Selling Materials

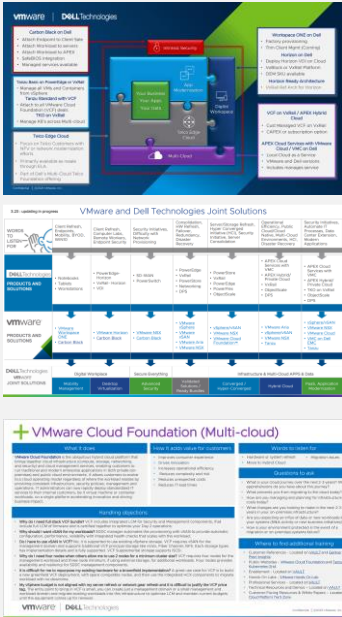
Sales Conversation Guide



Microsoft Edge
PDF Document

The Purpose of This Guide:

- Identify the VMware solutions/products that naturally align to Dell hardware/products
- Start customer conversations with easy one-page references for each VMware solution/product



VMWare Solution Portfolio



Microsoft
PowerPoint Presentation



Portafolio de soluciones y guía competitiva

VMware, un líder innovador en software empresarial, potencia la infraestructura digital del mundo. Nuestras soluciones forman una base digital flexible y coherente que permite la transformación impulsada por la tecnología sin interrupciones.

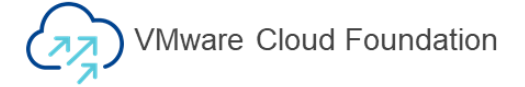
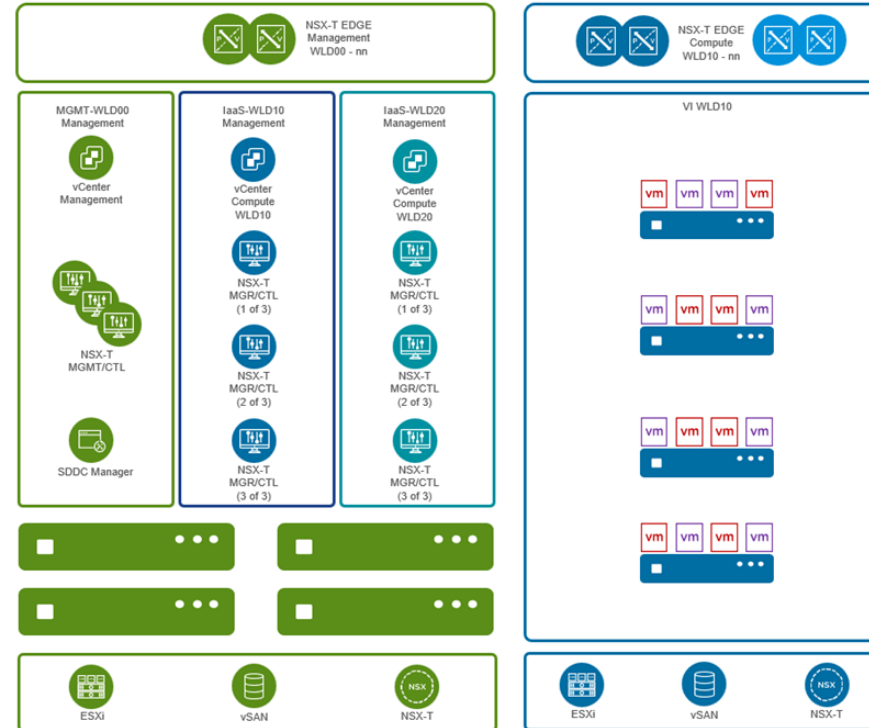
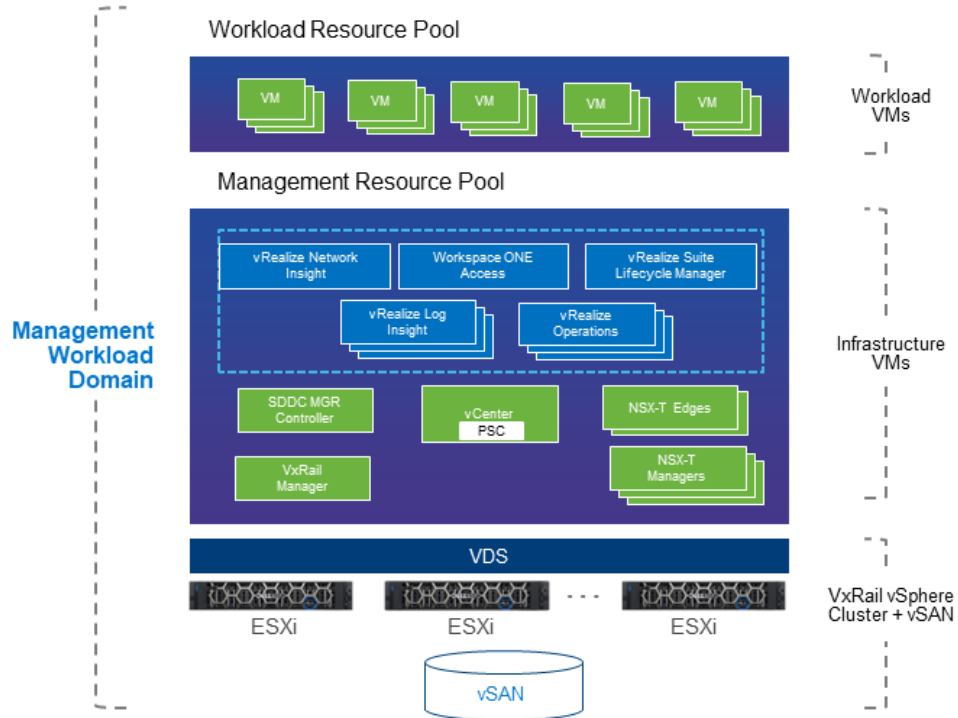
Actualizado en mayo de 2022



Dell Mexico Solution Center

Consolidated Architecture

Infrastructure and Workload VMs run together on the Management Domain inside separate resource pools.



- SDDC Manager
- vSphere Enterprise Plus
- vSAN
- NSX-T
- vRealize Log Insight
- vRealize Operations
- vRealize Suite Lifecycle manager
- vCenter Server

Tanzu by mid-late April



Thank You!