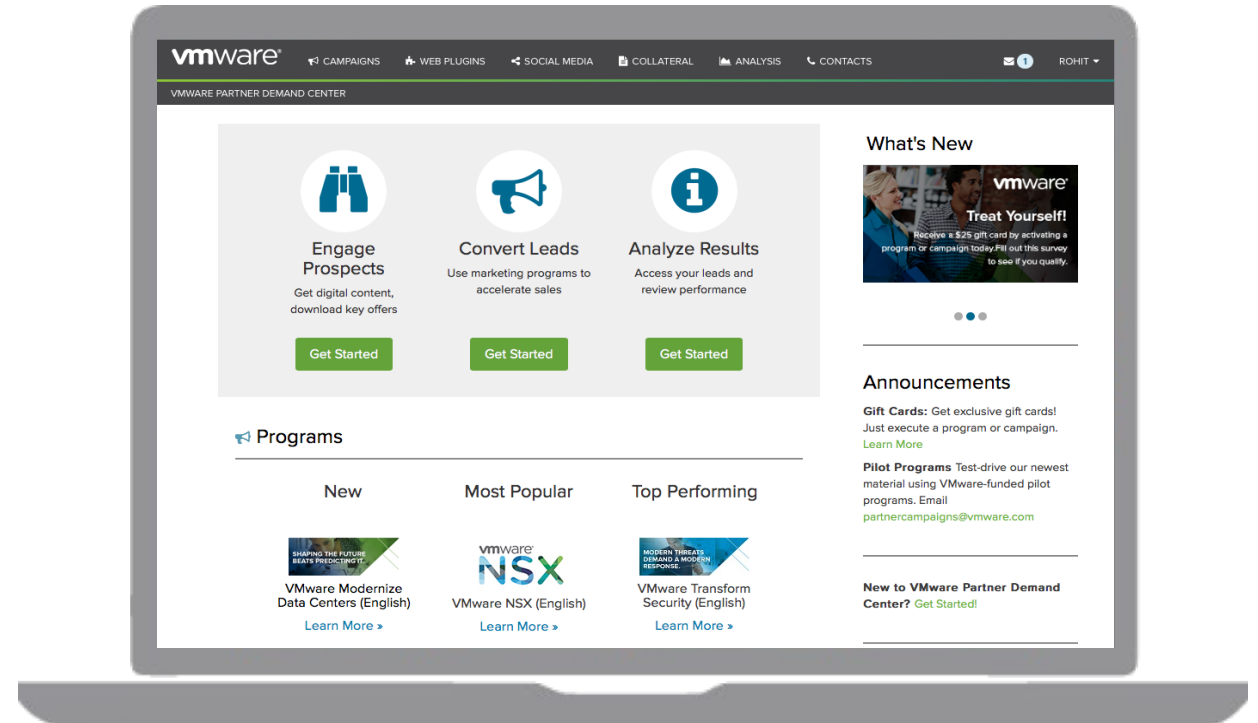


# VMware Partner Demand Center

Getting Started Guide

# Table of Contents

- 1 Getting Started
- 2 Set Up Social Media Syndication
- 3 Configure Website Content Syndication
- 4 Access Marketing Material
  - Content
  - Programs
  - Integrated Campaigns
  - Analytics
  - Lead Management
- 5 Partner Demand Center Support



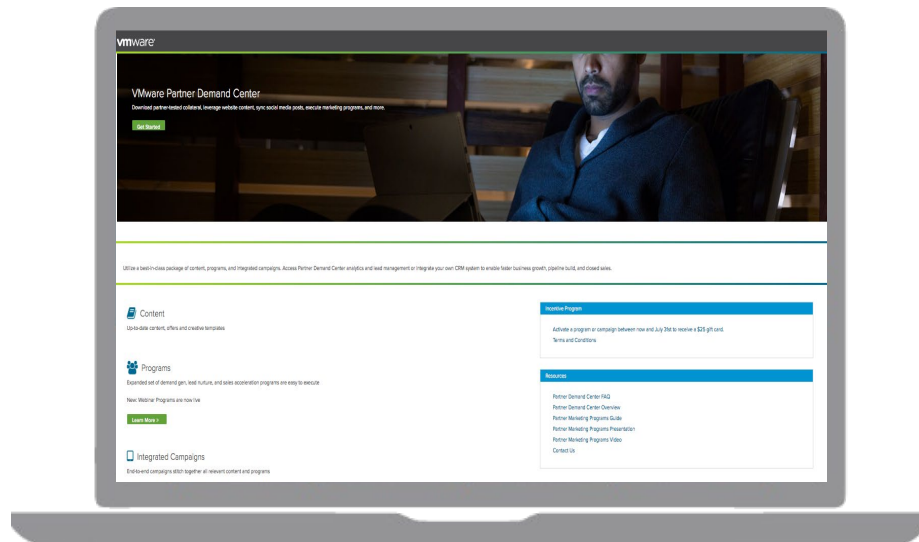
# Getting Started

Logging On and Setting Up Your Account

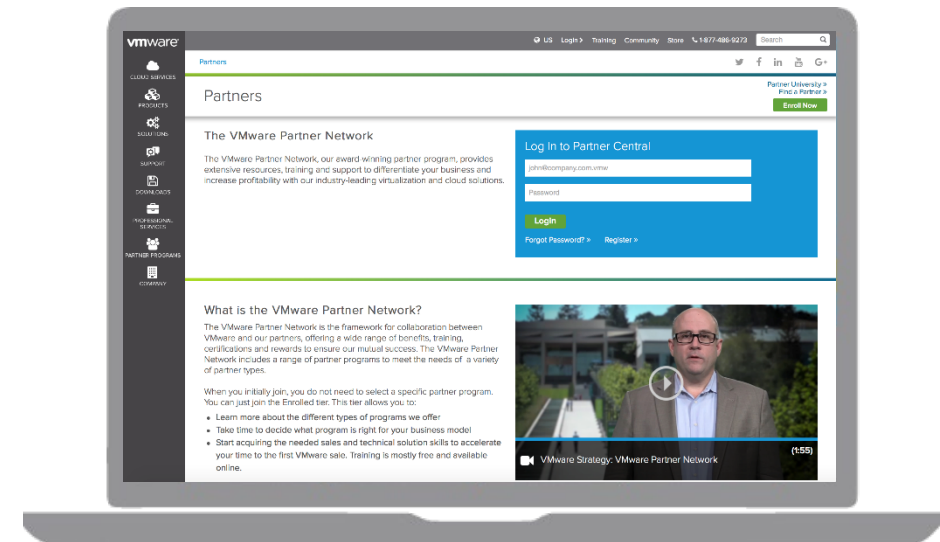
# Step 1: Log On to the Partner Demand Center

partnerdemandcenter.vmware.com

www.vmware.com/partners



- Click the **Log in** box
- Enter your **Partner Central** credentials



- Enter your **Partner Central** credentials
- Navigate to the **Marketing** tab on **Partner Central**
- Click on any **Partner Demand Center** links or banners

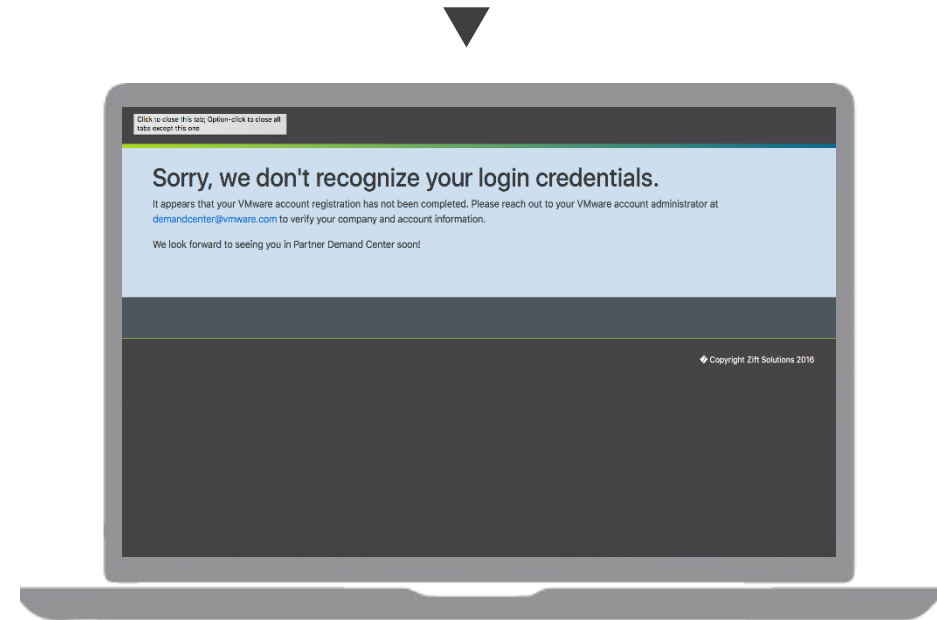
QUESTIONS?

Email [demandcenter@vmware.com](mailto:demandcenter@vmware.com) for login assistance

## Step 2: Verify Your Account for Single Sign-on

- If you access the Partner Demand Center via Partner Central, you may receive an error message
- Please email [demandcenter@vmware.com](mailto:demandcenter@vmware.com) to ensure your account is registered for single sign-on access from Partner Central
- You will receive an email within 24 hours from our VMware support team notifying you of your registration and any next steps

### PARTNER CENTRAL SSO



Email [demandcenter@vmware.com](mailto:demandcenter@vmware.com) to complete your account registration

# Step 3: Set Up Your Account

- Use the profile section to provide your company information. This information will populate your marketing activities such as mailings, social media, data analysis and more
- Locate **Settings** in the drop down next to your name in the upper right

vmware CAMPAIGNS WEB PLUGINS SOCIAL MEDIA COLLATERAL ANALYSIS CONTACTS ROHIT

VMWARE PARTNER DEMAND CENTER

Settings  
Language  
Feedback  
Logout

**Engage Prospects**  
Get digital content, download key offers  
Get Started

**Convert Leads**  
Use marketing programs to accelerate sales  
Get Started

**Analyze Results**  
Access your leads and review performance  
Get Started

**Programs**

New Most Popular Top Performing

SHAPING THE FUTURE BEATS PREDICTING IT.  
VMware Modernize Data Centers (English)  
Learn More >

vmware NSX  
VMware NSX (English)  
Learn More >

MODERN THREATS DEMAND A MODERN RESPONSE.  
VMware Transform Security (English)  
Learn More >

**What's New**  
**Treat Yourself!**  
Receive a \$25 gift card by activating a program or campaign today. Fill out this survey to see if you qualify.

**Announcements**  
**Gift Cards:** Get exclusive gift cards! Just execute a program or campaign. [Learn More](#)  
**Pilot Programs** Test-drive our newest material using VMware-funded pilot programs. Email [partnercampaigns@vmware.com](mailto:partnercampaigns@vmware.com)  
**New to VMware Partner Demand Center?** [Get Started!](#)

# Step 4: Enable Email Notifications

- You can set up who receives email notifications for web analytics, marketing summary, social content etc.
- Locate **Notifications** from Settings. Select the appropriate message, frequency and active status for each user
- You can also use the **Send Now** button to immediately send a notification

The screenshot shows the VMware interface for managing notifications. The top navigation bar includes 'vmware', 'Campaigns', 'Web Plugins', 'Social Media', 'Collateral', 'Analysis', 'Contacts', and a user profile 'Abigail'. The left sidebar contains various settings options, with 'Notifications' highlighted. The main content area is titled 'Notifications' and displays a table of notification settings for two users: Abigail Lee and Audrey VanZee. The table has columns for 'User', 'Notification Type', 'Frequency', and 'Active'. A 'Send Now' button is visible next to the Marketing Summary notification for Abigail Lee.

1 User	Notification Type	3 Frequency	Active	4
<b>Abigail Lee</b> Email: abigail@vmware.com Role: Marketing, Administrator	Supplier Messages	Instant	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	
	Marketing Funds Activity	Instant	<input type="checkbox"/> On <input type="checkbox"/> Off	
	Marketing Summary	Daily	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Send Now
	Sales Summary	Daily	<input type="checkbox"/> On <input type="checkbox"/> Off	
<b>Audrey VanZee</b> Email: vanzeea@vmware.com Role: Marketing, Administrator	Supplier Messages	Instant	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	
	Marketing Funds Activity	Instant	<input type="checkbox"/> On <input type="checkbox"/> Off	
	Marketing Summary	Daily	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Send Now
	Sales Summary	Daily	<input type="checkbox"/> On <input type="checkbox"/> Off	

# Set Up Social Media Syndication

Automatically publish social posts on a weekly basis

# Step 1: Link Your Social Media Account

- Navigate to **Social Media > Settings**
- Click **Add Account** and follow the instructions to link your company's social media accounts
- Turn on the Social Streams for the language you prefer

The screenshot shows the VMware Partner Demand Center interface. The top navigation bar includes 'vmware', 'Campaigns', 'Web Plugins', 'Social Media', 'Collateral', 'Analysis', and 'Contacts'. A notification icon shows '50' and the user name 'George' is visible. The left sidebar contains a menu with items like 'Manage Users', 'Company Profile', 'Email Footer', 'Mailing Credits', 'SMS Credits', 'Contact Fields', 'Manage Templates', 'Social Media' (highlighted), 'Install Analytics', 'Notifications', 'Tracking Options', 'Scheduled Reports', 'Suppression List', 'Lead Management', 'CRM Settings', 'Sales Reps', and 'App Connectors'. The main content area is titled 'Social Media' and has a sub-section 'Link to Social Media Accounts'. Below this is a 'VMware Partner Demand Center' section with a message: 'There are no social accounts linked to this supplier.' and an 'Add Account -' button. The 'Manage Social Streams' section lists several language options, each with an 'On' and 'Off' toggle switch:

Language	On	Off
VMware Social Posts (Latin American Spanish)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (Brazilian Portuguese)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (Iberian Spanish)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (Italian)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (German)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (French)	<input type="checkbox"/>	<input type="checkbox"/>
VMware Social Posts (English)	<input type="checkbox"/>	<input type="checkbox"/>

At the bottom, there is a footer with '© 2017 Zift Solutions · Privacy · Terms' and a 'Back To Top' link.

## Step 2: Set Up Social Media Content Publishing

- Select **Auto-Publish** so that scheduled posts automatically syndicate to your social channel
- Select **Requires Approval** if you would like to first receive an email to approve social media posts prior to publishing on your social channel
- Select **Ignore** if you do not wish to publish social media posts for specific VMware products/solutions

### VMware Social Posts (English) On Off

**Categories**

End User Computing	Auto-Publish	Requires Approval	Ignore
Hybrid Cloud	Auto-Publish	Requires Approval	Ignore
Software Defined Data Center	Auto-Publish	Requires Approval	Ignore

# Step 3: Publish Social Media and Review Analytics

- Get a snapshot of upcoming social media posts on the **Upcoming Posts** tab
- Add additional custom social media posts on the **Library Posts** tab
- View detailed reporting on leads generated under **Analysis** tab

The image shows two overlapping screenshots of the VMware Social Media dashboard. The top screenshot displays the 'Upcoming Posts' tab, which includes a 'Create Post' button, a 'View Calendar' button, and a search bar. A sidebar on the left allows filtering by 'Social Network' (Twitter, Facebook, LinkedIn, Xing) and 'Topic' (Software Defined Data, Business Mobility). A post is shown with a timestamp of 11:00 AM and a warning that it requires approval. The bottom screenshot shows the 'Social Media Analysis' tab, featuring a 'Social Statistics' sidebar with 'Social Posts' (1), 'Leads', and 'Activity Log'. A main dashboard displays metrics for Social Clicks (0), Likes (0), Shares (0), Comments (0), and Followers (0). A line chart shows 'Social Posts' over time from Sep 3, 2016, to Sep 16, 2016, with a peak on Sep 14. A table below lists 'Top Social Posts' with columns for rank, name, and percentage.

Rank	Post Name	Social Clicks	%
1.	Pruebal	0	0%

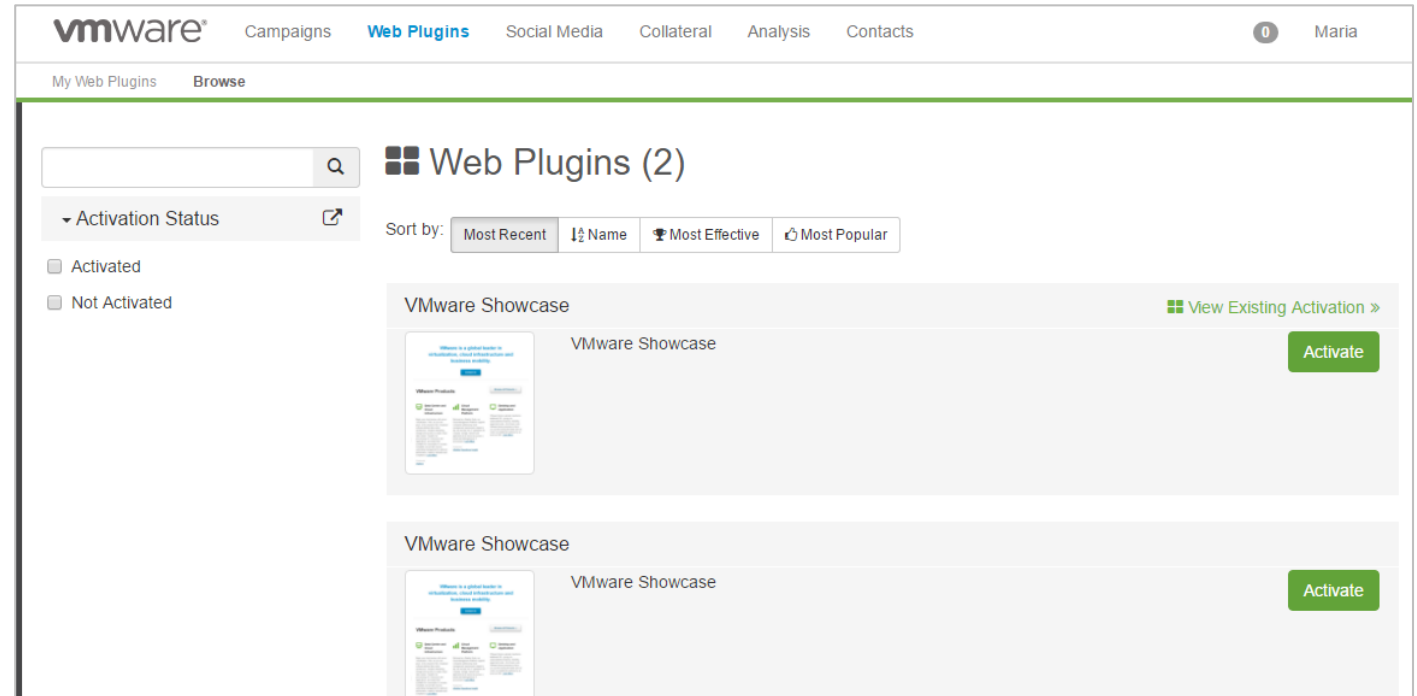
# Configure Website Content Syndication

Install a plugin to leverage up-to-date  
VMware content on your website



# Step 1: Set Up Your Website Plugin

- On the **Web Plugins** tab, click **Browse**
- **Activate** the VMware showcase (web plugin) in the language of your choice
- **Personalize** your showcase by modifying color, width, contact details, and selecting the VMware products on which you focus
- **Publish Changes** to save all custom modifications



## Step 2: Install Your Website Plugin

- Get **Embed Code** to install this web plugin on your website to display the latest VMware product content and offers
- You may **email instructions** to your web admin or **copy/paste** the provided code
- View website content syndication analytics on the **Analysis** tab for each showcase
- **NOTE:** The website content on this plugin is automatically updated by VMware and requires no further effort on your end

ns **Web Plugins** Social Media Collateral Analysis Contacts

### Embed Code

#### Simple Embed

If you have included the Analytic Web Code in the footer of your web site, you may also copy the following code into your Web page to allow your visitors to see this panel of information. View [Analytic Web Code](#)

```
<div class='zift_plugin' id='ff80818157253f40015729106be11740'></div>
```

#### Basic Javascript Option

Copy and paste the following code on your Web page in order to allow your visitors to see this panel of information.

```
<script type='text/javascript'  
src='http://widgets.ziftsolutions.com/vmware.ziftsolutions.com/js/ff80818157253f40015729106be11740' charset='utf-8'></script>
```

#### Advanced Options

[Email instructions to website administrator](#)

# Partner Demand Center

## Accessing Marketing Materials

# Aligning Partner Demand Center to the Buyer's Journey

- Partner Demand Center provides end-to-end coverage for all phases of the buyer's journey
- Content, Programs, Integrated Campaigns, Analytics and Lead Management combine robust marketing assets with strategic expertise
- Off-the-shelf, automated, and ready to execute, these programs can be directly executed through the Partner Demand Center



# Partner Demand Center Package | 5 Components

**1** | Content

**2** | Programs

**3** | Integrated Campaigns

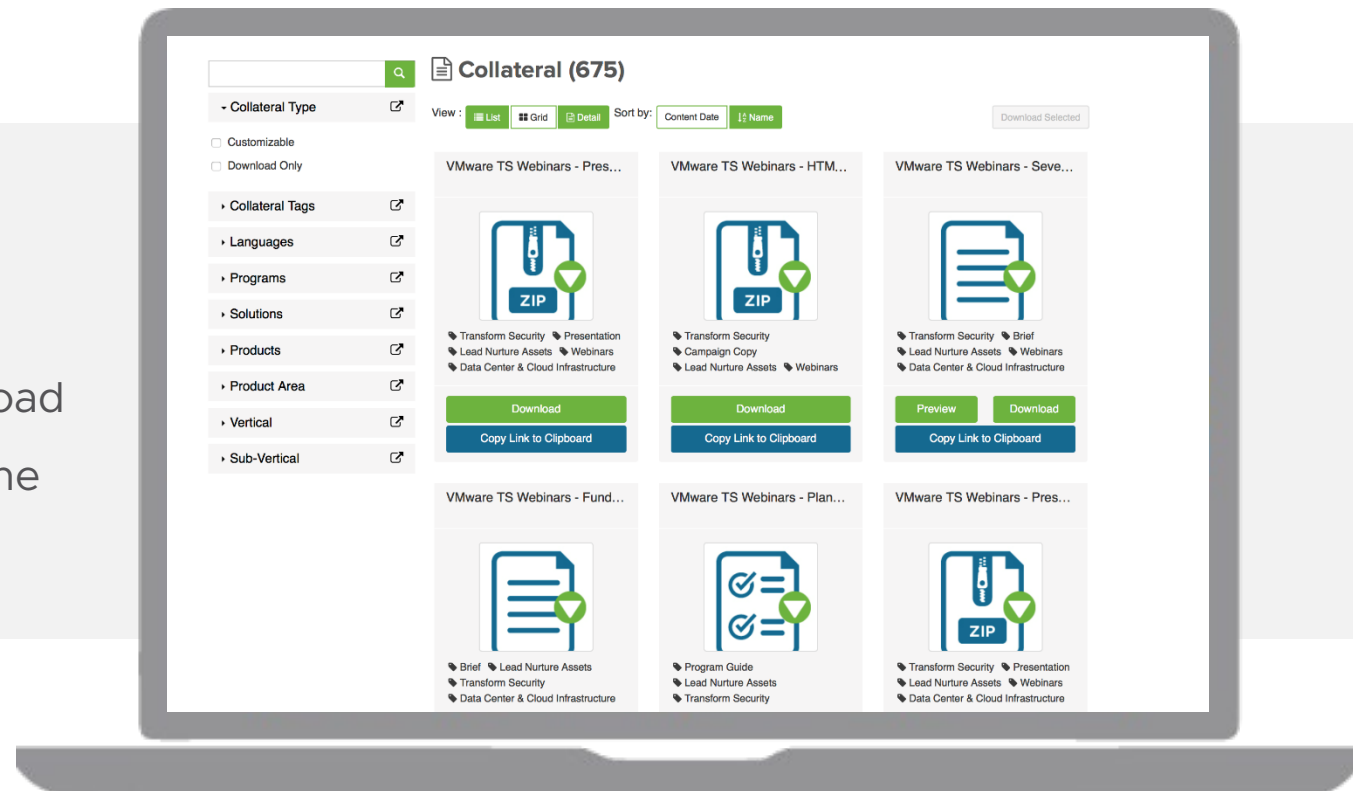
**4** | Analytics

**5** | Lead Management

## Accessing Content

### Collateral

- Go to the Collateral tab to find customizable **content** for download
- Search by various criteria with the filter tabs on the left



## Available Content

### Enablement

- Campaign Copy
- Campaign Playbook

### Marketing Materials

- Multi-touch eDM Flows
- Landing Pages / Thank You Pages
- Direct Mail Print
- Online Banners (160x600, 300x250, 728x90)
- Social Media Copy Blocks
- Campaign Copy Doc

### Sales

- Sales Guide
- Telemarketing Script
- Hands-on Lab Script

### Offers

- White Paper
- eBook
- Information Brief
- Solution Overview
- Infographic
- Presentations
- Tech Tips
- Video

Available in up to 9 languages | Robust Bill of Materials, Offers, Templates

# Examples: Content

vmware | Partner Logo

**SHAPING THE FUTURE BEATS PREDICTING IT.**

Contact us today to enter an era of cost-efficient, agile data centers.

A modern, software-defined data center lets you stay one step ahead.

vmware | Partner Logo

As customer expectations rise, IT organizations struggle to deliver better experiences faster. Modernizing your data centers is not only good for business, it empowers you to more easily manage the performance, availability, capacity, and cost of IT services and applications.

[Partner Name] can help you:

- Accelerate business responsiveness with faster deployment.
- Unify data center monitoring and management.
- Modernize your infrastructure and automate IT tasks.

[First Name] [Last Name]  
[123 Address]  
[City], [State] [Zip]

Find out how to bring your data centers up to speed. Call [Partner Name] at [Partner Phone] today to learn more.

If available, please email to [PartnerEmail], Address: [Address Z], Suite [Postal]. If you would prefer not to receive mail from [PartnerName], please email us at: [PartnerEmail].  
Copyright © 2017 VMware, Inc. All rights reserved.

vmware

A PRACTICAL GUIDE FOR AUTOMATING IT

TREND BRIEF

**IT AUTOMATION: WHAT IT MEANS AND WHY IT MATTERS NOW**  
The Road to Digital Transformation

vmware

How IT Automation with Network Virtualization Works

Deliver IT Services at the Speed of Business

vmware

Accelerate IT service delivery with confidence

Sender Name: Accelerate IT service delivery with confidence  
Month XX, XXXX XXXXX PM PST  
Recipient Name

Leverage the power of automation to achieve more with less. If you are having trouble reading this email, [read the online version.](#)

vmware | REALIZE WHAT'S POSSIBLE.™

**IN AN APP-CENTRIC WORLD, FAST IS THE ONLY WAY FORWARD.**

When slowing down means falling behind, automation helps you speed ahead.

Business requirements are always changing. Find out how to modernize your data center and unlock IT agility in our eBook, *Fast-Forward Business with IT Automation*.

In this brief eBook, we'll explore:

- The evolution of the digital economy
- How you can become a more strategic partner to the business
- Why you don't have to compromise consistency, quality, and high-performance for cost

READ THE eBOOK

FAST FORWARD YOUR BUSINESS WITH IT AUTOMATION

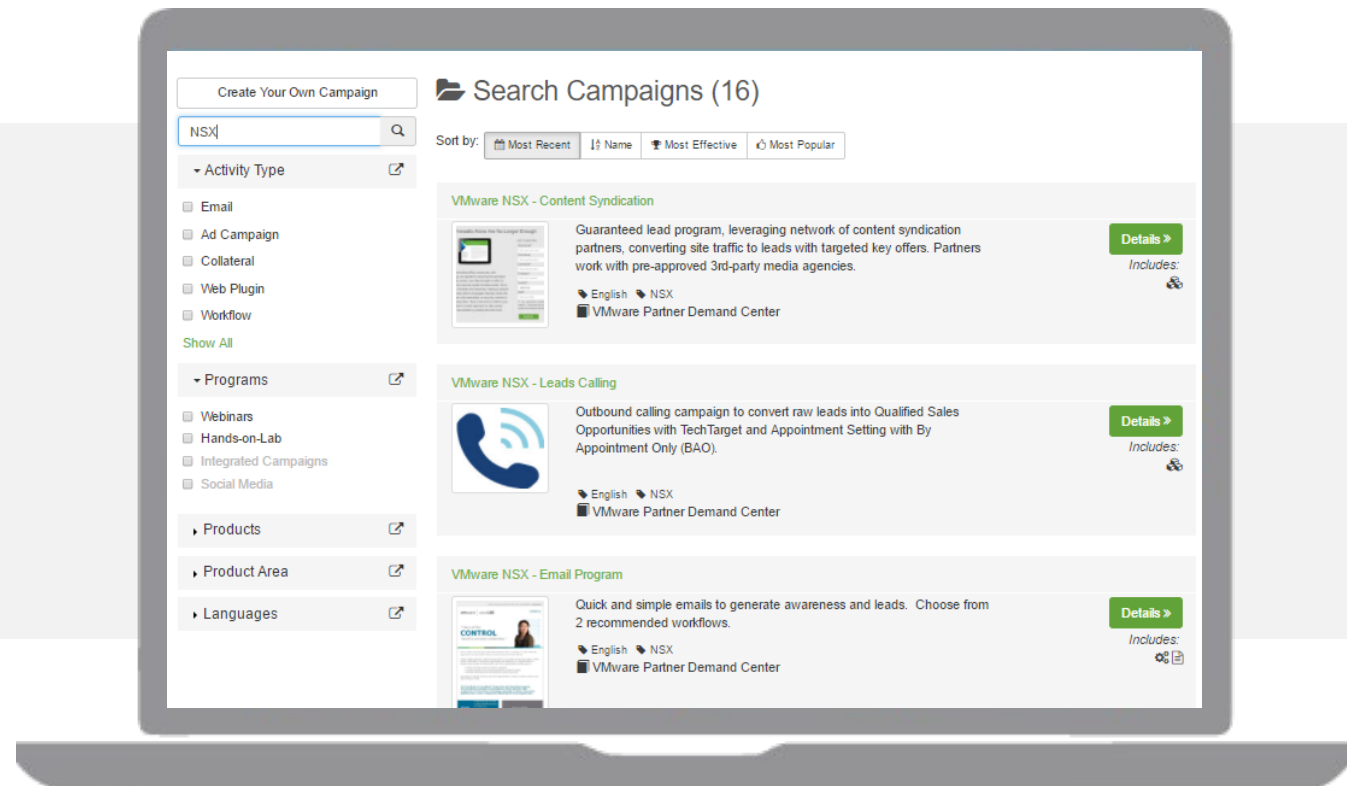
CALL ME BACK

Twitter Facebook Google+ LinkedIn YouTube

## Access Programs

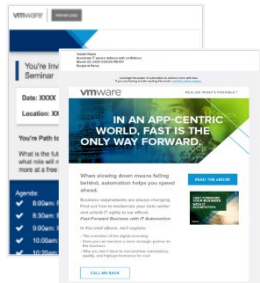
### Browse Campaigns

- Go to Campaigns > Browse Campaigns to find the full campaign or **program** you wish to customize and execute
- Search by various criteria with the filter tabs on the left



# Available Programs

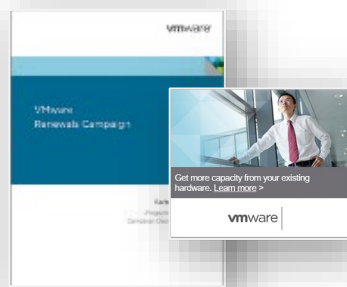
## Demand Gen



Multi-touch Email

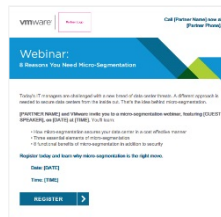


Web and Social Content

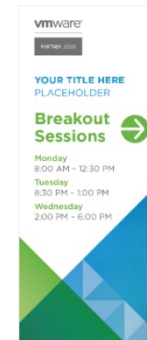


Content Syndication

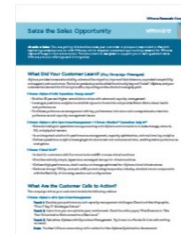
## Lead Nurture



Webinars



Partner-led Workshops

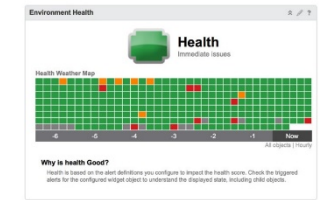


Leads Calling

## Sales Acceleration



Hands-on-Labs



Assessments

Available in up to 9 languages | Robust Bill of Materials, Offers, Templates

## Execute Programs

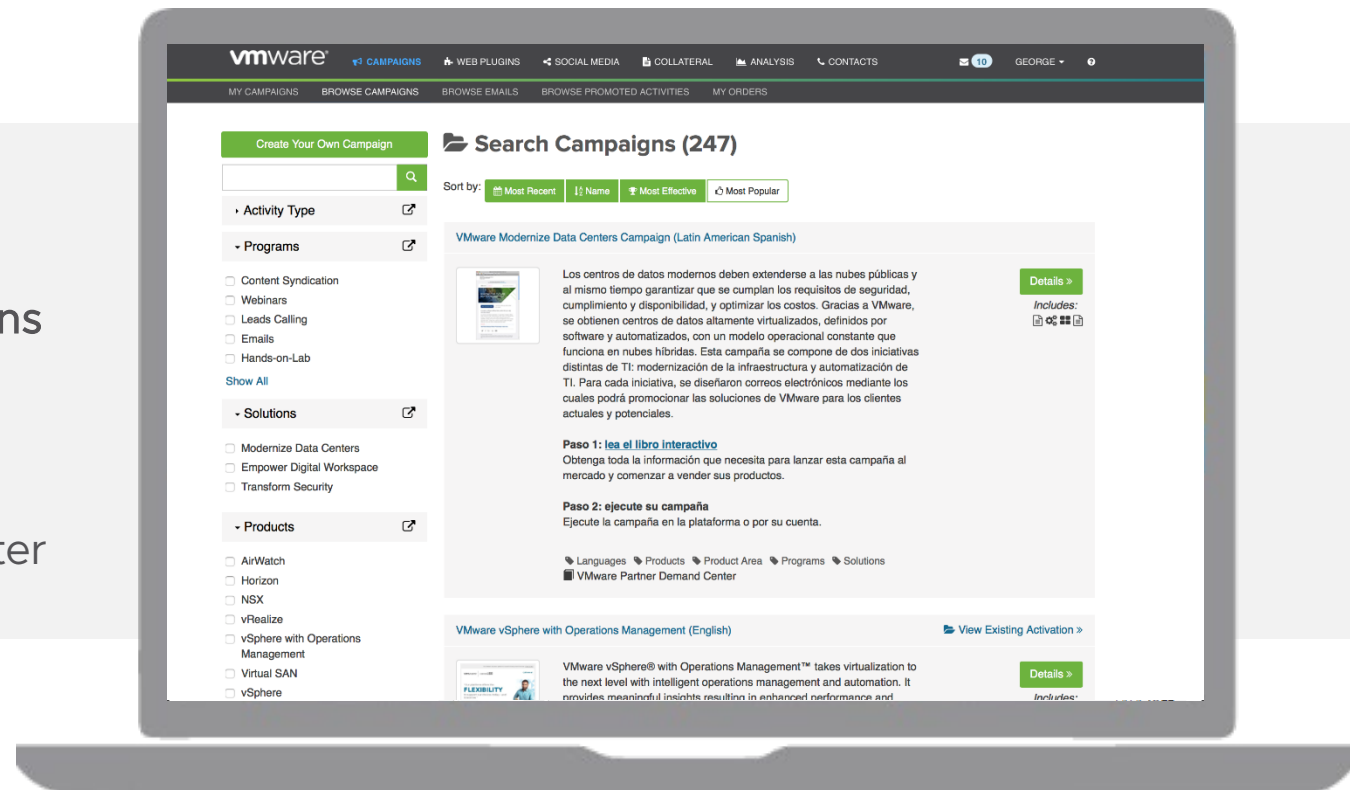
- Select Program via Campaigns > Browse Campaigns
- Filter using the dropdowns on the left to find the program(s) for the product or solution you'd like to promote
- **Activate** the program and customize accordingly
- View program activity, qualified leads, and other metrics with the Analysis tab

The screenshot displays the VMware Campaigns management interface. The top navigation bar includes the VMware logo and tabs for CAMPAIGNS, WEB PLUGINS, SOCIAL MEDIA, COLLATERAL, ANALYSIS, and CONTACTS. Below this, a secondary navigation bar lists MY CAMPAIGNS, BROWSE CAMPAIGNS, BROWSE EMAILS, BROWSE PROMOTED ACTIVITIES, and MY ORDERS. The main content area is titled 'Search Campaigns (8)' and features a search bar and a 'Sort by:' dropdown menu with options: Most Recent, Name, Most Effective, and Most Popular. On the left, there are several filter dropdowns: Activity Type, Programs (with checkboxes for Content Syndication, Webinars, Leads Calling, Emails, and Hands-on-Lab), Solutions (with checkboxes for Modernize Data Centers, Empower Digital Workspace, and Transform Security), Products, Product Area, and Languages. The main list shows four search results for 'VMware Transform Security' programs, each with a thumbnail, a brief description, and a 'Details >' button. The programs listed are: 'Assessment Program (English)', 'Content Syndication (English)', 'Email Program (English)', and 'Hands-on Lab Email (English)'. Each result also includes a list of associated tags and a 'VMware Partner Demand Center' icon.

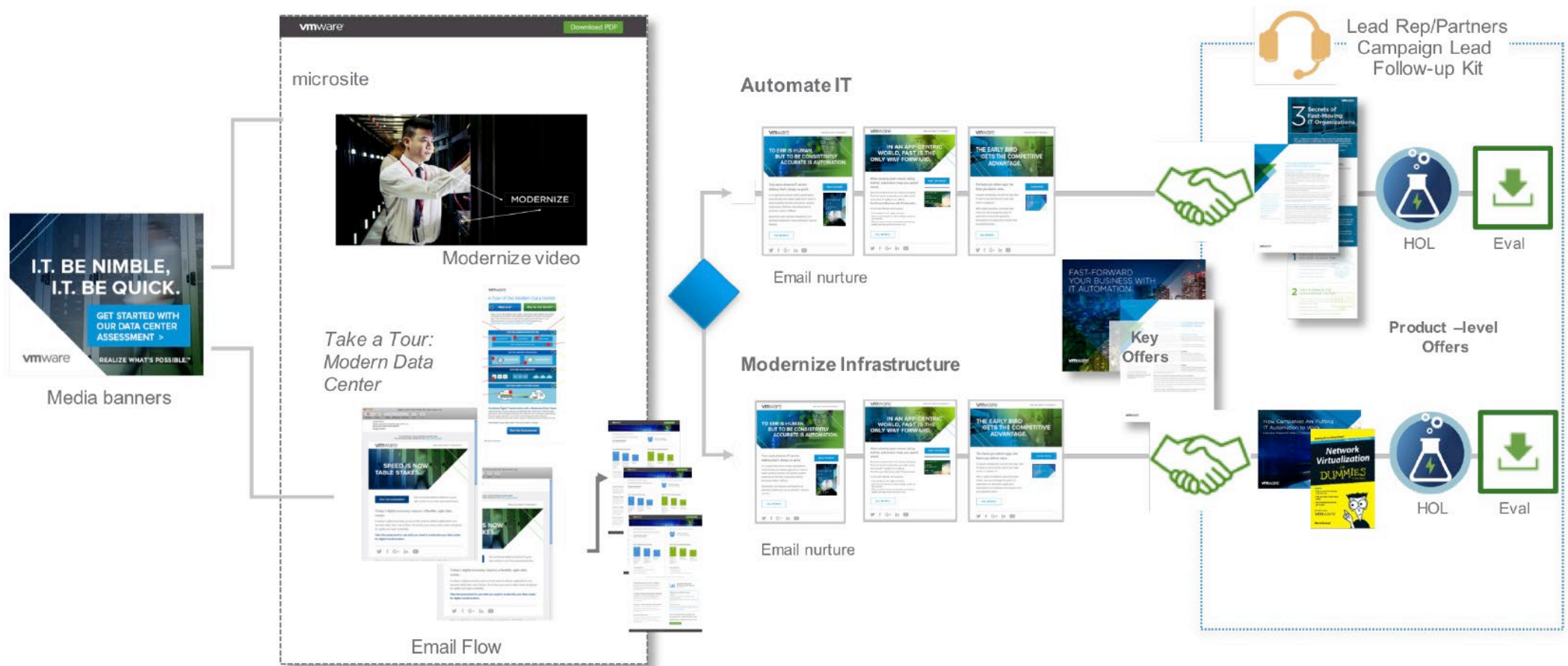
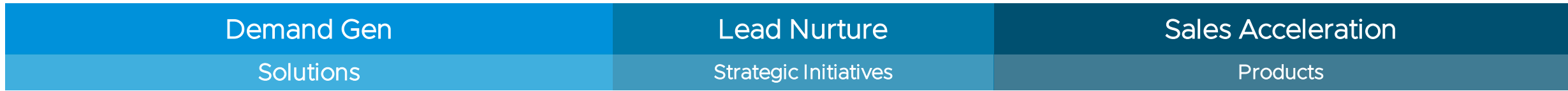
## Access Integrated Campaigns

### Browse Campaigns

- Go to Campaigns > **Browse Campaigns** to find the integrated full campaign and activate in order to customize content
- Search by various criteria with the filter tabs on the left



# Integrated Campaigns Typical Flow



## Execute Integrated Campaigns

- Select Campaigns > Browse Campaigns
- Filter using the dropdowns on the left to find campaigns for the product or solution you'd like to promote
- After selecting the campaign of your choosing, all relevant campaign is made available for execution on your marketing platform or via the Partner Demand Center
- View program activity, qualified leads, and other metrics with the Analysis tab

Browse Campaigns / VMware Transform Security Campaign (English)

### VMware Transform Security Campaign (English)

[Continue \(3 selected\)](#)

**Effective Dates**  
Started on May 31, 2017

Click to select/unselect assets to use in this campaign.  
[Select all](#) | [Select none](#)

**Workflows**

- VMware Transform Security - Emails 1-4 (English)  
[More Details](#)

**Web Plugins**

- VMware TS - Online Banners (English)  
[Preview](#) | [More Details](#)

**Customizable Collateral**

IT organizations need to secure interactions between users, applications, and data—all in a changing, dynamic environment. VMware transforms security by providing a ubiquitous software layer across application infrastructure and endpoints that maximizes visibility, context, and control to secure the interactions between users, applications, and data.

The Transform Security (TS) campaign is comprised of the IT initiative Secure Application Infrastructure, which contains messaging to help you promote VMware solutions to your customers and prospects.

**Step 1: [Read the Playbook](#)**  
Get all the information you need to take this campaign to market and begin selling.

**Step 2: Execute Your Campaign**  
Execute the campaign within the platform or on your own.

**CAMPAIGN FLOW**

The program is comprised of the IT initiative Secure Application Infrastructure, which is divided into four emails that take prospects through the buyer's journey.

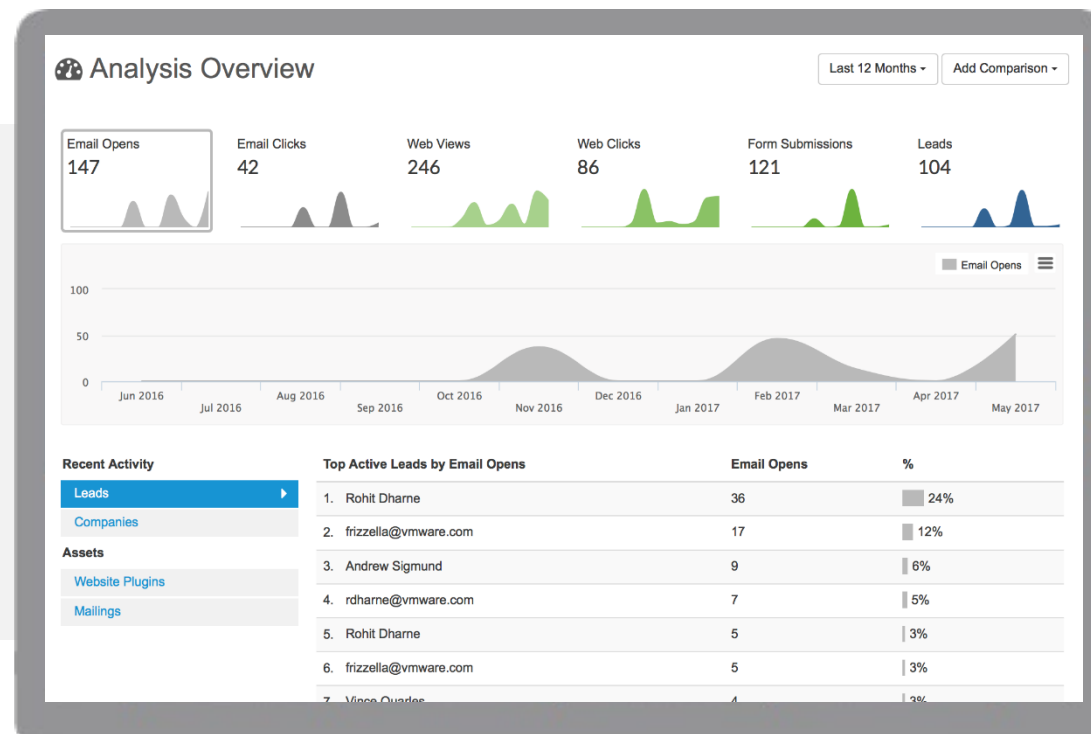
**CAMPAIGN TARGETS**

**Key Roles**  
CIC - CISO/VP of Security/VP of Network/VP of Infrastructure/VP of Cloud/VP of Applications

## Access Analytics

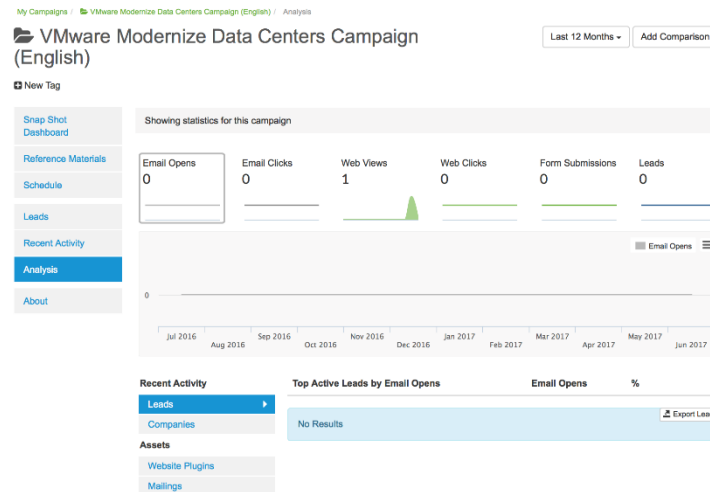
### Analysis

- Go to Analysis > **Overview** to view a dashboard of recent lead activity.
- Access detailed analytics and reporting on your campaign in an all-up dashboard, or by clicking into metrics individually to see lead activity.

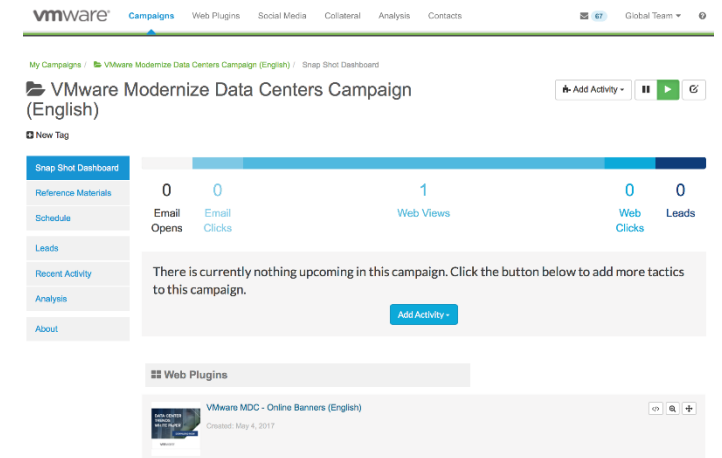


## Analyze Individual Campaigns

- Go to Campaigns > My Campaigns to view a list of your current campaigns and programs
- Access a snapshot dashboard and detailed analytics/reporting on specific campaigns by selecting that campaign, then viewing the Snap Shot Dashboard or the Analysis tabs.



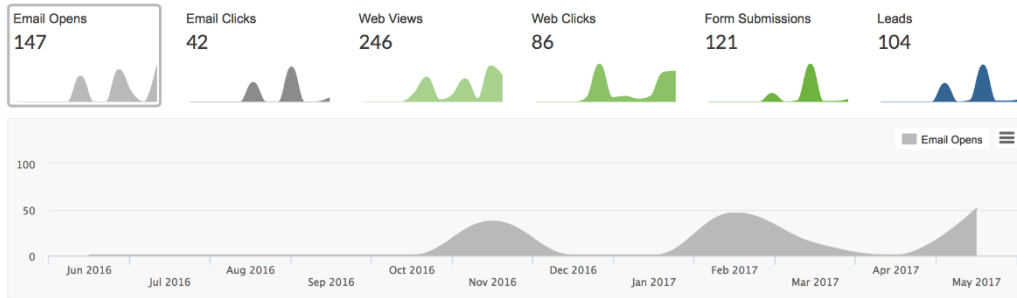
Lead Activity View



Campaign Overview Dashboard

# Available Reports

## Analysis Overview



### Recent Activity

- Leads
  - Companies
- ### Assets
- Website Plugins
  - Mailings

### Top Active Leads by Email Opens

	Email Opens	%
1. Rohit Dharme	36	24%
2. frizzella@vmware.com	17	12%
3. Andrew Sigmund	9	6%
4. rdharme@vmware.com	7	5%
5. Rohit Dharme	5	3%
6. frizzella@vmware.com	5	3%
7. Vince Quarles	4	3%
8. Morgan Bailey	4	3%
9. Rohit Dhar	4	3%
10. David Jaeger	3	2%

Overview Dashboard

### Contact Overview

Contacts / John Smith / VMware Modernize Data Centers Campaign (English)

John Smith Update Status \$ New Opportunity

VMware Modernize Data Centers Campaign (English)

0 Email Opens | 0 Email Clicks | 3 Web Views | 1 Web Clicks | 1 Submissions

Lead Information: [View Contact](#)

Some contact values have changed since this lead was created. [Show original values.](#) Score: 105

Email: johnsmith@123.com  
 First Name: John  
 Last Name: Smith  
 Company: VMware, Inc.  
 Work Phone: 650-427-2666  
 Country: United States  
 Source: Form Submission  
 Source Campaign: VMware Modernize Data Centers Campaign (English)  
 Opt-in Authorization: Authorized for selected communications

Timeline (5 events)

Wed, May 24

5 events total, 1 web page click(s), 1 form submission(s), 3 web page view(s)  
 APPROVED - "Marcom Nurture 1 (Globalized)"  
 3:00 PM, 1 web page click(s), 1 form submission(s), 3 web page view(s)  
 Links clicked  
<http://sites.ziftsolutions.com/vmware.ziftsolutions.com/#B091815df...>

Form Submission - APPROVED - "Marcom Nurture 1 (Globalized)" - submitted on May 24, 2017 3:00:27 PM

Company: VMware  
 Country: United States  
 Email: johnsmith@123.com  
 First Name: John  
 Last Name: Smith  
 Phone Number: 650-427-2666  
 Subject: Why your business needs a modern data center

Contact Overview

## Contact Search (71 Found)

Sort by:  Overall Lead Score  Create Date  Name

<b>Jason Adams</b> JASON1211243@INXPO.COM	<b>INXPO</b> P: 1234	Score: 1740
<b>Heddie Burton</b> hburton@vmware.com	<b>VMware, Inc.</b> P: 9595472540	Score: 454
<b>Andrew Sigmund</b> asigmund@ziftsolutions.com	<b>Zift Solutions, Inc.</b> P: 999-999-9999	Score: 445
<b>John Smith</b> j.smith@acme.com	<b>Acme</b> P: 1-800-123-4567	Score: 285
<b>frizzella@vmware.com</b> frizzella@vmware.com		Score: 242
<b>Rohit Dharme</b> rohildj2000-craigs@yahoo.com	<b>Google, Inc.</b> P: 6027891799	Score: 223
<b>Rohit Dharme</b> rohildharme@yahoo.com	<b>Google, Inc.</b> P: 6027891799	Score: 203
<b>Claire Yao</b> CLAIRE@GMAIL.COM	<b>Tuesday</b> P: 2969681789	Score: 200
<b>Lauren Phelps</b> Laurenphelps+ce@ziftsolutions.com	<b>L.P.helps</b> P: 9194243322	Score: 190

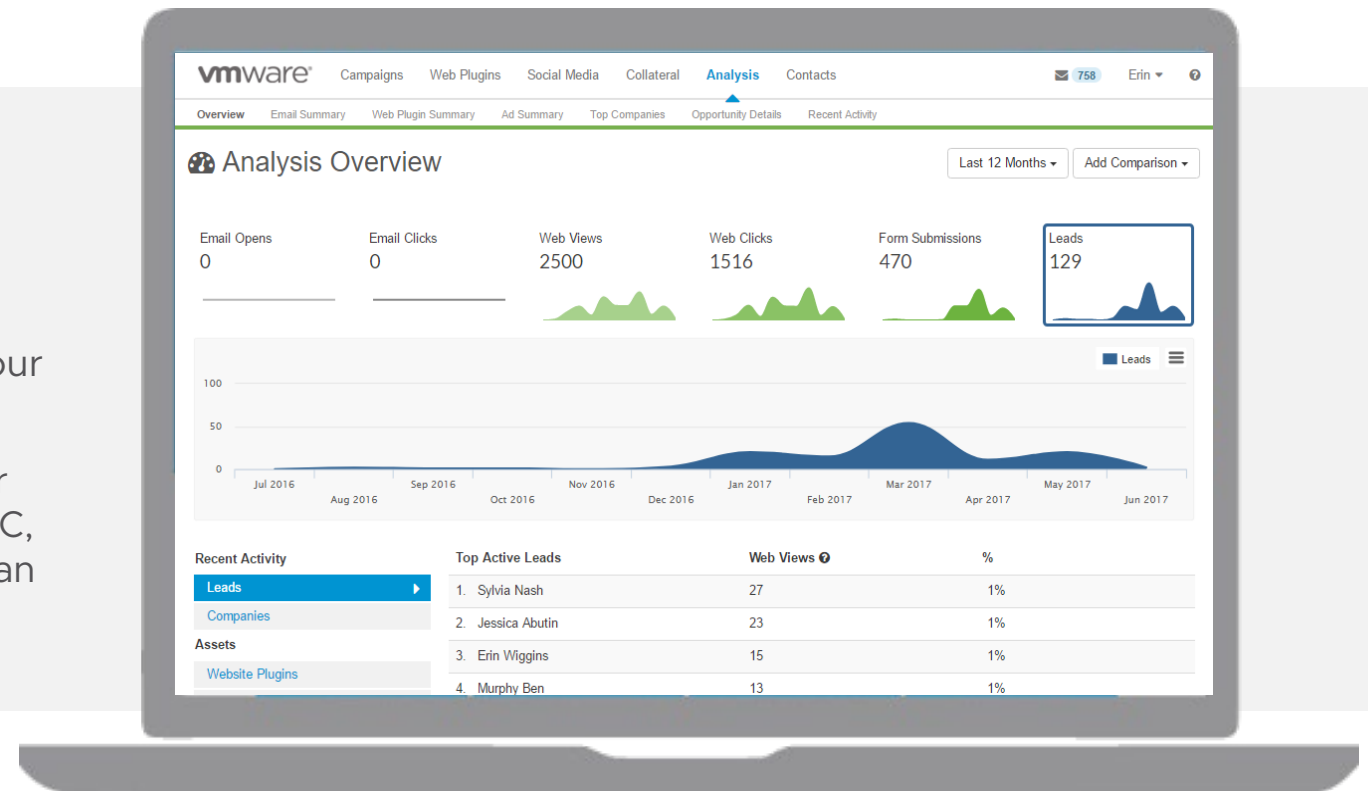
Contact List

## Access Leads

### Analysis

Go to Analysis Overview > **Leads** to view recent lead activity.

- 1 Access detailed analytics and reporting on your leads via VMware Partner Demand Center.
- 2 OR integrate PDC marketing tactics with your marketing automation system, including SFDC, Eloqua, Marketo, Hootsuite and more. You can then easily send leads to your CRM platform.



## Manage Lead Activity

Managing lead activity is easy with Partner Demand Center. The Partner Demand Center allows you to:

- View metrics for each lead individually
- Update lead status to indicate where they are based on engagement
- Analyze lead scores to determine next marketing offer
- Optimize and analyze marketing efforts

Contacts / John Smith / VMware Modernize Data Centers Campaign (English)

John Smith Update Status New Opportunity

VMware Modernize Data Centers Campaign (English)

0 0 3 1 1  
Email Opens Email Clicks Web Views Web Clicks Submissions

Lead Information View Contact

Some contact values have changed since this lead was created. [Show original values](#)

Score: 105

Email: johnsmith@123.com  
First Name: John  
Last Name: Smith  
Company: VMware, Inc.  
Work Phone: 650-427-2666  
Country: United States  
Source: Form Submission  
Source Campaign: VMware Modernize Data Centers Campaign (English)  
Opt-In Authorization: Authorized for selected communications

Timeline (5 events)

5 events total, 1 web page click(s), 1 form submission(s), 3 web page view(s)  
APPROVED - \*Marcom Nurture 1 (Globalized)  
3:00 PM, 1 web page click(s), 1 form submission(s), 3 web page view(s)  
Links clicked  
<http://sites.ziffolutions.com/vmware.ziffolutions.com/#f8081815bf...>

Form Submission - APPROVED - \*Marcom Nurture 1 (Globalized) - submitted on May 24, 2017 3:00:27 PM

Company: VMware  
Country: United States  
Email: johnsmith@123.com  
First Name: John  
Last Name: Smith  
Phone Number: 650-427-2666  
Subject: Why your business needs a modern data center

Opportunity

Account

Company: VMware, Inc.  
Street Address: 3401 Hillview Ave.  
City: Palo Alto State/Province: California  
Zip/Postal Code: 94304 Country: United States

Opportunity

Name: John Smith  
Status:  Value Proposition/Needs Assessment (50%)  
 Proposal/Price Quote (75%)  
 Closed Won (100%)  
 Closed Lost

Description:

Update Lead Status

Status

Please Select...  
 Open  
 Contacted  
 Nurture  
 Unqualified/Invalid  
 Qualified Opportunity

Contacts / Gerad Matthe / VMware NSX - Webinars (English)

Gerad Matthe Update Status New Opportunity

VMware NSX - Webinars (English)

0 0 3 0 1  
Email Opens Email Clicks Web Views Web Clicks Submissions

Lead Information View Contact

Some contact values have changed since this lead was created. [Show original values](#)

Score: 73

Email: GERADMATTHEW@GMAIL.COM  
First Name: Gerad  
Last Name: Matthe  
Company: Friday test  
Work Phone: 7208634  
City: Los Altos

## Integrate Your Own CRM Platform within the Partner Demand Center

Go to Partner Demand Center:

- 1 Go to settings (top right corner, under your username)
- 2 Click on CRM Settings on the left hand side of the screen
- 3 Click “Add New CRM Integration” in the upper right corner to view the drop-down list of platforms to choose from.

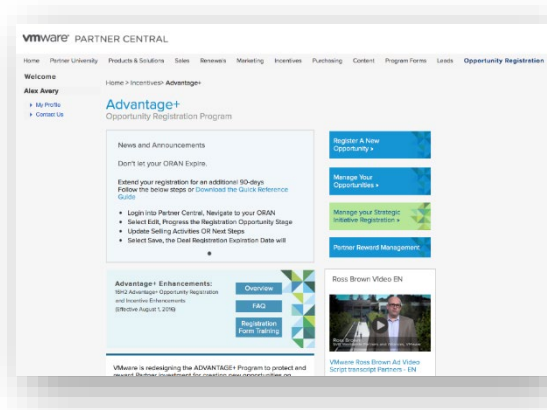
## Register Deals To Get Credit

Register deals in VMware Advantage +, receive deal protection, extra discounts and higher margins.

- Tag your opportunity as “yes” for Development Funds Utilized
- Select “Joint Marketing” for the Opportunity Source
- Enter your campaign tag in Opportunity Description field
- Track and measure ROI

### Partner:

- 1 Log in to Partner Central
- 2 Go to the Opportunity Registration tab



- 3 Click on “Register a New Opportunity,” which links to this page

- 4 Select “yes” for Development Funds Utilized drop down field found under “Registration Details”

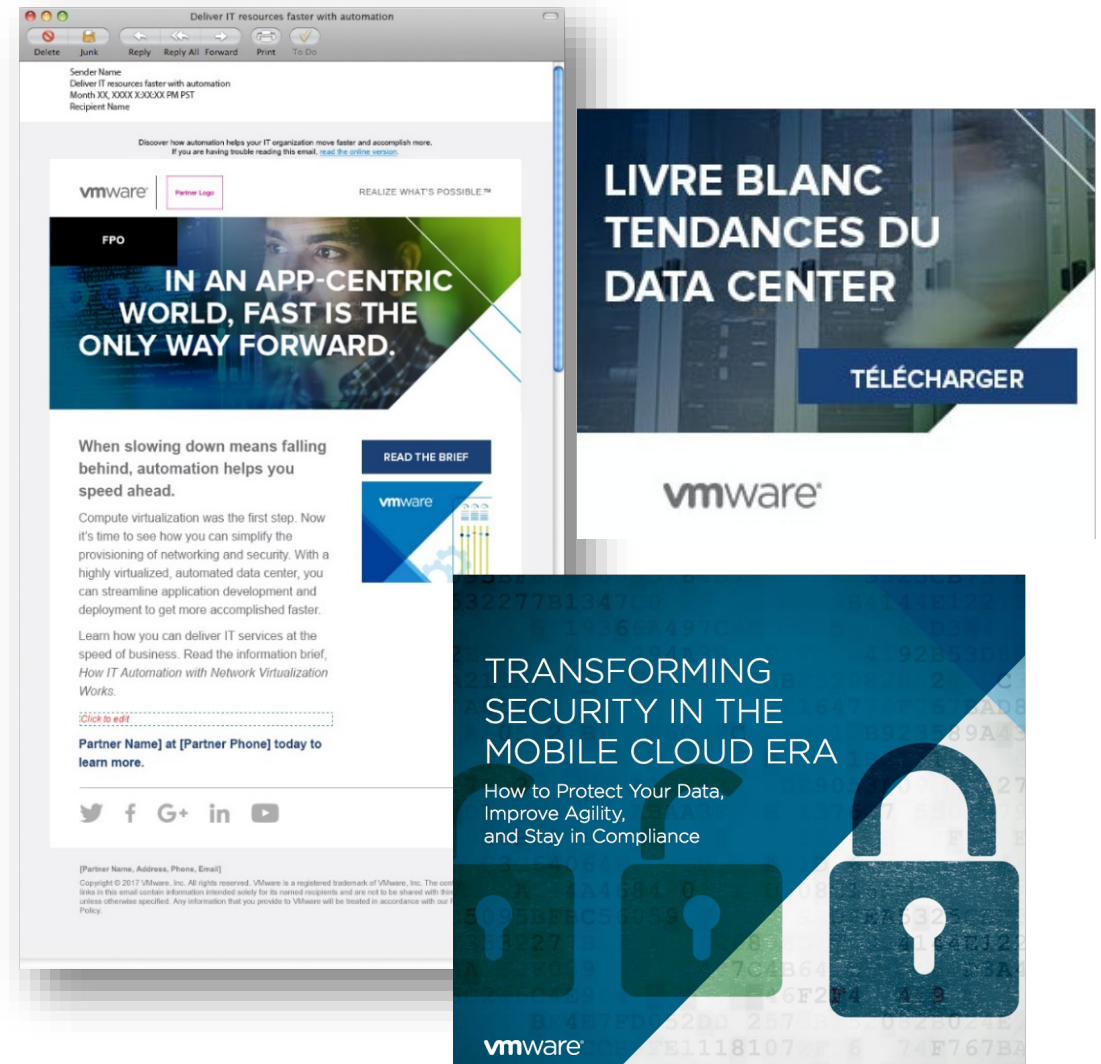
# Packages Available Today on Partner Demand Center

## ▶ Available in up to 9 Languages

- Modernize Data Centers
- Transform Security
- Empower Digital Workspace
- Get Ready for Extending to Public Cloud
- NSX
- HCI / vSAN
- vSphere / vSOM 6.5

## ▶ Access today

At [partnerdemandcenter.vmware.com](https://partnerdemandcenter.vmware.com) using Partner Central credentials



# Questions?

## Contact Partner Demand Center Support:

- Registration/Access Help: [demandcenter@vmware.com](mailto:demandcenter@vmware.com)
- Technical Issues: [support@ziftsolutions.com](mailto:support@ziftsolutions.com)
- Partner Central Inquiries: [partnernetwork@vmware.com](mailto:partnernetwork@vmware.com)
- Online Self-Serve Tutorials: [Zift123 Academy](#)
- 24/7 Chat: Partner Demand Center Home



# Thank You