

# VMWARE CLOUD ON AWS CAMPAIGN



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# POWERING PARTNER SUCCESS



At VMware, we continually develop new marketing assets to help you provide ongoing customer value. The following integrated marketing materials are aligned with customer needs, priorities, and buying patterns, and are designed to help you drive new sales and increase customer share of wallet.

## What you get from VMware

- Programs and customizable multi-touch demand-generation campaigns to create awareness
- Exclusive opportunity
- Preliminary sales and tech training
- Access to marketing support to augment your capabilities
- Tools to accelerate sales
- Methods for tracking your success

## What we need from you

- Trained sales and technology professionals
- Database development and lead follow-up capabilities in place
- Flawless campaign execution through the Partner Demand Center or your marketing-automation system
- Consistent reporting of campaign metrics

# OPPORTUNITY AND MESSAGING



## Market Opportunity

IT leaders focused on becoming more agile, accelerating innovation, and better optimizing costs are finding success with hybrid clouds. VMware Cloud™ on AWS brings the VMware enterprise-class software-defined data center to the AWS Cloud. Delivered as an on-demand service with optimized access to AWS services and robust disaster protection, VMware Cloud on AWS enables IT teams to leverage the best of both worlds. Users can continue to leverage their existing VMware environments while gaining the elastic scale and infrastructure of AWS sold on demand or as a subscription.

## Partner Benefits

Partners that complete the requirements and achieve the VMware Cloud on AWS solution competency will receive the following benefits:

- Acquisition of the sales and technical expertise required to deliver hybrid cloud solutions.
- Recognition as a hybrid cloud trusted advisor to customers.
- Access to VMware sales and technical training.
- Access to VMware consulting services IP.
- Accelerated learning path for new VPN partners.
- Marketing programs support.
- Eligibility for channel discount, Advantage+, and consumption rebates.

## VMware Cloud on AWS Messaging

VMware Cloud on AWS brings VMware enterprise-class SDDC software to the AWS Cloud. This enables users to run production applications across private, public, and hybrid cloud environments based on VMware vSphere®, with optimized access to AWS services. Now, IT teams can manage cloud-based resources using existing skills and familiar VMware tools.

Powered by VMware Cloud Foundation™, VMware Cloud on AWS integrates VMware vCenter Server® management with VMware flagship compute, storage, and network virtualization products, including VMware vSphere, VMware vSAN™, and VMware NSX®. This integration optimizes them to run on elastic, bare-metal AWS infrastructure with the same architecture and operational experience on premises and in the cloud. This provides IT teams with instant business value via the AWS and VMware hybrid cloud experience.

With hybrid clouds, IT practitioners can:



### Accelerate innovation

New application development  
Application modernization  
Dynamic capacity needs



### Optimize costs

Cloud mandate  
Shift from CapEx to OpEx  
Application portability



### Respond faster to change

M&A activities  
Data sovereignty, closeness to end user, new capacity  
Continuity of operations

# MARKETING ASSETS



Grow your business faster, build pipeline efficiently, and close sales quickly with this integrated campaign covering all phases of the buyer's journey. With best-in-class marketing assets, you can focus your energy on managing leads, measuring performance, and closing deals.

## Integrated Campaign

Demand generation	Build awareness with short, simple emails designed to help generate leads.
Assets	<p><b>Marketing Materials</b></p> <ul style="list-style-type: none"> <li>• Three-touch nurture series</li> <li>• Corresponding landing and thank you pages</li> <li>• Online banners</li> <li>• Social kit</li> </ul> <p><b>Offers</b></p> <ul style="list-style-type: none"> <li>• Guide: <i>Migrating Apps to the Cloud in 5 Steps</i></li> <li>• Infographic: <i>We're Making the Hybrid Cloud Real</i></li> <li>• FAQ: <i>10 Questions, 10 Answers: Get to Know VMware Cloud on AWS – The Best-in-Class Hybrid Cloud Service</i></li> <li>• White Paper: <i>VMware Cloud on AWS Technical Overview</i></li> <li>• Hands-on Lab: <i>VMware on AWS (HOL-1887-01-EMT)</i></li> </ul>
Partner customization	<ul style="list-style-type: none"> <li>• Branding (logo; partner value proposition)</li> <li>• Contact information (company URL; phone number)</li> <li>• Social media channels</li> </ul>
Cost	<ul style="list-style-type: none"> <li>• Free</li> </ul>

# GETTING STARTED



## Launch your program in three easy steps.

1. Sign in to the Partner Demand Center. There are two ways to gain access:

- Visit [www.partnerdemandcenter.vmware.com](http://www.partnerdemandcenter.vmware.com), click “Get Started”, and enter your Partner Central credentials.
- Visit [www.vmware.com/partners](http://www.vmware.com/partners), enter your Partner Central credentials, and click on the Partner Demand Center link under the Marketing tab.

2. Browse campaigns and locate the product you want to promote.

3. Choose your marketing program and begin selling.

## Contact Partner Demand Center Support with questions:

- Email [demandcenter@vmware.com](mailto:demandcenter@vmware.com) for registration or access questions.
- Email [support@ziftsolutions.com](mailto:support@ziftsolutions.com) for assistance executing campaigns.