

Advantage+

FAQ

Advantage+ Program Overview

Q. What is Advantage+?

A. Advantage+ is VMware's Opportunity Registration Program, designed to protect and reward partners investments for creating net-new opportunities and leading with advanced solutions.

Q. What are the benefits of participating in Advantage+?

A. Partners receive exclusive registration and may be eligible for financial benefits, rebates, and leading on professional services sells while bringing new business to VMware. Program benefits may vary by partner type and tier, and products. Refer to the [Advantage+ Discount Structure](#) for further information.

Q. What is Exclusive Registration?

A. Exclusive Registration enables the approved partner to become the partner of record for that customer and product combination, meaning no other partner can obtain a registration for that customer and product combination. Exclusive registration is provided on all approved registrations and is also available when the partner fulfills through a VMware OEM partner.

Q. How will registrations be approved?

A. The system will auto-validate registrations. The first partner who submits a net-new registration request consisting of a unique combination of end customer and product will be approved. Excluding Public Sector opportunities, they are manually validated due to the nature of the transaction type.

Q. Who is eligible to participate in Advantage+?

A. Authorized* Premier, Enterprise, and Professional Level Solution Providers, Corporate Resellers, and OEM Partners are eligible for Advantage+. Benefits may vary by partner type, review the Advantage+ Benefits Summary section of the Advantage+ Terms and Conditions for details. **Authorized partners are those meeting all programmatic requirements designated in the VMware Program Guide or contract for their Partner Type.*

Q. What is safeguard for Professional level solution providers?

A. Professional level partners are eligible for safeguard registration benefits, meaning no other partner can obtain a registration for that customer and product combination

Q. Are Professional level solution providers eligible for financial benefits?

A. Professional level partners are not eligible to receive financial benefits at this time, this includes, Advantage+ discounts, ELA preferred pricing, ELA rebates, lost opportunity benefits, and Lead on Services.

Q. Is there a minimum opportunity size* requirement to be eligible for Advantage+?

A. Yes, the opportunity deal size must meet the following minimum requirements to be eligible for Advantage+:

- Standard Opportunities: \$10,000 (USD) List License Value, | Subscription Offerings: \$10,000 (USD) Total Contract Value
- AirWatch (EMM), Mobile WO STD or ADV Only** Opportunities: \$1,000 (USD) List License Value

**Minimum opportunity size is calculated by totaling the VMware USD list price or total contract value, prior to any end-user discounts taken through the VPP program. Support, Training, and Professional Services do not apply.*

***AirWatch, Mobile WO STD or ADV Only are opportunities that are registered for these solutions only. If other products are included on the registration or purchase order with a deal size lower than \$10,000 (USD) list license value, it will not qualify and will need to be registered under Standard Opportunity guidelines.*

Q. What VMware products are eligible for Advantage+?

A. Program benefits apply based on minimum deal size and product grouping. VMware Professional Service offerings (PSO), Training, SnS, and any bundled solutions with SnS, Training, or PSO are not eligible to receive programmatic benefits.

Q. What is Lead on Professional Services?

A. This allows partners to now indicate they would like to lead in selling their professional services. Once approved, VMware should not contact the customer to sell VMware Professional Services. Partners are only eligible to Lead on Professional

Services when the associated product is approved and eligible for Advantage+, if the product is rejected, Professional Services will also be rejected. Lead on Professional Services is not eligible on ELA Opportunities at this time.

Q. How long is Lead on Professional Services valid?

A. Once approved, lead on professional services is valid through the booking date or once the ORAN is inactive or expired.

Submitting Opportunities for Registration

Q. How do I register an opportunity?

A. On the Opportunity Registration tab of [Partner Central](#), select the 'Register a New Opportunity' button or Download [VMware Partner Central Mobile](#): available in Google Play or Apple App Store

An Opportunity Registration Tracking Number (ORTN) will be created upon submission. If approved, the registration will be updated with the Opportunity Registration Approval Number (ORAN). The ORAN will be required for claiming any Advantage+ program incentives. The ORTN and ORAN are available in Partner Central and the mobile app.

Q. How far in advance should I register an opportunity?

A. It is recommended that you register as soon as you are aware of the opportunity to ensure no other partner registers the deal. The auto-validation process goes by first in wins.

Q. How long will my approved registration remain valid?

A. An approved registration is valid and active for 90 days from the date the opportunity registration request is approved.

Q. What if my registration is rejected but I know it is a unique project for that opportunity?

A. You can submit a request via [Request for Re-Evaluation form](#) to have the opportunity reviewed.

Q. What if VMware does not approve my registration?

A. If VMware cannot approve a registration request, check the registration status on Partner Central. Common reasons for denial include, but are not limited to: The opportunity is already in VMware's pipeline and is not net-new, the minimum deal size was not met, the opportunity is not eligible.

Advantage+ Opportunity Registration Management

Q. What is Advantage+ Opportunity Registration Management?

A. Opportunity registration management is a way for the partner to show they are actively working the deal to keep the registration progressing as some opportunity lifecycles will require more than 90 days to close. As such, partners need to update the registration every 90 days to extend the registration before the registration expires.

Q. How do I access the Advantage+ Opportunity Registration Management page?

A. Navigate to the Opportunity Registration tab in Partner Central, select the 'Manage Your Opportunities »' button. Enter your ORTN or ORAN, click search. You can also click on the number below the 'Approved' box to access all your ORANs. Select the 'Customer Project Name' to open the ORAN you would like to view. You are now on the Opportunity Registration Management page.

Q. What happens if my registration is set to expire before I am ready to close the deal and need to extend my ORAN?

A. You can extend an approved registration within 60 days prior to the 90-day expiration date. You must be able to demonstrate to VMware that the opportunity has moved forward in the sales process, you can [Download the Quick Reference Guide](#) or following the below steps:

- Login into Partner Central, Navigate to your ORAN
- Select Edit, Progress the Registration Opportunity Stage
- Update Selling Activities OR Next Steps
- Select Save, the 'Deal Registration Expiration Date' will auto-update for an additional 90-days from the expiration date

Q. What are the Registration Opportunity Stages?

A. The following are the 8 stages:

1. Prospect: Explore potential opportunity, identify person on the account with the underlying issue, assess and understand customer's view of possible solutions/underlying issue.
2. Qualified: Qualify the lead/ prospect. Identify the sponsor (main contact) and define the problem. Work with customer on mutually determined plan to move forward. Develop shared buying vision, define partner role and map out how to get access to the top decision maker (PowerPerson).
3. Validate: Initiate relationship with the PowerPerson, define the problem from their point of view and identify how the PowerPerson will recognize value from the solution. Engage PSO to help identify solution and quantify value.
4. Design: Create/Share design/technical presentation of the proposed solution & success metrics with the customer, reconfirm timeline for resolution with the decision maker.
5. Prove: Use practical methods to demonstrate how success metrics can be achieved including references, case studies and where necessary POCs.
6. Negotiate: Formal proposal / terms & conditions signed. Finalize discussions on price, ROI, cost, PSO and TAM. Agreement on contract and implementation start date.
7. Agreement to Purchase: Verbal agreement to purchase from client decision maker pending finalized items. Reseller & distributor are engaged on terms, contract has been signed, PO submitted.
8. Closed Lost: Opportunity / Lead / Prospect is no longer valid.

Q. If I know I am not able to close a registered opportunity, what should I do?

A. You can close a registration by checking the 'Relinquish Registration' box and saving the registration. At this point the ORAN will no longer be active and all Advantage+ benefits will become void, including Lost Opportunity Benefits.

Q. What happens when a change or enhancement is made to Advantage+?

A. Active, approved registrations will be honored through the life of the registration with the option for the partner to re-submit the opportunity. All re-submitted registrations are subject to re-approval from VMware and will follow the new structure of the program changes.

Q. What happens to your registration if your company is re-leveled?

A. Once re-leveled, there will be no impact to active registrations, unless the partner is re-leveled to a tier ineligible for Advantage+ participation. If the tier level is ineligible, all registration access will be removed and registrations will become inactive.

Advantage+ Benefits and Financial Incentives

Q. Can multiple partners receive program benefits for the same opportunity?

A. No. Only one partner will be approved per registered opportunity (specific end user opportunity and specific product).

Q. How does VMware calculate Advantage+ financial incentives?

A. Advantage+ upfront-discounts are calculated as a percentage of the current VMware USD list price of the eligible license SKUs sold on non-SPF orders. All discounts through the program are provided to VMware authorized distributors. Distributors may, at their sole discretion, pass on any or all of the discount to the partner. It is the sole responsibility of the partner to negotiate their price with the distributor.

Q. How do I book an order with Advantage+ financial benefits?

A. Partners must submit the ORAN (provided by VMware to the partner via email) in the Purchase Order (PO) to distribution. The ORAN can be added to the ORAN field or comments field of the PO. It is critical that the ORAN is included in the PO to avoid missing out on any Advantage+ discounts or rebates.

Q. What if the ORAN was not included on the purchase order, can I still claim a reward?

A. If the ORAN was left off the purchase order, all upfront discounts will become ineligible or will need to be re-submitted through your distributor.

Q. Can I submit split orders?

A. Yes, you have up to 30 days from the initial deal close date to submit subsequent orders for the same opportunity.

Q. How many ORANs can I add to an order?

A. Only one ORAN can be applied to an order.

Q. Am I eligible for Advantage+ financial incentives if I fulfill the opportunity through a VMware OEM partner?

A. While it is possible to register and receive exclusive registration when value selling is provided, no financial incentives are provided by VMware if the approved partner fulfills the opportunity through a VMware OEM partner. Contact your preferred OEM for any incentives or promotion they may offer.

Q. Can I combine Advantage+ with other programs such as VPP and TPP?

A. The VMware Purchasing Program (VPP) and Transactional Purchasing Program (TPP) can be combined with Advantage+, but program benefits are calculated based on the VPP and TPP list price when the VPP program is used by an end customer. Sales that use the U.S. Government price list rely on a distinct set of payment percentages and are not eligible for Advantage+.

Q. Can Advantage+ benefits and SPFs be combined?

A. No, Advantage+ benefits and SPF discounts cannot be combined. All SPF orders will void out all Advantage+ benefits.

Q. When VMware makes a change to a discount, what can I do?

A. When VMware makes a change to a discount you can do one of the following. If you want to retain the current discount on your registration you will have until the end of the expiration date to use that discount. Otherwise, if you want to update your registration to reflect the new discounts you have the following options. If the registration has less than 60 days left on its current expiration, extend the registration. If the registration has more than 60 days left on its current expiration, send an email to PartnerNetwork@vmware.com to request a manual override.

Enterprise License Agreements (ELA) and Advantage+

Q. What is an ELA?

A. VMware's Enterprise Licensing Agreements (ELA) provide customer-focused incremental discounts that are being made available through strategic VMware partners. VMware is a partner-focused company and wherever possible will transact business through its network of partners and distributors rather than directly with end user customers.

Q. How does an opportunity become an ELA?

A. Partners and their VMware contact needs to work together to identify the ELA opportunity. Once the ELA is approved, the Partner will be eligible for ELA benefits. The ELA will be registered only to the Partner that first identifies and receives approval for an ELA opportunity.

Q. How does Advantage+ address ELAs?

A. The Partner with an approved ELA will be eligible for 10% Preferred Pricing on the full ELA quote including all products, meaning all other partners quoted for the same opportunity will receive a quote uplifted 10% above the quote for the registered partner and distributor. There is no upfront discount on ELA Opportunities under Advantage+.

ELA Rebates: All ELA Opportunities that have an approved Advantage+ Registration and are fulfilled by the registered partner using the ORAN are eligible for an ELA Fulfillment Rebate.

Q. What if there are multiple Partners with a registration and at least one Partner identifies an ELA opportunity?

A. Only the partner who identified and obtained an approved ELA will receive the preferred price. All other partners will receive the uplifted quote. All partners that do not book the ELA may be eligible to claim lost opportunity benefits for the approved products on their registration.

Q. How is the ELA Rebate?

A. A varied percentage of 3%, 5%, or 7% back-end rebate on the approved, eligible products listed on the registration of the ELA bookings, excluding SNS, professional services, and renewals, will be paid to the Partner; provided that the opportunity meets the program criteria, and the ORAN is included on the submitted purchase order, and limited to the first \$1Million (USD) of eligible bookings.

- Prepaid SPP, HPP, and EPP credit sales are eligible for a rebate, Monthly SPP credit sales, and SPP, HPP, and EPP credit consumption are not eligible for a rebate

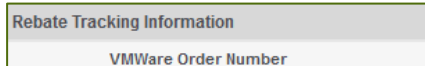
Q. How are ELA rebates calculated?

A. - **\$1 Million Cap will be calculated on the bookings total of the eligible products on the order.**

- The Maximum Payout is \$70K, calculated on the highest percentage – 7%
- When the order includes products with varied rebate percentages, the payout will start with the highest percentage first to ensure the partner receives the maximum payout is received

Q. Do I need to submit a claim to receive my ELA fulfillment rebate?

A. VMware will pay all rebates from eligible orders that include an Advantage+ ORAN on the Purchase Order (PO) without submitting a claim. If the ORAN is not on the PO, the rebate will not be auto-paid and a claim must be submitted through Partner Central. To receive your rebate in a timely manner, ensure your ORAN is listed on the PO. This can be tracked in Partner Central by ensuring the Order # is shown on the VMware Order Number field located in the Rebate Tracking Information section of your registration. If it is blank, it is best to claim the rebate or email Partner Network for assistance. Remember the claim must be completed within 60 days of the order booking date.



Q. How many ORANs can I add to an ELA order?

A. Only one ORAN can be applied to the ELA order. If you have multiple ORANs, please send an exception request to Partner Network to merge products on all ORANs to a single ORAN

Preferred Distributor of Choice

Q. What is Preferred Distributor?

A. Preferred Distributor is the distributor that you select on your registration. The order must be fulfilled with the selected distributor on the registration to receive financial benefits.

Q. Can a distributor quote my opportunity with Registration Benefits if they are not the selected 'Preferred Distributor'?

A. No, only the 'Preferred Distributor' of choice can quote with registration benefits.

Q. How does a distributor know if they were selected as the 'Preferred Distributor' for a specific deal?

A. The 'Preferred Distributor' field will show on the ORAN Search tool to the distributor once the partner shares the ORAN, and only the 'Preferred Distributor' shown can quote the deal with registration benefits.

Q. What does 'Share Data with Preferred Distributor' mean?

A. By opting in to share data, you give your selected Preferred Distributor or OEM partner to access a report that includes more details about your registration. If you do not share with the distributor they will only be able to get key information including, registration status, end customer information, ORAN, Preferred Distributor, approved products, and expiration date

Q. What if the 'Preferred Distributor' selected can't meet my credit terms?

A. The 'Preferred Distributor' can contact VMware's Partner Success Center, PartnerNetwork@vmware.com, and include a statement that they cannot meet the credit terms and are going to revoke their selection of the 'Preferred Distributor' for the ORAN to be registered to another distributor that can meet the partner's credit terms.

Q. Can I change my 'Preferred Distributor' after my deal is approved?

A. Once approved the you must transact with the selected Preferred Distributor to receive any Advantage+ financial benefits. You can only change your preferred distributor if they cannot meet your credit terms. In this scenario, the distributor will need to contact Partner Network and submit in writing that they would like to relinquish their rights to ORAN-XXXXX. Once approved, the partner can work with their VMware Rep or Partner Network to update the Preferred Distributor.

Inappropriate Registration Behaviors**Q. What type of behaviors are discouraged?**

A. Any behavior around submitting false, misleading, or inaccurate information (e.g. registering fictitious deals, entering the incorrect customer segment) is discouraged. VMware may also reject an approved registration due to this reasoning

Q. What will VMware do to prevent inappropriate registration behavior?

A. VMware recognizes that partners intend to take advantage of the Opportunity Registration Program as its intended. However, there are occasions where some may not do so and VMware reserves the right to ensure partners are using the program as it is intended to be used.

VMware reserves the right to investigate if a partner may be abusing the program. If a partner has abused the system, then the partner will be subject to potential disciplinary action.

Q. What happens if fictitious registrations are submitted?

A. VMware will monitor a partner's close and submission rates. If a partner has a significantly high number of registrations and a significantly low close rate, then VMware will enforce the following:

60 days will be given to correct their behavior. Failure to correct will result in being removed from Advantage+ for 90 days, existing registrations will become inactive. After the 90-day period, the partner will automatically rejoin the deal registration program.

Lost Opportunity Benefits**Q. What is the purpose of Lost Opportunity Benefits?**

A. Receive incentives, paid as development funds, if the opportunity is fulfilled by another VMware partner. This unique approach rewards partners for educating potential customers about the value of VMware and working with us to develop the opportunity.

You will have the ability to submit a claim against the Advantage+ registrations in Partner Central within 60 days following the order date to claim eligible rebates, including the ELA Rebate. Please note there is no way to claim any Advantage+ discounts in the form of a rebate if the ORAN was left off the purchase order. The ORAN will be null and void 60 days from the date the deal closes and claims can no longer be submitted or redeemed once the 60 days has passed.

Q. Can a partner request to share their Lost Opportunity Benefits with another partner that help influence the deal?

A. No. Only the partner that holds the approved registration is eligible to receive any Advantage+ program benefits for the eligible/approved products associated with that ORAN. The Lost Opportunity Benefits will only be funded to the Partner ID associated to ORAN, VMware is not able to split the funds with another partner.

Q. Why do I have to submit the VMware order number to claim a reward?

A. The only way VMware will know to pay you (and how much to pay) is if you submit the VMware Order Number. VMware uses the Order Number to confirm delivery of the VMware license to the customer, and to confirm the order amount to pay you properly.

Q. What if the customer won't provide me with the VMware Order Number because we did not fulfill the sale?

A. VMware requires the ORAN and the VMware Order Number for all Lost Opportunity Benefits claims. In the event that the customer is reluctant to provide the VMware Order Number, you should ask your VMware contact to reach out to the customer (on your behalf) to reassure the customer that it is okay to share the VMware Order Number.

Q. Is there a time limit for claiming Lost Opportunity Benefits after a sale goes through?

A. Yes. If you are the approved partner for an opportunity that is fulfilled by another partner, and you are eligible, you have up to 60 days from the date the deal was closed to submit a claim.

OEM Registration**Q. Are OEM partners eligible for exclusive registration?**

A. OEM partners can register the opportunity for exclusive registration by selecting themselves as the 'Preferred Channel'. If the OEM is not listed, the OEM partner would select 'Other', once approved, the OEM partner will become the partner of record and no other partners will be able to register this same opportunity.

Q. Can I earn Advantage+ discount incentives on an opportunity closed through an OEM partner?

A. You are not eligible for Advantage+ discount incentives for closing an opportunity through a VMware OEM partner. All discounts or incentives will need to be discussed and agreed to between you and your OEM

Q. How do I register an opportunity that is being transacted through an OEM partner?

A. You can select your OEM partner as the 'Preferred Channel' in the Preferred Channel Selection section of the Advantage+ opportunity registration form.

Q. How do the Advantage+ benefits work by route to market?

A. Please review the chart below to understand the program benefits.

Route To Market				Ad+ Transactional	ELA Opportunity		Ad+ and ELA
Customer	Partner Program*	Preferred Channel	PO Sent to VMware**	Ad+ Discounts	Preferred Pricing	ELA Rebate	Lost Opp Benefits
Customer	Solution Provider, CR	VMware Distributor	Yes	✓	✓	✓	✓
Customer	Solution Provider, CR	OEM	Yes	⊘	✓	⊘	✓
Customer	OEM Partner	OEM	Yes	⊘	✓	✓	✓
Customer	OEM Partner	VMware Distributor	Yes	✓	✓	✓	✓

*Partner Type Submitting Registration | ** Purchase Order booked w ith VMware

What if I have more questions?

- Visit [Partner Central](#)
- Email [Partner Network](#)
- Review the [Advantage+ Program](#)
- Learn more about [Development Funds](#)
- Contact your [Partner Business Manager](#)

NOTE: ALL PROGRAM BENEFITS OUTLINED IN THIS DOCUMENT ARE SUBJECT TO THE TERMS AND CONDITIONS OF THE INDIVIDUAL PROGRAMS. PLEASE SEE PARTNER CENTRAL FOR MORE INFORMATION AND COMPLETE PROGRAM DETAILS

