

VeloCloud Partner Program



VMware is committed to supporting partners to build their practice in the exciting SD-WAN space. As we grow our existing SD-WAN business we are enabling the VMware SD-WAN solution to be sold using VeloCloud SKUs on VeloCloud contracts. The purpose of this FAQ is to answer common questions on how to sell the solution. Please note that this document will be updated on a regular basis.

Q. How is VMware SD-WAN sold?

A. VMware SD-WAN is sold through VeloCloud SKUs on VeloCloud contracts. Partners are required to sign a VeloCloud Partner Program agreement to transact via distribution.

Q. What is the selling model for VMware SD-WAN? Are there any exceptions?

- Partners must place orders through [VeloCloud authorized distributors](#). Partners will be able to scale their business globally and outsource the forward-bound logistics services to VeloCloud preferred distributors for a streamlined experience.
- Under the VeloCloud Partner Program partners who attain Support certification are authorized to provide L1 and L2 support to their end customers.

Q. How do partners start the selling and quoting process for VMware SD-WAN?

A. To begin selling VMware SD-WAN by VeloCloud, partners must sign up and agree to the terms on the [VeloCloud Partner website](#). Partners also may email the [VMware SD-WAN Hotline](#) to get more information on how to onboard if the partner has an active end user customer opportunity. Partners should be prepared to share details about their company.

Q. With whom do I work to start selling?

A. Work with your NSX Sales Representative or Partner Business Manager who can connect you with the proper VeloCloud Sales Representative along with the appropriate approved global VeloCloud Partner Program distribution partners. The SD-WAN Specialist will help you quote and sell VMware SD-WAN SKUs.

Q. If I am a distributor, what should I do?

A. Please contact your Distribution Account Manager for more information or email disithelp@vmware.com.

Q. What type of contract will partners sign with VeloCloud?

A. A reseller will be asked to sign a VeloCloud Partner Agreement. Upon signing, the reseller will receive a welcome email highlighting all details around the program, onboarding, deal registration, training, and resources.

The [VMware SD-WAN Hotline](#) can direct partners with active deals to the proper channels (approved distributors, SD-WAN specialist, etc.) if the deals are urgent.

Q. Are all active quotes on VMware SKUs for VeloCloud eligible until their expiration?

A. Yes, all existing VMware SD-WAN quotes on VMware SKUs for VeloCloud will follow the usual expiration rules.

Q. Is this program the same as the VMware Partner Network (VPN) Program?

A. This is a separate and distinct program from the VMware Partner Network (VPN) program to transact VMware SD-WAN. Please note, we are in the process of transitioning the VeloCloud Partner Program to the VMware Partner Connect Program in FY21 (calendar year 2020, starting in Feb).

Q. Are partners eligible for VMware rewards?

A. No, if transacting via the VeloCloud Partner Program, VMware Partner Network Program rewards and rebates do not apply. Because all VMware SD-WAN transactions will be done with VeloCloud SKUs on VeloCloud paper, VMware is unable to provide Solution Rewards for partners who have completed the SD-WAN competency with the exception of ELA transactions that are completed on VMware paper and do qualify for rewards. Please note the SD-WAN competency is required training for the VeloCloud Partner Program.

Q. Is there an impact to the annual VMware bookings requirement?

A. No, VeloCloud bookings will not impact VMware partner tier status. VMware bookings will not impact the VeloCloud bookings requirement.

Q. Can partners still register deals using VMware Advantage+?

A. No, deals with VeloCloud SKUs on VeloCloud paper are not eligible for VMware Advantage+ .ELA transactions on VMware paper qualify for VMware Advantage+.

Q. Where should partners register a deal that will be transacted under a VeloCloud Reseller Agreement?

A. VeloCloud-signed partners register deals through the VeloCloud Partner Portal. Once partners have signed the VeloCloud Partner Agreement, they will be provided access to the VeloCloud Partner Portal.

Q. Where can partners get training?

A. VMware partners can access training and enablement materials on the VeloCloud Partner Portal. SD-WAN competency trainings will count toward VeloCloud Partner Program training requirements. See the [VeloCloud Partner Program Guide](#) for more information.

Q: Does signing the VeloCloud Partner Agreement allow a partner to transact a VMware ELA (Enterprise License Agreement) that includes VeloCloud?

A: No, in order to transact a VMware ELA that includes VeloCloud, partners will need to sign a Hardware Amendment to their existing VMware Partner Agreement. The Hardware Amendment will be available on the [Program Forms](#) section of Partner Central.

Note after June 8, 2019 the VMware partner agreement includes the Hardware Amendment, if you are new VMware partner after June 8, 2019 you do not need to sign a separate amendment.

Q. What partner resources are available?

- Please access the VMware SD-WAN product page on [Partner Central](#).
- Download a [sales presentation](#).

Q. What is the minimum training I need to complete to gain access to higher discounts?

A. VeloCloud partners must complete at least a full SD-WAN Competency to gain access to Silver and above benefits.

Q. Can I submit a deal registration and transact at the Registered level, and if so, what is my discount?

A. Yes, partners at the registered level can register deals on the VeloCloud Partner Portal and transact. Registered partners receive a 10% discount.

Q. Where can partners go with questions?

A. If you have business or commercial questions regarding VMware SD-WAN, please connect with your NSX Sales Representative or Partner Business Manager. For questions related to transacting VMware SD-WAN, please contact your distribution partner or email the VMware SD-WAN Hotline at sd-wan-hotline@vmware.com.