

# VMware Partner Concierge Program

## OVERVIEW AND GETTING STARTED

### Overview

A global program for selected Partners, offering comprehensive, multi-lingual, Marketing-as-a-Service support and end-to-end campaign execution for pre-architected demand-generation campaigns via the **VMware Partner Demand Center (PDC)**.

### Partner Benefits

- This Concierge program is provided at no cost to you—it is **100% funded**, reimbursable through incremental Global Development Funds (DF)
- Our program combines **robust marketing assets** with strategic agency expertise to help you market and sell VMware products.
- Campaign options provide coverage for all phases of the buyer’s journey, with an outcome of **nurtured marketing leads** or **sales-ready appointments**, depending on the package you choose.
- Through leveraging best-in-class campaign content and Concierge **marketing execution expertise**, Partners gain the ability to focus on driving leads and closing more deals.

### ► Why take advantage of the VMware Concierge Program?

VMware Concierge programs have produced partner pipeline of **\$29M+** annually in one geography alone

Partners rank VMware’s Partner Demand Center very highly (5 stars)



Partners typically average **9 marketing-generated sales opportunities** through VMware Concierge campaigns

Partners are experiencing an average pipeline of **\$440K** per campaign

**93%** of surveyed Partner users rated the quality of VMware PDC campaigns and programs as superior, compared to other technology vendors

**55%** of secured appointment-setting meetings convert into pipeline opportunities

### Campaigns are Managed and Executed by the Concierge

To provide partners with marketing services and support, VMware’s Partner Concierge, **Lauchlan**, an industry-leading, full-service IT marketing agency, is here to help. As your dedicated Concierge, Lauchlan will provide:

- End-to-end program execution, reporting and lead-generation support
- Post-campaign Proof of Execution (POE) for simplified DF claiming

Email your Concierge at [partnerconcierge@vmware.com](mailto:partnerconcierge@vmware.com) with program questions or to get started today!

# GETTING STARTED

## with the VMware Partner Concierge Program



Customers and prospects exist in different phases of the buyer's journey, so Concierge Partner Program campaigns are designed to provide tactics that help you succeed at every stage.

### 7 Steps to Get Started

- 1 > Choose a featured VMware Product or Solution focus area**  
*Products:* vSOM, vSAN or NSX  
*Solutions:* Modernize Data Center, Empower Digital Workspace or Transform Security
- 2 > Select one of two campaign packages detailed below**  
*Leads:* qualified marketing-ready leads  
*Appointments:* sales appointment setting
- 3 > Ensure your organization has a PDC log-in account, or request access**
- 4 > Create a DF Proposal Plan for VMware fund approval, with Concierge assistance**
- 5 > Upload desired database or augment target list through Concierge**
- 6 > Concierge executes campaign, returning leads or appointments to Partner**
- 7 > POE is provided by Concierge to Partner to submit claim for 100% DF reimbursement, opportunities are registered and pipeline reporting takes place**



### LEADS PACKAGE

#### Campaign components:

- Website and social content
- Content syndication with lead calling
- A multi-touch email nurture series with customized offers and a landing page

#### Deliverables:

- Marketing-qualified leads based on web and social content engagement, asset download and email response
- 110+ tele-qualified leads based on a 2x engagement level with campaign assets

**Package price: \$12k\***



### APPOINTMENTS PACKAGE

#### Campaign components:

- Webinar with comprehensive analytics
- Email nurture promoting focus area Hands-On Lab (HOL)
- Telemarketing with appointment setting

#### Deliverables:

- Marketing-qualified leads from webinar attendees and HOL leads
- 15 appointments scheduled around your availability for sales follow-up

**Package price: \$17k\***

\*Campaign costs are due to Concierge at project kick-off but are 100% reimbursable through DF claim process.

Contact your Concierge at [partnerconcierge@vmware.com](mailto:partnerconcierge@vmware.com) to schedule a kick-off meeting and get started today!