



# Concierge Timelines

## VMware FY19

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# Q2'19 Concierge Execution Timeline for Partners

Previous quarter

Execution quarter

Following quarter

Q1 FY19					Q2 FY19										Q3 FY19										
April					May				June			July			August			September							
2-6	9-13	16-20	23-27	30-4	7-11	14-18	21-25	28-1	4-8	11-15	18-22	25-29	2-6	9-13	16-20	23-27	30-3	6-10	13-17	20-24	27-31	3-7	10-14	17-21	24-28

**APR 2 -16:**  
Alert PMM that you would like to participate

**APR 16-MAY 7:**  
Choose focus area, language, campaign, and set up Kickoff meeting

**Campaign execution begins**

**MAY - JUL:**  
During execution phase, expect status emails from Concierge bi-weekly, and be sure to answer questions and approve email content with 3 days

**MAY 7-18:**  
Sign SOW, submit PA with end date of Jul 3, complete intake form to stay on track and work with Concierge on payment terms

**Submit Claim for Reimbursement**

**AUG 3:**  
Campaign will be completed by EOQ as required

**AUG 13:**  
Concierge will send POE package within 2 weeks of campaign completion date

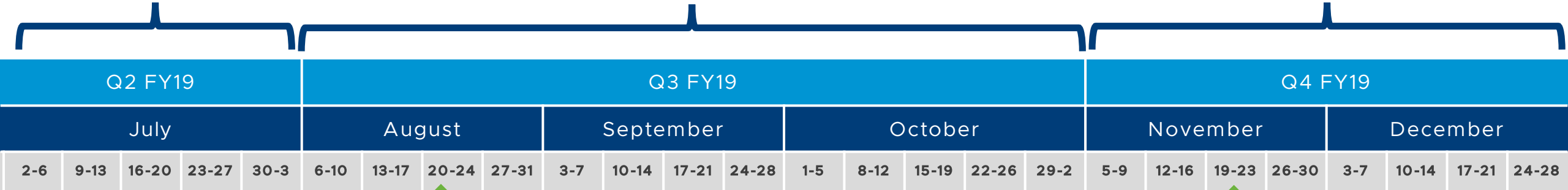
**SEP 28:**  
Claim deadline  
Submit claim before this date for reimbursement!

# Q3'19 Concierge Execution Timeline for Partners

Previous quarter

Execution quarter

Following quarter



**JUL 2 -16:**  
Alert PMM that you would like to participate in the Concierge program

**JUL 16-AUG 3:**  
Choose language, campaign and set up Concierge kickoff meeting

**Campaign execution begins**

**AUG 6-17:**  
Sign SOW, submit PA with end date of Oct 2, and complete intake form to stay on track and work with Concierge on payment terms

**AUG-OCT:**  
During execution phase, expect status emails from Concierge bi-weekly, and be sure to answer questions and approve email content with 3 days

**NOV 2:**  
Campaign will be completed by EOQ as required

**NOV 9:**  
Concierge will send POE package within 2 weeks of campaign completion date

**Submit Claim for Reimbursement**

**DEC 31:**  
Claim deadline - Submit claim before this date for reimbursement!

# Q4'19 Concierge Execution Timeline for Partners

Previous quarter

Execution quarter

Following quarter

Q3 FY19					Q4 FY19											Q1 FY20									
October					November				December				January			February			March						
1-5	8-12	15-19	22-26	29-2	5-9	12-16	19-23	26-30	3-7	10-14	17-21	24-28	31-4	7-11	14-18	21-25	28-1	4-8	11-15	18-22	25-1	4-8	11-15	18-22	25-29

**OCT 1 -15:**  
Alert PMM that you would like to participate in the Concierge program

**OCT 16-NOV 2:**  
Choose language, campaign and set up Concierge kickoff meeting

**NOV 5-16:**  
Sign SOW, submit PA with end date of Feb 1, and complete intake form to stay on track and work with Concierge on payment terms

**Campaign execution begins**

**NOV-JAN:**  
During execution phase, expect status emails from Concierge bi-weekly, and be sure to answer questions and approve email content with 3 days

**FEB 1:**  
Campaign will be completed by EOQ as required

**FEB 15:**  
Concierge will send POE package within 2 weeks of campaign completion date

**Submit Claim for Reimbursement**

**MAR 31:**  
Claim deadline - Submit claim before this date for reimbursement!