

# vmware® PARTNER EDGE CONCIERGE

## Concierge Manages Digital Marketing Campaigns for Your Partners

It's tougher than ever for your partners to compete in the global marketplace. To help, we designed a program for VMware Distributors to offer to your managed partners that provides end-to-end campaign execution for pre-designed, demand-generation campaigns. The content is available through VMware Partner Edge in 9 languages.

### Program Benefits



Provided at no cost to you—100% funded (reimbursed) through Concierge global development funds (DF)



Combines robust VMware marketing content and assets with strategic agency expertise



Drives pipeline with pre-designed, best-practice campaign options



Provides campaigns covering all phases of the buyer's journey



Gives partners the ability to run multiple campaigns throughout the year



Frees time to close more deals

### 5 Focus Areas

vSphere 6.5/vSOM

vSAN

Modernize  
Data Centers

Empower Digital  
Workspace

Transform  
Security/NSX

### Program Process

1. Secure Distribution-led Partner (DLP) commitments for campaign execution
2. Work with each DLP to choose one product or solution focus area they are interested in executing
3. Work with DLPs to choose one campaign option (select from list on next page) and the asset/email language
4. Provide DLP nomination list with contact information to VMware for approval
5. Concierge will meet with DLPs to confirm requirements and prepare SOW
6. Sign Concierge program Statement of Work (SOW) and pay invoice for all DLPs
7. Submit for DF Prior Approval in Partner Rewards portal and secure approval
8. Remit invoice to Concierge agency upon PA approval
9. Concierge will reach out to DLPs to begin execution
10. After Concierge provides Proof of Execution (POE) once all DLP campaigns have been completed, submit DF claim in VMware Partner Rewards portal for 100% reimbursement

### Campaigns Managed and Executed by the Concierge

The Partner Edge Concierge agency will provide:

- An account manager dedicated to each of your partners' campaigns
- End-to-end program execution, list services and vendor management, lead-pass and reporting
- Post-campaign Proof of Execution (POE) for simplified DF claims

# VMWARE PARTNER EDGE CONCIERGE PROGRAM

## Choose Your Campaign Option

1 Webinar	2 List Builder	3 Appointment Accelerator	4 Multi-Channel
<p>Provides comprehensive webinar scheduling, recording, and promotion to generate marketing leads</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• Webinar management services: webinar record, host, and session presentation</li> <li>• Email outreach promoting webinar and selected focus area</li> </ul>	<p>Provides opt-in, marketing-ready prospects to build a qualified database for further nurture and marketing outreach</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• “Always-on” website syndication</li> <li>• Buyer-intent search and social actions (data analytics)</li> <li>• In-market tele-qualification after asset engagement</li> <li>• Email outreach promoting selected focus area</li> </ul>	<p>Provides established appointments and leads from email outreach focused on selected product or solution focus area</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• Prospect database rental (up to 1,000 contacts)</li> <li>• Email outreach promoting HOL, assessment or focus area</li> <li>• Telemarketing with appointment setting</li> </ul>	<p>Provides opt-in, marketing-ready prospects as well as set appointments for an integrated, multi-channel campaign</p> <p><b>Campaign components:</b></p> <ul style="list-style-type: none"> <li>• “Always-on” website syndication</li> <li>• Buyer-intent search and social actions (data analytics)</li> <li>• Prospect database rental (up to 1000)</li> <li>• In-market tele-qualification after asset engagement</li> <li>• Email outreach promoting HOL, assessment or focus area</li> <li>• Telemarketing with appointment setting</li> </ul>
<p><b>USD \$4,000</b> using partner-provided list</p>	<p><b>USD \$7,000</b> 50 prospects</p> <p><b>\$12,000</b> 105 prospects</p>	<p><b>USD \$10,000/quarter:</b> 8 appointments, <i>requires a 2-quarter campaign commitment</i></p> <p><b>\$17,000</b> 15 appointments</p>	<p><b>USD \$17,000/quarter</b> 50 prospects and 8 appointments, <i>requires a 2-quarter campaign commitment</i></p> <p><b>\$29,000</b> 105 prospects and 15 appointments</p>
<p>Translation and customized options are available for an additional charge – discuss with the Concierge during the kickoff call.</p> <p><b>Campaign costs are due to Concierge at project kickoff but are 100% reimbursable through the Development Funds claim process.</b></p> 			

**Get Started Today!**  
Email the Concierge team at [partnerconcierge@vmware.com](mailto:partnerconcierge@vmware.com)

