

# vmware® PARTNER EDGE DISTRIBUTOR

Partner Edge Distributor Toolbox provides a range of multi-touch programs to accelerate partner engagement, expand sales opportunities, build loyalty, and drive partners to develop a focused VMware strategy with Partner Edge Campaigns, select assets, and consultative sales actions.

## Preferred Distributor Toolbox – Deliverables



- Targeted partner lists provided to target the right partners with the right VMware message
- Focused campaigns designed to create new opportunities, increase partner readiness, and build partner loyalty
- New dynamic toolkits released each quarter for strategic flexibility

## Benefits of the Partner Edge Distributor Program



Distributors can utilize prepackaged campaigns to present assets, opportunities, and benefits to their preferred partners, which in turn increases partner enablement, opportunities, and loyalty. Preferred partners can then leverage the same set of Partner Edge best-in-class programs to drive more business.

## Preferred Distributor Toolbox – Targeted Partner Lists

Upon request, once per quarter, VMware will provide a list of targeted partners that matches the goals of each toolkit. To request targeted partner lists, contact [prefdistitoolbox@vmware.com](mailto:prefdistitoolbox@vmware.com). Each list will contain partners who have selected the distributor as their preferred distributor and will provide relevant data to help customize communication for each partner target.

## Toolkit Components



1. **Quick Start Guide** – Playbook designed to identify goals, develop the timeline, and prepare resources for each step in the campaign.



2. **Target Partner Lists** – List of partners that match the campaign focus, along with relevant data to support the goals and objectives.



3. **Co-brandable Email Templates** – Predesigned communications that can be co-branded and customized, sent, tracked, and analyzed using the Partner Demand Center.

4. **Call Scripts** – Dialogue and workflow to guide calls to gather partner interest and overcome objections to the goal of each campaign.

5. **Additional Resources** – Related assets packaged on the campaign landing page and selected from across all VMware resources.

## Focus Your Strategy with a Range of Toolkit Campaigns

### vSphere 6.5 Upgrade

» Targets partners to build a cloud-ready strategy of migrating customers to vSphere 6.5 for increased cloud solution opportunities.

### vSAN and HCI: Storage Solutions

» Targets partners to build a storage solution sales strategy with vSAN and hyper-converged infrastructure.

### NSX: Networking and Security Solutions

» Targets partners to build a network and security solutions sales strategy with NSX.

### Empower Digital Workspace

» Targets partners to build a digital workspace sales strategy with Workspace ONE.

### vRealize: Management Solutions

» Targets partners to build a management solutions sales strategy with vRealize.

### VMware Cloud on Amazon Web Services

» Targets partners to build a cloud solutions sales strategy with VMC on AWS.

### Beyond vSphere

» Targets partners selling vSphere-only to build a digital transformation strategy with vSOM, Workspace ONE, vSAN, NSX, and vRealize.

### Partner Progression

» Targets professional partners to progress to Enterprise tier for Advantage+ and other benefits.

### Partner Reactivation

» Targets dormant partners to build a VMware sales strategy with vSAN and HCI, NSX, and Workspace ONE solutions.

### Advantage+ Registration

» Targets partners currently not registering deals by promoting Advantage+ and other benefits.

## Toolkits Available in Localized Languages



- English
- French
- German
- Iberian Spanish
- Italian
- Latin American Spanish
- Brazilian Portuguese
- Simplified Chinese
- Korean



To request targeted partner lists or support, please contact: [prefdistitoolbox@vmware.com](mailto:prefdistitoolbox@vmware.com)

**PREFERRED DISTRIBUTOR  
TOOLBOX WEBPAGE**