

PREFERRED DISTRIBUTOR TOOLBOX

Toolkit Program

Q. What's the purpose of specifying different Toolkits within the Preferred Distributor Toolbox?

A. The various Toolkits offer dynamic communication strategies to meet specific partner needs. They are designed to create new opportunities, increase partner readiness, and build partner loyalty through a range of campaigns to fit different partner needs.

Q. How were the Toolkit topics selected?

A. The Toolkit topics were developed from input by the GEO and Global Distributor teams. The initial toolkits were built to be foundational with later toolkits planned to focus on more advanced solutions and sales strategies.

Q. How are the Toolkit materials different than existing materials on Partner Central?

A. Each Toolkit contains select assets and new communications organized exclusively for Distributors to target their Preferred Partners. The materials contained in each toolkit are collected from across all VMware resources and packaged to provide a focused set of tools and communications.

Q. Are the Toolkits only applicable to my long-tail Partners?

A. No. You may use the Toolkit campaigns for any partner.

Q. Can I use Development Funds to execute activities in the Toolkits?

A. Yes. You may request Development Funds to execute any part of the Toolkit activities using the existing Development Funds request process.

Q. Should the Preferred Distributor Toolbox activities be listed in our Joint Business Plan?

A. Although it is not required to be included in your Joint Business Plans, it is encouraged to outline how you will execute your strategy with VMware resources such as the Preferred Distributor Toolbox campaigns.

Q. Do I have to follow and execute each identified Touch Point in the Toolkits to be successful?

A. Each Toolkit is developed to be executed in Touch sequence to achieve best results.

Q. How is the Preferred Distributor Toolbox different from the Value Velocity Program?

A. The Preferred Distributor Toolbox is intentionally modular and intended to focus on select partners that meet the strategic goal of each Toolkit, whereas, the Value Velocity Program is intended to progress and elevate a set of partners through a sequence of strategic milestones activities.

Q. Can I request future Toolkit topics?

A. Yes. We welcome input to improve and develop new toolkits. Please contact prefdistitoolbox@vmware.com to provide feedback and suggestions.

Q. What is the recommended cadence to execute each touchpoint in the Toolkits?

A. Each touch point is defined in the Quick Start Guide for the toolkit. In general, it is suggested to execute each touch at a cadence of 2-3 weeks between activity.

Q. Can we execute more than one Toolkit per quarter?

A. Yes. The toolkits are intentionally modular and focused on different partner needs, therefore different partners. There is no limit to executing simultaneous kits but consideration should be given to the overall strategy and resource capacity.

Q. Where can I find Partner to End-Customer material that relates to each Toolkit?

A. In each toolkit landing page you will find a set of packaged End-Customer material under the 'Additional Resources' section ready to access or copy and paste into your own communications.

VMware Partner Demand Center

Q. Are the Preferred Distributor Toolkits only accessible through the VMware Partner Demand Center?

A. Yes. The Preferred Distributor Toolkits are hosted on VMware's Partner Demand Center with a primary homepage located in Partner Central to allow single-sign-on to each Toolkit.



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Q. Do we have to pay any fees to use the VMware Partner Demand Center materials?

A. No. VMware's Partner Demand Center is available to both Distributors and Partner's to use at no additional costs.

Q. Can I customize the Toolkit materials in the VMware Partner Demand Center to have our logo and brand?

A. Yes. The email templates provide co-brandable logos, editable body copy, personalized social media icons, and other customization options for your company. Additionally, both the emails and call scripts are designed to be customized for specific partner communications using data from the Target Partner Lists.

Q. Can we use our own in-house marketing resources vs. the VMware Partner Demand Center to execute the same – or similar – Toolkit materials?

A. Yes. The Partner Demand Center provides an HTML copy function for you to utilize the Toolkit emails on your own platform.

Q. How many people in my organization can have access to the VMware Partner Demand Center?

A. Partner Demand Center is accessible for every user that has a VMware Partner Central login.

Q. How do I get access to the Partner Demand Center?

A. Partner Demand Center is accessible using your VMware Partner Central login. If you are unable to access Partner Demand Center please contact demandcenter@vmware.com.

Q. Does the Demand Center also offer fee-based services to help execute some of the Toolkit milestones activities

A. Distributors may request Development Funds to support execution of the toolkit activities through the regular Development Fund request processes.

Toolkit Target Partner Lists

Q. How do I get the Target Partner List for each Toolkit?

A. Please request your Target Partner Lists by contacting prefdistitoolbox@vmware.com.

Q. How are the Toolkit Target Partner Lists different than Preferred Distributor Monthly Partner List that I receive?

A. Targeted Partner Lists only contain the partners that fit the criteria of a specific Toolkit. It will contain additional information to support the customization of your communications and strategy development that it not provided in the monthly Preferred Partners reports.

Q. Can I use the Toolkit components for Partners who are NOT on that Toolkit's Targeted Partner List?

A. Yes. If you identify additional Partners that fit the criteria for any Toolkit, you may use the Toolkit components to communicate to them.

Q. How are you determining the Partners for the Toolkit Target Partner Lists?

A. Each Toolkit has a defined criterion that is used to identify appropriate Partners that match based on bookings history, completed or missing training, opportunities, and other data related to the focus of each Toolkit.

Q. Can I get a Toolkit Target Partner List on demand, or do I have to wait until the start of each quarter?

A. Target Partner Lists are available upon request, once per quarter by contacting prefdistitoolbox@vmware.com. You may request a Target Partner List at any time but updated lists for a previously requested Toolkit are limited to once per quarter.

Support

Q. Who do I contact for the best support on any questions I have about the Preferred Distributor Toolbox or specific Toolkits?

A. For support, feedback, or questions you may contact VMware at prefdistitoolbox@vmware.com.

Q. What if a Distributor or Partner cannot log into Partner Demand Center?

A. If you are unable to access Partner Demand Center please contact demandcenter@vmware.com.

