VMware Marketplace

Program Guide

vmware®

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VMware Marketplace™ is a one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to VMware endpoints.

FOR MORE INFORMATION

- Visit us at *https://www.vmware.com/products/vmware-marketplace.html*
- Browse our catalog at *https://marketplace.cloud.vmware.com*
- Access our documentation at *https://docs.vmware.com/en/VMware-Marketplace/index.html*
- Contact us at *VMwareMarketplace@vmware.com*

Overview

There are a few distinct dynamics in the enterprise software industry today. In general, customers are increasing their cloud infrastructure consumption year on year. These customers are also adopting multiple clouds based on specific uses cases– from on-premises and private clouds to two or more public clouds.

In order to fulfill all their needs, customers are turning to ecosystem solutions that they find, try, purchase, and deploy from enterprise marketplaces. Moreover, they tend to seek solutions across the stack that are compatible with their specific choices in infrastructure.

Finally, software buying decisions are no longer restricted to IT and CIO units and are now increasingly made by LOB users.

To meet these evolving customer dynamics, we introduced the **VMware Marketplace**™ in 2019. Now, with expanded commerce capabilities, we can help customers of various personas adopt and utilize VMware platforms with the assurance that they can easily access an ecosystem of tools and applications.

Getting Started with VMware Marketplace

VMware Marketplace is a one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to VMware endpoints such as VMware Cloud™, VMware Tanzu®, and VMware vSphere®.

The catalog includes first-party tools, third-party solutions, open source solutions across a variety of industry categories.

VMware Marketplace is built on top of VMware's Cloud Services Platform (CSP). By leveraging this common platform across all VMware Cloud Services, the Marketplace offers a unified way for partners and customers to add users, request support, and much more. To learn more about CSP, please refer to our documentation.

User Types

Through CSP, there are two user types associated with VMware Marketplace: Organization Owner and Organization Members.

- **Organization Owners** have permission to add new Members, manage Member accounts, publish & manage solutions, purchase solutions through the Marketplace, and submit support tickets through CSP
- **Organization Members** must request access to the Marketplace from their Organization Owner; Members have permission to publish and manage solutions on the Marketplace

Accessing VMware Marketplace for the First Time – Organization Owners

Organization Owners sign up for VMware Marketplace and invite members of their organization to access the service.

- For instructions on how to invite Members, please reference Cloud Services documentation

Accessing VMware Marketplace for the First Time – Organization Members

Organization Members request access to the Marketplace Service from the Organization Owner via CSP. To do so, log in to https://console.cloud.vmware.com and click "Request

Access" on the VMware Marketplace service tile. Your Organization Owner is responsible for reviewing your request and providing you access to the VMware Marketplace.

- If the Org Owner is no longer with the Organization or if you are having trouble finding your Org Owner, please contact *VMwareMarketplace@VMware.com*

Upon first log-in to the Marketplace, you will be prompted to review a legal agreement for VMware Marketplace publishers.

Accessing VMware Marketplace Going Forward

Once Organization Owners and Members have gained access to the Marketplace for the first time, all subsequent logins can occur directly through the Marketplace UI by going to *marketplace.cloud.vmware.com* and clicking on the Sign In button.

> **Note:** You can browse the VMware Marketplace without signing in.

For more information on CSP Orgs, please review the CSP documentation: *docs.vmware.com/en/VMware-Cloud-services/services/Using-VMware-Cloud-Services.pdf*.

VMware Marketplace documentation is available at *https://docs.vmware.com/en/VMware-Marketplace/index.html*.

For Customers

Benefits

For our customers, the Marketplace offers a way to enhance and accelerate their cloud adoption journey, by tapping into a rich ecosystem of third-party and open source solutions that are deployable on various VMware environments. We have purpose-built the service with several key benefits in mind:

- **Convenience:** Utilize "one-stop-shop" to discover, try, purchase, and deploy ecosystem solutions for your business needs
- **Trust:** Deploy solution with the assurance that they have been certified or validated through VMware programs
- **Flexibility:** Work across different types of platforms, apps, versions, and formats
- **Singe Pane View:** Reduce operational complexity with a unified console for notifications, updates, purchases, and more across VMware Marketplace and VMware Application Catalog

High-level Use Cases

VMware Marketplace enables our customers in several key scenarios.

APP	**Better Developer Experience** Offers a balance between developers' need for flexibility and speed in building modern apps with IT's need to maintain governance through a catalog of trusted, validated third-party solutions.
$	**Maximize VMware platform investment** Expands the capability of VMware's cloud platforms through seamless use of specialized third-party solutions.
(search icon)	**Find VMware-compatible ecosystem solutions** Allows customers to easily find solutions from the VMware technology partner ecosystem that are interoperable or validated and certified with VMware technologies.
(network icon)	**Manage application portfolio effectively** Enables customers to leverage their application portfolio effectively alongside their core cloud compute platform, both on premises and in the cloud, through the same pane of view, and purchase new ecosystem solutions directly from the VMware Marketplace with the same payment methods.
(cloud icon)	**Align hybrid cloud experience** Facilitates deployment on infrastructure of choice – on-premises or in hybrid environments. Allows customers to have flexibility in infrastructure.

VMware Marketplace Capabilities

VMware Marketplace comes with several capabilities that provide high usability to customers, such as:

- Easily browse or search for compatible, validated, and certified solutions
- Filter by type of solution, product compatibility, pricing, and many other factors
- Click on a solution to view its detail page, guides, documentation, support, certification status, and other resources
- Subscribe to, download, or deploy solutions into chosen VMware locations
- Purchase solutions directly from catalog
- View subscribed solutions, subscribers, platforms, versions, actions in a single tab

For Partners

VMware Marketplace is an important element to our partners' go-to-market strategy with VMware.

Partners can access the VMware customer base, generate leads and sales, drive new revenue, and thus strengthen their relationship with VMware. VMware Marketplace augments the value of VMware products, improves customer experience, leverages the strong VMware partner ecosystem - ultimately facilitating our customers' cloud adoption journeys.

Who Uses VMware Marketplace?

VMware Marketplace mainly serves six different customer types for the following use cases:
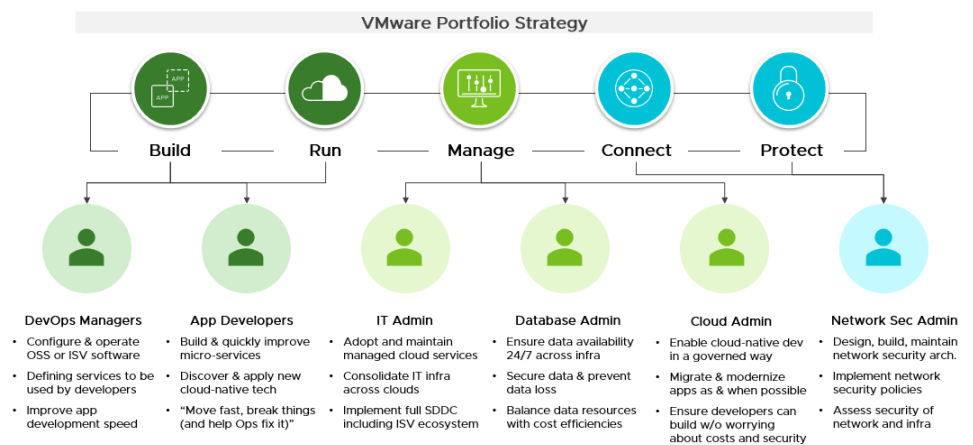
FIGURE 1: VMware Marketplace User Personas

Partner Benefits

With VMware Marketplace, partners enjoy numerous benefits.

- **Customer reach:** Access the VMware customer base and streamline your systems with our global content delivery network
- **Leads and Revenue:** Generate new leads through your Marketplace listing and establish a new source of revenue/channel with paid listings
- **Co-marketing Opportunities:** Engage with joint & prospective customers through co-marketing opportunities; showcase your VMware Ready or VMware Partner Ready certification

Partner Publishing Options

There are three different publishing options on VMware Marketplace that partners can avail. These options vary along the way in which VMware customers interact with the solution. A comparison between the three is provided below:

	LIST ONLY	BYOL / TRIAL	Paid
	Enable the discovery of a solution through relevant marketing-only information	Enable discovery and direct deployment of a solution through a license key not purchased via VMware Marketplace	Enable discovery and deployment of a solution through a license key purchased via VMware Marketplace
Easily discoverable	Yes	Yes	Yes
Drives leads	Yes	Yes	Yes
Drives trials	No	Yes	Yes
Drives usage	No	Yes	Yes
Action available on listing page	Try Now	Subscribe, Download, or Deploy	Purchase
Requirements	TAP Registration Accepted VMware Marketplace legal agreement	TAP Registration Validation / Certification Signed Marketplace Addendum	TAP Registration Validation / Certification Signed Marketplace Addendum Offer details
Benefits	• Expand pipeline • Showcase SaaS solutions	• Connect end-to-end with VMware • Support customers	• Drive additional revenue • Enable net-new channel & buyer personas

Useful Features for Partners

The following are useful features for Partners that participate as publishers on the VMware Marketplace:

- Single location to publish deployable assets across various VMware platforms (VMware Cloud on AWS, vSphere, VMware Cloud Foundation, VMware Cloud Director and VMware Tanzu Kubernetes Grid)
- Single location to publish informational listings containing compatibility information for any VMware product
- Single location to automatically validate solution for each new version of the associated VMware deployment platform – and vice versa – through the Platform Validation feature
- Seamless connectivity and delivery of solution templates to cloud environments (for virtual appliances)
- Connectivity of virtual appliances to on-premises SDDCs through the "pull" mechanism

- Host container solutions in the Marketplace registry for enterprise-grade security and reliability

Publishing Solutions on VMware Marketplace

Partner Prerequisites

Any visitor to the VMware Marketplace catalog page may browse listings without signing into the Marketplace.

Publishing a solution requires a partner to sign into the Marketplace with a valid Cloud Services Account, per the access instructions above. Partners must also have an active Technology Alliance Partner (TAP) membership to be granted publishing rights on VMware Marketplace.

New VMware Partners who are not members of TAP today can enroll in TAP by clicking on the 'Create Marketplace Account' button on the top right-hand side of the VMware Marketplace catalog.

To connect your VMware Marketplace-linked CSP Organization to your TAP account, please click on the Publish With Us button after sign-in. For the remaining steps, please follow the instructions in our Publisher Documentation. For more information about the Technology Alliance Partner (TAP) program, please visit the TAP page.

Once your organization is connected your TAP account, you will have access to a Publish menu. Please refer to our Publisher Docs for detailed instructions on how to publish.

- Maintaining an active TAP membership is a requirement for all partners with published solutions on the Marketplace
- Updating the Marketplace solution listing annually is a requirement of maintaining an active TAP membership

ACTION	PREREQUISITES
Browse listings	None – Any visitor can browse Marketplace listings without logging in, by going to marketplace.cloud.vmware.com
Publish a solution	To publish a solution on the VMware Marketplace, a partner must have: • An active Technology Alliance Partner (TAP) membership • A Cloud Services account
Publish a deployable solution	To publish a solution where you will be uploading an asset, a partner must fulfill the prerequisites in the "Publish a solution" section, *plus* complete validation and / or certification for that solution.

Solution Validation and Certification

As outlined in the table above, both the BYOL / Trial and Paid publishing options require the partner to go through a process that verifies the deployability of their solution on a VMware endpoint. This process is called Validation or Certification, depending on the type of program.

Verifying or certifying a solution's deployability on VMware environments offers a level of trust to customers. Moreover, verified/certified solutions are easily found by customers via a filter in the Marketplace UI explicitly designated for these types of solutions.

Thus, it is mandatory that partners validate or certify deployable solutions before publishing a BYOL/Trial or Paid listing.

Partners who verify solution deployability on VMware environments earn either the Partner Ready or VMware Ready logo for their solution, which is added to the solution listing page on VMware Marketplace. There are multiple Partner Ready (validation) and VMware Ready (certification) programs available, depending on the solution form factor and compatibility with VMware products.

All Partner Ready programs are partner-led, and partners commit to supporting these solutions themselves, whereas VMware Ready products are jointly supported by VMware and the partner. VMware Ready products go through more extensive testing than Partner Ready solutions and are therefore considered "certified", which is the highest level of third party product endorsement extended by VMware.

For partners looking to validate solutions on the Tanzu product portfolio, there are three potential paths to achieve the Partner Ready for VMware Tanzu logo:

- Pre-certification via Cloud Native Computing Foundation (CNCF) – partner solutions that are already certified by CNCF automatically qualify for the Partner Ready for VMware Tanzu logo

- Platform validation – partner solutions whose form factor is a Helm Chart stored in a public repository will be automatically validated through the VMware Marketplace platform upon submission for publishing on VMware Marketplace

- On-demand Tanzu test environment – an on-demand test environment can be acquired by partners to run validation tests. Upon successful completion of testing, the solution is eligible for the Partner Ready for VMware Tanzu logo

To learn more about each validation or certification program, please refer to the following resources:

- VMware Certification and Validation Overview

- VMware Ready Certification Page

- Partner Ready Validation Page

- Platform Validation FAQ

- Platform Validation Publisher Guidelines

- Tanzu Validation Guide – Please refer to the Appendix

Solution Publishing Flow
As described above, the process to publish any type of listing on the VMware Marketplace starts with registering through VMware's Technology Alliance Program (TAP). For more information on TAP, please visit the TAP website.

- All publishing partners are required to accept the click-through publisher agreement, which appears in-product before the first solution is published

- Partners select the type of solution listing to create: listing or distributable

- If selecting a distributable listing type (BYOL / Trial or Paid), solutions must be validated or certified before being published, as described in the section above

Once these steps are completed, the partner can submit solutions for publication in the VMware Marketplace.

Listing Only Solutions (No Distributable Asset)

Partners can utilize the "*List Only*" option to enable discovery of their solution within VMware Marketplace. The solution's listing information page can provide relevant marketing information (description, highlights, support information, etc.) as well as a link to the partner's webpage to learn more.

The List Only option enables solutions to be easily discoverable within the VMware Marketplace catalog without making software available directly. These List Only solution pages enable partners to easily reach the VMware customer base and thus help to drive leads.

The List Only option is especially useful for partners that seek to expand their prospect pipeline and can also be used to market SaaS solutions.

On a List Only solution's webpage, customers will be redirected to a relevant, partner-chosen webpage through a "Try Now" call-to-action button.

To publish a solution using the List Only option, Partners must first successfully go through the Technology Alliance Program ("TAP") Registration process. For more information on TAP, please visit the program webpage at *vmware.com/partners/tech-alliance.html*.

Partners must also review and sign our VMware Marketplace agreement (click-through within the product) and input all required information in the publisher portal.

FIGURE 2: VMware Marketplace Publishing Flow for Listing Only Solutions

BYOL / Trial Solutions

Partners can utilize the "BYOL / Trial" option to enable discovery and direct deployment of a solution through a license key not purchased via VMware Marketplace. For this

option, like with List Only, the listing page includes relevant marketing information (description, highlights, support information, etc.), and webpage links. However, unlike the List Only option, a BYOL/Trial page also allows for uploaded software that can then be downloaded or deployed directly from the VMware Marketplace.

The BYOL / Trial option enables solutions to be available and easily discoverable within the VMware Marketplace catalog. Moreover, these solution pages enable partners to easily reach prospective and current customers, thus driving leads, trials, usage and other important actions.

On a BYOL / Trial solution's webpage, customers will be provided with a Download, Subscribe or Deploy button, depending on the type of uploaded asset.

To publish a solution using the BYOL / Trial option, Partners must:

- Successfully go through the Technology Alliance Program (TAP) Registration process
- Validate their solution(s), either through the appropriate Partner Ready or VMware Ready validation programs or through VMware Marketplace's platform validation functionality (currently available for container-based solutions)
- Review and click-to-accept our VMware Marketplace agreement within the Marketplace portal; and
- Input all required information in the publisher portal.

Note: In a BYOL / Trial option, VMware hosts and makes available the partner solution on behalf of our partners. As a result, partners must submit additional information during the publish process including but not limited to:

- Cryptography and Encryption data
- Export Compliance details (e.g., ECCN)
- Open source license disclosure (file upload)
- Source code package (URL) and
- End-user license agreement (EULA) that must be accepted by the end-user customer.

At this time, we can accept regulatory and export compliance information from the United States of America only and cannot accept foreign classifications.

If a partner is unable to provide all the required information, they may publish their solution(s) using the "List Only" option (see above).

FIGURE 3: VMware Marketplace Publishing Flow for BYOL / Trial Solutions

Paid Solutions

Partners can utilize the Paid option to enable discovery and deployment of their solution through a license key purchased directly via VMware Marketplace. For this option, like with BYOL / Trial, the listing page includes relevant marketing information (description, highlights, support information, etc.), webpage links and typically uploaded software that can then be downloaded or deployed directly from the VMware Marketplace. Further, the Paid option will also provide offer details such as list price, billing term, billing frequency, units of measurement and more. Paid Listings will be enabled with a "Purchase" button so that Customers will be able to directly pay for and download Solutions from the Marketplace; however, Partner will be responsible for fulfilling the license. VMware disburses payment quarterly directly to the bank account associated with the partner's VMware Marketplace organization, minus applicable transaction fees as listed in the VMware Marketplace SKU Setup Guide.

In order to publish a Paid listing, Partners must:

- Successfully go through the Technology Alliance Program (TAP) Registration process
- Validate their solution(s), either through the appropriate Partner Ready or VMware Ready validation programs or through VMware Marketplace's platform validation functionality (currently available for container-based solutions)
- Sign the Marketplace Addendum
- Input all required information in the publisher portal; and
- Provide additional details such as a fulfillment point of contact

Before setting up your Listing

For Paid Listings, we require pricing, version, and compliance information about the Solution, in addition to marketing, support and technical information.

Moreover, for Paid Listings, we require additional information to help set up your offer in the VMware Marketplace.

If you would like to publish a Paid Listing, please ensure that you provide the following details:

- Internal SKU IDs (for each SKU)
- Internal SKU Descriptions (for each SKU)
- Billing Terms – 12 months or 36 months (for each SKU)
- Billing Frequency – Monthly or Prepaid (for each SKU)
- Unit of Measurement e.g., per hour, per seat (for each SKU)
- List Price (for each SKU)
- Name and email address of a Fulfillment Point of Contact (POC)

For publishers who seek to create a Paid Marketplace listing, a separate VMware Marketplace SKU Setup Guide document will be provided.

Compliance Requirements

The Compliance section is mandatory for BYOL Listings and Paid Listings. The following compliance details are asked:

- Description of how the solution makes use of its encryption functionality along with specific encryption purpose
- Description of any proprietary / non-standard encryption, as defined in the EAR, contained in the solution that has not been reviewed by the Department of Commerce
- Export Control Classification Number (ECCN)
- Harmonized Tariff Schedule (HTS) Number
- License Exception
- Open-source license disclosure
- End-User License Agreement
- (Optional, but required for virtual appliances/containers) Open Source - Source Code Disclosure package URL
- (Optional) CCATS Number & Document

If you have questions on how to complete any of these sections, you should consult your legal team.

What Happens after Submitting a Solution to be Published

After receiving a solution, the VMware Marketplace team reviews the contents of the submission and provides feedback. The partner might receive change requests after submission. Once approved, the VMware Marketplace team publishes the solution to the VMware Marketplace catalog.

Co-Marketing Opportunities

Based on the type of listing option that a partner chooses, there are different co-marketing opportunities available to partners.

Every publishing partner is eligible for co-marketing opportunities, including an announcement on the VMware Marketplace Twitter page and other social media, mentions in the monthly VMware Marketplace Newsletter, and access to the publish announcement press release template.

Partners who publish an asset-based solution (BYOL / Trial) become eligible for additional opportunities, including webinars, webpage features, and more. Further, partners who publish Paid listings get access to our full breadth of co-marketing opportunities.

To express interest in participating in co-marketing opportunities, please contact *VMwareMarketplace@vmware.com*.

VMware reserves the right to offer out-of-Tier co-marketing opportunities to partners as per strategic and business needs.

> **Note:** Joint marketing activities with the VMware Marketplace team can count toward your TAP tier requirements. Contact us for more information.

Capturing New Leads

VMware Marketplace enables publishers to capture new leads via two methods: first, by capturing contact information from customers who request more information about a solution. Second, by tracking traffic from the "Try Now" button through a campaign link set up by the partner.

Request for More Info

To view leads generated by customers requesting more information about a Marketplace listing, click "View" from the menu after logging in, then select "Leads", as illustrated below:
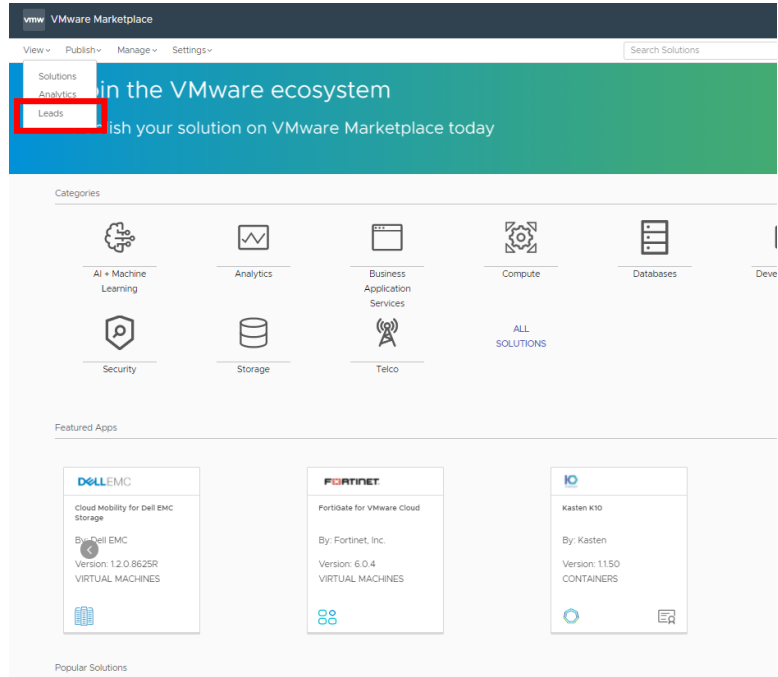
FIGURE 4: VMware Marketplace Lead Capture

Prospective customers click on the "Request Info" button on the solution page:
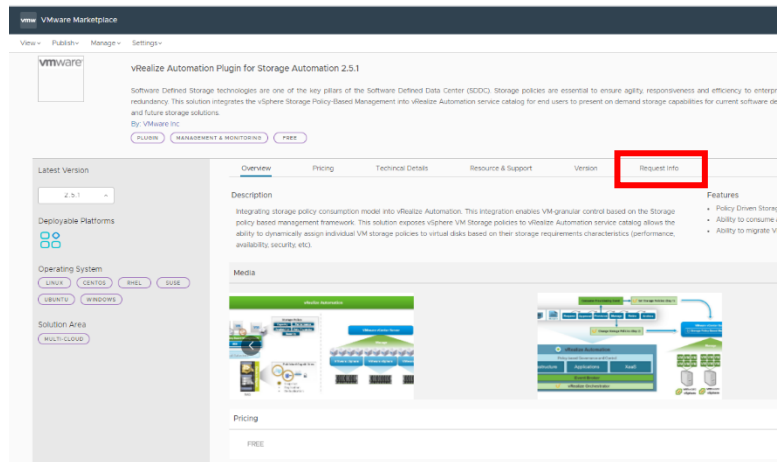

FIGURE 5: VMware Marketplace Customer Request Info

Customers are prompted to submit their contact information by filling out a contact form:

FIGURE 6: VMware Marketplace Customer Request Info Form

Try Now Button

By setting up the "Try Now" button as a campaign link to the solution website, partners can track traffic generated by a Marketplace listing.
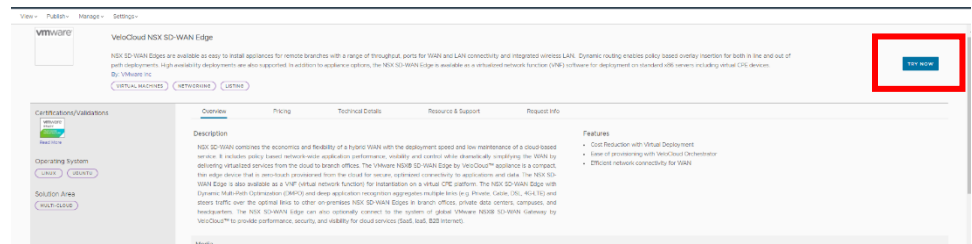

FIGURE 7: VMware Marketplace Listing Try Now Button

Optimizing Listings

Best practices regarding optimizing listing pages can be found in the VMware Marketplace Listing Style Guide on our Resources page.

Common Publishing Questions

For answers to commonly asked Marketplace questions, please refer to the FAQ on our Resources page.

Removing Your Listing

VMware may remove or suspend the availability of any Listing for any reason and at any time, with or without notice. Partners may remove a BYOL Listing or Paid listing from the Marketplace at any time. To do so, they may utilize the Publish -> Solution option in the top-left menu and select "Archive" on the tile.

Support and Feedback

For additional detail on the publishing flow and other processes, please refer to VMware Marketplace Documentation.

To submit a support ticket, please follow the CSP support flow documentation.

To submit feedback on your use of the VMware Marketplace, please refer to the instructions as provided in the Feedback Blog.

Appendix

Tanzu Validation & Certification Program Details

This section describes methodologies offered by VMware for Independent Software Vendors (ISVs) to validate or certify their software on products in the VMware Tanzu portfolio. It may be used by ISVs who are active members of the Technology Alliance Partner (TAP) program or those who are considering becoming a Partner. Additional information on each program can be found in the Technology Partner Hub and is linked below.

About Tanzu Validation and Certification Programs

Partners engaged in Validation or Certification programs must be active members of the Technology Alliance Partner (TAP) Program.

The Validation program for VMware Tanzu is Partner-led and self-service. There are multiple paths through which Partners can achieve Validation, depending on their needs. Validated solutions earn the Partner Ready for VMware Tanzu badge, which can be used in marketing and sales collateral to instill customer confidence.

The Certification program for VMware Tanzu is a robust, developer-supported program. It is the highest level of endorsement for Tanzu products created by VMware Partners. This program is currently in *pilot phase* and extended by *invite-only* to select business application Partners. Certified solutions earn the VMware Ready for Tanzu badge, which can also be used in marketing and sales collateral to instill customer confidence.

Upon successful completion of either type of program, solutions are eligible to be published on VMware Marketplace as distributable (BYOL/trial/paid) listings, where the VMware Ready or Partner Ready badge will be displayed.

Badge	Prerequisites	Program
Validation: To validate your solution against VMware Tanzu **Badge:** Partner Ready VMware Tanzu	• Active TAP Membership	Pre-Certification by Cloud Native Computing Foundation (CNCF)
		Platform Validation via VMware Marketplace
		Tanzu Kubernetes Grid On-Demand Environment Validation
Certification: To certify your solution against VMware Tanzu (highest level of endorsement by VMware for third-party solutions)	• Active TAP Membership • Sign the Platform Extensibility Program Agreement (PEPA) and VMware Ready for Tanzu Addendum	**VMware Ready for Partner Business Application Program** Qualified Partners are invited to participate after achieving Partner Ready for VMware Tanzu Validation

Badge: VMware Ready VMware Tanzu		

Validation on VMware Tanzu

There are three programs, or paths available, for Partners to Validate their software on VMware Tanzu to earn the Partner Ready VMware Tanzu badge. Partners may select one of the following Validation programs, depending on their needs:

Pre-Certified by Cloud Native Computing Foundation (CNCF)

If a Partner software is one of the *90+ certified Kubernetes offerings* having passed the Certified Kubernetes Conformance Program run by the Cloud Native Computing Foundation, it is automatically eligible to earn the Partner Ready for VMware Tanzu badge. The Partner may proceed in creating their listing on VMware Marketplace per steps outlined in the Publisher Guide, including uploading the CNCF support statement to the Validation section of their Marketplace listing. The Partner Ready for VMware Tanzu logo will appear on the listing once it has been approved by VMware for publishing.

Platform Validation via VMware Marketplace

If a Partner software is not pre-certified by CNCF but is packaged as a Helm Chart artifact with any Docker images referenced in the Helm Chart stored in a public registry, then the solution may be eligible to earn the Partner Ready for VMware Tanzu badge through VMware Marketplace's Platform Validation functionality. Detailed software requirements for successful completion of Platform Validation are outlined in the Solution Test Packaging Guideline Document. Partners may upload their solution on VMware Marketplace via the publisher workflow, which will automatically trigger Platform Validation – meaning their software will be tested on the latest version of Tanzu Kubernetes Grid. Partners can view test results with associated output logs and view the history of all past test executions after the tests are complete. Once the Helm Chart successfully passes Platform Validation, the Partner Ready for VMware Tanzu logo will appear on the listing once it has been approved by VMware for publishing. More information about Platform Validation is available in the Platform Validation FAQ and this technical blog.

On Demand Test Environment via Technology Partner Hub

If a software is not pre-certified by CNCF and is not packaged as a Helm Chart, the Partner may request a Tanzu Kubernetes Grid (TKG) On-Demand Test Environment to validate their application. A TKG On-Demand Test Environment is a pre-configured and ready-to-use Tanzu Validation testbed. Throughout the Validation process, VMware's support team works closely with the Partner to ensure they are familiar with the lab. Partners can access detailed program information on Technology Partner Hub (TPH) by logging in using My VMware credentials, clicking on Certification Kits, and navigating to the VMware Tanzu Partner Application page or reviewing the VMware Tanzu Partner Application Program Guide. To request an On-Demand Environment, Partners should submit the onboarding form by entering VMware Tanzu Partner Application Program in the Program Name field. Once the tests are completed successfully and results verified by VMware, the Partner may proceed in creating a listing on VMware Marketplace per steps outlined in the Publisher

Guide. The Partner Ready for VMware Tanzu badge will appear on the listing after it has been approved by VMware for publishing. VMware generally requires revalidation from the Partner for every major version update and for every major Partner software version update.

Partner Ready
VMware Tanzu Badge

Benefits of Validation on VMware Tanzu

- Receipt of the Partner Ready VMware Tanzu badge for use in sales and marketing
- Eligibility to publish distributable (BYOL / Trial / Paid) solution on VMware Marketplace, where the badge can be showcased
- Co-Marketing support, including press release, jointly authored blog, and other demand generation activities as outlined under Co-Marketing Opportunities in this Program Guide

Validation Support

For assistance with Pre-Certification via CNCF or Platform Validation, please utilize the support feature of VMware Marketplace to submit a support request.

For assistance with on-demand test environments, please login to the VMware Tanzu Partner Application Program page to access the TKG FAQ and program guides. VMware uses Developer Center Partner Network (DCPN) for all Partner communication and support. As part of the Validation process, you will be assigned a secure project space, under which you can file cases for program and Validation support. Should you encounter issues while running through your Validation, you will be directed to file cases under priv-cequence-tanzu CR (Please refer to the guide for more info). For questions or issues about DCPN, please contact DCPN-Support *dcpn-support@vmware.com*.

Certification on VMware Tanzu

VMware Ready for Partner Business Application Program

VMware Ready for Partner Business Application Program is the most robust option available for technology ISVs to certify the interoperability of their software on the VMware Tanzu portfolio and earn the VMware Ready VMware Tanzu badge. Eligible Partners must be active Technology Alliance Partner (TAP) program members.

Partners earn the VMware Ready for Tanzu badge by satisfying one or more of the following use-cases:

- Automated Application Distribution – Partner and VMware engineering collaborate to establish, test, and certify the automated deployment of the Partner software to the customer, including the use of CI/CD pipelines to pull container images from a container registry, configure Partner software, deploy to pre-production, and promote to a target production environment

- Application Performance – Partner and VMware engineering collaborate to assess, evaluate, and conduct performance engineering activities to achieve expected throughput and other performance requirements

- High Availability and Disaster Recovery – Partner and VMware engineering collaborate to design for and test against different scenarios (e.g., disaster, stress-tests) for HA/DR test cases

VMware Ready VMware Tanzu Badge

Benefits of Certification on VMware Tanzu

- Receipt of VMware Ready VMware Tanzu badge for use in sales and marketing
- Eligibility to publish distributable (BYOL / Trial / Paid) solution on VMware Marketplace, where the badge can be showcased
- Co-Marketing support, including press release, jointly authored blog, and other demand generation activities as outlined under Co-Marketing Opportunities in this Program Guide
- Reference Architecture – Partner and VMware engineering collaborate to develop a joint reference architecture to meet expected customer deployment requirements, following best practices
- Receipt of Certification test results

Getting Started with VMware Ready for Partner Business Application Program

This program is currently in *pilot phase* and extended by *invite-only* to select business application Partners. Partners selected for this program will work together with VMware throughout the Certification process, which includes developer support. To express interest, please contact *Tanzu-ISV@vmware.com* .

For More Information

To learn more about the Validation and Certification programs and other Partner benefits, please reference the following available resources:

- All VMware Certifications and Validation Programs – VMware Programs, Partner-Ready, VMware-Ready
- Technology Alliance Partner (TAP) Program - Webpage
- VMware Marketplace – Catalog, Webpage, Technical Docs
- Platform Validation – Announcement Blog, Demo video, FAQ
- Tanzu Kubernetes Grid On-Demand Environment– TKGI Test Checklist, TKGS Test Checklist, TKGM Test Checklist
- Tanzu Kubernetes Grid – Webpage, Technical Docs

Glossary

VMware Marketplace	A one-stop shop for VMware validated and certified ecosystem solutions that enables customers to discover, try, purchase, and deploy directly to VMware endpoints.
Customer	Person, organization, or other entity that utilizes the solutions that are published on VMware Marketplace
Partner	Person, organization, or entity that publishes the solutions on VMware Marketplace
List Only option	Publishing option that enables discovery of partner solution through relevant marketing information
BYOL / Trial option	Publishing option that enables discovery and deployment of solution through a license key not purchased via VMware Marketplace
Paid option	Publishing option that enables discovery and use of partner solution through a license key purchased via VMware Marketplace
TAP	VMware's Technology Alliance Partner Program
CSP	VMware's Cloud Services Portal – a single identity, billing and service management portal. VMware Marketplace is a service on CSP.
CNCF	Cloud Native Computing Foundation (CNCF) serves as the vendor-neutral home for many open-source projects, including Kubernetes. VMware is a founding member of CNCF
Platform Validation	Platform validation provides real-time and automated validation of the most recent version of an application on the latest version of VMware platforms and vice versa, published on VMware Marketplace.
TKG	Tanzu Kubernetes Grid - VMware's Enterprise-ready Kubernetes runtime that streamlines operations across a multi-cloud infrastructure and can be run in private cloud, in public cloud or on the edge
TPH	Technology Partner Hub, the gateway for TAP partners to access Certification and Validation information, test environments, partner badges, and other resources
VMware Tanzu	VMware Tanzu enables customers to build, run and manage modern apps on any cloud