

VMware Technology Alliance Partner Journey

A roadmap for success: Understand the process, meet the requirements and maximize the benefits.

START



1 Enroll in the Technology Alliance Partner program

Submit your application to join. Select a primary VMware solution area. (You can enroll in more solution areas later.)
Haven't registered yet? [Enroll now](#)

2 Build better solutions

Access a wide range of resources to support technical solutions development with VMware, including:

- NFR software and services licenses
- Access to public APIs via SDKs and toolkits
- Beta program testing

[Learn more](#)



3 Acquire certification and validation

Develop or test the interoperability of your products with VMware technologies through programs such as VMware Ready (for certification) and Partner Ready (for validation).

[Get started](#)



4 Join the VMware Marketplace

Take advantage of our one-stop shop* for VMware-validated, -certified, and -compatible ecosystem solutions. VMware Marketplace™ enables customers to discover, try, purchase and deploy directly to VMware endpoints. You can access the VMware customer base, generate leads and sales, and drive new revenue by publishing your solutions that are interoperable with VMware technologies on VMware Marketplace.

[List your solution](#)

*All Technology Alliance Partner program members must, unless waived by VMware in its sole discretion, post at least one solution listing on the VMware Marketplace during the first 12 months of partnership.



FINISH



[Visit the VMware Technology Partner Hub™](#)



Tools



Support



Renewals



Developer resources



Certification details