



THE ARROW NSX PLAYBOOK

THE ARROW NSX PLAYBOOK

- 1ST PERIOD (N): Get out of the **N**eutral zone
- 2ND PERIOD (S): **S**ecure your position as a Network Virtualization Partner
- 3RD PERIOD (X): e**X**ecute



X

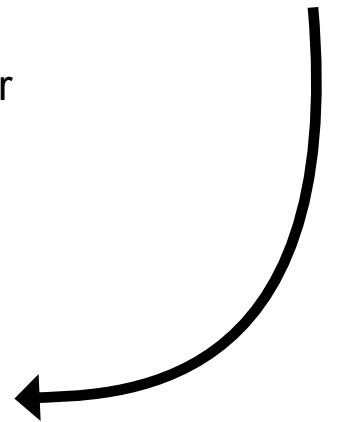


TABLE OF CONTENTS

05

Executive Summary

06

NSX Game Plan

Components of the Hat Trick
Learn the Positioning
Alliance Positioning
Build NSX Pipeline
Sales Motions

21

Dropping the Puck: Getting Started with VMware and Arrow

Arrow Financing
VMware Partner Central
Calendars

24

Stacking the Bench: Your Team

Arrow Team
VMware Team

27

Going on the Power Play: The Partner Efficiency Plan

30 Days
60 Days
90 Days

29

Getting a Clear Shot: Access

Partner Central
MyArrow™ Account

35

Sharpening your Skills: Training and Accreditation

VMware Foundation
VMware Vision and Strategy
Solution Competency (SDDC): Network
Virtualization (NV)

39

Getting the Perfect Assist: Your Partner Program

42

Making Shots on the Goal: Sales Resources

VMware Opportunity Registration
Quote/Configuration Request
Price Variance Request (PVR)
Service Renewals
RenewIQ
Order and Invoice Tracking

50

Gearing Up: Technical Resources

Live Demo Request
Arrow NXS Demo Lab
Deal Assistance
Arrow Recorded NSX Content

53

Splitting the Defense: Marketing Resources

Marketing Development Funds
VMware Demand Center
VMware Logo and Branding
Arrow ECS Magazine



EXECUTIVE SUMMARY

Executive Summary



Arrow welcomes you to selling VMware NSX! The Arrow VMware NSX Hat Trick Playbook is designed to give you the game plan you need to score a hat trick with Arrow and VMware NSX. On the ice or with a prospect, the key is having the right people with the right skills in place to capitalize on game-winning chances. Arrow provides its reseller partners with the tools and resources necessary to quickly accelerate your VMware NSX revenue and decrease operating expenses. This Playbook will link you to many key resources you need to skate your way to a win.

And if you are new to the Arrow and VMware team, we're giving you the perfect assist with the essentials you need to [Get Started](#) including partner portal access, deal registration, financing information, marketing, and many other tools essential to accelerating your productivity.

Ready to lace up and drop the puck?



NSX GAME PLAN

NSX Game Plan

Components of the Hat Trick

The Hat Trick: Networking & Security + VMware NSX + Implementation Services

While organizations have gained operational flexibility and lowered data center costs by deploying virtualization solutions, the true promise of a secure, agile, extensible, and flexible private cloud continues to be as elusive as a short-handed overtime goal. Key barriers that are keeping businesses in the penalty box include the ability to:

- Deploy security services at the same pace as virtual machine deployments without compromising the level of protection needed.
- Security requirements addressed in an automated, integrated manner, that provides elastic protection at cloud scale.
- Programmatically provision and manage virtual networks in seconds, independent of underlying networking hardware.



DID YOU KNOW?

The average cost of a corporate data breach was \$3.5M in 2013.

PONEMON INSTITUTE



Every hockey veteran will tell you that you miss 100% of the shots you don't take. So VMware NSX sets up enterprises to rapidly deploy networking and security for any application, non-disruptively, by enabling the fundamental abstraction of networks from networking hardware—creating the virtual network.

The Hat Trick: Networking & Security + VMware NSX + Implementation Services

Deep integration, collaboration, and innovation between Trend Micro, Palo Alto Networks, Brocade, and VMware with Arrow supporting you across each solution—it's the perfect combination of power, teamwork, and opportunity, enabling you to score a hat trick with every client.

Learn the Positioning

NSX delivers a completely new operational model for networking that breaks through current physical network barriers allowing data center operators to achieve order of magnitude better speed, economics and choice.

Just like server virtualization enables IT to treat physical hosts as a pool of compute capacity, the NSX approach allows IT to treat their physical network as a pool of transport capacity that can be consumed.



MICRO-SEGMENTATION, DATA CENTER SECURITY OPERATIONALLY FEASIBLE WITH NSX

Despite the substantial investments in protecting data centers, businesses are still experiencing network and data breaches. The most prevalent approach to data center security has been a perimeter-centric model. This approach does not protect from threats that are able to enter the data center via legitimate users, often targeting devices. Malware targets low-priority systems with lower protection and then moves laterally

through a data center network—traffic between servers is nearly impossible to secure with traditional mechanisms. Eventually malware will move to a target system where it can collect information and begin exfiltration.

Ideally, many businesses would like to adopt some version of the Zero Trust model, which assumes that threats can be anywhere, including inside the data center, and asserts that all network traffic should be considered untrusted. Businesses will deploy firewalls within the data center to protect the critical systems,

but because of the number of firewalls needed to protect all traffic, and the operational complexity of managing all these firewalls, businesses are effectively forced to ration security to only high priority systems.

NSX extends security throughout the data center with automated fine-grained policies tied to the virtual machines (micro-segmentation), while its network virtualization capabilities allow the creation of entire networks via software. This approach securely isolates networks from each other as virtual networks are inherently isolated from each other and from



MICRO-SEGMENTATION, DATA CENTER SECURITY OPERATIONALLY FEASIBLE WITH NSX (CONT.)

the physical network, delivering an inherently better security model for the data center.

With micro-segmentation, the new standard for data center security, network security policies are enforced by firewalling controls integrated into the hypervisors that are already distributed throughout the data center. These security policies are

defined flexibly, moving when virtual machines (VMs) move and adapting dynamically to changes in the data center.

With NSX clients can:

- Contain security breaches with network isolation and micro-segmentation within the data center.
- Automate delivery of fine-grained security policies attached to the VM, enforceable down to the virtual network interface controller (NIC). Security policies spin up/move/retire with the VM they protect.

- Dynamically add best-of-breed security services within a common platform.

NETWORK AGILITY, OPERATIONALLY FEASIBLE WITH NSX

Clients are all familiar with the existing network in their data center. The number one thing to understand is that NSX works on top of it, you don't have to virtualize the entire network you can virtualize any part of it or all of it. NSX simply uses the existing network as an IP backplane.



NETWORK AGILITY, OPERATIONALLY FEASIBLE WITH NSX (CONT.)

NSX takes advantage of this infrastructure to create, what can be thought of as a Network Hypervisor. And like a server hypervisor allows the creation of software Virtual Machines, the NSX Network Hypervisor enables the creation of software Virtual Networks.

When VMs are provisioned, the controller creates the distributed network services associated to those

VMs, L2, L3, Firewall, Load Balancer, ACLs, QoS, etc. and pushes those network services into the vSwitches of the hypervisors where the VMs will be residing. If a VM moves, all of its services will be moved with it. Seconds later when the VMs and the distributed virtual network services have been provisioned, the VMs are ready to communicate. In this way the communication is simply using the underlying physical network as an IP backplane, requiring no STP, VLANs, ACLs, or Firewall Rules, dramatically simplifying the configuration management and eliminating physical network changes from the network

provisioning process.

With NSX teams can create a flexible pool of network capacity that can be allocated, utilized and repurposed on demand. The network is decoupled from underlying hardware and virtualization principles are applied to network infrastructure. Leverage a new operational approach to networking that allows you to programmatically create, provision, snapshot, delete and restore complex networks all in software.

Develop, test and deploy new applications faster by aligning



network and security provisioning with compute and storage provisioning. Create, save, delete and restore virtual networks on demand, all without reconfiguring your physical network.

With NSX clients can:

- Reduce the time to provision multi-tier networking and security services from weeks to seconds.
- Enable faster network deployment and greater agility.
- Provide the flexibility to run on top of any networking hardware.

Arrow Brand Specialists dedicated to networking and security can help you

with positioning joint solutions after you have the appropriate competency training that allows you to sell NSX.

PROFESSIONAL SERVICES

Contact your Arrow representative to confirm how you can utilize these offerings.

Network Virtualization Accelerator:

Test functionality of NSX in a pre-production environment with focus on limited use cases with pre-validated design and limited scope for accelerated deployment. **Length of 2-4 weeks**

Outcomes include deployment of NSX virtual networking capabilities in a limited pre-production environment for functionality testing and planning activities.

Network Virtualization Design and Deploy:

Target customers who want to test functionality of NSX in a pre-production environment. **Length varies**

Outcomes include documented design and deployment of NSX in a production environment mapped to customer-selected use cases.



VMWARE SOLUTION COMPETENCY (SDDC): NETWORK VIRTUALIZATION (NV) TRAINING

After you have completed VMware Foundation training, the Network Virtualization Competency must be completed before you can sell and deliver VMware NSX solutions. To satisfy the training requirements of this Solution Competency, the following Accreditations and Certifications must be achieved by 2 or more individuals within your organization.

Individuals have the option to complete self-paced on-line training, complete training during a boot camp, or to try and test out of the training. Check with Arrow for upcoming SDN/NSX Technical Summits - an efficient and affordable way to get competent in NSX post sales.



Sales (2 Individuals)
VSP-NV (Network Virtualization)
Duration 2 Hrs · [See Courses](#)



Technical Sales (2 Individuals)
VSP-NV (Network Virtualization)
Duration 3 Hrs · [See Courses](#)



Technical Post Sales (2 Individuals)
Duration 5 Days In Person
[Network Virtualization Technical Post Sales Accreditation: NSX](#)



Alliance Positioning

POSITIONING NSX WITH PALO ALTO NETWORKS

The VMware NSX and Palo Alto Networks integrated solution extend the basic firewall services delivered by the NSX virtualization platform. The joint solution provides an integrated data center solution that allows IT organizations to unlock all the benefits of the software defined data center, from optimized capacity utilization and operational efficiencies to greater flexibility and agility without compromising security. IT administrators can now automate the delivery of leading next-generation security services from Palo Alto Networks in lock step with the fluid virtual compute layer, to provide: comprehensive visibility and safe enablement of all data center traffic including intra-server virtual machine communications.

- Security policies are applied regardless of where a VM connects at a point in time. This works with any network overlay, and with traditional VLAN networking.

- Automated deployment and provisioning of next-generation security in lock step with the fluid virtual compute layer.
- Seamless traffic steering to next-generation security without needing to manually make configuration changes to virtual networking elements.
- Dynamic security policies based on application, user, content and virtual machine “container”. This makes it incredibly easy to apply security to virtualized applications no matter when they are created or moved across the network.
- Threat protection capabilities



address the whole attack lifecycle, featuring protection against exploits, viruses, spyware, malware and targeted unknown threats such as advanced persistent threats (APTs).

VMware offers an additional [Hands-on Lab course](#) specific to Palo Alto Networks, HOL-PRT-1462 – Virtualized Data Center Security: VMware NSX and Palo Alto Network Next Generation Virtual Firewall

HOW TO BECOME A PALO ALTO NETWORKS PARTNER

Create your Palo Alto Networks

Partner Profile [here](#) and select Arrow ECS as your preferred distributor. The application will go directly

to Palo Alto Networks for approval. Arrow Brand Sales Specialists dedicated to Palo Alto Networks can be found [here](#).

POSITIONING NSX WITH TREND MICRO

Building on a deep partnership between Trend Micro and VMware, the combination of NSX and Deep Security will enable increased protection and further automate security deployments for dynamic data center environments.

- **Simplify** security deployment and provisioning with new integration capabilities within NSX Composer
- **Automate** workflow across protection layers using new NSX tagging capabilities, which could



include real-time remediation and incident response during attacks

- Provide **elastic protection** at cloud scale with new NSX abilities to define protection at the container-level

HOW TO BECOME A TREND MICRO PARTNER

Apply to be a Trend Micro partner [here](#) and select Arrow ECS as your preferred distributor. Arrow Brand Specialists dedicated to Trend Micro can be contacted at sales-us@arrow.com.

POSITIONING NSX WITH BROCADE

The Brocade VCS Gateway for VXLAN and VMware NSX unify virtual and physical infrastructure for a seamless transition to cloud architectures. Together they provide data center operators a unified network operations model for all application types that:

- Allows workloads, including mission-critical and non-virtualized applications, and databases to run across logical networks
- Supports the creation of large numbers of virtual domains above

existing networks

- Enables organizations to efficiently use their current infrastructure while leveraging the multi-tenancy and large-scale deployment of applications and VMs

HOW TO BECOME A BROCADE PARTNER

Apply to be a Brocade partner [here](#) and select Arrow ECS as your preferred distributor.



Build NSX Pipeline

VMware Marketing Funds as well as Arrow resources can help fund marketing activity to **build NSX pipeline**. Work with your Arrow Marketing Manager to guide your approach.

VMware Demand Center NSX program is divided into three messaging pathways, each focused on the primary pillars of NSX. Choose and execute the pathway that best addresses your audience's pain points. Campaign components can be customized with your logo and messaging, and can be executed through the VMware system or assets can be downloaded to use with your own system. Campaigns are organized by the messaging themes below, each includes multi-touch email series, landing pages, online banners, social media content for LinkedIn and Twitter, and direct mail.

AGILITY & STREAMLINED OPERATIONS

NSX reduces the time it takes to provision multi-tier networking and security services

from weeks to seconds, abstracting virtual networks from the underlying physical network. This lets data center operators achieve faster deployment and greater agility while providing the flexibility to run on top of any network hardware.

PLATFORM FOR ADVANCED NETWORKING & SECURITY SERVICES

NSX is a platform for bringing the industry's leading networking and security solutions into the SDDC. By taking advantage of tight integration with the NSX platform, third-party



products can deploy automatically as needed and adapt dynamically to changing conditions in the data center.

SECURITY & MICRO-SEGMENTATION

NSX brings security inside the data center with automated fine-grained policies tied to the virtual machines, while its network virtualization capabilities allow the creation of entire networks via software. This approach securely isolates networks from each other, delivering an inherently better security model for the data center.

TARGET AUDIENCE

VMware clients across the Enterprise segment with 100 or more Concurrent Connection Users (CCUs) and customers across General Business with less than 300 CCUs are ideal targets. Individual roles across the virtualization infrastructure and security teams, as well as those customers concerned with compliance are ideal contacts.

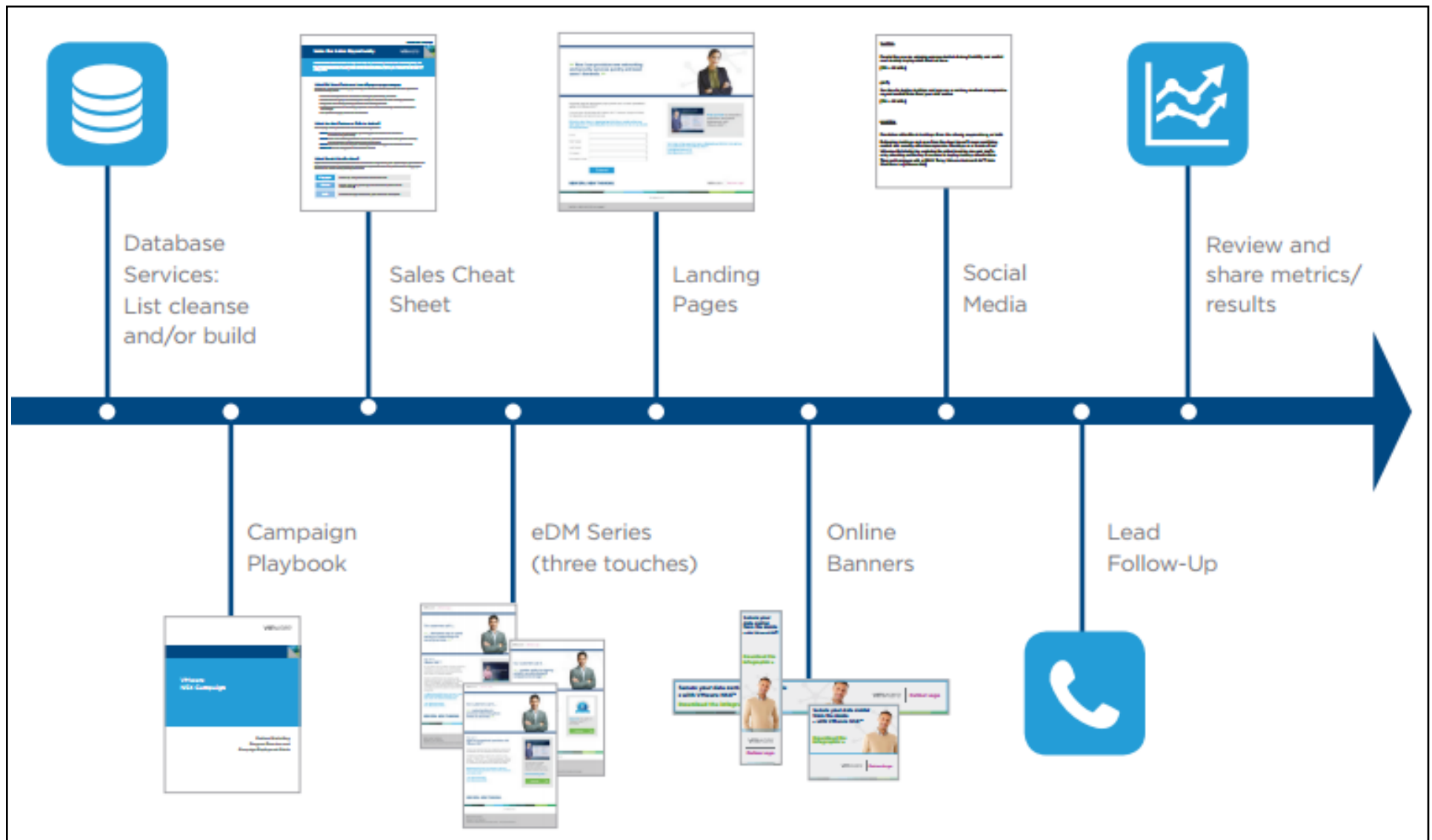
Enterprise key verticals:

- Healthcare
- Finance
- Retail (branches)

General Business key verticals:

- Regional medical centers
- Small banks and credit unions
- Small retail

Engage RenewIQ through the MyArrow portal and your Arrow Marketing Manager to identify potential prospects, using powerful business intelligence tools across client purchases – filtering to the clients most likely to purchase.





Sales Motions

VMware has many resources to help you actually sell NSX including customer presentations, ROI calculators, white papers, battlecards, even “Micro-segmentation for Dummies” and more on the **[NSX Product Page within Partner Central](#)**.

Resources align to different sales motions:

- Networking: NSX delivers the operational model of a VM for networking.
- Security: NSX delivers automated data center micro-segmentation in dynamic, multi-tenant environments.

Your Arrow Brand Specialist can help provide access to solution engineers, demo resources, and even solution centers as you move clients through the sales cycle. And through MyArrow you can access a complete view of client purchases and upcoming renewals across your Arrow purchases to better align with client refresh cycles.



DROPPING THE PUCK

Getting Started with VMware and Arrow

Dropping the Puck

Getting Started with VMware and Arrow

Engage with your Arrow Brand Sales Specialist (BSS) and VMware resource to help you execute and grow your VMware business. Remember, your dedicated Arrow VMware team is here to help you succeed!

Arrow Financing

Arrow specializes in leveraging value added financial options to assist our partners in growing revenue while managing the company's receivable asset. To that end we have created the following financial solutions for our partners:

- Open Account and Open Terms
- Escrow Agreement
- Floorplanning
- AcSelleration
- Leasing

To learn more about Arrow's ***Flexible Financing*** visit <http://ecs.arrow.com/financial/>. You can contact your Arrow representative to help you get started.

VMware Partner Central Portal

VMware's Partner Central portal offers a wealth of information and resources. The site allows you to customize your view making it easy to access the resources you use most. Once you obtain your Partner Central account (please see the **Access** section) you can access resource sections specifically designed for sales, technical and marketing functions.



Calendars

The calendar provides training and event opportunities offered by Arrow and VMware for both commercial, enterprise and public sectors.

VMware is set up on calendar year, which is as follows:

Q1: January 1 - March 31

Q2: April 1 – June 30

Q3: July 1 – September 30

Q4: October 1 – December 31

A black and white photograph showing a row of hockey players sitting on a bench. They are wearing helmets and jerseys. The player in the foreground has the number 48 on his helmet. Another player in the background has the number 30 on his jersey. The image is used as a background for a title card.

STACKING THE BENCH

Your Team

Stacking the Bench Your Team

Arrow Team - 2014 Global Distributor of the Year for VMware

The most valuable resource Arrow has to offer you is a team determined to help grow your business. Our dedicated VMware team consists of inside and field sales organizations, marketing professionals, and systems engineers focused on the profitability and productivity of our partners. Within the VMware team at Arrow we also have a group dedicated to NSX specifically: SE, marketing, and brand specialist resources. To meet your VMware business needs, we offer sales and technical training, marketing services, Solutions Centers, remote demonstration capabilities, and quote and configuration support second-to-none.



VMware Team

Arrow works closely with VMware to ensure your success. VMware innovates every day to create solutions that deliver unmatched efficiency, agility and control. VMware is the recognized virtualization and automation leader in computer networking and storage from mobile solutions to the desktop, the data center and the cloud. Their culture of

collaboration allows them to attract and retain the industry's best people and VMware has earned a spot on FORTUNE's 2015 list of "100 Best Companies to Work in IT." VMware inside sales team as well as the Partner Support Center are organized to ensure responsiveness, whether it's approving deal registrations or adjusting access everyone is focused around productivity.



GOING ON THE POWER PLAY

The Partner Efficiency Plan

30 Days

Obtain VMware Partner Central account

Request Partner Central access

Obtain MyArrow login

Select primary user for the VMware Channel Funds Manager tool and confirm access

Choose financing from Arrow's **Financing** options and complete credit application

Work with your Arrow representative to complete **How to Do Business with Arrow** training

Complete VMware Business Plan

Create go-to-market strategy

Send communication to your customer base announcing VMware relationship

Provide sales, technical, management and purchasing contact information for mapping

60 Days

Identify VMware targets from current customer base

Account Mapping with Arrow and VMware resources

Identify Regional Offices with key contacts (if applicable)

Define Regional Offices certifications / accreditations (if applicable)

Schedule on-site VMware Partner Central portal Lunch and Learn hosted by your Arrow BSS

Complete VMware VSP Foundational Accreditation Bootcamp

Complete VMware VTSP Foundational Accreditation Bootcamp

Complete VMware VSP-NV Accreditation Bootcamp

Complete VMware VTSP-NV Accreditation Bootcamp

Complete VMware SDN/NSX Summit (2 partner SEs)

90 Days

Finalize marketing plan and initiate first campaign (if applicable)

Review status of business plan, training and marketing initiatives

Partner SEs should obtain and install Synergy tool and complete training

Contact your Arrow representative to participate in **Arrow Configuration Training**

Contact your Arrow representative to attend **Technical Deep Dive** facilitated by Arrow SE resources

Schedule solution based sales training

Contact your Arrow BSS to order VMware Demo Gear to be installed

Account mapping with regional offices (if applicable)

Business and marketing plans for regional offices (if applicable)



GETTING A CLEAR SHOT

Access

Getting a Clear Shot Access

There are two places you can access for support:

1. VMware Partner Central, the partner portal maintained by VMware, provides many resources around VMware specific solutions
2. MyArrow, the partner portal maintained by Arrow, provides marketing and sales resources across all of the brands that you purchase from Arrow including your specific client purchase history

Partner Central

The VMware Partner Network provides extensive resources, training and support to differentiate your business and increase profitability with our industry-leading virtualization and cloud solutions.



1-650-427-7550

Partnernetwork@vmware.com

01

To create a Partner Central account visit <http://www.vmware.com/partners/partners> and select **Register**.

02

Enter your **Company Name** and click **Search**.
Then, select your **Company Name**.

03

Complete the form with all required information, then click **Submit**.
You're Done!

If you have problems logging into partner Central the VMware Partner Success Center is an additional resource who can help. The VMware Partner Success Center offers best-in-class support to all partner tiers, with a strong focus on ease of doing business through each step of the partner's journey. They are open 24/5, providing support in 12 languages via email and phone.

01

What is the VMware Partner Network?

The VMware Partner Network is the framework for collaboration between VMware and our partners, offering a wide range of benefits, training, certifications and rewards to ensure our mutual success. The VMware Partner Network includes a range of partner programs to meet the needs of a variety of partner types.

Log In to Partner Central

Forgot Password / **Register**

Find a Partner

Enroll Now

合作伙伴大学

Login

Home > Partners > Partner Programs > User Self Registration

User Self Registration Form

Register Now: Step 1 of 2

Thank you for your interest in joining the VMware Partner Program. To begin enjoying the benefits of the program, please complete the following form. We promise to keep your information private (Please read our [Privacy Policy](#)).

Search For your Company REQUIRED

Company Name (English)

Search

02

03

Home > Partners > Partner Programs > User Self Registration

User Self Registration Form

Register Now: Step 2 of 2

Thank you for your interest in joining the VMware Partner Program. To begin enjoying the benefits of the program, please complete the following form. We promise to keep your information private (Please read our [Privacy Policy](#)).

Select a Location REQUIRED

Company Name (English)

Select a Location

Your Information REQUIRED

Salutation

First Name

Last Name

Email

Country

Language Preference

Department

Job Role

Job Title

My Partner Programs

Please select at least one

☐ Distribution Authorized

☐ Aggregate Provider

☐ Training Center

Contact Business Phone

Contact Mobile Phone*

Contact Fax*

Manage Your VMware Communication Preferences REQUIRED

Would you like to receive Partner Communications from VMware?

☐ Yes, I would like to receive partner e-mail communications.

☒ I do not want to receive future VMware Partner e-mail communications.

How Would You Prefer that VMware Contact You?

☐ via email ☐ via phone ☐ via webinar ☐ via fax

Search **Reset** **Cancel**

[Privacy Policy](#)



MyArrow Account

MyArrow is your hub to help you easily manage business done with Arrow. Through this portal, you will find opportunities to grow your business with Arrow partner services, as well as run your business with product search, order tracking and invoice management.

01

Visit ecs.arrow.com, hover over the MyArrow tab and select **Sign Up**.

02

Create a new account by entering your email address, as well as your first and last name and click **Submit Account Request**.

01

Regions Follow

ARROW | Business Intelligence | Data Center | Cloud | Mobility | Security


Enterprise Computing Solutions - North America

Services - Technologies - Line Card - Connect - About Us - MyArrow -

Login
Sign Up

immixGroup is now part of the Arrow family.

IT Products for the Public Sector

 **immixGroup**
An Arrow Company

02

ARROW
Five Years Out

Create a new MyArrow Account

Please fill in the items below and we will send a confirmation email to the email address you provide.

*Email

*First Name

*Last Name

Submit Account Request



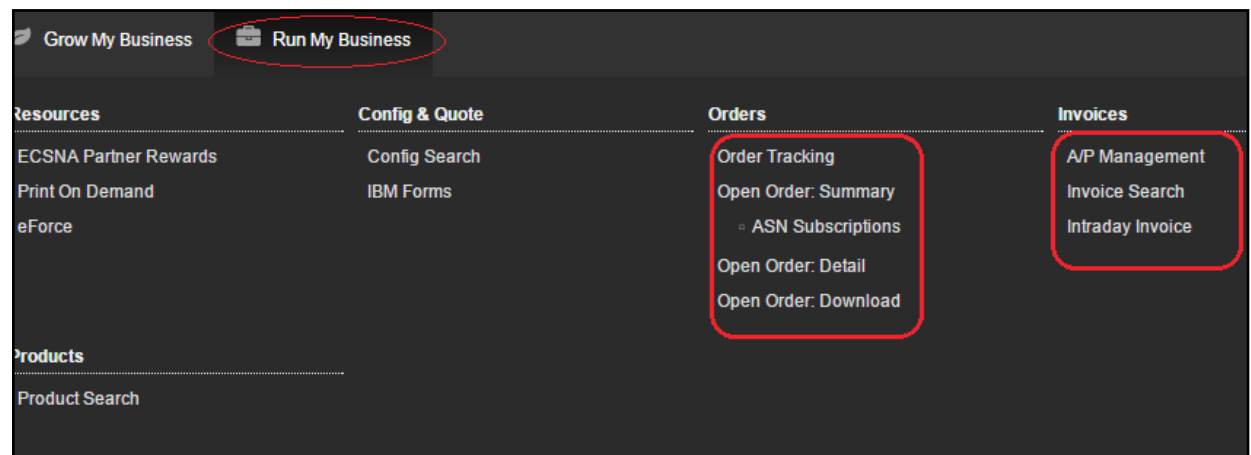
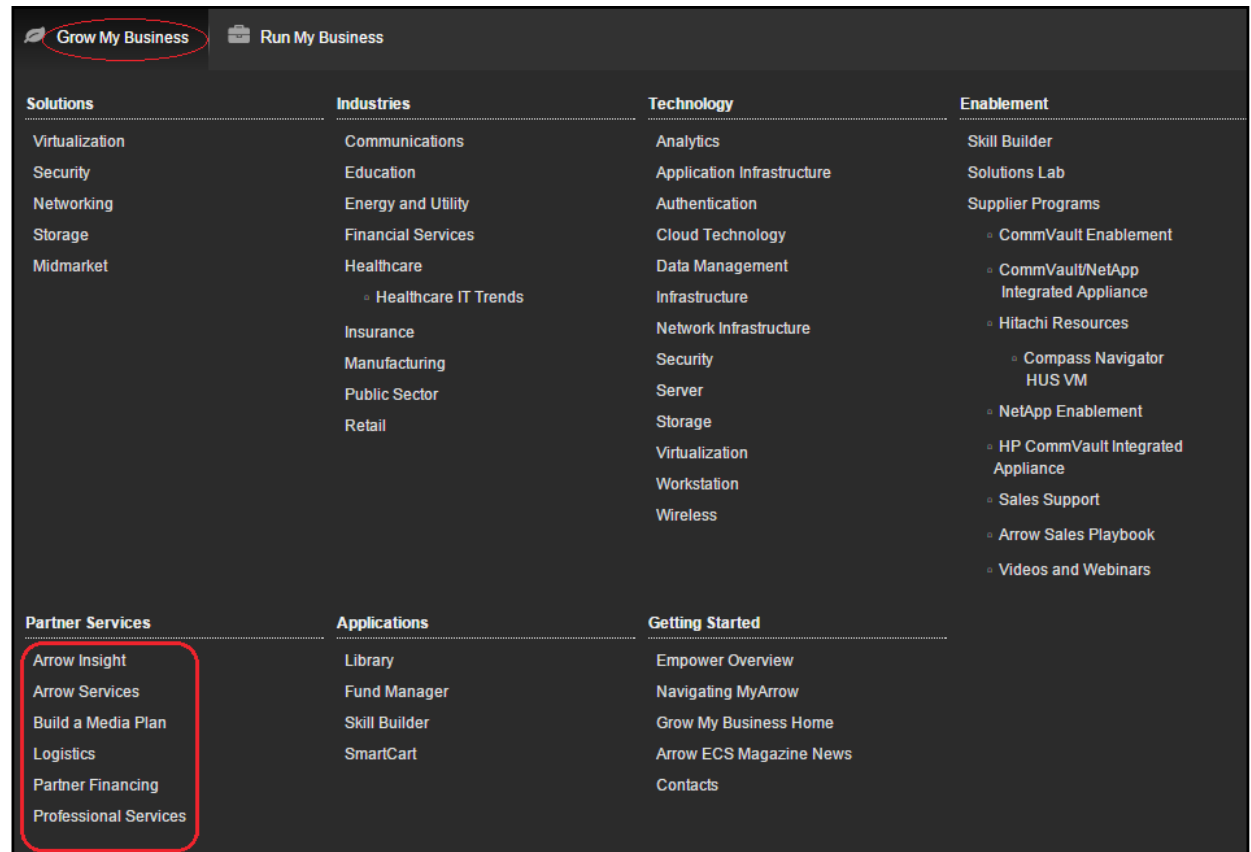
IMPORTANT TOOLS

GROW MY BUSINESS

Use MyArrow to find useful tools to grow your business with Arrow. Click on **Grow My Business** in your MyArrow account and select from the list of options under **Partner Services**.

RUN MY BUSINESS

Access **Run My Business** in your MyArrow account to easily track your orders and manage invoices.





SHARPENING YOUR SKILLS

Training and Accreditation

Sharpening Your Skills

Training and Accreditation

VMware training and certifications are flexibly designed to get you the information you need as efficiently as possible. Self-paced on-line training modules are used to deliver sales information and messaging so teams can easily complete the course at their own pace. Technical design, configuration, and implementation courses are available at workshops across the country, utilizing on-line options when appropriate.

VMware Foundation

VMware Foundation courses are designed to give Partners a foundation of general knowledge in VMware products and business practices and are pre-requisite to competency training which allows you to sell additional VMware product SKUs.

Sales Professional (VSP) 2015 (1 individual)

2 Hours • [Learn more](#)

Technical Sales Professional (VTSP) 2015 (1 individual)

Part 1 • 2 Hours • [Learn more](#)

Part 2 • 2 Hours • [Learn more](#)

Part 3 • 2 Hours • [Learn more](#)

VMware Vision and Strategy

VMware has found tremendous sales success when our team can engage clients and prospects in a vision and strategy discussion, positioning the correct VMware solution in alignment with the prospect's vision and strategy. These courses are very short videos that walk you through key strategy, vision, and even road map messages. Additional courses are offered for specific product sets including the Software Defined Data Center and NSX.



Vision and Strategy Courses

- [VMware Strategy – Corporate Overview 2015 Video](#)
- [VMware Strategy – Elevator Pitch 2015 Video](#)
- [VMware Strategic Initiatives](#)
- [VMware vSphere Strategy: The Foundation of Your Data Center](#)
- [Software-Defined Data Center Storage Vision and Strategy](#)
- [VMware NSX Strategy: The Network and Security Virtualization Platform](#)

Solution Competency (SDDC): Network Virtualization (NV)

The **Network Virtualization Competency** must be completed before you can sell and deliver VMware NSX solutions. It is designed to help you in identify networking and security opportunities within your existing customers. The competency can help you extend service delivery offerings and build practices around customer networking workflows, blueprints and catalogs, especially around third-party security integration products.

To satisfy the training requirements of this Solution Competency, the following Accreditations and Certifications must be achieved by 2 or more individuals within your organization. In order to sell the NSX product SKUs, the partner status for the Network Virtualization Competency must be “ACHIEVED” in the AMERICAS GEOs.

Individuals have the option to complete self-paced on-line training, complete training during a boot camp,



or to try and test out of the training. Check with Arrow for upcoming SDN/ NSX Technical Summits- an efficient and affordable way to get competent in NSX post sales.



Sales (2 Individuals)
VSP-NV (Network Virtualization)
Duration 2 Hrs · [See Courses](#)

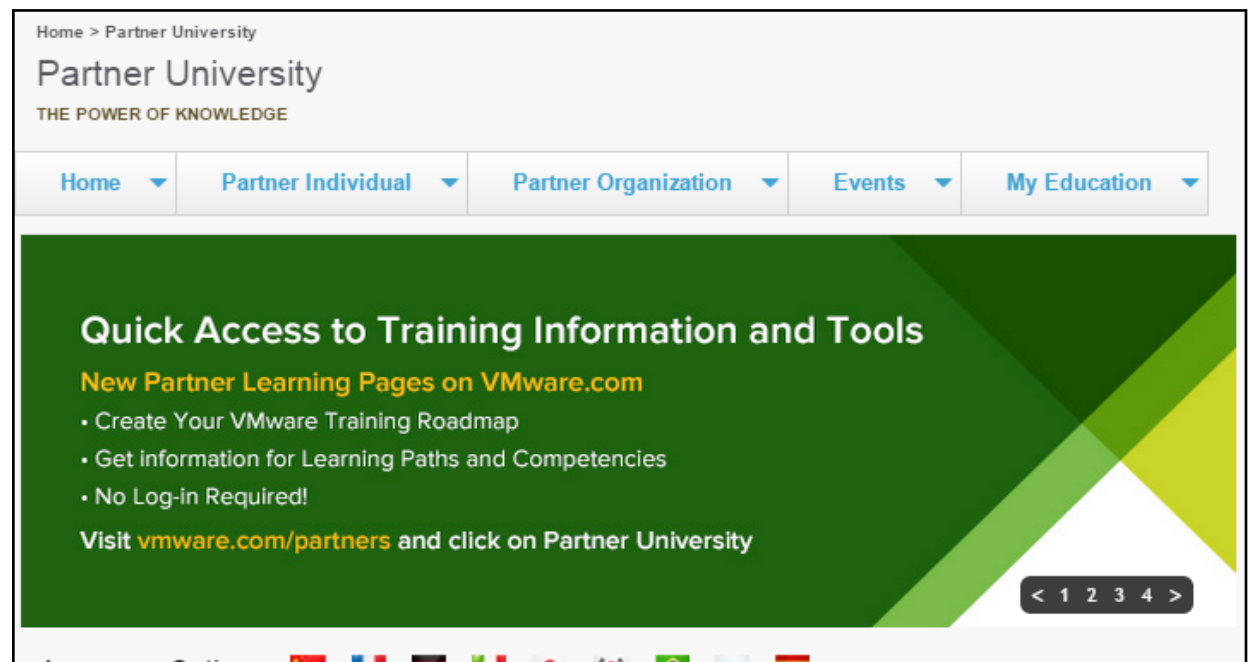


Technical Sales (2 Individuals)
VSP-NV (Network Virtualization)
Duration 3 Hrs · [See Courses](#)



Technical Post Sales (2 Individuals)
Duration 5 Days In Person
[Network Virtualization Technical Post Sales Accreditation: NSX](#)

There are many additional classes geared around NSX both online as well as in classroom settings. Simply search the course catalog within Partner University (a tab within VMware Partner Central) to find what's available.





GETTING THE PERFECT ASSIST

Your Partner Program

Getting the Perfect Assist Your Partner Program

ENGAGE WITH YOUR ARROW BRAND SALES SPECIALIST (BSS) AND VMWARE RESOURCE TO HELP YOU EXECUTE AND GROW YOUR VMWARE BUSINESS. REMEMBER, YOUR DEDICATED ARROW VMWARE TEAM IS HERE TO HELP YOU SUCCEED!



VMware offers a comprehensive partner program resources within to enhance your marketing, sales, training, and support efforts to help you grow your VMware business and maximize your profitability. VMware's Partner Program includes three partner levels: Premier, Enterprise and Professional. Your partner level is determined by your investment in VMware training and sales. Increasing your level of expertise and engagement in the program through VMware training and sales moves

your company into advanced levels of membership.

In the chart on the next page you can see the benefits VMware provides each level. For detailed requirements and benefits refer to the [Solutions Provider Program Guide](#).

Professional

BENEFITS

Partner University access – online training & education

Partner Central access – VMware's exclusive partner portal

Visibility on Partner Locator

VMware Partner Network Logo

Eligible for 2% Opportunity Registration discounts (Advantage+)

Access to sales incentives (Sales Rewards)

Demand Creation tools

Eligible for Solution Selling incentives (Solution Rewards)

Ability to resell renewals

Not for Resale Licenses

Internal Use Licenses

2 Tech Support incidents per year

REQUIREMENTS

VPN Program Enrollment Agreement

1VSP* and 1 VTSP**

Annual Fee: \$250 USD (no fee in developing countries)

Enterprise

PROFESSIONAL BENEFITS PLUS

Dedicated Development Funds

10% discount for Opportunity Registration

5 Tech Support incidents per year

Volume Purchase, Enterprise Purchase and Enterprise License Programs

REQUIREMENTS

VPN Program Enrollment Agreement

2 VSP*, 2 VTSP** and 2 VCP*** (1 each for developing countries)

Achievement of any 1 Solution Competency

Annual Fee: \$1,500 USD (\$750 in developing countries)

Completion of the VMware Ethics & Compliance Training

* VSP – VMware Sales Professional

** VTSP – VMware Technical Solutions Professional

*** VCP – VMware Certified Professional

Premier

ENTERPRISE BENEFITS PLUS

12% discount for Opportunity Registration

VMware Go-to-Partner Designation

Increased Development Funds

Named Partner Marketing Manager

Premier Rewards

10 Tech Support incidents per year

REQUIREMENTS

VPN Program Enrollment Agreement

4 VSP*, 4 VTSP** and 4 VCP*** (2 each for developing countries)

Achievement of 3 Solution Competencies (2 for developing countries)

Annual Fee: \$1,500 USD (\$750 in developing countries)

Revenue Minimum: \$1,000,000 (\$500,000 in developing countries)

Minimum of 10 transactions over 4 quarters

Partner Executive Sponsorship



MAKING SHOTS ON GOAL

Sales Resources

Making Shots on Goal

Sales Resources

VMware Opportunity Registration

All VMware opportunities are registered in Partner Central, so the first step will be to obtain access to Partner Central. (Please see the [Access](#) section.) VMware has incentive programs for opportunities registered through their system which you can access if you and your organization opt into them. Arrow's most successful partners use this tool to manage their own pipeline and enter their opportunities. We offer several customized trainings to help you use the tool more effectively,

leaving you more time to focus on selling. (Please see the [Training](#) section.)



THE STEPS TO REGISTERING A VMWARE OPPORTUNITY

01

Login to your VMWare Partner Central account at <http://www.vmware.com/partners/partners.html> with your email address followed by .vmw and your password.

02

Click on the ***Incentives*** tab.

03

Expand the ***Opportunity Registration Programs*** tab on Partner Central and click on the opportunity program (i.e. Advantage+, ELA).

01 What is the VMware Partner Network?

The VMware Partner Network, our award-winning partner program, provides extensive resources, training and support to differentiate your business and increase profitability with our industry-leading virtualization and cloud solutions.

The VMware Partner Network is the framework for collaboration between VMware and our partners, offering a wide range of benefits, training, certifications and rewards to ensure our mutual success. The VMware Partner Network includes a range of partner programs to meet the needs of a variety of partner types.

▼ Opportunity Registration Programs

Advantage+

Opportunity Registration Program

Advantage+ rewards partners for value selling and leading with VMware solutions. By registering qualified opportunities, partners can protect their pre-sales investments, secure VMware sales support, and may be eligible for financial incentives to increase profit margins. [Learn More](#)

ELA

Preferred Pricing Program

ELA Preferred Pricing rewards strategic partners who have provided value selling around a VMware Enterprise License Agreement (ELA). By registering qualified ELA opportunities with VMware, partners may be eligible for "preferred pricing" to protect their value selling. [Learn More](#)

▶ Rebates and Rewards Programs

▶ Sales Rewards Programs

03

vmware PARTNER CENTRAL

English Co! Partner Link Partner Locator Contact Us Logout Search

Home Partner University Products & Solutions Sales Renewals Marketing **Incentives** Purchasing Content Program Forms Partner Data Leads Business Center Pricing

Welcome Megan Pennock You are viewing: Training Center-Professional Level Home Page Partner ID: 1240107

PARTNER EXCHANGE @ vmworld 2015

San Francisco

Pre-Conference Boot Camps: August 29
Partner Exchange: August 30
VMworld: August 31 – September 3

Register Now

Updated: Visit the VATC Program Page

Updated: Download VATC Program Guide

Available Courseware

02

Register your opportunities now

Sales Rewards
Earn Rewards Points & Redeem

Partner Reward Management

04

Pricing Programs. Select your Preferred Distributor of Choice for each registered deal. All purchases must close through the preferred distributor in order to qualify for Opportunity Registration benefits. Distributors will provide increased support and resources to help close the deal. [Learn More](#)

1 2 3

VMware offers a variety of Opportunity Registration programs. By registering your qualified opportunities, you can protect your pre-sales investments, secure VMware sales support and may be eligible to earn financial incentives to increase profit margins. Learn more about the program benefits on the [Incentives](#) page, or use the tools listed on this page to get started now.

Partner Success Center

Questions?
Contact the [Partner Success Center](#).

Identify or Register a New Opportunity »

View & Manage Your Opportunities »

Partner Reward Management

05

Opportunity Identification

Partner Information

Are You the Primary Sales Contact?

Primary Sales Contact Name

Primary Sales Contact Email

Primary Sales Contact Phone

Customer Information

End User Company

First (Given) Name

Last (Family) Name

Customer S&P

Customer Email

Customer Address Information

Address 1

Address 2

Address 3

Address 4

Country

State/Province

City

Postal Code

Registration Details

Expected Close Date

VMware List License Value (in USD)

Opportunity Source

What offering is the customer interested in?

Project Name

Additional Information

Notes

Legal Information

Disclaimer: By submitting an Opportunity Identification Form you agree to all program terms outlined in the terms and conditions document. You understand that there are no benefits or guarantees of future Opportunity Registration provided for identified opportunities. To be eligible for financial or other programmatic benefits, you must be approved for an Opportunity Registration. VMware reserves the right to contact the end customer to verify any of the information submitted and to decline any opportunity registration request.

Register Save Cancel

06

THE STEPS TO REGISTERING A VMWARE OPPORTUNITY

04

Select **Register your opportunities now**.

05

Click **Identify or Register a New Opportunity**.

06

Complete the Opportunity Identification form, click **Register**.

07

Opportunity Registration

Registration Program

Program Type: advantage+

Partner Information

Are You the Primary Sales Contact? Yes

Primary Sales Contact Name: test

Additional Contact Name:

Primary Sales Contact Email: test@test.com

Primary Sales Contact Phone: 111-222-3333

Additional Contact Email:

Customer Information

End User Company: Test

First (Given) Name: test

Last (Family) Name: test

Email: test@test1.com

Phone: (444) 555-8666

Customer E&B: EA Lookup

Job Role: --None--

Customer Market Segment: --None--

Department:

Is this a new VMware customer?

Customer Address Information

Address 1: 123 Test Drive

Address 2:

Address 3:

Address 4:

Country: UNITED STATES

State/Province: CO

City: Denver

Postal Code: 80120

Registration Details

VMware List License Value (in USD): 10,000.00

Is VMware Sales Engaged? --None--

Opportunity Source: VMware Prospecting Activity

Total Project Value (in USD):

Does the Customer have Shared Storage? --None--

Number of Servers in Project: --None--

Expected Close Date: 9/3/2015 [8/4/2015]

What is your primary involvement in the deal? --None--

Does the Customer have Approved Budget? --None--

VMware Sales Contact Name:

Project Name: test

Project Focus: --None--

Shared Storage Vendor: --None--

Number of Desktops in Project: --None--

Project Stage: --None--

What offering is the customer interested in? Customer on-premise subscri

Selling Activities

Value Selling Activities: Available Chosen

Budget/ROI Analysis Completed

Capacity Planning Assessment Com

Customer Presentation/Demo Provi

When was your last meeting with the customer? [8/4/2015]

What VMware products are relevant to the Opportunity ?

VMware Product: Available Chosen

Airwatch

EPP

EVD RAIL

FEHC

HORIZON ENTERPRISE EDITION

3rd Type: --None--

3rd Term: --None--

Quantity of License:

Preferred Channel Selection

Preferred Channel: --None--

Share Data with Preferred Distributor: --None--

Preferred Distributor: --None--

Additional Information

Notes:

Legal Information

Disclaimer: By submitting a completed VMware Opportunity Registration Form to VMware, the partner agrees to all terms and conditions outlined in the overview document. VMware reserves the right to contact the end customer to verify any of the information submitted by the partner and to decline any opportunity registration.

Save as Draft Submit for Approval Cancel

THE STEPS TO REGISTERING A VMWARE OPPORTUNITY

07

Fill out the Opportunity Registration form and click **Submit for Approval**. The form will be submitted to the VMware local sales team for review.



Quote/Configuration Request

Complete VMware opportunity registration within Partner Central and then your Arrow ISR will be able to help you with all of these requests if you email them just a few pieces of key information.

- Opportunity ID number which VMware identifies as ORTN when the opportunity is registered or ORAN once the deal is approved.
- Description of Request*.
 - Product model number (i.e. VS6-EPL-P-SSS-C).
 - Level of support services and coverage terms.

*These are the basic items needed by your ISR, but the more information you provide the more accurate your quote will be.

Order and Invoice Tracking

You can view and track your orders using the MyArrow portal found on www.arrowecs.com.

Price Variance Request (PVR)

Any PVRs should flow through your Arrow ISR. Just send them an email providing them with the below information.

- Quote number(s)
- Requested price
- Business justification for the price variance



Service Renewals

Again, your Arrow ISR can also help you with all of these requests. Just send your ISR these few key items.

- Opportunity ID number(s) which for VMware would be an ORTN or ORAN number
- End user
- Serial number(s)
- Level of support
- Terms of renewal

RenewIQ

Arrow's RenewIQ tool provides a one-stop-shop with a complete a 360-degree view of your install base data. Leverage detailed analytics to generate sales campaigns and gain better visibility into the complete product life cycle of your client's environment. Custom reports can be easily created for your team and your clients.

- Insight into service renewals, enterprise software, contract and warranty expirations and timelines for product refresh to facilitate renewals as well as add-on and trade-up opportunities.
- Quickly and easily view, track and create quotes with a view of all your Arrow quotes across supplier lines, their status, and validated vendor pricing
- Login through the MyArrow portal.
- .



GEARING UP

Technical Resources

Gearing Up Technical Resources

Live Demo Request

Arrow is happy to provide live demos for you and your customers. You can go to the Demo Request Form (<http://contactecs.arrow.com/VMwareDemoForm>) on the Arrow VMware Resource Site to enter a request or contact the Arrow Virtualization SE group. Expect a response within 72 hours.

Arrow NSX Demo Lab

Want some hands-on time in Arrow's NSX lab deploying, configuring and testing NSX? Arrow's expert VMware Demos provides an opportunity for you to invite your customers to regularly scheduled VMware demos or for you to enhance your own VMware technical knowledge. In addition to NSX demo capabilities, Arrow would offer you the opportunity to take advantage of our additional demo offerings:

- vSphere 5.5 / vSphere 6.0
- vSAN 6.0
- vCloud Air / vCloud Air DR-as-a-Service
- vRealize Operations 6.0
- Horizon 6.0
- vSphere Data Protection
- vSphere Replication
- Site Recovery Manager

Go to the Demo Request Form (<http://contactecs.arrow.com/VMwareDemoForm>) on the Arrow VMware resource site to enter a request.



Deal Assistance

An Arrow engineer can work with your engineers on product calls, sizing and Proof of Concepts (PoC assistance requires certified partner SE to be involved). Just reach out to your Arrow representative to request this assistance.

Arrow Recorded NSX Content

- Installation and Configuration
How-to-videos are available 24/7/365 in the **Arrow BrightTalk** channel to help partners and their end-users learn how to deploy NSX components.
 - **NSX Components and Deployment** / NSX Installation and groundwork of a PoC Installation.
 - **VMware and Intel Security: NSX Micro-Segmentation** / Overview of NSX micro-segmentation for the SDDC with a demo.
- Technology Partner Integration
Arrow offers hands on labs and videos covering NSX integration with additional technology partners such as Palo Alto Networks. Contact your Arrow VMware team to learn more!



SPLITTING THE DEFENSE

Marketing Resources

Splitting the Defense Marketing Resources

Marketing Development Funds

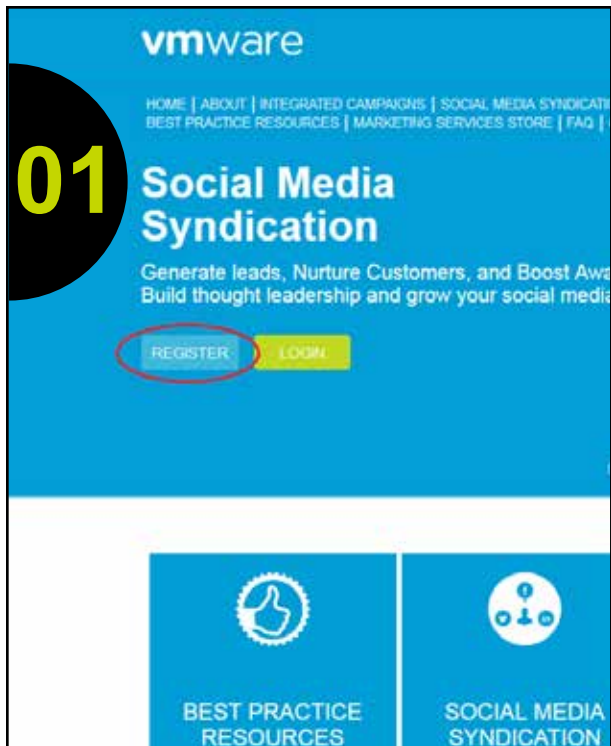
You can earn [VMware Marketing Development Funds](#) (MDF) based on your overall VMware business plan and your quarterly marketing plan. You should work with your VMware resource, Arrow Brand Sales Specialist, and Arrow Marketing Manager to create your quarterly plan. The process is simple:

1. Create your quarterly plan by completing the Partner MDF Request.
2. Enter your approved activities in the VMware Channel Funds Manager.
3. Execute your VMware marketing activity.
4. Submit your claim and needed proof of performance.
5. Receive reimbursement.

Work with your Arrow BSS for additional information.

VMware Demand Center

VMware Partner Demand Center is the online destination for campaigns and services that drive demand for VMware solutions and help you build pipeline. This **FREE**, robust platform provides you with customization to address your branding and content marketing needs. Plus, the VMware Marketing Services Store offers an online catalog of service offerings that showcase VMware-vetted agencies for best-in-class marketing services with pre-negotiated packages and pricing.



01

To create a Demand Center account, visit <http://vmwaredemandcenter.com/> and click **Register**.

02

Complete the form with all required information, then click **Submit**.

02



VMware Logo and Branding

Take advantage of your partnership with VMware to create market awareness and demand for innovative, joint solutions. Educate your customer's about VMware solutions, promote yourself as a VMware partner, and showcase your customer successes. To find VMware logos and branding guidelines, follow these steps:

01

Login to your VMware Partner Central account and click on the **Marketing** tab.

02

Scroll down to **VMware Marketing 101** and click on [Learn More.](#)

03

Find resources under **How To Market Resources.**

01

vmware PARTNER CENTRAL

English Get Partner Link Partner Locator Contact Us Logout Search

Home Partner University Products & Solutions Sales Renewals **Marketing** Incentives Purchasing Content Program Forms Partner Data Leads Business Center Price

Home Tab - Selected Welcome Megan Pennock You are viewing: Training Center Professional Level Home Page Partner ID: 1240107

Business Mobility Online Event Registration

Enable business process innovation with mobile-first strategies. Join us online June 16, 9:00 AM PT.

Register Now

Updated: Visit the VATC Program Page

Updated: Download VATC Program Guide

Available Courseware

Questions?

Support: Allen is Partner Support Center

Technical Support

Your Profile

- Update Personal Profile
- Access Company Profile

Your Partner Program

- VATC Program Page
- VATC Program Guide
- Program Forms

Sales Resources

- Not for Resale Licenses
- Renewals Center Resources
- Internal User Licenses

Rewards, Rebates & Incentives

- Incentive Programs
- Promotions
- Development Funds

Accelerate Profits with Power Play Solutions

EA Lookup
Customer Entitlement Account

News and Announcements

Virtual SAN Case Studies now available for Download

Register to learn what's new: callison.murphy@vmware.com

03

Build Your Marketing Expertise

A strong marketing foundation drives higher profits, leads, more positive and increased revenues. You can create this foundation with tools, offering best practices and templates for a specific marketing function, or choose the Marketing Academy for comprehensive training.

- Business Management Toolkit: Build and manage a multi-day database
- Lead Follow-Up Toolkit: Conduct timely, multi-touch follow-up
- Outbound Prospecting Toolkit: Create effective, one-to-one outreach
- Web Presence Toolkit: Optimize your website and increase visibility
- Marketing Academy: Leverage the 8-module marketing fundamentals training plan

Ready to execute a VMware campaign? Visit the Demand Center

VMware Messaging

- VMware Corporate Overview Presentation and Integrations
- VMware Corporate Overview Presentation and Integrations: Creating a browser-based model of IT that is built, tested, and secure through our "one cloud, any application, any device" ecosystem
- VMware Corporate Overview Presentation and Integrations: Read our messaging guide for public external use only
- VMware Corporate Overview Presentation and Integrations: Find out more on the one page overview of VMware

How To Market Resources

- VMware Logo
- Partner Logo Badge
- Product Use Icons
- Icon Diagram Library
- VMware Marketing Resources
- How to Develop Your Database Clean Sheet
- VMware Building Guidelines for Partners
- VMware Trademark Database
- VMware Veeva Manuals

02

Renewals ^{new}

NSX ^{new}

End-User Computing: Horizon Safe Passage ^{new}

conversation.

VMware Marketing 101

- Learn our latest customer messaging
- Understand the VMware IT stack
- Get our Sales & Marketing plays

Learn More

Build Awareness

- Educate customers about your VMware solutions
- Promote yourself as a VMware partner
- Showcase your customer wins

Learn More



Arrow ESC Magazine

The Arrow ECS Magazine features Arrow and Supplier articles surrounding announcements, events, promotions, trainings, and more.

01

To subscribe, visit <http://ecsnamagazine.arrow.com/> and click **Login**, then enter your My Arrow credentials. *Note: You must have a My Arrow login to access the Arrow eMagazine.*

02

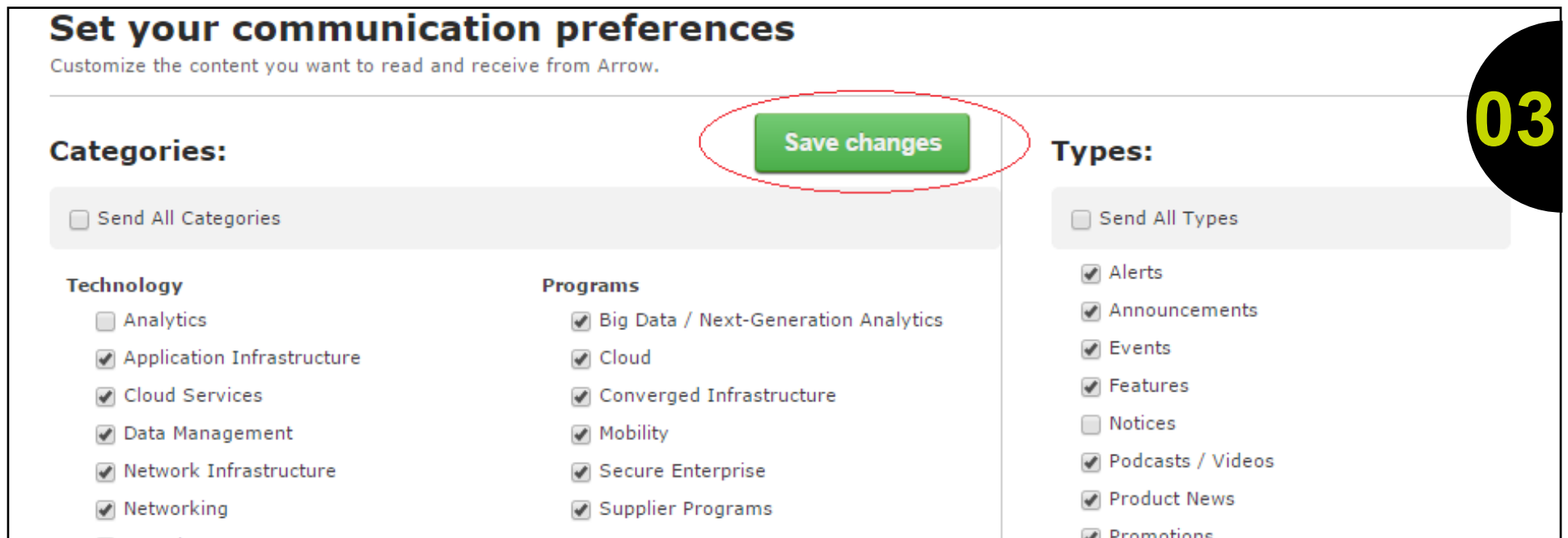
Select **Preferences** to choose what types of posts you would like to subscribe to.

03

Check all category boxes that appeal to your interests and click **Save**. You're done!

You should now be able to browse Arrow eMagazine articles. Based on your preferences, you will receive daily or weekly notifications from

ecsnamagazine@arrow.com when new articles are posted under your preferred categories.



Three yellow 'X' marks are positioned above the yellow banner. The first 'X' on the left has a curved dotted line extending from it. The second 'X' in the middle has a straight line extending from it. The third 'X' on the right has a short dotted line extending from it. Below the banner, there are several yellow arrows: a solid curved arrow pointing left, a dashed curved arrow pointing right, and a dotted curved arrow pointing right. There are also some wavy yellow lines and small dots scattered around the bottom of the banner.

THE ARROW NSX PLAYBOOK