



VMware Specialization Competencies Guide

Table of Contents

1. VMware Partner Competencies

Competencies Overview

VMware Specialization Competencies

The Different Partner Competencies

2. VMware Specialization Competencies

Partner-Led Customer Success Specialization

3. Specialization Benefits

Specialization Benefits

4. Resources

Updates

Date	Update Description	Page Number
August 17, 2022	Program Guide published for Specialization Competency launch	All

VMware Partner Competencies

Overview

VMware Partner Competencies recognize sales and technical proficiency, delivery expertise and customer success for next-generation VMware solution areas. Achieving a VMware Partner Competency allows you to strengthen your services capabilities, and unlock valuable partner benefits including:



PARTNER COMPANY TRAINING

- Services resources and IP and other enablement
- Design, delivery, and implementation knowledge building and expertise



GROW SHARE OF WALLET

- Increased deal sizes and services growth
- Accelerated time-to-market in emerging VMware solution areas



DIFFERENTIATION WITH CUSTOMERS AND PROSPECTS

- Greater customer and market visibility
- Higher awareness with the VMware Field for customer opportunities

SOLUTION COMPETENCIES	MASTER SERVICES COMPETENCIES	SPECIALIZATION COMPETENCIES
<p>VMware Solution Competencies are a first step in a partner's achievement of sales and technical expertise in VMware virtualization and cloud computing solutions.</p> <p>Solution Competencies are achieved at the organizational level. They include sales training as well as both pre- and post-sales technical trainings.</p>	<p>VMware Master Services Competencies require achieving advanced technical certifications and proof of high-level service capability and expertise as validated by your customers.</p> <p>Unlike Solution Competencies, a partner organization must demonstrate services delivery experience and capability by providing three (or one depending on the competency) customer references for recently completed projects in order to achieve a Master Services Competency (in addition to meeting the training requirements.)</p>	<p>VMware Specialization Competencies provide unique additional partner practice extensions aligned to services delivery or specialized knowledge. The goal is to differentiate the partner practices by validating skills beyond technical capability and capacity</p> <p>Unlike Solution Competencies or Master Services Competencies, Specializations will require a Master Services Competency (MSC) as the primary prerequisite. Each Specialization will have additional unique requirements.</p>

VMware Specialization Competencies

VMware Specialization Competencies

While partners can sell their services directly to customers, VMware encourages accreditation so that customers know the partner is qualified to deliver the VMware services. Specializations will require a Master Services Competency (MSC) as the primary prerequisite.

Specific requirements are available on each Specialization page in this guide.

THE VALUE OF ATTAINING A SPECIALIZATION COMPETENCY

Partners that successfully achieve a Specialization Competency unlock benefits designed to help their customers recognize their service expertise and broaden their customer relationships. Depending on the type of Specialization, there are general benefits offered through the Partner Connect program, and in some cases, there are also Customer Lifecycle Incentives available.

Note: VMware routinely refreshes the training available to Partners, providing the latest information on VMware solutions and technology. To ensure a Partner is keeping its training and competency skills current, only those training courses at either the most recent version, or one version previous applies towards achieving the Partner Connect Program requirements. This impacts all training required for program progression and tiering, e.g., Foundational, Solution Competency, Master Services Competency. It is expected that a Partner will ensure any VMware training and certifications achieved meet this standard.

For more information visit [VMware Specialization Competencies Page](#)

VMware Partner Competencies

MASTER SERVICES COMPETENCIES

Master Services Competencies (MSCs) are built upon the attainment of advanced-level certifications and submission of customer reference to help identify, validate, and promote VMware’s most service-capable partners. They unlock valuable resources and recognition to extend partners’ services capability, differentiate expertise, and help drive more services revenue.

- Demonstrates partners have moved from ‘**competent to capable**’ with resources to differentiate expertise in VMware technology
- Required** for progression and rewards in the Partner Connect program
- Key to driving higher-level and **more services business**

EXAMPLE: Cloud Management and Automation Master Services Competency

A. Training

VMware Certified Professional (VCP)	VMware Certified Advanced Professional (VCAP)
VCP-CMA	VCAP-CMA

Partner companies need 5 certified individuals with at least 2 certified in Advanced Professional level.

B. Customer References

3X Three Customer References required to validate experience and expertise in the specific VMware Solution area associated with a Master Services Competency.

For more information visit the Partner Connect Portal [VMware Master Services Competencies](#)

SPECIALIZATION COMPETENCIES

Specialization Competencies provide unique additional partner practice extensions aligned to services delivery or specialized knowledge. Specializations will require a Master Services Competency (MSC) as the primary prerequisite. The goal is to differentiate the partner practices by validating skills beyond technical capability and capacity.

- Demonstrates partners are **qualified to deliver the services** that will make them successful throughout their journey with VMware solutions.
- Recommended** for progression and rewards in the Partner Connect program
- Key to driving higher-level and **more services business**

EXAMPLE: Partner Led Customer Success Specialization

A. Training

Accreditations	3rd Party Certification
Customer Success for VMware Partners	Certified Customer Success Manager

Partner companies need 4 accredited individuals and will also need 1 individual to earn the CCSM certification.

B. Practice Validation Documents

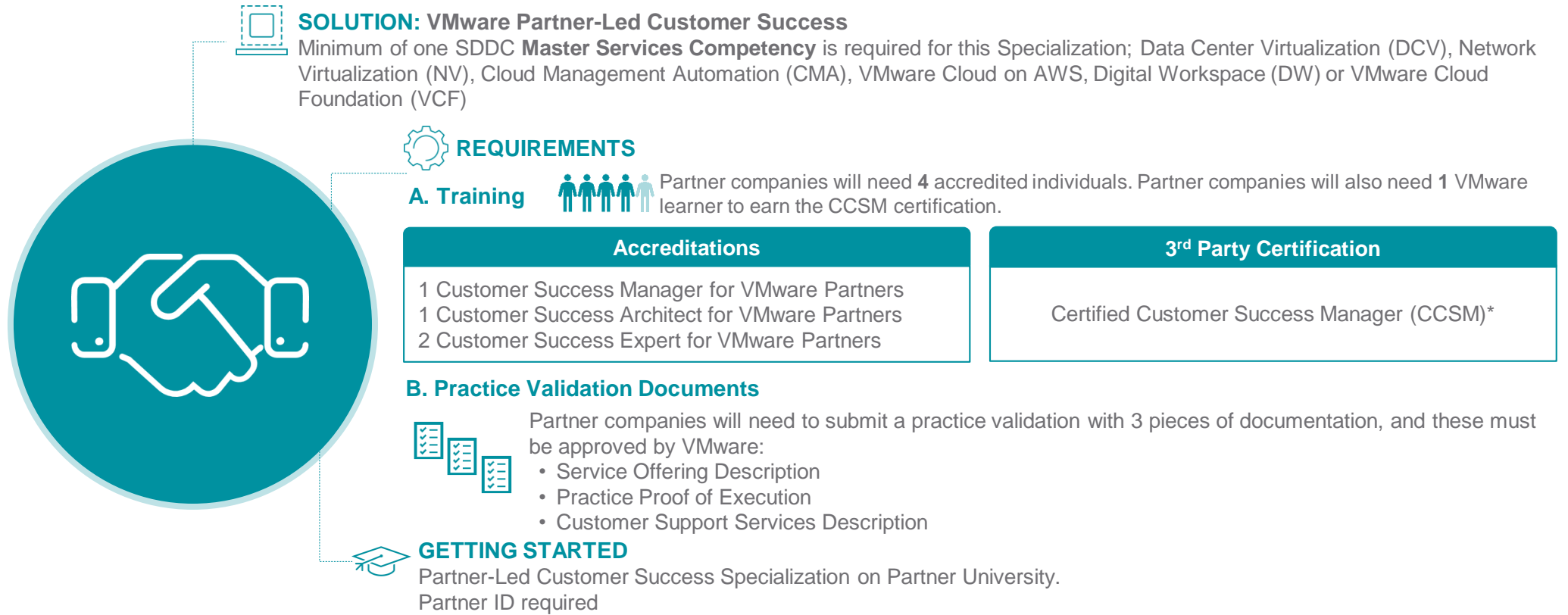
- Partner companies will need to submit 3 pieces of documentation
- Service Offering Description
 - Practice Proof of Execution
 - Customer Support Services Description



VMware Specialization Competencies

Partner-Led Customer Success

VMware Partner Led Customer Success Specialization designates a partner organization’s capability to deliver services that will make their customers’ successful throughout their journey with VMware Solutions. Partners understand our solutions and how to propel adoption within customer accounts, which drives retention and expansion. Partner-delivered Customer Success are services that are offered and delivered by the partner helping to drive a great customer experience.



* The **Certified Customer Success Manager (CCSM)** training programs leverage Success Coaching’s accredited, industry-leading curriculum to teach and certify Customer Success Managers on the practices that enable them to effectively engage, manage and retain their customers. This program is the only industry-recognized and accredited credentials focused specifically on the role of the Customer Success Manager. Completion of the CCSM course at Success COACHING will be required for **one user per partner**. This user may be any VMware learner associated with the partner ID, and they must complete both the CCSM Level 1 and Level 2 courses. *After certification attainment, the certifications must be uploaded to VMware PLCS Dashboard, and it must be renewed every two (2) years.*

Service Description Requirements and Process

The partner **must provide three documents** that describe their PLCS Specialization practice:

Category	Description	Details to be included
Service Offering Description	Services description and scope of solutions; defines partner offers and value prop to the customer	<ul style="list-style-type: none"> • Scope of project engagement • Customer adoption and usage outcomes and targets • Customer Success plan deliverables and timelines • Customer value, relevant KPIs and validation metrics
Practice Proof of Execution	Description of how the partner delivers and manages the Customer Success services	<ul style="list-style-type: none"> • Overview of CS methodology • CS team structure, roles, responsibilities and capacities • Success Plan tracking system • Configuration and change management process • Customer communications plan
Customer Support Services Description	Basic remediation services offered to customer – may include self-service online or reactive and may be provided by the partner, VMware or third party	<ul style="list-style-type: none"> • Support desk operations • Ticketing tool process • Escalation process

Submittal Process:

Once logged in to Partner Connect portal, go to My Company on the top menu (located in the upper right-hand corner, and in there select Company Training then Practice Validation.

The Partner’s **Practice Validation Documents** are for internal validation of partner’s customer success offering and will not be shared externally. After 5 business days the partners will be informed if the documents have been approved.

Documents must be refreshed/renewed every two (2) years.



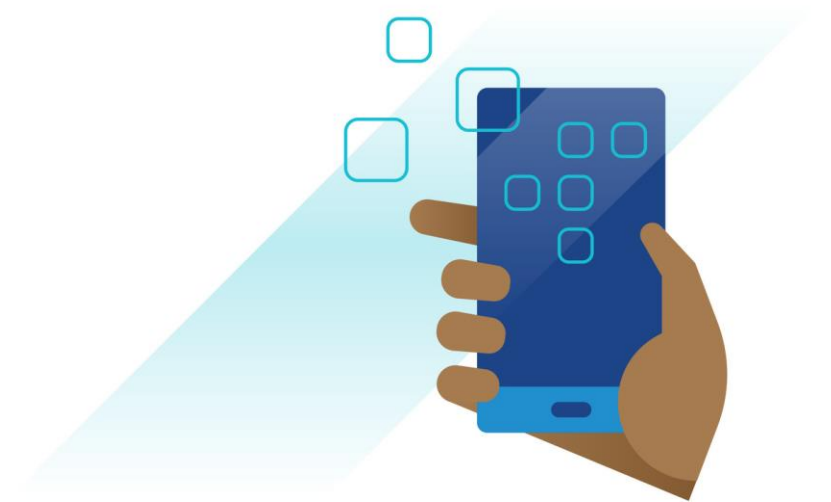
Specialization Benefits

Specialization Benefits

Depending on the type of Specialization, there are general benefits offered through the Partner Connect program, and in some cases, there are also Customer Lifecycle Incentives available.

For **Partner-Led Customer Success**, Partners deliver success under VMware Partner Success Program guidelines. While some larger partners are delivering Customer Success Services today, many others have little existing experience in delivery of Customer Success Services and the tools and processes to drive consistent success outcomes for all customers, enabling the partner to monetize:

- Adoption activities and planning services
- Operations planning and implementation services
- Long-term high-margin recurring revenue
- Reduced client and subscription churn
- ARR growth
- Improved customer experience
- Solution adoption and expansion
- Product upgrades and upsell opportunities
- Qualify for VMware incentives





Resources

Partner Resources

01 | VMWARE PARTNER COMPETENCIES

Public Access

- VMware

Password Protected

- Specialization Competencies Page
- Partner University Specialization Competencies Overview

02 | SPECIALIZATION COMPETENCIES

Partner-Led Customer Success

Service Descriptions

- Document Requirements
- How to submit documents

Additional Resources

- VMware Accreditations & Certifications
- Frequently asked questions (FAQ)

03 | QUESTIONS

Submit a support case on Partner Connect or email partnerconnect@vmware.com

Languages

English	Spanish	Portuguese	French
Japanese	Dutch	German	Korean
Italian	Chinese	Russian	Flemish

SUPPORT HOURS

24 hours a day, Monday through Friday



THANK YOU

For questions or more
information,
contact
partnerconnect@vmware.com

