

INTEGRATED SECURITY CAMPAIGN FEATURING VMWARE NSX

SERVICE PROVIDER MARKETING

Program Overview and
Campaign Deployment Guide

POWERING PARTNER SUCCESS

At VMware, we continually develop new marketing assets to help you provide ongoing customer value. The following integrated marketing materials are aligned with customer needs, priorities, and buying patterns, and are designed to help you drive new sales and increase customer share of wallet.

What you get from VMware

- Customizable multi-touch demand-generation campaign to create awareness
- Access to marketing support to augment your capabilities
- Tools to accelerate sales
- Methods for tracking your success

What we need from you

- Trained sales and technology professionals
- Database development and lead follow-up capabilities in place
- Flawless campaign execution through the Partner Demand Center or your marketing-automation system
- Consistent reporting of campaign metrics

OPPORTUNITY AND MESSAGING

Market Opportunity

The rapid amount of change over the past 15 years is challenging the model of the traditional network. For each architecture shift—from data center, to cloud, to edge—more users can access apps and data from more devices across more connections. This creates a headache for businesses, as each new architecture brings new risks and concerns. Most companies are just figuring out security for one architecture only to discover that their models are not appropriate for the next architecture, which is compounded by the rapid changes in cloud, distribution of users, and applications consumption.

Service Provider Benefits

The VMware NSX® campaign can help you grow your business and strengthen your customer relationships.

- **Differentiate yourself:** These marketing campaigns are available exclusively to valued service providers like you.
- **Drive demand:** Leverage customizable campaigns and assets that align with your go-to-market strategy.
- **Grow your share of wallet:** Sell VMware-based managed network and security cloud services to your customers.

Target Audience

IT Manager, Information and Security; Information Assurance Manager; Information Security Manager; Global Security Operations Manager; Directors: Information and Security Operations; Privacy and Security Strategy; Critical Infrastructure; Network Security Operations

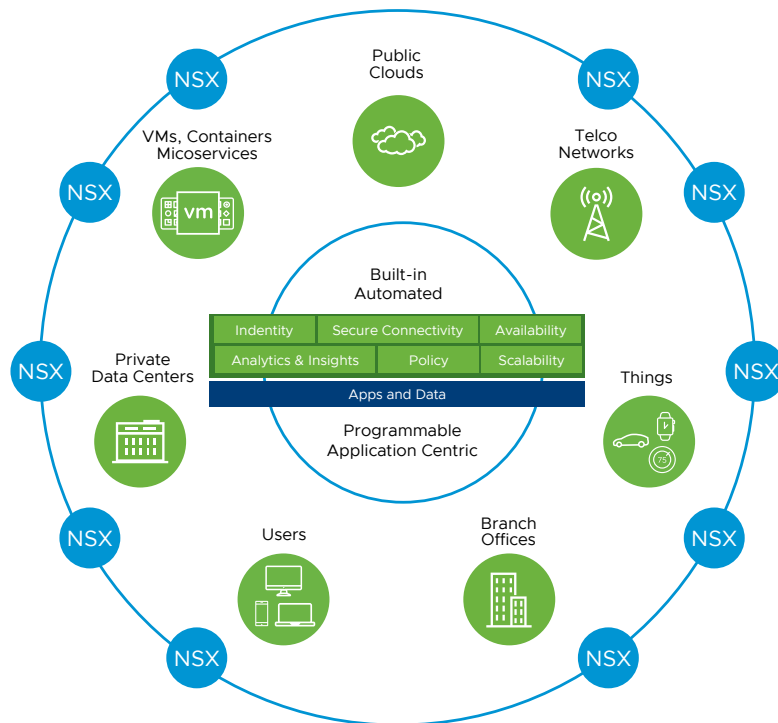
NSX Messaging

Traditional security solutions are designed to protect the perimeter. But as applications and data become increasingly distributed—often spanning multiple sites, clouds, and the edge—the network perimeter becomes harder to identify, let alone secure. And even if the gateway and perimeter can be reliably secured, it is then challenging to secure the intercommunication of east-west traffic within the perimeter. Additionally, the speed of digital consumption continues to increase as new workloads and projects demand dynamic resources, which are impacted by traditional security. Customers need a security solution that covers dynamic workloads automatically, not necessarily as a part of the manual provisioning.

To solve this problem, organizations need the ability to implement micro-segmentation anywhere, effectively segmenting all workloads and applications wherever they are in the data center instead of just at the perimeter. VMware NSX is a networking and security platform that delivers micro-segmentation across all the evolving components of the modern data center while also increasing agility and efficiency. Making security an intrinsic part of the infrastructure on which applications and data live gives service providers the ability to design new policy-based, security-minded solutions that better serve their customers.

Virtual Cloud Networking

Connect & Protect any workload across any environment



VMware provides a complete virtual network infrastructure delivered in software with the VMware NSX portfolio, simplifying the networking and security of workloads for the business, developers, and so on. This enables more software-driven operational speed and agility, simplified compliance (via simple policies and abstraction of networking and security), and increased competitiveness (via more portfolio offering and software-defined pricing), which all result in increased revenue. Because the network is all delivered in software, it brings together programmability, agility, and adaptability, which enables organizations to move faster based on applications that they are deploying and managing.

With each VMware vSphere® host processing networking and security for workloads instead of employing traditional edge firewalls outside of the host, security and networking are built in as opposed to being bolted on. This is key, as the old rule of perimeter security evolved from building a perimeter around a data center to one that is application- and data-centric. This enables consistency in the network and security policy for data and applications regardless of where they are running. In this way, security follows the application, rather than the other way around.

Key Messages and Differentiation

NSX enables new customer use cases while also helping service providers increase revenue and

- Reduce operational and capital expenditures.
- Streamline customer onboarding.
- Monetize software-defined networking and security services (load balancer, VPN, routing).
- Monetize software-defined policy-driven security services (distributed firewalls).

VMware Virtual Cloud Network

The Virtual Cloud Network is the network model for the digital era. It is also the vision of VMware for the future of networking to empower customers to connect and protect applications and data, regardless of where they sit—from edge to edge.

The Virtual Cloud Network enables organizations to embrace a cloud-networking fabric as the software-defined architecture for connecting everything in a distributed world, and it represents a significant advancement in enterprise networking. The Virtual Cloud Network is a ubiquitous software layer that provides customers with maximum visibility of, and context for, the interaction among users, applications, and data.

Solution Portfolio for VMware Virtual Cloud Network

VMware delivers these capabilities with the following offerings:

VMware NSX

VMware NSX is the network virtualization platform for the SDDC, delivering networking and security entirely in software, abstracted from the underlying physical infrastructure. NSX enables the VMware Virtual Cloud Network, providing pervasive, end-to-end connectivity for apps and data, wherever they are.

CAMPAIGN ASSETS & FLOW


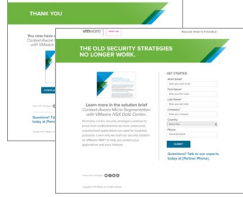


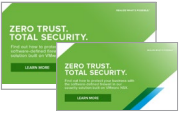

Grow your business faster, build pipeline efficiently, and close sales quickly with this integrated campaign. With best-in-class marketing assets, you can focus your energy on managing leads, measuring performance, and closing deals.

Integrated Campaign

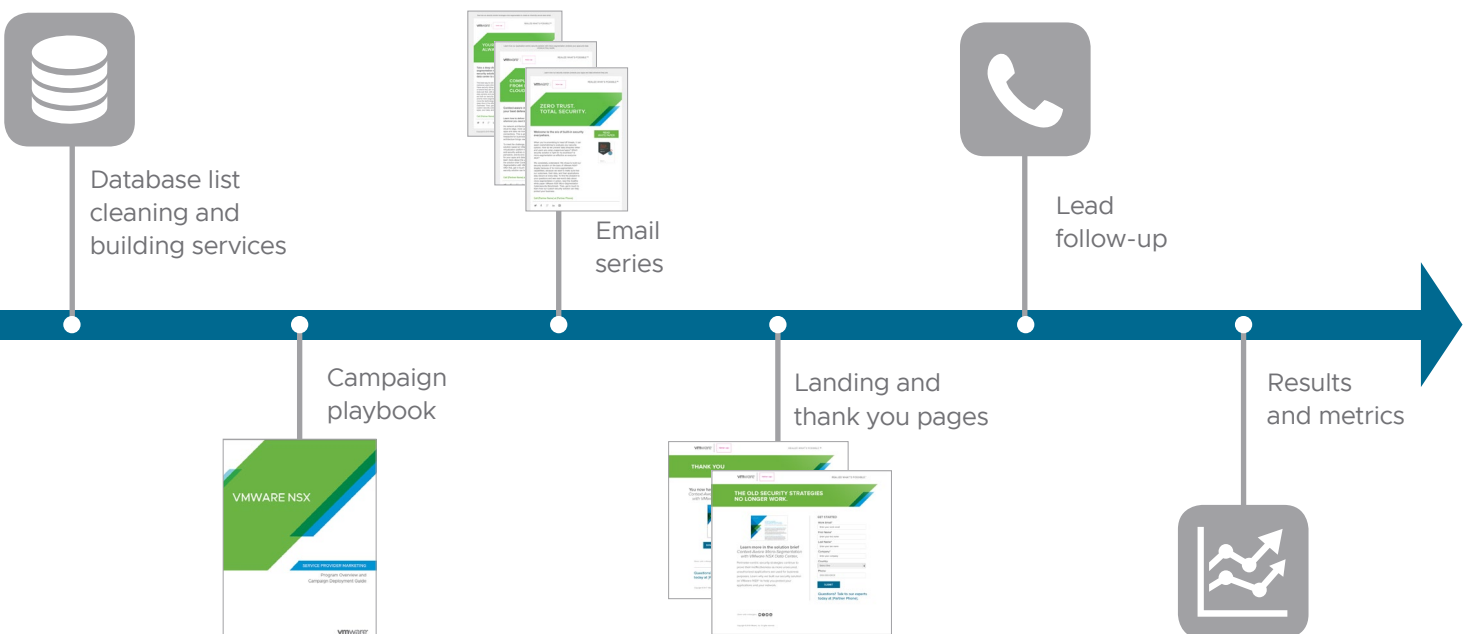
Demand Generation	Build awareness with short, simple emails designed to help generate leads.					
Marketing Materials	<ul style="list-style-type: none"> • Three-touch email nurture series • Corresponding landing and thank you pages • Online banners • Social Media kit • Direct mail 					
VMware NSX Offers	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="472 741 959 793">Touch 1</th> <th data-bbox="959 741 1497 793">Touch 2</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 793 959 1020"> <ul style="list-style-type: none"> • Primary offer – <i>Context-Aware Micro-Segmentation with VMware NSX Data Center Solution Brief</i> • Secondary offer – <i>How Midsize Organizations Can Meet Compliance Requirements and Enhance Cybersecurity with Micro-Segmentation White Paper</i> </td> <td data-bbox="959 793 1497 1020"> <ul style="list-style-type: none"> • Primary offer – <i>VMware NSX Micro-Segmentation Cybersecurity Benchmark White Paper</i> • Secondary offer – <i>VMware NSX DMZ Anywhere Cybersecurity Benchmark White Paper</i> </td> </tr> </tbody> </table>		Touch 1	Touch 2	<ul style="list-style-type: none"> • Primary offer – <i>Context-Aware Micro-Segmentation with VMware NSX Data Center Solution Brief</i> • Secondary offer – <i>How Midsize Organizations Can Meet Compliance Requirements and Enhance Cybersecurity with Micro-Segmentation White Paper</i> 	<ul style="list-style-type: none"> • Primary offer – <i>VMware NSX Micro-Segmentation Cybersecurity Benchmark White Paper</i> • Secondary offer – <i>VMware NSX DMZ Anywhere Cybersecurity Benchmark White Paper</i>
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Partner Customization	<ul style="list-style-type: none"> • Branding (logo; cloud provider value proposition) • Contact information (company URL; phone number) 					
Cost	FREE					

Campaign Assets

The campaign contains a full suite of execution-ready assets that form a powerful integrated marketing campaign.

 <p>Multi-Touch Email Templates Co-branded, customizable email templates, each with a separate call to action</p>	 <p>Landing & Thank You Pages Landing pages that VMware, you, or a third party can host to provide access to campaign offers</p>
 <p>Online Banners Banners for placement on your site or third-party sites to create interest and drive targets to campaign landing pages</p>	 <p>Campaign Copy Copy for all campaign assets that you can use in your own marketing materials</p>
 <p>Social Media Kit Recommended copy for social networks</p>	 <p>Direct Mail Templates Physical postcard that you can customize, print, and mail to direct your prospects to contact you to learn more</p>

Recommended Campaign Flow



Campaign Execution Tips

- Only send email touch 2 to prospects who did not respond to email touch 1. Send one to two weeks after sending email touch 1.
- Send email touch 3 one to two weeks after completing a meeting with prospect. Do not send email touch 3 unless prospect completes a meeting
- If telemarketing is part of your strategy, it should commence one to two weeks after sending email touch 3.
- Email open rates tend to peak at roughly an hour after they are sent. For example, emails sent at 8:00 a.m. will have the highest probability of being opened at 9:00 a.m.
- For best results, execute email campaigns so that they arrive between 8:00 and 9:00 a.m. or between 3:00 and 4:00 p.m. on a Tuesday, Wednesday, or Thursday. Remember to account for differences in time zones.

GETTING STARTED

Launch your programs in three easy steps.

1. Sign in to the Partner Demand Center. There are two ways to gain access:
 - Visit www.partnerdemandcenter.vmware.com, click “Get Started,” and enter your Partner Central credentials.
 - Visit www.vmware.com/partners, enter your Partner Central credentials, and click on the Partner Demand Center link under the “Marketing” tab.
2. Browse campaigns and locate the product you want to promote.
3. Choose your partner program and begin selling.

Contact Partner Demand Center Support with questions:

- Email demandcenter@vmware.com for registration and assistance executing campaigns.
- Email support@ziftsolutions.com for assistance executing campaigns.