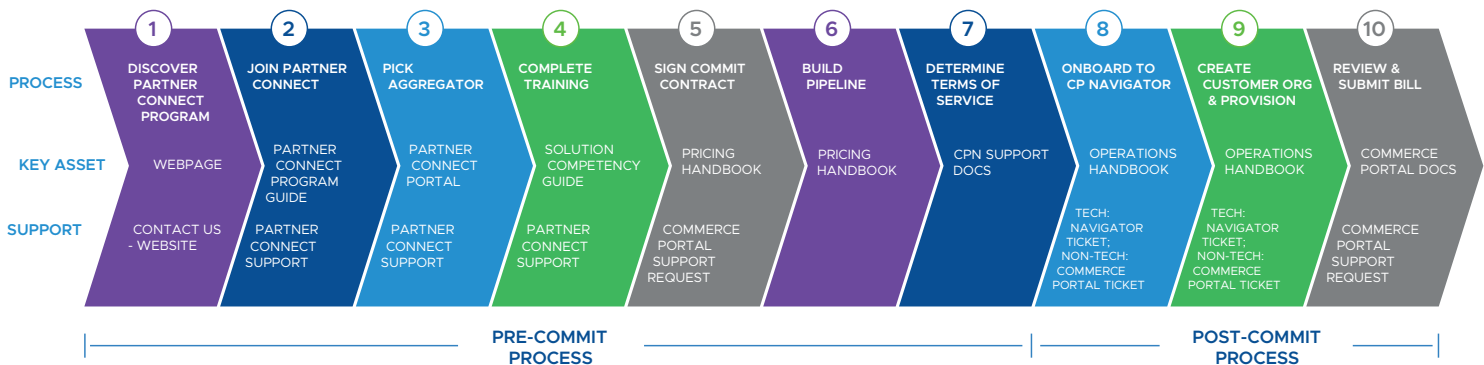


# End-to-End Getting Started Guide for Cloud Services Provider - SaaS

## 10 Steps to Becoming a VMware Cloud Services Provider - SaaS

The Partner Connect program enables VMware partners to deliver differentiated managed services, avoid data center capital investments, and own the customer end to end. We are continually working to streamline the process for new providers, and in this document, we outline the 10 key steps you need to understand to become a partner and start growing your business with new services. We start from how you can learn more about the Partner Connect program to getting you ready to onboard your first customer.

### 10 Steps To Becoming A VMware Cloud Services Provider - SaaS

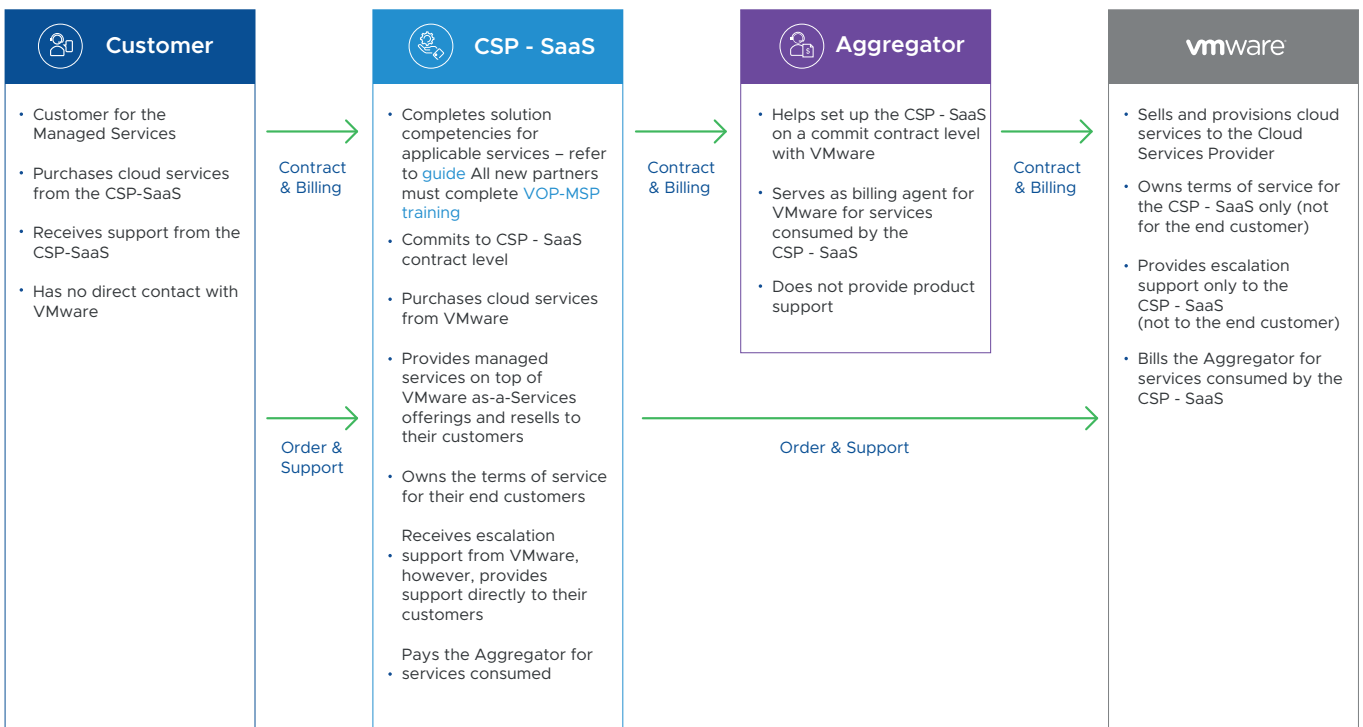


### Cloud Services Provider Business Model and Process

There are four participants in the Cloud Services Provider Business Model – the “Customer” for the services, the Cloud Services Provider - SaaS (CSP-SaaS), the Billing Agent (“Aggregator”) and “VMware”.

The Cloud Services Provider - SaaS works with both an Aggregator and VMware in order to transact and purchase the cloud services. The Cloud Services Provider - SaaS owns the terms of service for their end customers and is responsible for all transactions and support for them, which includes contract, order, support and billing.

The Aggregator is a billing agent for VMware and works with the CSP - SaaS to get a commit contract level signed. By committing to an MSRP spend, the CSP - SaaS is entitled to a discount for the cloud services purchased from VMware. The CSP - SaaS will be granted access to VMware Cloud Partner Navigator in order to purchase cloud services directly from VMware. At the end of the month, the CSP - SaaS will receive a consolidated bill from the Aggregator for the services consumed from VMware, and their contracted discount will be applied to those purchases.



# 1

## Discover the Value of the VMware Partner Connect Program

The Managed Service Provider route to market gives partners the option to grow their sales through VMware Software-as-a-Service offerings without investment in their own data center infrastructure, delivering managed services on top.

To get started:

Read these [case studies](#) to see how other partners have successfully offered managed services to their end customers.

Learn more: [VMware CSP - SaaS Program](#) on our website

Support: [Contact Us](#)

# 2

## Join the VMware Partner Connect Program

The VMware Partner Connect Program offers partners a simplified, consistent experience in joining the VMware partner ecosystem, designed to provide clearer paths to profitability by offering value-added managed services to their customers.

To get started:

Go to our [VMware Partner Connect](#) page, scroll down to the 'Getting Started' section and click on the 'Enroll Now' button under 'I want to become a Partner'. Fill out and submit the [VMware Partner Connect](#) application form. Within 10 days, depending on the program selected, you will receive an email with your partner ID and log in credentials to the VMware Partner Connect portal.

Learn more: [Partner Connect Program Guide](#)

Support: [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com)

# 3

## Pick an Aggregator

After joining Partner Connect, you will work with a third-party company, a VMware Aggregator, to manage the monthly reporting and invoicing. The partner connect portal includes a list of aggregators by country and you can choose who you reach out to.

To get started:

Decide which aggregator you want to work with.

Learn more: Review [List of Aggregators](#) on the partner connect portal

Support: [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com)

# 4

## Complete Training

Various VMware services require solution competencies to be completed before they can be transacted. Below is a list of some of these CSP - SaaS services. Please refer to the linked Solution Competencies guide for a complete list. All new partners must complete the [VOP - Managed Service Provider \(MSP\) SaaS Training](#)

- » VMware Cloud on AWS
- » VMware Workspace ONE (Mobility)
- » VMware Horizon Cloud (Desktop as a Service)
- » VMware SD-WAN (SASE)
- » VMware Carbon Black

To get started:

Review the Partner Connect Guide and the Solution Competency Guide

Learn more: Access the [Partner Connect Program Guide](#) and the [Solution Competencies Guide](#)

Support: [partnerconnect@vmware.com](mailto:partnerconnect@vmware.com)

### Proceed to steps 5 to 8 only if:

The commit contract is signed for a service that is integrated with VMware Cloud Partner Navigator. Some of these services include VMware Cloud on AWS, VMware Carbon Black Cloud, VMware Cloud Director service, VMware Tanzu Mission Control, VMware Aria Cost powered by CloudHealth and VMware Cloud Disaster Recovery. For a complete list of services check [here](#) under Cloud Services Provider - SaaS Services...on VMware Cloud Partner Navigator. Please note Bitnami is available free of cost through VMware Marketplace/ VMware Cloud Partner Navigator.

### For all other services:

Contact your sales representative to onboard your choice of CSP - SaaS Service.

# 5

## Sign a Commit Contract for the Desired Service

You decide which commit contract level to sign up for and the service you want to offer.

To get started:

Work with your Aggregator to complete the commit contract process in the [VMware Commerce Portal](#).

Learn more: [Pricing Handbook](#)

**Support:** Raise a ticket within the VMware Commerce Portal. Access the [VMware Commerce Portal](#) Documentation

**Note:** VMware Cloud on AWS, Workspace ONE, VMware Horizon Cloud, VMware SD-WAN and VMware Carbon Black Cloud are some of the CSP - SaaS services that require solution competency training before Cloud Services Providers can transact. Please refer to the [Solution Competencies guide](#) for details.

# 6

## Build a CSP - SaaS Pipeline

Now that you have identified a service to offer and signed a commit contract, you are ready to start building your business. As you work through the final steps, you can start initiating go-to-market activities and building your business for the managed service.

Learn more: [Pricing Handbook](#)

# 7

## Determine Terms of Service for End Customers

As Cloud Services Provider, you must offer your own terms of service to your end customers since you will be delivering this service to your customers, not VMware. Additionally, you will be responsible for delivering L1/L2 technical support, implementation services to your end customers, and all functions associated with service configuration, add-ons, renewals, terminations and anything pertaining to customer billing.

To get started:

Review the Cloud Partner Navigator support documentation

Learn more: [Cloud Partner Navigator Support Documentation](#)

# 8

## Onboard to VMware Cloud Partner Navigator

When the commit contract is active, you will receive an on-boarding invitation email from VMware.

### To get started:

Access the on-boarding email. It opens a wizard-based workflow for you to establish your account on [console.navigators.vmware.com](https://console.navigators.vmware.com) and create a new provider organization. You will land on the Cloud Partner Navigator page on the portal, and the service will be available for provisioning.

**Learn more:** Service level [CSP - SaaS Operations Handbooks](#)

**Support:** For support during the on-boarding process, before getting access to the Cloud Partner Navigator portal, [call us](#) or log onto [VMware Customer Connect](#). For support after logging into Cloud Partner Navigator, refer to the support process towards the end of this doc.

**Resources:** Demo Videos

» [Cloud Partner Navigator Playlist](#)

# 9

## Configure Customer Org and Provision Service

You can create a customer organization under the provider organization.

### To get started:

Open the service tile on the VMware Cloud Partner Navigator portal. This will activate the service for that customer. Selecting each customer and providing manage customer access will allow you to decide the level of access for the service – fully, partially managed or no access. You can provision the Software-Defined Data Center (SDDC) from within the console for the customer org.

**Learn more:** Service level CSP - SaaS [Operations Handbooks](#)

**Support:** For support during the on-boarding process, before getting access to the Cloud Partner Navigator portal, [call us](#) or log onto [VMware Customer Connect](#). For support after logging into Cloud Partner Navigator, refer to the support process towards the end of this doc.

**Resources:** Demo Videos

» [Cloud Partner Navigator Playlist](#)

# 10

## Review and Submit the Monthly Billing Order (MBO)

Monthly Billing Orders are spooled in the VMware Commerce Portal in monthly arrears. You can view and validate usage in the corresponding Monthly Billing Order (MBO).

### To get started:

After successfully joining the Partner Connect program, the primary contact you provided when joining 'Partner Connect' will be designated as the default admin in the VMware Commerce Portal. The admin will receive an invitation email with instructions to set the password and for logging into the Commerce Portal for the first time. Clicking on the url will direct you to the Commerce Portal password reset screen. Enter your password, confirm it, and click Set. You will then be directed to the login screen.

Learn more: [VMware Cloud Provider Commerce Portal Documentation](#)

Support: Raise a ticket within the VMware Commerce Portal.

## Support Process For VMware Cloud Partner Navigator

### Non-Technical Support:

For any non-technical issues, contact us by raising a support ticket via the VMware Commerce Portal.

Non-technical support includes questions around the Partner Connect program, partner requirements, eligibility criteria, certification, contract setup, access to the ordering tool and commerce portal, support with placing orders, status of orders and provisioning, billing, invoicing, systems and tool issues.

### Technical Global Support Services (GSS):

Contact us through one of the below methods to get technical support for VMware Cloud on AWS, VMware Cloud on Dell EMC, VMware Cloud Director service, VMware Cloud Disaster Recovery, VMware Aria Operations for Applications, VMware Carbon Black Cloud, VMware Tanzu Mission Control, VMware Aria Automation, VMware Aria Operations, VMware Aria Operations for Networks and VMware Aria Operations for Logs. For VMware Aria Cost powered by CloudHealth and Bitnami on Marketplace, contact the team directly.

- 1. Create a support ticket through VMware Cloud Partner Navigator (Follow the steps below)**
- 2. Chat support through the console (Follow the steps below)**
- 3. Contact us via phone**

#### 1. Creating a support ticket through VMware Cloud Partner Navigator:

Cloud Partner Navigator has a dedicated Support Center where you can issue support requests to VMware. To get support:

- Navigate to the Support Center on the Cloud Partner Navigator toolbar.
- Before opening a new ticket, enter keywords to search the available knowledge base.
- If you are unable to find the answer to your question, click on 'Create Support Request' to open a new support ticket.
- In the 'Create Support Request' page, fill in all required details, choose your preferred contact method, and click Submit.

#### 2. Obtaining real-time support through the interactive chat within the VMware Cloud Partner Navigator Console:

- Click the Help button.
- On the Help toolbar, select chat support.
- Click 'New Conversation' and describe your issue in the chat window. You can attach images.

- 3. Contact us via Phone:** VMware technical phone support is available to customers covered by a Support and Subscription contract. Access the regional contact details [here](#).