

# Advantage Partner Program

## VMWARE PARTNERS - RESELL TRANSACTIONS

### About this Program Guide

This Guide is intended for VMware Reseller Partners that have been invited to become a member of the Advantage Partner Program. Broadcom may post or publish Supplements, and additional terms governing benefits. Some benefits and other Supplements may be specific to certain regions and/or partner groups. Broadcom reserves the right, in our sole discretion, to incorporate posted fact sheets and program information into this Guide.

Please review this Guide carefully, along with any additional Supplement posted on the Broadcom Partner Portal. Please visit the Partner Portal frequently for the most updated information and versions of this Guide and Supplements. If you (on behalf of yourself or your employer) represent yourself as an Advantage Partner Program member, or if you request, access, or use any benefits under the program, you are agreeing to the terms and definitions of this Guide under Broadcom's then-current policies.

### Introduction

The new Broadcom Advantage Partner Program for VMware resell partners is designed to build stronger relationships with our most valued partners, recognize them for their commitment to Broadcom, and provide them with the capabilities to grow their businesses through simplified pricing, better margins, and richer benefits.

### How to Become a VMware Reseller Partner in the Advantage Partner Program

Effective February 5, 2024, all active VMware resell partners have received an invitation to join the Broadcom Advantage Partner Program. Broadcom Advantage resell partner invitations will be sent to the partner provided primary and secondary contacts on file with VMware.



## Advantage Partner Program Overview

The Advantage Partner Program is a private, by invitation only, evergreen partner program that provides a common foundation and tiering structure to accommodate all Broadcom's ("Broadcom") CA, Symantec and VMware divisions and partner routes to market. At Broadcom we are focused on building stronger relationships with our valued partners who are committed to our solutions and provide our partners with the capabilities to grow their business through simplified pricing, better margins, and richer benefits.

All partners, including VMware resell partners, must be invited to join the Broadcom Advantage Partner Program. Invitations may be extended via the Broadcom Partner Program Office, a Broadcom business unit sponsor, and/or an authorized Broadcom distributor. If you are interested in joining the Broadcom Advantage Partner Program please contact the Broadcom Partner Helpdesk at [Partner.Helpdesk@Broadcom.com](mailto:Partner.Helpdesk@Broadcom.com) for more information.

## Advantage Partner Program Authorized Resellers

The Broadcom Advantage Partner Program for VMware resell partners enable partners to grow revenue opportunities by reselling VMware by Broadcom VMware Cloud Foundation (VCF), Tanzu (TNZ), Application Network and Security (ANS), and Software\_Defined Edge (SDE) business unit solutions. Advantage VMware resell partners transact through authorized Broadcom distributors while leveraging their go to market support, purpose-built tools and technical support capabilities.

Advantage VMware resell partners are authorized to resell all solutions and skus in the VMware channel price book within their headquartered country location. Resell partners who require multi-country or regional authorizations, and/or a Managed Service Offering authorization should contact their Partner Account Director / Partner Business Manager or the Broadcom Partner Helpdesk to request the appropriate Broadcom authorization and letter.

BUSINESS UNIT	PRODUCTS
Tanzu (TNZ)	Tanzu Application Service Tanzu Application Platform Tanzu Intelligent Services CloudHealth Spring Runtime Tanzu Data Solutions
VMware Cloud Foundation (VCF)	VMware Cloud Foundation vSphere Enterprise Plus • Aria Suite Enterprise • NSX Networking for VCF • HCX Enterprise • Aria Operations for Networks Enterprise • SDDC Manager vSphere Foundation vSphere Standard vSphere Essentials Plus Kit Add-on: VMware vSAN • VMware Cloud Disaster Recovery VMware Cloud
Application Networking and Security (ANS)	VMware Advance Load Balancer (Avi) VMware Firewall VMware Advance Threat Protection (ATP)
Software Defined Edge (SDE)	SD-WAN Edge Compute Stack (ECS) Edge Network Intelligence

# Broadcom Advantage Partner Program Tiers for VMware Resell Partners

<b>Pinnacle Tier</b>	As a Pinnacle Partner, you have made significant investment and may include, a direct buying relationship, aggregation agreement, and more.
<b>Premier Tier</b>	As a Premier Partner, you have invested in your Broadcom partnership through the achievement of multiple requirements including the next level of bookings performance targets.
<b>Select Tier</b>	As a Select Partner, you've reached the minimum requirement for access to the investment and benefit stack with Broadcom.
<b>Registered Tier</b>	As a Registered Partner, you have taken the first step in building your partnership with Broadcom, and are authorized to resell designated VMware solutions.

## Program Benefits for VMware Resell Partners

Advantage Partner Program Benefits\*

Financial Benefits	Pinnacle	Premier	Select	Registered
Deal Registration - COMING SOON	X	X	X	
Renewal Incumbency Price Protection	X	X	X	
Upfront Discounts	X	X	X	
Proposal Based MDF	X	X	X	
Proposal Based Funded Head	X	X		

Business Benefits	Pinnacle	Premier	Select	Registered
Partner Portal Access	X	X	X	X
Partner Help Desk & Hotline	X	X	X	X
Expert Advantage Program Eligibility	X	X	X	X
MSRP Price Lists	X	X	X	X
Partner Locator	X	X	X	
Not for Resale NFRs	X	X	X	
Strategic Account Teaming Agreements	X	X	X	
Partner Account Director / Partner Business Manager	X	X	X	
Division Roadmap Reviews	X	X		
Eligible for Partner Advisory Boards	X	X		

Marketing Benefits	Pinnacle	Premier	Select	Registered
Advantage Partner Program Logo	X	X	X	X
Sales Plays & Assets	X	X	X	X
Campaign Kits & Promotions	X	X	X	X
Newsletters	X	X	X	X
Authorized Partner Badges	X	X	X	X
Program Certificates	X	X	X	X
Broadcom Logo Usage	X	X	X	X
Partner Marketing Manager	X	X	X	
Sales Leads	X	X		
Partner Event Speakers & Support	X	X		
Customer & Partner Events	X	X		

Advantage Partner Program Benefits Continued\*

Certification & Enablement Benefits	Pinnacle	Premier	Select	Registered
Certification & Training Program	X	X	X	X
Learning Management System (LMS)	X	X	X	X
Support Portal & Knowledge Base	X	X	X	X
Partner vmLIVE & Speedcast Trainings + Virtual Events	X	X	X	X
Momentum Training & Enablement Events	X	X	X	
Virtual Labs	X	X		
Knights Program Eligible	X	X		
Regional Solution Architects	X	X		
Training*	X	X		

\*Access to Benefits may vary by region and country, and is based on program membership level and eligibility criteria. Certain Benefits may have additional terms and conditions. All Benefits are provided on a reasonable efforts basis, resources permitting. Product restrictions may apply.

## Advantage Partner Program Badges

As a VMware Reseller Partner, you are a member of the Broadcom Advantage Partner Program and have demonstrated your commitment to your Broadcom partnership. As an authorized Resell Partner, you may display your program status using the Advantage Partner Program badge per the Broadcom partner brand guidelines available on the Partner Portal.\*

\*Badges subject to change.



Sales Certification Badge



Advantage Partner Program Badge



Expert Advantage Partner Program Badge



Knights Badge

## Broadcom Advantage Partner Program Benefits for Resell Partners

### Deal Registration

**Due to system and data migrations in Broadcom's Q2, deal registration has been paused temporarily.** Coming soon, VMware Pinnacle, Premier and Select partners will enjoy enhanced deal registration protection for eligible solutions in Broadcom's corporate and commercial customer segment resell opportunities.

Once announced, our deal registration program will provide partners with protection for identifying, developing and closing net new customers and new product sale opportunities within the existing base, not already forecasted by Broadcom through the Deal Registration portal accessed via the Broadcom Partner Portal.

### Deal Review & Special Pricing Request

Introducing a new process for our Broadcom Advantage Pinnacle, Premier and Select partners to submit a special bid or pricing request for Broadcom Corporate and Commercial accounts for consideration by Broadcom. Eligible partners must submit their requests for consideration via the Deal Review Request form on the Broadcom Partner Portal. Only requests with deal sizes (TCV) valued at \$25K USD or more in Broadcom's Corporate and Commercial customer segments are eligible for review.

### Incumbency Protection on Renewals and Migrations

We recognize the important role our partners play in developing, expanding and supporting relationships to drive customer satisfaction and retention. Broadcom's renewal incumbency benefit supports our partners in retaining and growing customer accounts over the long term. All active and compliant VMware Advantage partners at the Pinnacle, Premier and Select tiers, who develop and actively work resell renewal opportunities to advance VMware by Broadcom TNZ, VCF, ANS and SDE BU solutions, are eligible for the benefit. The incumbency protection benefit applies to Broadcom Corporate and Commercial (non-governmental) segments accounts only. Broadcom Strategic accounts are not eligible. The Incumbent Partner receives a minimum of 10% Price Protection\* on qualified VMware by Broadcom Renewal Opportunities.\*\*

The incumbency protection for Resell Partners is achieved by applying a minimum 10% uplift to any other partner requesting a quote for that specific renewal opportunity, Incumbency protection does apply to renewal migration opportunities from perpetual licenses to subscription and term license offerings, including but not limited to VCF, vSphere Foundation, vSphere Standard and Essentials Plus opportunities. A minimum \$25K USD total opportunity value

is required for incumbency protection to be applied, and up to a \$1.5M USD maximum. Extension of the incumbency protection may be considered on deals over \$1.5M, after reviewing the business case.

A customer may request to have incumbency protection on an eligible opportunity removed. For full details on the Broadcom Advantage Partner Program incumbency policy, please refer to the incumbency guide for resell partner transactions on the Broadcom Partner Portal.

### Market Development Funds (“MDF”)

For Pinnacle, Premier and Select partners, we offer proposal based MDF\*\*. We are dedicated to helping you expand your market footprint and enrich your investment with Broadcom.

Through proposal based MDF, eligible partners may drive growth through enablement of your sales and technical staff as well as demand generation and marketing initiatives, subject to Broadcom defined applicable requirements and approval.

Refer to the Advantage Partner Program MDF list of eligible activities posted to the Partner Portal for more information.

\*\*Restrictions apply and access to this benefit may vary business unit, partner route to market, by region and/or country. Refer to the partner route to market flyers for specific details.

### Funded Head (“FH”)

Funded Heads are proposal based for our Pinnacle and Premier resell partners. Advantage Partner Program funded heads are role based and may be one of the following: Sales, Presales, Implementation, Marketing or Technical Support with Key Performance Indicators (KPIs). Broadcom will not pay for funded heads that are open or not yet hired. All funded heads require a Broadcom funded head agreement. Eligible partners should work with their Partner Account Director/Partner Business Manager to apply for a funded head.

### Training

The Advantage Partner Program is designed to help you deliver solutions that customers trust, help you grow your business and accelerate your and your customers' success. We believe highly enabled and certified partners are key to that success. We plan to extend these learning benefits, for the VMware Cloud Foundation (VCF), Tanzu (TNZ), Software Defined Edge (SDE), and Application Networking and Security (ANS) business unit partners, beginning in **May of 2024**.

### Business Benefits

In addition to the financial benefits, the Advantage Partner Program offers a wide range of enablement and technical resources that are aligned to your business cycle and designed to support your growth objectives. Start your partner experience with Broadcom by increasing your knowledge and skill to sell and service solutions with access to Not for Resale (“NFR”) offerings for software, physical appliances, virtual appliances and cloud services. NFR product limitations may apply, refer to the Broadcom VMware channel price lists or contact your Partner Account Director/Partner Business Manager for details.

## Changes to this Guide

While Broadcom tries to assure the completeness and accuracy of this information, occasionally we will need to provide corrections to this Guide. We reserve the right to do this by publication via the Partner Portal, or other electronic means.

## Removal from the Advantage Partner Program

Broadcom regularly reviews activity of its members. Upon finding inactivity within our partner base, Broadcom reserves the right to remove partner from the Advantage Partner Program.

#### Restrictions:

Partners cannot transact in the following countries: Russia, Belarus, Crimea, Iran, Yemen, North Korea

\*APAC Territory List - American Samoa, Australia, Bangladesh, Brunei Darussalam, Bhutan, Cocos (Keeling) Islands, Cook Islands, China, Christmas Island, Fiji, Micronesia Federated State of, South Georgia and South Sandwich Island, Guam, Hong Kong, Heard Island and McDonald Islands, Indonesia, India, Cambodia, Kiribati, Democratic People's Republic of Korea, Republic of Korea, Lao People's Democratic Republic, Sri Lanka, Marshall Islands, Myanmar, Mongolia, Macau, Macao, Northern Mariana Islands, Maldives, Malaysia, New Caledonia, Norfolk Island, Nepal, Niue, New Zealand, French Polynesia, Papua New Guinea, Philippines, Pakistan, Pitcairn, Palau, Samoa, Singapore, Solomon Islands, South Asia Growth Economics, South Korea, Thailand, Tokelau, Timor-Leste, Tonga, East Timor, Tuvalu, Taiwan, Vietnam, Viet Nam, Vanuatu, Wallis and Futuna Islands