

Management Automation Solution Competency

Overview

THE MANAGEMENT AUTOMATION SOLUTION COMPETENCY IS RIGHT FOR PARTNERS

Who...

- Are looking to develop or built upon a best-of-breed Private Cloud or Hybrid Cloud practice
- Are currently selling VMware vRealize™ Suite or VMware vCloud Suite* and would like to unlock Solution Rewards of up to 10 percent
- Deliver Managed Services and would like to use policy-based automation to accelerate the deployment of new services securely to clients

With...

- Robust VMware delivery capabilities and a mature client base in their journey to SDDC
- Expertise in VMware vRealize Orchestrator™, or other configuration management tools, such as Puppet, Chef or Saltstack

BENEFITS AT A GLANCE

- **Generate more opportunity** as a catalyst for greater license and services revenues with your existing server virtualization customers and increase deal size by as much as 200%.
- **Accelerate virtualization and cloud adoption** by empowering IT with control, agility, and efficiency, while delivering IT services quickly.
- **Earn greater margin with Solution Rewards rebate** including up to 10% on select products.
- **Differentiate your business** from IT solution providers by enabling virtual machine infrastructure to be delivered as a service, while guiding customer journeys to Software-Defined Data Center environments.
- **Leverage tools and resources that help grow and close sales faster** including Solution Enablement Toolkits (SETs), Partner Demand Center campaigns, Partner Locator listing, and more.

Why Achieve the Management Automation Solution Competency?

VMware is the leader in Cloud Automation

- Comprehensive, purpose-built functionality to allow for rapid service delivery
- On-demand access to personalized IT services through a self-service catalog
- Lifecycle management to manage services from requisition to retirement

Cloud Automation market is tremendous.

- Software-Defined Data Center Management market opportunity is \$18B+
- Significant services opportunity is available to partners, including but not limited to subcontracting.

Invest in new sales and services practice.

- Management Automation Competency Partners grew bookings more than 25 percent year over year.
- Every \$1 in license sales generates 3-5X in associated cloud service delivery revenue, including IaaS strategy and architecture design.
- Competency partners receive up to 10% Solutions Rewards on qualifying license sales.

Strengthen trusted advisor position by

- Delivering guidance and best practices when embarking on the transition from a lengthy, manual, and silo'ed provisioning process to Infrastructure-as-a-Service.
- Building an effective strategy and timeline for integrating and deploying infrastructure and application layers with automation, orchestration, and lifecycle management.
- Helping IT gain business agility and operational efficiency by automating the governance and delivery of infrastructure services.
- Differentiating your expertise and be recognized in the VMware Partner Locator

Customer Benefits

Using Management Automation, customers can:

- Automate infrastructure provisioning and the delivery of personalized IT services
- Drive agility by helping development teams be more productive, and end users more efficient
- Enable IT to be more responsive to requests

Partner Network Datasheet

With the Management Automation Competency, you gain:

- Sales and Technical trainings to sell, design and deliver cloud automation solutions with confidence.
- Solution Enablement Toolkits (SETs) that help you get to market faster by giving you the tools, templates and rich sales and services IP to create your own unique, branded solutions.

Why Achieve VMware Solution Competencies?

Attaining a Solution Competency gives you a proven route to more revenue and profitability by arming you with the knowledge and tools to:

- Accelerate deals by selling your own branded solutions.
- Multiply profits with more rebates, larger deals, more volume, and greater services margin.
- Lead customers to IT Transformation with the proven leader in virtualization and cloud infrastructure.

Management Automation Solution Competency Requirements

In order to give you flexibility and choice, the paths for Sales and Technical Sales Management Automation Competency trainings consist of self-paced eLearning courses that may be taken as schedules permit. For Technical Post-Sales accreditation, instructor-led trainings are required. Competencies are attained by groups of employees in your company rather than individuals attaining the entire Competency.

Complete 2 VSP, 2 VTSP and 1 Technical Post-Sales accreditation listed below:	
Sales	VSP - MA (Management Automation) <i>2 hours free eLearning</i>
Technical Sales	VTSP - MA (Management Automation) <i>9.5 hours free eLearning</i>
Technical Post-Sales	VMware vRealize Automation: Install, Configure, Manage <i>(5 day Instructor-led)</i> and VMware vRealize Automation Service Delivery Skills Training <i>(2 hours)</i>

For the accreditation/certification versions that currently qualify, please go to Partner University.

Associated Products

Partners will earn credit for selling the following solutions: VMware vCloud Suite, VMware vRealize Suite, and VMware vRealize Automation™.

Next Steps

1. Choose and Complete Management Automation Solution Competency Courses on Partner University.
<http://www.vmware.com/go/partneruniversity/macompetency>
2. Submit online enrollment form on Partner Central.

Additional Information

- For details on all the Competencies: www.vmware.com/go/competencies
- All other questions, please contact: partnernetwork@vmware.com

