Q. What is the VMware Academic Specialization and what does it mean to you?

A. VMware is launching the Academic Specialization, a new component of the VMware Partner Network available to Solution Providers (Professional, Enterprise, or Premier level), Corporate Resellers, and Global System Integrators & Outsourcers globally. It distinguishes and rewards partners based on their expertise in the Academic and Non-Profit marketplace. Through Academic Specialization, you have access to unique Academic SKUs, market-specific pricing, as well as Academic market information. VMware’s Academic Specialization will further enable you to drive revenue opportunities in the Academic marketplace. Through the VMware Academic Specialization you can offer VMware’s proven virtual infrastructure solutions to your Academic and Non-Profit customers.

Q. Why is VMware introducing Academic Specialization?

A. Through Academic Specialization, VMware improves its market alignment with partners through market-specific pricing and rewards, as well as market specific information making partners and VMware field more productive and better able to meet Academic customer needs. Partners can gain customer differentiation through VMware Specializations.

Q. What is the difference between VMware Solution Competencies and VMware Specializations?

A. As VMware expands, we are increasingly going to market vertically. Just as we introduced VMware Solution Competencies to recognize and reward partners based on their VMware solutions in areas such as Infrastructure Virtualization, Business Continuity and Desktop Virtualization, we are introducing VMware Specializations to engage more deeply with those partners who can extend our market reach into specific market segments beginning with Academic and U.S. Federal. Partners are invited to participate in multiple VMware Specializations, depending upon their business model.

Competencies = VMware solutions
Specializations = VMware-focused market segments

Q. When will I need to have my Academic Specialization in order to continue to purchase Academic SKUs?

A. Effective August 16, 2011, partners wishing to purchase Academic SKU’s through authorized VMware Distributors will be required to be fully authorized with a VMware Academic Specialization.

Q. What will happen once I become Academic Specialized?

A. Effective August 16, 2011, only Academic Specialized partners will have access to VMware’s unique set of Academic Products (SKUs) and the special pricing and incentives related to these products. Additionally through Academic Specialization, partners are eligible to participate in VMware Academic market strategies, campaigns and partner enablement programs.

Q. How will completing this Academic Specialization process help my Education customers?

A. Academic Specialized partners are better able to address unique Academic market requirements and integrate VMware technology to address the unique needs of Academic or Non-Profit customers.

Q. How will completing this Academic Specialization process help my business grow in the Academic market?

A. Academic Specialization will help your business by providing more opportunities (ability to drive deeper into your Academic customer accounts), differentiation (demonstrating your unique investment in the academic market versus other partners), and competitive pricing. Earning an Academic Specialization will allow for partner differentiation and partners will be classified as having an Academic Specialization on VMware Partner Locator.

Q. How will customers be able to find partners recognized by VMware in the Academic market?

A. Customers will be able to locate partners who have achieved the VMware Academic Specialization when they access Partner Locator on www.vmware.com
Q. What are the eligibility requirements to obtain an Academic Specialization?
A. Available globally to Solution Providers (Professional, Enterprise and Premier levels), Corporate Resellers and Global System Integrators & Outsourcers that are in good standing and part of the VMware Partner Network. Eligible partners will have an understanding of the Academic marketplace and the VMware Academic-specific programs offered to the Education customer and will demonstrate that knowledge by passing the Academic Specialization Accreditation Test. Partners must pass the Accreditation test with a score of 80% or higher. Additionally, Partners must be current in their compliance with VMware’s Partner Integrity initiative which was formally launched on January 17, 2011, including having successfully completed VMware’s new Partner Ethics and Compliance Training Course which provides partners with guidance on critical areas of some of the laws governing the sale of VMware’s products and services.

Q. Where do I go for more information or to enroll to obtain an Academic Specialization?
A. Please go to the Academic Specialization landing page at Partner Central.

Q. What is required for my company to complete the Academic Specialization?
A. There are two steps for an Eligible Partner to become Academic Specialized.

– Submit the online enrollment form on Partner Central

– Begin Academic Specialization Training
  
  - Complete the Academic Specialization training on Partner University
  
  - Pass the Academic Accreditation test

*Note: These steps may be done in any order*

Q. Who in my organization should take the test?
A. A sales person in your organization focused predominantly on Academic or Non-Profit customers should complete the Academic Specialization Accreditation Test

Q. Who in my organization can complete the Academic Specialization enrollment form?
A. Any person authorized by the partner organization and knowledgeable about the partner organization’s Academic or Non-Profit business may complete the Academic Specialization enrollment form.

Q. What will happen if a partner does not acquire the Academic Specialization, but wants to continue selling VMware products into the Academic market?
A. VPN Partners who do not achieve the Academic Specialization by August 16, 2011, will no longer be authorized to purchase the VMware Academic products.

Q. When is the Academic Specialization training available?
A. Academic Specialization training will be available through the VMware Partner Central portal via Partner University beginning February 8, 2011.

Q. Where can a partner determine if they have completed the Academic Specialization process?
A. A partner’s Academic Specialization status may be tracked by clicking on the “My Program” link in the left-hand navigation in Partner Central. For company status, please refer to the ‘Competency Dashboard’ on Partner Central. For individual/user level status, please refer to ‘My Transcript’ in Partner University

Q. Will Academic Specialization impact a partner’s ability to register deals with Academic customers?
A. As long as a partner has achieved Academic Specialization, they will still have access to Advantage+ to register and protect deals.

Q. Will Academic Specialization impact a partner’s ability to participate in Solution Rewards?
A. As long as a partner has achieved Academic Specialization and has their required competency, they are eligible to receive Solution Rewards benefits for those Academic deals.
Q. Will Academic Specialization delay getting a quote from my authorized VMware Distributor?

A. As long as a partner gets their Academic specialization before the cutoff date, they will be approved to have access to Academic SKUs.

Q. Once the Academic Specialization is earned, will it have to be renewed?

A. Academic Specializations, once earned, will be renewed automatically on partner’s VMware Partner Network program renewal date, as long as the partner maintains the required Accreditation. Updates to the Accreditation may be required from time to time as market information is updated. Partners will be notified of any updates required, and will be given sufficient time to complete the updated Accreditation.

Q. Who can earn a VMware Specialization – the organization or the partner representative that has completed the accreditations?

A: The Specialization designation is earned by the organization. The Accreditation is earned by the Partner representatives who complete the required training and test for that Specialization.

Q. If an employee who holds the accreditation leaves the organization, does that accreditation stay with the employee who took the test or with the organization?

A. Accreditations follow the individual employee, so if the employee who took the test leaves the partner organization, the partner must have a minimum of one employee successfully complete the accreditation and test in order to remain compliant for that Specialization.

Q. Will partners be required to go through specific distributors to get access to Academic SKUs?

A. As of August 16, 2011, all VMware authorized distributors, will have the ability to sell Academic products to partners who have achieved the Academic Specialization.