

# Partner Cheat Sheet



## Enabling the next generation of app infrastructure with VMware vSphere 6.5

### Today's Challenges

Digital transformation is bringing new opportunities to your customers. It's also bringing significant challenges, including:

#### Increasing complexity

Environments and applications are growing in both size and scale, complicating operations, management, and business continuity.

#### Evolving security threats

Security can't be a single layer. It must be enabled at the foundation of IT architecture across the entire environment.

#### More apps than ever before





IT must support mission-critical and next-gen apps, which often have radically different architectures and deployment requirements.

### The Solution: VMware vSphere 6.5

VMware vSphere® 6.5 is the next gen infrastructure for your next-gen apps. With vSphere 6.5, customers can now run, manage, connect, and secure their applications in a common operating environment, across clouds and devices, accelerating their digital transformation.

### Read: Top Reasons to Upgrade to vSphere 6.5

New features address customer pain points and deliver substantial business value.

BENEFITS	NEW FEATURES	BUSINESS RESULTS
 <b>Simplified customer experience</b>	<b>VMware vCenter® server appliance</b> – New centralized and optimized capabilities <b>REST-based APIs</b> – Easier to automate operations for a more agile, modern data center <b>New HTML5 based vSphere client</b> – Responsive, easy-to-use GUI	<ul style="list-style-type: none"> <li>• Manage demands of growing business without growing IT resources</li> <li>• Easier automation</li> <li>• Responsive GUI</li> </ul>
 <b>Comprehensive, built-in security</b>	<b>Secure boot</b> – Protects both the hypervisor and the guest operating system from tampering <b>Audit-quality logging</b> – Forensic insights about user actions in the event of a security threat or anomaly <b>VM-level encryption</b> – Protects against unauthorized data access <b>Security at scale</b> – Policy-driven approach simplifies securing infrastructure	<ul style="list-style-type: none"> <li>• Easily enforce security settings across entire environments through policies</li> <li>• 30% more visibility and faster identification, diagnosis, and remediation of problems</li> <li>• Onboard acquired companies into secure virtual environments in days</li> </ul>
 <b>Universal app platform</b>	<b>vSphere Integrated Containers™</b> – Virtual infrastructure platform for containers <b>Scale enhancements</b> – New configuration maximums support even the largest app environments	<ul style="list-style-type: none"> <li>• More agile decision-making</li> <li>• 2-3x greater performance and scale</li> <li>• Support mixed workloads</li> </ul>
 <b>Proactive data center management</b>	<b>Predictive DRS</b> – Proactively adjusts data center resources and load-balances workloads ahead of a demand change using historical data and in collaboration with VMware vRealize® Operations™ <b>Proactive HA</b> – Anticipates hardware failures before they occur, quarantines degraded hosts or proactively moves apps away with vMotion®	<ul style="list-style-type: none"> <li>• Reduced CapEx costs; reduce TCO by more than 60%</li> <li>• 2.4x return on investment</li> <li>• 54% decrease in downtime</li> </ul>

### Competing against Microsoft Hyper-V? Look for the hidden costs.

Compared to vSphere, the total cost of Hyper-V quickly adds up.

<b>OpEx Costs</b>	Independent tests show Hyper-V is less efficient and more time-intensive to manage, leading to higher operational expenses over a 3-year period.
<b>"Core Tax"</b>	Microsoft has changed to per-core pricing for Windows Server 2016 and System Center 2016, impacting any server with more than 16 total cores.
<b>3rd-Party Software Costs</b>	To match vSphere's features and capabilities, Hyper-V users must purchase additional software.
<b>Support Costs</b>	Microsoft Premier Support is a truer equal to VMware SNS, but comes at a much higher cost than the standard Microsoft Software Assurance.



### Questions to Ask

#### Questions to uncover customer pain points:

- How many virtual machines (VMs) are you running and how many of them are business-critical?
- How do you know your resources are at capacity?
- What is the impact on production uptime and **service-level commitments** if root cause analysis and incident triage takes too long to perform?
- How much business/revenue would your organization lose because of a security breach?
- Are you able to provide solutions at the speed that the business operates, while delivering reliable services and applications?

#### Email Template

Hi John,

Digital transformation is creating new opportunities for products, services, and business models. It's also creating significant challenges for IT.

Recognized by IDC as the leading vendor in both Cloud Systems Management and Data Center Automation for three consecutive years, VMware is ideally positioned to help your organization succeed in the new digital landscape. Beginning with vSphere 6.5, and continuing with solutions for compute, storage, and networking, VMware can help you evolve IT into a strategic business driver that contributes long-term positive value.

Would you be open to discussing your current environment, the challenges you're facing, and how vSphere can help you achieve your goals?

See why 100% of Fortune 500 companies rely on VMware. Let me know what day and time works best for you, and I'll set up a brief call.

Thank you!

#### Partner Profitability Example

	vSphere	vSphere with Operations Management™
Deal List Price*	\$10,000	\$20,000
Reseller Price*	\$9,000	\$18,000
Price to Customer*	\$9,900	\$19,800
Reseller Markup 10%	\$900	\$1,800
Advantage+*	\$1,000   10%	\$4,000   20%
Solution Rewards* 5%	NA	\$1,000   5%
Partner Margin	\$1,900 <b>19% Margin</b>	\$6,800 <b>34% Margin</b>

"Exponential growth has placed huge demands on our data center, and vSphere 6.5 has delivered. We all will benefit from the built-in encryption, the improved management with the vCenter Appliance, and the user-friendly HTML5 Web client in vSphere 6.5."

*Ryan Fay,  
CIO, ACI Specialty Benefits*

[Read Case Study](#) and [eBook](#)

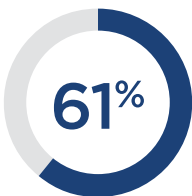
For more information on Partner Incentives: <https://vmware.my.salesforce.com/apex/page?name=Incentives&sfmc.tabName=01r80000000G7sE>

\*The above scenarios are for explanatory purposes only, and actual profitability may vary by Partner Tier and Region.

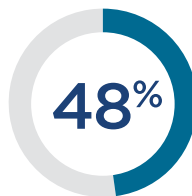
All pricing referenced above is suggested MSRP for the U.S., in USD. Regional prices will vary; please refer to regional pricing resources.

#### Cross-selling Opportunities with vSphere 6.5 Upgrade

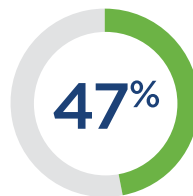
Percentage of vSphere 6.0 users who use—or are interested in using—vSphere-adjacent products.



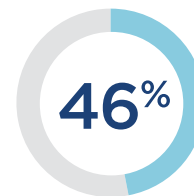
VMware vRealize® Operations™



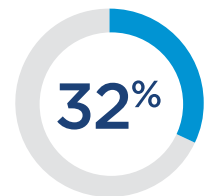
VMware vCenter® Site Recovery Manager



VMware vSAN™



VMware Horizon®



VMware NSX®

Data Source:

- Tech Validate Survey of 1,886 vSphere 6.0 users
- Question: What other VMware product(s) are you using or considering using?
- Response is to a multiple-choice question - responses may not add up to 100

