



Technology Partner Programs

2018 Member Webinar

Topics

- Technology Partner Programs & Solution Support Programs
- TSANet Custom Group Overview
- Examples
- Q&A

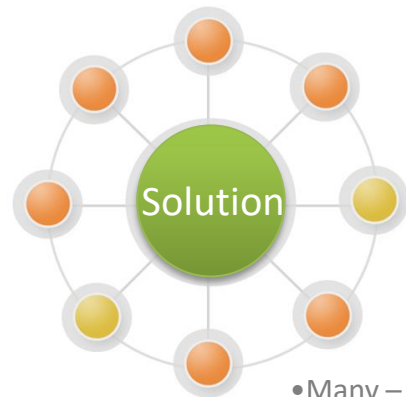
Technology Partner Overview

Technology Partners are part of your product strategy...

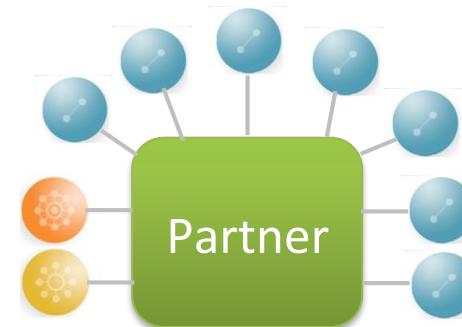
1. Your product integrated with others is delivered to customers and supported as a **"solution"** – Example FlexPod
2. Your product as the foundation for other products – Example VMware
3. Your product as part of a larger ecosystem – Example Microsoft

Custom Group Overview

- Allows Members to utilize an existing framework to quickly establish relationships
- Creates a customized relationship with specific terms that duplicates individual Cooperative Support Agreements but under an accepted vendor-neutral platform negating legal hold-ups
- Custom Group Microsite provides collaboration tools and ensures only authorized relationships are visible
- Two types of groups: **Solution Support** and **Partner Programs**



- Many – Many
- Basic and Premium
- Small number of Members



- One – Many
- Basic, Premium AND Limited
- Large number of Members

Custom Groups Features



- **Solution Support** and **Partner Program** groups allow a member to extend the TSANet legal and operational framework to their **technology** or support channel partners
- Partner groups include a Co-Branded registration page and supporting marketing materials
- All Custom Groups include a Microsite that provides enhanced collaboration features such as:
 - Knowledge Exchange to support the sharing of knowledge between members
 - Training Exchange for sharing training materials or exchanging training seats
 - Extend other features like Virtual Labs



Marketing Your Partner Program

Co-Branded Registration Site

My TSANet

Member Help

VMware Customer Support Community (TAP)

VMware Technology Alliance Program (TAP)

Customer Support Community (Limited TSANet Member)

The TSANet/VMware TAP Community facilitates seamless global collaboration between TAP Program Partner support organizations that best addresses mutual customer problems. Availability and response time depends on the mutual customer's entitlement. All partners also provide 24x7 Escalation contacts.

If your company is already a member of TSANet ([Member List](#)), please [contact TSANet](#) directly at +1 913 345 9311 for pricing and implementation.

TSANet, founded in 1993, is a worldwide, vendor-neutral, not-for-profit organization that provides the legal framework and contact database to foster multi-vendor problem-solving. VMware is utilizing TSANet's expertise to establish a collaborative ecosystem where VMware and its global partners can address customers' multi-vendor virtualization problems.

By registering below, you will be joining TSANet as a Limited Member. The VMware/TSANet support portal provides the framework for engagement in multi-vendor support interactions surrounding virtualization issues and potential interdependencies with other products (e.g. operating systems, databases, application software and hardware). For support issues that do not involve a virtualization product, your support organization should continue to rely on other support processes. Non-virtualization issues are considered outside of the scope of this VMware/TSANet engagement portal.

Once you have completed the registration process, you will receive a user-id and password which will allow you to gain access to the TSANet database to post contact and escalation information, products supported and entitlement instructions.

Co-Branded Benefits Brief



Welcome

Market Leading Virtualization and Cloud Computing Solutions, TSANet Platform, Unparalleled Customer Support

At VMware, we value our partners and their relationship with our mutual customers. This is why we utilize an industry standard organization to create and maintain a support relationship with our partners. Technical Support Alliance Network (TSANet) established in 1993 is an industry Not-For-Profit organization dedicated to ensuring our mutual customers are never put into a finger-pointing situation.

VMware has partnered with TSANet to provide a custom Microsite that will enable our technical support organizations to work together on common customer issues. As one of our valued partners you will have access to the benefits of TSANet membership.



Benefits of TSANet

Common Legal Framework: TSANet provides an industry standard framework for solving customer issues in multi vendor support environments. TSANet members abide by a legal framework that includes a code of conduct established by legal teams.

VMware Microsite: The VMware Microsite provides a customized portal for enhanced multi vendor support with our partners. In addition to partner support escalation instructions the portal provides Technical Support Knowledge and Training information.

Path to Full Membership: VMware has partnered with TSANet to provide our valued partners a Limited membership with VMware. As a TSANet member you can easily expand and use your TSANet membership to meet your multi vendor support relationship needs.

Join Now

Register for your TSANet Limited membership at the VMware TSANet registration page - vmware-tap.tsanet.org

This registration process will require documentation of your support process by your Technical Support management.

For further information please contact TSANet @ membership@tsanet.org



T S A N E T

Your Technology is Connected. Are you?

Managing Your Partner Program

On-boarding Partners

- TSANet Staff will manage the onboarding process
- Coordinate with your Partner Manager
- Run reports and manage exceptions

Ongoing Partner Management

- Manage the renewal process
- Work with Partner Members as needed
- Implement changes as needed



Custom Group Microsite - Features

The screenshot shows the Flexpod Knowledge Exchange microsite. The top navigation bar includes 'My TSANet', 'Cases', 'Admin', 'Reports', 'Resources', and a user profile icon. Below the navigation bar, there are buttons for 'Invite a Company' and 'Member Help'. The main content area is titled 'Flexpod - Knowledge Exchange' and includes a search bar and navigation links for 'Home', 'Collaborate', 'Knowledge Exchange', and 'Training Exchange'. A table of knowledge exchange entries is displayed, with columns for Title, Type, Topic, Purpose, Asset, and Date Created. The table contains three entries: 'Cisco Communities', 'FlexPod Validated Designs', and 'VMware support search'. At the bottom of the page, there are social media links for Blog, Twitter, LinkedIn, and YouTube, along with copyright information and a footer slogan.

Title	Type	Topic	Purpose	Asset	Date Created
Cisco Communities	Cisco	Community	A community of experts and fellow IT professionals can answer your questions about Cisco technology.	https://communities.cisco.com/welcome	2014-08-28 12:15:34
FlexPod Validated Designs	NetApp	Documentation	FlexPod® validated designs contain the component, implementation and configuration detail you need to deploy genuine FlexPod solutions with confidence.	http://www.netapp.com/us/solutions/flexpod/datacenter/validated-designs.aspx	2014-08-28 00:21:22
VMware support search	VMware	Support Article	Find or ask anything about support	http://www.vmware.com/support.html	2014-08-28 12:58:20

- Design your Homepage
- Collaborate with other members (Case Exchange is supported)
- Knowledge Exchange to support the sharing of knowledge between members
- Training Exchange for sharing training materials or exchanging training seats
- Extend other features like Virtual Lab
- Open to exploring integration methods to members content/systems

Solution Support Example - FlexPod

Challenge

- ❑ Create a collaborative support process between Vendors and Resellers involved in the FlexPod ecosystem
- ❑ Provide a Solution Support offering to customers that is aligned with how the FlexPod solution is marketed and sold

Solution

- ❑ Implement a Many-Many Solution Support group with TSANet
- ❑ Put in place backline processes with each Vendor to provide customers the experience of working with a single vendor



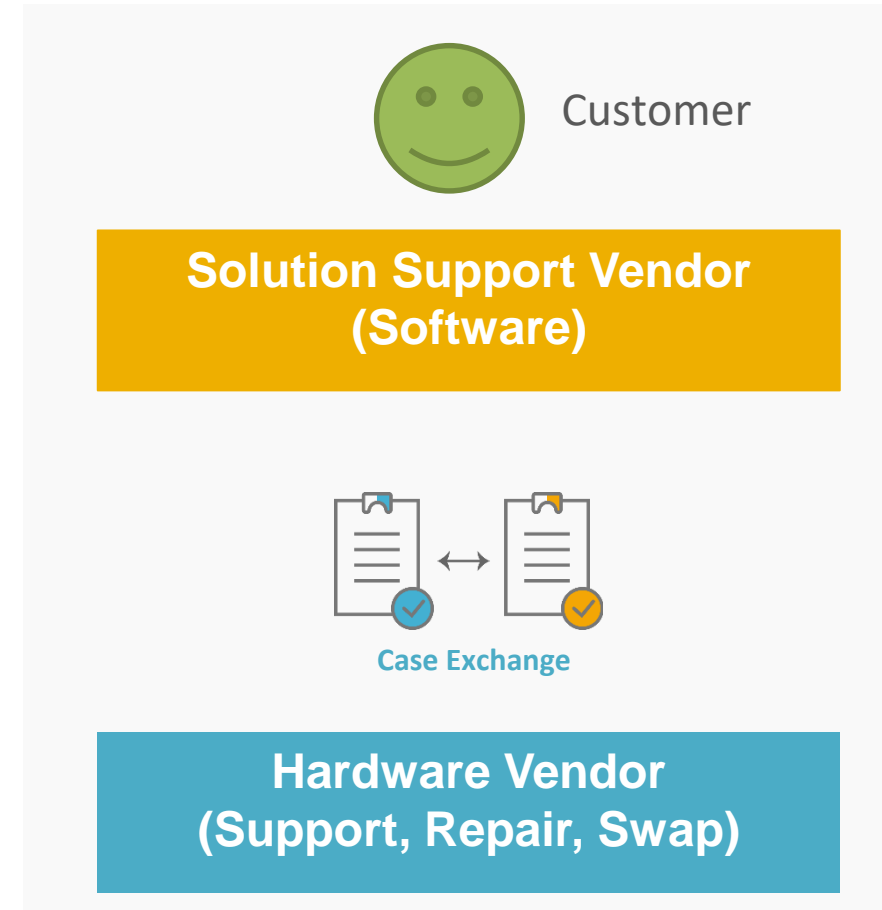
Solution Support Example – Strategic Partner

Challenge

- ❑ Create a backline support process with a Strategic Partner
- ❑ Interface with existing systems and processes

Solution

- ❑ Implement a TSANet one-one Custom Group
- ❑ Deploy Case exchange allowing integration to existing CRM systems and support processes



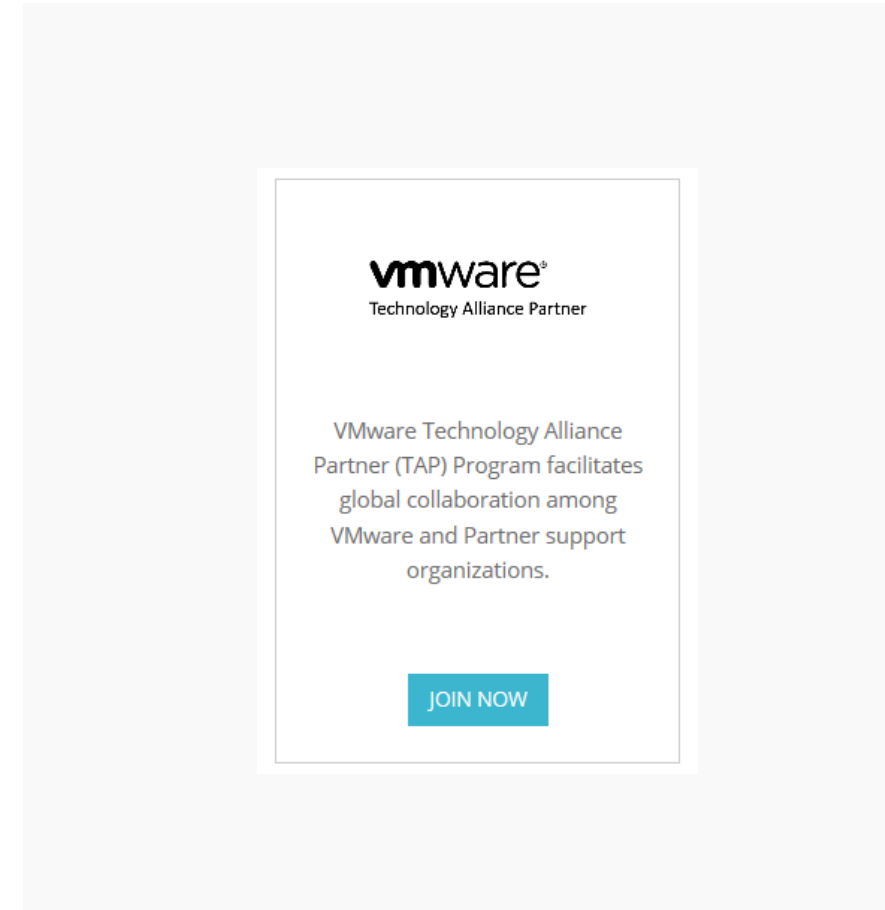
Partner Program Example – VMware TAP Program

Challenge

- ❑ Deploy a large scale Partner program to the Technical Support team
- ❑ Provide a method for bi-directional Partner collaboration on common customer support issues

Solution

- ❑ Implement a TSANet Technology Program Custom Group
- ❑ Select Host Pays process allowing integration to existing Partner Program and the ability to scale to 100's of Partners



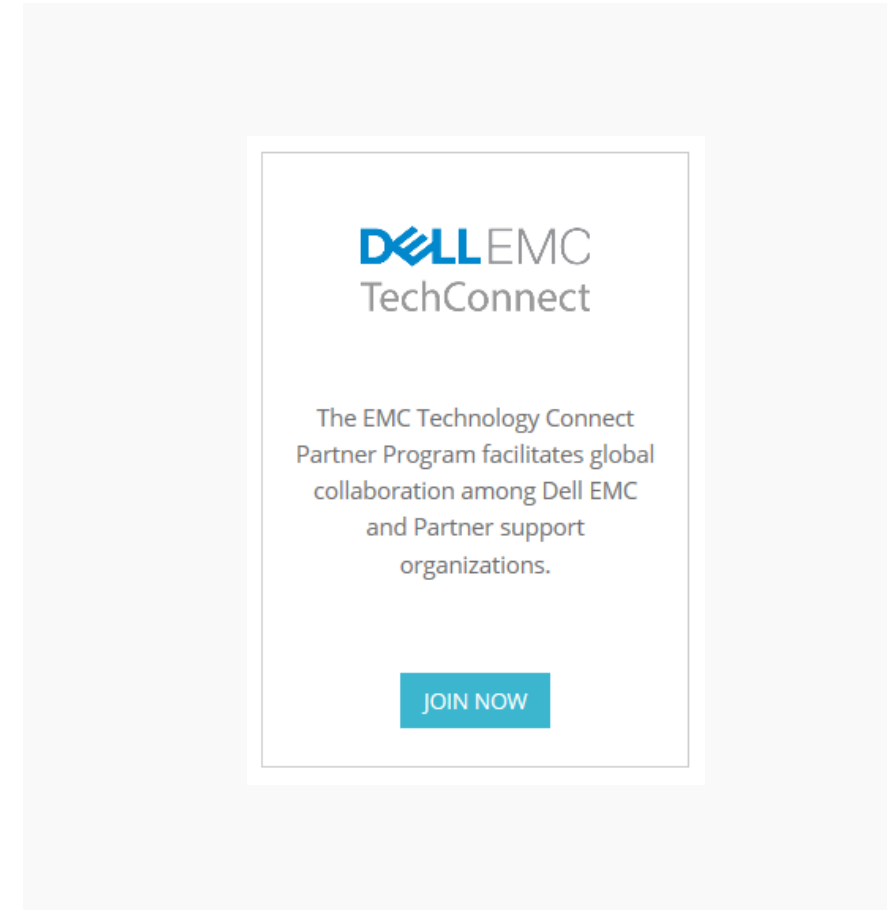
Partner Program Example – EMC Tech Connect

Challenge

- ❑ Deploy a large scale Partner program to the Technical Support team
- ❑ Provide a method for bi-directional Partner collaboration on common customer issues

Solution

- ❑ Implement a TSANet Technology Program Custom Group
- ❑ Create co-branded materials including video to streamline the on-boarding process



Need to create a group?

Contact us to setup a call

- Will review and set the type and scope of the group (Solution Support, Partner Program)
- Will provide a Demo of Registration process and Microsite
- Will provide materials to share with internal stakeholders

TSANet will then

- Work with you to create the co-branded marketing materials
- Setup your Custom Group including the registration page and Microsite
- Work with your Partner Manager to on-board your Partners

Custom Group Pricing

Open Group Members

- Included in your Membership (Can join any Custom Group)

Limited Members

- Limited members pay \$500 for each group they join

Or

- Host can pay a discounted rate for Limited members to join (Contact TSANet for pricing)

Questions...



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