

VMware NSX Campaign

Partner Marketing

Program Overview and
Campaign Deployment Guide

A Smart Approach to Partner Sales Enablement

What Is Partner Sales Enablement?

The partner sales enablement support materials combine robust marketing assets with expert third-party assistance to help you market and sell VMware NSX™. VMware will provide you with the tools you need to execute an integrated pain-point-led marketing campaign aligned with your go-to-market strategy.

80% of enterprises use VMware vSphere® as their hypervisor.

That means there is a built-in install base for security and network virtualization opportunities with NSX.

The Partner Opportunity

NSX is the network virtualization and security platform for the software-defined data center (SDDC) that brings the operational model of a virtual machine (VM) to the data center network. In addition to transforming the economics of network and security operations, NSX serves as a valuable sales tool that enables partners to:

- Increase deal sizes by 50-70 percent.
- Gain access to new decision makers who have big problems and big budgets.
- Develop multi-year security and SDDC revenue pipelines.



VMware NSX Momentum: Over 400 paying customers in 2014

NSX enters a \$50 billion market with a predicted \$500 million addressable opportunity for 2015.

How You Benefit

- **Differentiate yourself:** VMware is proud to offer valuable partners like you access to these marketing campaigns. Select the messaging pillars that best align to your customer pain points to differentiate yourself.
- **Drive demand:** VMware provides you with customizable campaigns and assets.
- **Grow your share of wallet:** Target customers leveraging the software-defined data center to cross-sell them on securing their networks with VMware.

CAMPAIGN OPPORTUNITY

VMware NSX

Target Audience

The target audience will consist of current SDDC customers across the Enterprise segment with 100 or more Concurrent Connection Users (CCUs) and customers across General Business with less than 300 CCUs. Target roles across the virtualization infrastructure and security teams, as well as those customers concerned with compliance.

Enterprise key verticals

- Healthcare
- Finance
- Retail (branches)

General Business key verticals

- Regional medical centers
- Small banks and credit unions
- Small retail

Addressing Changing Demands with VMware

NSX delivers on micro-segmentation, the new standard for data center security. Network security policies are enforced by firewalling controls integrated into the hypervisors that are already distributed throughout the data center. These security policies are defined flexibly, moving when virtual machines (VMs) move and adapting dynamically to changes in the data center.

NSX delivers:

- Containment of security breaches with network isolation and segmentation within the data center.
- Automated delivery of fine-grained security policies attached to the VM, enforceable down to the virtual network interface controller (NIC).
- A platform for dynamically adding the best-of-breed security services.

Customer Benefits

VMware NSX is the network virtualization platform for the software-defined data center. It allows customers to create, provision, snapshot, delete, and restore complex networks via software that runs on existing networking infrastructure.

Did you know?

The average cost of a corporate data breach was

\$3.5M in 2013.

-Ponemon Institute




CAMPAIGN OPPORTUNITY

VMware NSX

Benefits of Micro-Segmentation

Customer Benefits	Key Takeaways
1. Network security inside the data center	<ul style="list-style-type: none">• Flexible security policies tied to virtual network, VM, OS, and dynamic security tag, as well as granularity down to the virtual NIC• Operationally feasible for the first time with NSX
2. Auto deployment	<ul style="list-style-type: none">• Security policies spin up/move/retire with the VM they protect• Streamline workflows and no more stale firewall rules
3. Platform for advanced security	<ul style="list-style-type: none">• Ecosystem of security partners and advanced services• Partner products provide better security on NSX• NSX is the glue for third-party services

Why Businesses Need NSX

 <p>Better security</p> <p>Unmatched security inside the data center</p>	 <p>Speed and agility</p> <p>Deploy faster and adapt to changes more easily</p>	 <p>SDDC foundation</p> <p>Flexible network foundation for the software-defined data center</p>
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Networking for the SDDC

The VMware NSX network virtualization platform delivers for networking what VMware has already delivered for compute and storage. Create, save, delete, and restore virtual networks on demand, without reconfiguring the physical network.

Agility and streamlined operations

NSX reduces the time it takes to provision multi-tier networking and security services from weeks to seconds, abstracting virtual networks from the underlying physical network. This lets data center operators achieve faster deployment and greater agility while providing the flexibility to run on top of any network hardware.

Security & micro-segmentation

NSX brings security inside the data center with automated fine-grained policies tied to the virtual machines, while its network virtualization capabilities allow the creation of entire networks via software. This approach securely isolates networks from each other, delivering an inherently better security model for the data center.

Platform for advanced networking and security services

NSX is a platform for bringing the industry's leading networking and security solutions into the SDDC. By taking advantage of tight integration with the NSX platform, third-party products can deploy automatically as needed and adapt dynamically to changing conditions in the data center.

MESSAGING PILLARS AND CAMPAIGNS

Campaign Content

The program is divided into three individual campaigns, each focused on different messaging with its own distinct pain-point-led theme and visual identity.

Campaign Title/Theme: Agility & Streamlined Operations

Messaging: NSX is the fastest way to speed delivery of networking and security services.

Benefits:

- Deploy NSX on top of existing physical infrastructure without disruption.
- Reduce provisioning steps.
- Speed time-to-deployment.

Campaign Title/Theme: Platform for Advanced Networking & Security Services

Messaging: Bridge the physical and virtual parts of the data center.

Benefits:

- Integrate with third-party products.
- Enable new services as needed.
- Automate the provisioning of services.

Campaign Title/Theme: Security & Micro-Segmentation

Messaging: Protect the data center from threats and outages for a low cost.

Benefits:

- Make isolating threats, segmentation, and centralized control possible.
- Employ an SDDC approach and network virtualization to bring VMware compute and storage benefits to networking.

Calls to Action:

- **Touch 1:** Read the guide to learn how to identify and confront the latest data center security challenges.
- **Touch 2:** Read the eBook, “Extend Security and Control from the Data Center Edge to the Core.”
- **Touch 3:** Experience the power of NSX in a Hands-On Lab.
- **Banner Ad:** View our infographic on the benefits of NSX.

Customize Your Campaign

The campaign assets have been designed with a unique look and feel. Within the Partner Demand Center, you can further customize the following elements of each campaign to help you stand out in the marketplace and better represent your business:

- **Images:** Select from multiple available image options.
- **Offer-box:** Customize buttons within multiple color options.
- **Value proposition & contact information copy:** Update to represent your unique value proposition and contact information. (We have provided sample copy to get you started.)
- **Value proposition color:** Choose a color to represent your company.
- **Logo image:** Insert your company logo.

CAMPAIGN ASSETS

What's Included

The campaign contains a full suite of execution-ready assets that combine to form a powerful integrated marketing campaign.



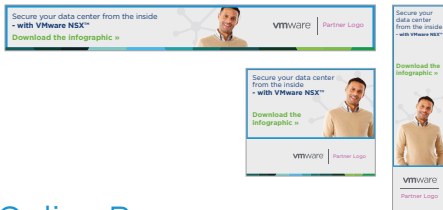
Multi-Touch eDM Templates

Three co-branded customizable eDM templates, each with a separate call to action.



Landing Pages

Four landing pages that we, you, or a third party can host. Each has a gated call to action that collects lead information.



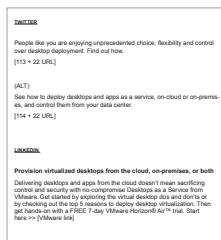
Online Banners

Place online banners on your site or on third-party sites to create awareness, interest, and to drive targets to a campaign landing page.



Promotional Copy

Copy that promotes the campaign, which you can place on your website or in newsletter communications to generate interest and drive traffic to your campaign landing page.



Social Media Copy Blocks

Recommended copy that you can use on Twitter, LinkedIn, and your newsletters or blogs to drive customers to your campaign landing page.

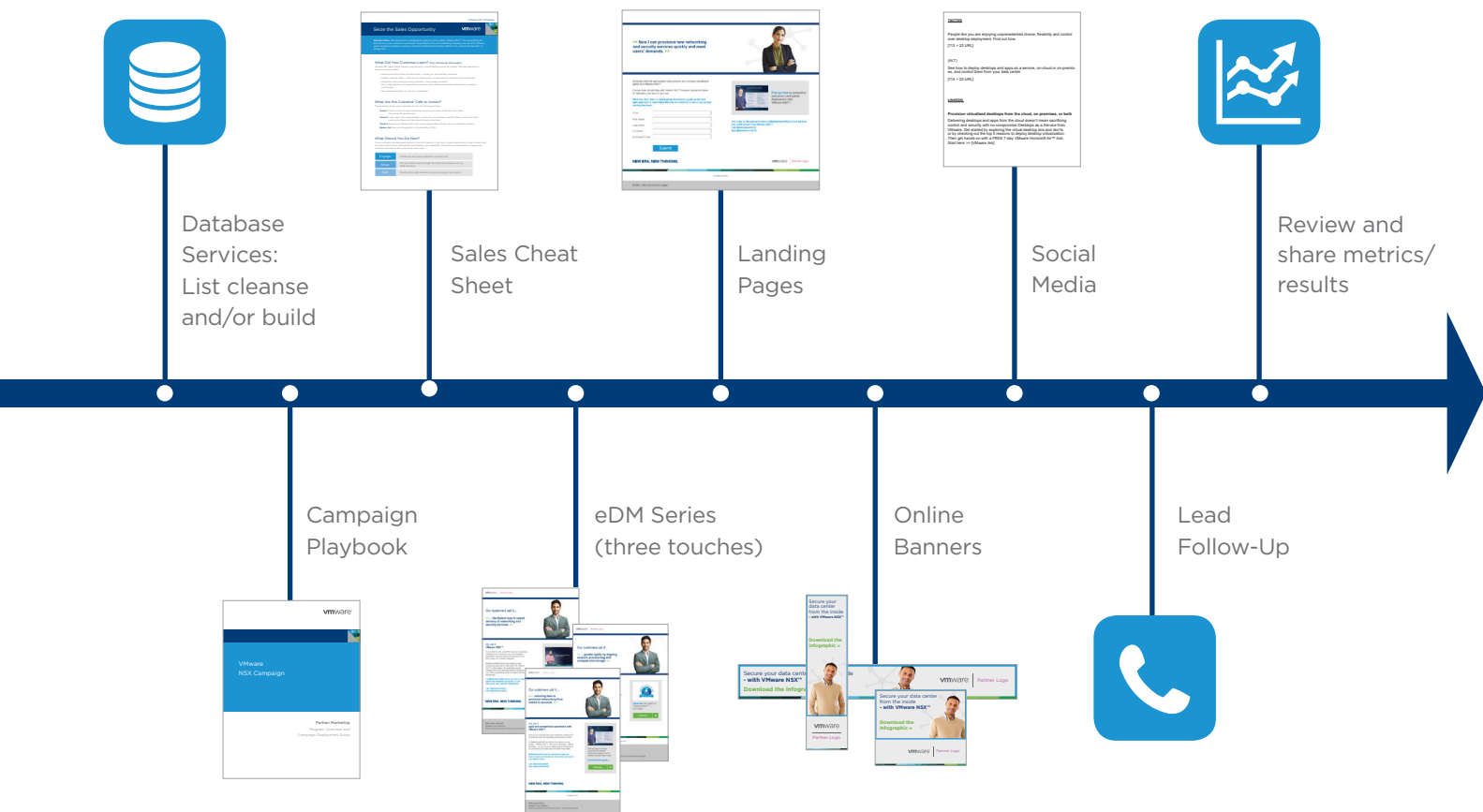


Direct Mail

Physical direct mail assets you can print and send to targets, each with a call to action directing back to your campaign landing page.

CAMPAIGN FLOW

Recommended Approach



Campaign Execution Tips

- Campaign assets have been provided to support you in the execution of a multi-touch, multimedia campaign. As you prepare to take your custom campaign to market, please use the provided assets, this Playbook, and the Sales Cheat Sheet, which was developed as a quick overview for your sales reps to understand the campaign and be prepared to follow up on leads.
- We have included three co-branded and customizable eDM campaigns to send to prospects. The recommended cadence for each touch is 7 days apart, with non-responders from the previous campaign included in subsequent touches. Following this schedule, you would execute eDMs on Day 1, Day 8, and Day 15. For maximum results, execute email campaigns so that they arrive between 8:00 and 9:00 a.m. or between 3:00 and 4:00 p.m. on a Tuesday, Wednesday, or Thursday. Remember to account for differences in time zones.
- Landing pages will feature gated assets to capture lead information. These pages are designed to capture responses from all outbound marketing you execute, including eDMs, online banners, social media, direct mail, etc.
- If telemarketing is part of your strategy, it should commence after the second touch, approximately 9 days after the campaign start.

CAMPAIGN DEPLOYMENT

Maximizing Results

To help ensure your campaign is executed smoothly, we have compiled this list of recommended steps. Check off each one as you go to ensure a successful campaign.

Before the Campaign

- Refresh your skills.** Your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge can provide resources to help you get up to speed.
- Determine your target audience.** The assets are designed to work across the Enterprise and General Business segments. If you are unsure who to target, we recommend these roles in particular:
 - Virtualization infrastructure and security teams
 - Customers concerned with compliance
- Set campaign timing plan.** Your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge is available to help with your timing plan and discuss any additional support you may need.
- Prepare your database.** Engage your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge for help if your database is unhealthy, your records aren't current and clean, or you don't have internal or third-party database marketing resources.
- Determine your follow-up strategy.** You can have your sales team conduct the follow-up or get help from your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge.
- Equip your sales team.** Brief them on the campaign, let them know what to expect, and share the one-page follow-up Sales Cheat Sheet.

Executing the Campaign

- Organize your social media strategy and content.** Have a plan for when you'll push out the social content, and set milestones along the way. You may consider augmenting the content with your own personalization or additional messages, or simply use it as is. You should be promoting complementary social media messaging for the duration of the campaign.
- Place your banner(s).** They are crucial to drive targets to the landing page, so ensure you get them up and running.
- Customize your emails and execute for success.** Email open rates tend to peak at roughly an hour after they are sent. For instance, emails sent at 8:00 a.m. will have the highest probability of being opened at 9:00 a.m. For maximum results, execute email campaigns so that they arrive between 8:00 and 9:00 a.m. or between 3:00 and 4:00 p.m. on a Tuesday, Wednesday, or Thursday. Remember to account for differences in time zones.
- Follow up on all leads.** If you are using a proactive outbound telemarketing strategy, start your follow-up after the second touch. If you would like help conducting timely lead follow-up, your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge is available to assist.

After the Campaign

- Continue follow-up efforts.** Build upon your campaign follow-up and continue to drive revenue.
- Analyze your results.** Track your milestones, pipeline, sales, and ROI, and share the results with your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge. Your feedback is critical to help us improve.

CAMPAIGN DEPLOYMENT

Maximizing Results

Campaign Summary: Mutual Investment

Our goal is for every participating partner to be successful. As we move through the program, VMware will continue to invest in partners who commit to engagement, follow the process, and show returns.

What You Get from VMware:

- Exclusive opportunity
- Preliminary sales and tech training
- Access to marketing support to augment your marketing capabilities
- VMware programs and campaigns to create awareness
- Customizable multi-touch demand-generation campaigns
- Tools to accelerate sales
- Process for tracking success

What We Need from You:

- Trained sales and tech professionals
- Database development and lead follow-up capabilities in place
- Flawless execution of the campaign through your marketing-automation system
- Consistent reporting of campaign metrics