



# Immersion Program

Empower partners to deliver  
application modernization services

[Get Started](#)



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## Program Overview

Organizations everywhere are going digital and software applications are central to their success. Developing cloud-native services and capabilities to support this shift will generate benefits and opportunities for both our DTA Partners and Customers alike.

The Tanzu Immersion Program, from VMware and Dell Technologies, is a FREE, invitation-only learning experience for DTA Partners and their Customers to acquire the cloud-native technologies, skills and expertise they need to grow their respective businesses.

### *Better Together Value Proposition*

It's never been easier for organizations to deploy VMware Tanzu and begin their modernization journey. All they need to do is select VMware Tanzu and Dell Technologies through one of our cloud-native, VMware-Certified DTA Partners, and leave the rest to us.

### Program Goals

Support DTA Partners in achieving their VMware Cloud-Native Certification and empower them to drive the consumption of more VMware Tanzu Standard solutions via their existing and new customer base.

- 1. Internal Goal:** Facilitate Partners' VMware Cloud-Native Certification
- 2. External Goal:** Drive net new logo acquisition via DTA Partners

### FY23 Program Objectives

600

New Customers Experiencing Tanzu

200

Customers Progress to Stage 2 of Sales Pursuit

30

DTA Partners Accomplish VMware Certification

90

DTA Partners' Individual Contributors Accomplishing VCP

## Target Audience

### VMware & Dell Technologies

- DTA Partner Account Managers / Channel Partners (Driver)
- Sales Teams (Influencer)
- Field Marketers (Influencer)

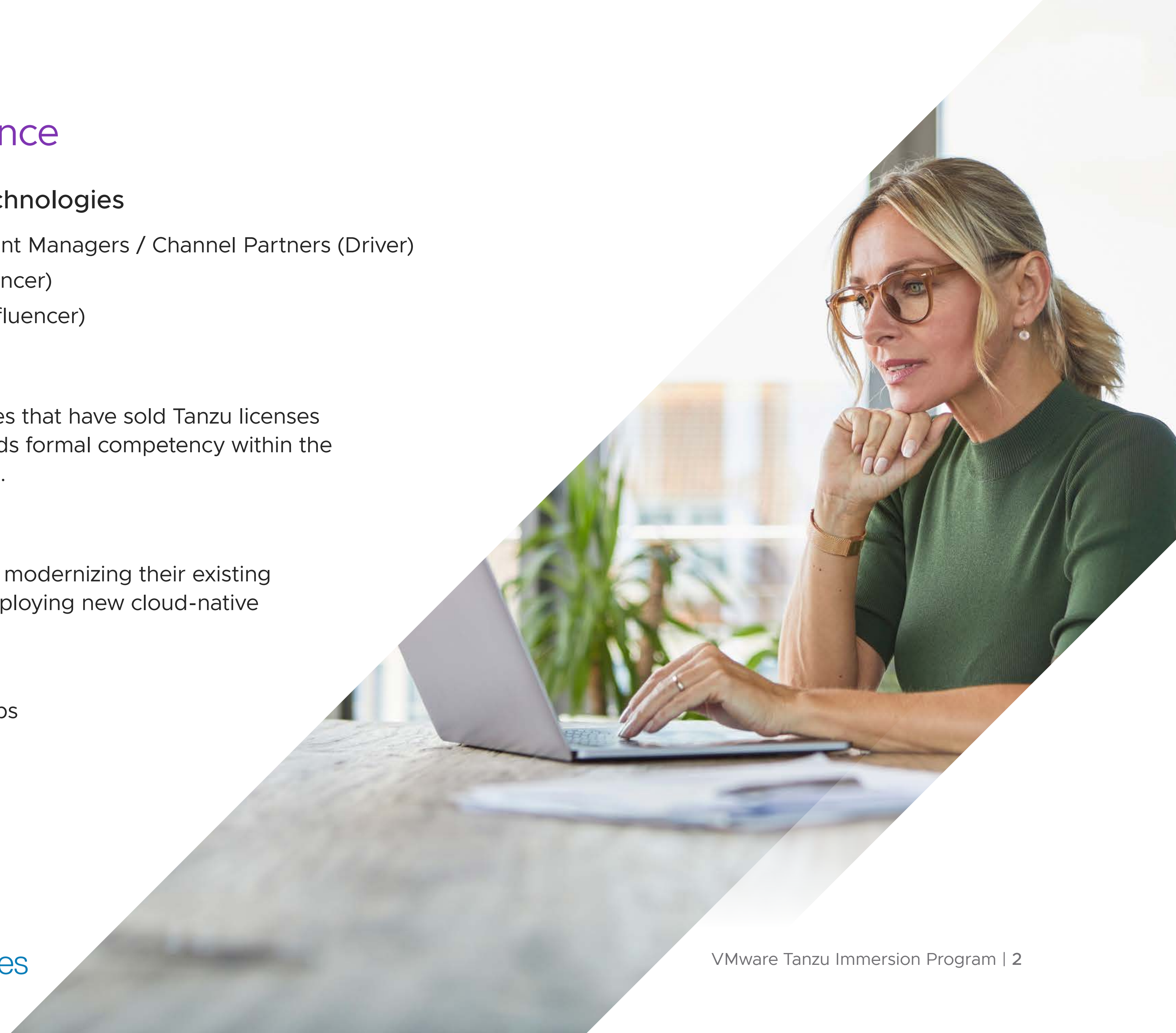
### Target Partners

DTA Partner companies that have sold Tanzu licenses and are looking towards formal competency within the cloud-native discipline.

### Customers

Organizations that are modernizing their existing application suite or deploying new cloud-native applications.

- IT / Sr Architects
- VM Admins & IT Ops



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## Why We Care

The Application Modernization Services market is growing by more than 20% CAGR and is expected to exceed \$20 billion by 2023<sup>1</sup>. Such explosive growth will generate meaningful cloud-native business opportunities and financial incentives for VMware, DTA Partners, and Dell Technologies.



### Meet Customer Demand

78% of CIOs named app modernization a top priority



### Embrace the Market

97% of IDC respondents are using Kubernetes



### Unlock New Opportunities

Container usage growing at 62% CAGR through 2023

## Benefits For DTA Partners

VMware Cloud-Native Certification benefits include:

- An assortment of financial incentives being made available to them, once certified
- Earning rebates by delivering proofs of concept and cloud assessments
- Featuring VMware branding on their websites
- Inclusion in the VMware [Partner Locator Tool](#) on vmware.com

## Benefits For Customers

Container usage globally is growing rapidly. This program is designed to demystify this cutting-edge solution set and enable enterprise attendees to gain familiarity and confidence with its basic concepts and practices.

## Benefits For Partner Sales

By developing fluency with modern applications deployment and development, Partner Sellers will further reinforce their positioning as trusted advisors to customers.

<sup>1</sup> ["Application Modernization Research Report-Forecast till 2023"](#) – February 2021

# Program Phases

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## PHASE 1

### Partners to Influence

VMware and Dell account teams secure participation of DTA partners, who bring up to 30 customers to attend two-hour Immersion Day.

Interactive event demonstrates combined advantages of cloud-native VMware-Certified DTA Partner, VMware Tanzu and Dell Technologies.

**DTA Partner Requirements:**

- Co-host / drive event attendance
- Provide a speaker
- [Optional] Provide one-year of anonymized pipeline insights associated with Program.

**Content Covered:**

- Intro to VMware Tanzu
- Tanzu Hands-On Labs

**Solutions Covered:**

VMware Tanzu, vSphere 7, Dell EMC PowerEdge, Dell EMC VxRail, APEX with VMware Cloud Services

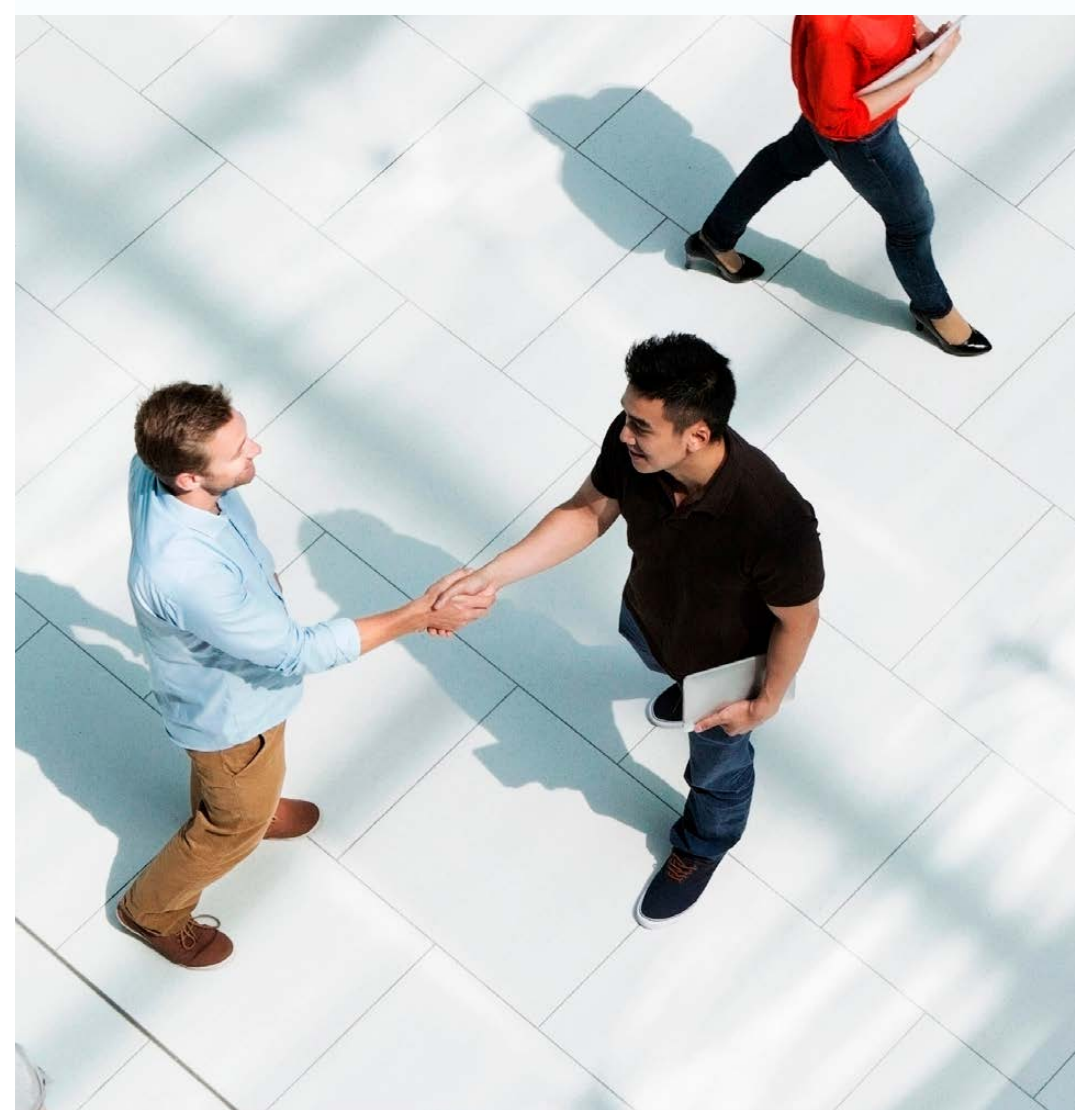
## PHASE 2

### Partners to Deploy

Provide DTA Partner training with VMware Cloud-Native Certification commitment through bootcamps, cloud-native badges and exams.

**VMware Cloud-Native Certification Requirements:**

- Minimum commitment of 3 FTEs
- Complete and pass cloud-native applications certifications
- Demonstrate delivery expertise by providing customer references



## PHASE 3

### Partners to Drive Consumption

VMware and Dell work with DTA Partners to sell, deliver and drive cloud-native services consumption via bootcamps, cloud-native badges and exams.

DTA Partners validate Tanzu delivery capabilities via Customer Referrals.

**VMware Cloud-Native Certification Reference:**

- VMware Certification requires one customer reference based on a Tanzu implementation
- VMware and Dell will effort to provide referenceable Tanzu Jumpstart OR Lead Generation
- Services delivery mentorship via office hours

# Promotion

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## Enablement Content



- Email Templates
  - Internal/Channel Awareness Copy Only
  - Internal/Channel Awareness Initial HTML
  - Internal/Channel Awareness Follow Up HTML
  - DTA Partner Awareness Copy Only
  - DTA Partner Awareness Initial HTML
  - DTA Partner Awareness Follow Up HTML
- Executive One-Slider
- Fast Facts re: Program Value
- Infographic
- Social Copy Only
- Social Media Graphics
- Tanzu Immersion Deck

## Partner-Facing Content

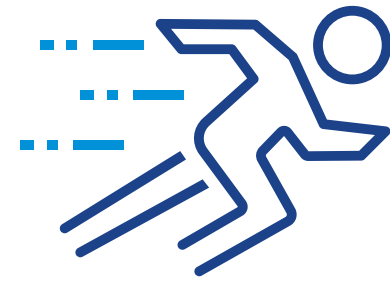


- Email Templates (from DTA Partners)
- Executive One-Slider (DTA Partner Branded)
- Fast Facts re: Program Value
- Infographic
- Social Copy Only
- Social Media Graphics (DTA Partner Branded)

To access these resources, visit the [Dell Sharepoint site](#) and the [Dell Synergy site](#)



## Get Started



### Start Recruiting Partners

Use enablement assets to invite Partners to program event.



### Talk to Partners

Discuss program details with partner and determine level of interest.



### Help Partners Register

First registrants get priority and there are only 12 seats available.



### Engage Immersion Program Leaders

Contact program leaders and get information about formal program kickoff.

## Key Contacts

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