

# Forward Together: Dell Technologies & VMware

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VMware User Groups (VMUG)  
*Event-in-a-Box*

# VMUG Overview & Goals

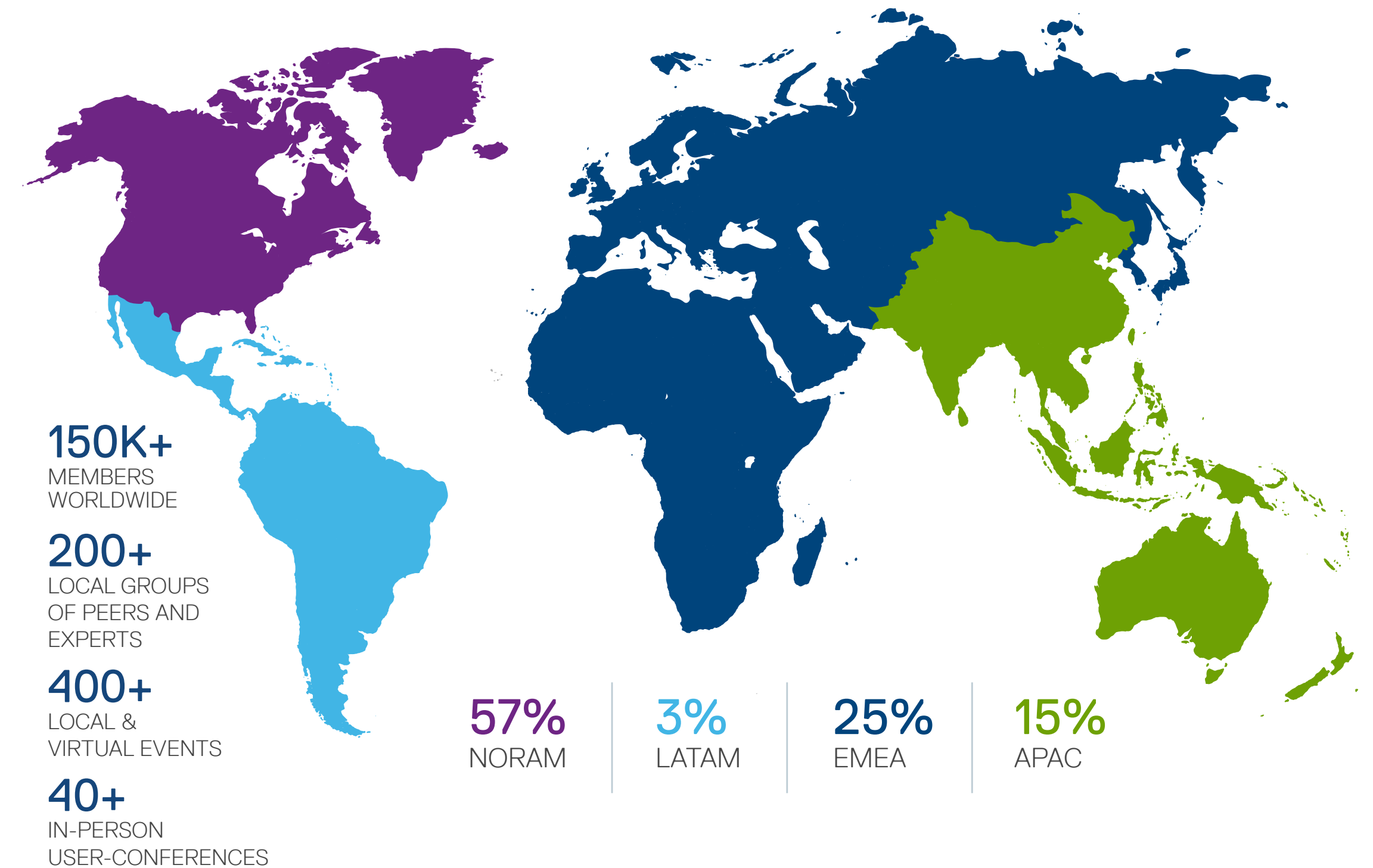
The VMware User Group (VMUG) is Dell Technologies' link to the global VMware community. Launched in 2010, VMUG is an independent, global, customer-led organization, created to maximize members' use of VMware and partner solutions through knowledge sharing, training, collaboration, and events.

## VMUG Program Goals for Dell Technologies

Leverage the VMUG community and programs to drive momentum for Dell Technologies and VMware integrated solutions, and generate new business opportunities.

## Why We Care

VMUG is an excellent business development channel for Dell Technologies sales. Our participation in this global community drives close to \$30M of pipeline and results in \$10M+ in revenue every year. With our exclusive sponsorship of VMUG (see Page 4), these numbers have increased year-over-year. [Join us!](#)



# Target Audiences

## Internal Audience – Sales, Marketing & Partner Engagement Teams

By attending VMUG, Dell Technologies Sales Reps, Marketers, Partner Staff and SMEs can interact directly with senior practitioner prospects and customers about our solutions, any issues they are experiencing, and upcoming projects they may be considering.

The contact information from VMUG attendees who engage with Dell Technologies team members is used to generate pipeline via outbound marketing and sales efforts; hot leads are allocated to local Sales Reps.

## External – Demographics of Prospects & Existing Customers

| Company Types:                    | Job Titles:                      | Industries:                          |
|-----------------------------------|----------------------------------|--------------------------------------|
| SMB (<1000) <b>46%</b>            | Engineer/Architect <b>40%</b>    | High Tech <b>17%</b>                 |
| Enterprise (>5000) <b>32%</b>     | Systems Administrator <b>17%</b> | Services <b>11%</b>                  |
| Commercial (1001-4999) <b>21%</b> | Manager <b>11%</b>               | Banking/Finance/Insurance <b>10%</b> |
|                                   | Network Admin/Engineer <b>6%</b> | Government <b>9%</b>                 |
|                                   | Consultant <b>6%</b>             | Education/Higher Education <b>9%</b> |
|                                   | Other Titles <b>20%</b>          | Healthcare <b>8%</b>                 |
|                                   |                                  | Other Industries <b>36%</b>          |

**80%** of members are eager to join in-person events in 2022.

*VMUG Survey Research*

# Dell Technologies' Presence

As the Exclusive Select Sponsor of VMUG, Dell Technologies will:

- ◆ Conduct speaking sessions at all North America and EMEA in-person UserCons.
- ◆ Feature an on-site booth promoting our solutions.
- ◆ Create excellent engagement opportunities between Dell Technologies team members, technology partners and senior IT staff with prospect and customer organizations at every event.

## Our Focus for UserCons:

| Dell Speaking Sessions   | Our Webcasts & Virtual Events   |
|--|---|
| <ul style="list-style-type: none"><li>◆ SaaS-based Cloud Experiences (Dell Technologies APEX)</li><li>◆ Application Modernization (Dell Technologies Tanzu Advantage)</li><li>◆ Data Protection &amp; Resiliency (Dell Technologies Data Protect &amp; Cyber Resilience)</li><li>◆ Hyperconverged Infrastructure (Dell VxRail, VMware Cloud Foundation on VxRail, VMware Tanzu on Dell VxRail)</li></ul> | <ul style="list-style-type: none"><li>◆ Webcasts</li><li>◆ Quarterly Virtual Global Events<ul style="list-style-type: none"><li>○ Cloud</li><li>○ Dell Portfolio Support for VMware</li><li>○ Technical Education</li></ul></li></ul> |

# Event-in-a-Box

## Promotional & Reference Assets

Below are links to all the promotional and reference assets Sales, Marketing & Partner Teams need to inform, invite and encourage prospects and customers to: 1) Visit their local VMUG UserCon, 2) attend a Dell Technologies speaking session, and 3) visit our Dell Technologies booth.

### Promotional Assets\*:

Session Presentations (with recorded audio for reference purposes) [↓](#)

Customer-Facing Assets

- 1-Page VMUG Summary [↓](#)
- Infographic [↓](#)
- Social Media Kit [↓](#)
- Email Invitations for Prospects & Customers [↓](#)
- Session Takeaways

### Reference Assets:

VMUG UserCons Topics [↓](#)

Calendar of Events [↓](#)

FY23 VMUG Webcast Schedule [↓](#)

\*If translations are needed, all source files can be accessed via the provided links.

# Key Contacts

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