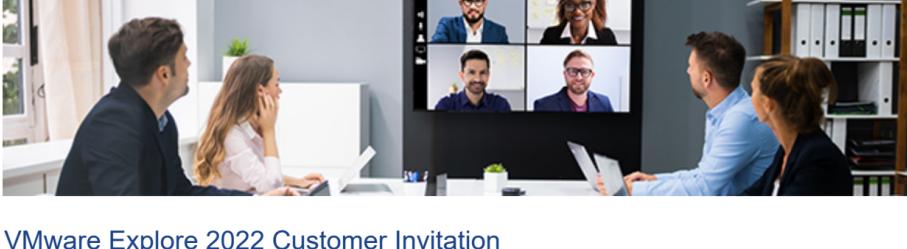


## Welcome to the June edition of Inside Track

This month we're introducing a new VMware Explore promotional campaign, Cloud Provider Go-to-Market kits, and more. Plus, learn about the next marketing incentive, an upcoming Modern Apps-focused vmLIVE session, and how to easily create webinars or manage events with Partner Demand Center.

## What's New?

### New Campaigns, Kits and Workshops



#### VMware Explore 2022 Customer Invitation

VMware Explore 2022 will bring together peers from around the globe and best-in-field experts who are collectively building a more secure, less complex cloud with more choices to support business outcomes. Invite your customers and prospects to join. [Learn more](#) and be sure to save the dates below.

- Explore 2022 US | San Francisco | August 29 - September 1
- Explore 2022 Brazil | October 19 - 20
- Explore 2022 Europe | Barcelona | November 7 - 10
- Explore 2022 Singapore | November 15 -16
- Explore 2022 Japan | November 15 -16

#### Cloud Providers: VMware Zero Carbon Committed Go-to-Market Kit

Increased industry regulations, economic factors, customer demand and investor direction have motivated customers to invest in sustainability initiatives. [With this kit](#), share core features and benefits of VMware Zero Carbon Committed with customers, our effort to use 100 percent renewable energy to power our data centers by 2030.

#### GPU as a Service Go-to-Market Kit for Cloud Providers

Graphic processing units (GPUs) have evolved to empower advanced data analytics, AI, machine learning and deep learning, establishing new strategies for turning essential data into actionable business opportunities. [This kit](#) covers the core features and benefits of the GPU Service, which allows you to offer your customers scalable virtualized GPU processing power on-demand without the infrastructure overhead.

#### Customer Workshops

Learn how to host a customer workshop showcasing how [VMware Digital Workspace](#), [VMware SASE](#) and [Carbon Black](#) can help customers simplify and secure the management and delivery of virtual desktops and apps on-premise, in the cloud, and in hybrid or multi-cloud configurations.

## New Localized Campaigns

### Build Modern Cloud-Native Applications with VMware Tanzu Campaign

Generate demand through the VMware Tanzu portfolio and accelerate the application modernization journey for your customers. Now available in: [English](#), [German](#), [French](#), [Spanish](#), [Italian](#), [Latin American Spanish](#), [Brazilian Portuguese](#), [Korean](#) and [Simplified Chinese](#).

### VMware SASE Work from Anywhere in a Distributed Edge Campaign

Drive demand for VMware SASE and provide secure, optimized and reliable access to modern applications for branch office, home and remote workers. Available in: [English](#), [German](#), [French](#), [Spanish](#), [Italian](#), [Latin American Spanish](#), [Brazilian Portuguese](#), [Simplified Chinese](#), [Korean](#) and [Japanese](#).

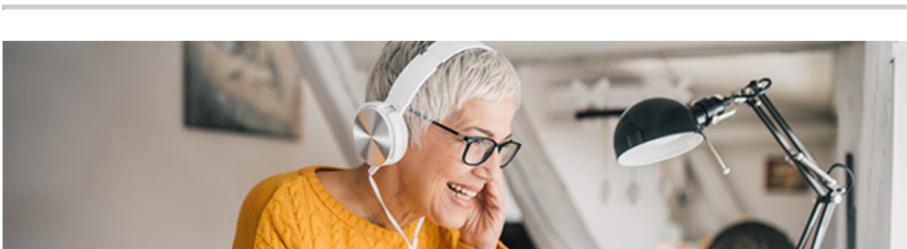
### CloudHealth Campaign for Managed Service Providers

Drive demand for your service offering, powered by the CloudHealth Partner Platform. Available in: [English](#), [German](#), [French](#), [Italian](#), [Spanish](#), [Brazilian Portuguese](#), [Latin American Spanish](#) and [Japanese](#).

### Multi-Cloud: Operationalize Any Cloud Campaign

Assist customers who are signaling that they're cloud ready, have made previous cloud investments and are looking to adopt a multi-cloud management solution. Available in: [English](#), [German](#), [French](#), [Italian](#), [Spanish](#), [Brazilian Portuguese](#), [Latin American Spanish](#) and [Korean](#).

## Marketing Incentives Update



### Partner Demand Center Scavenger Hunt Results

A big thank you to everyone who participated in our Scavenger Hunt last quarter — it was so much fun. We had 99 prize winners and we're sending a major congratulations to our bonus raffle winner Sharon at Business Connexion.

Our new **VMware Partner Demand Center Velocity Play Giveaway** launches this month! Check the [Partner Demand Center Dashboard](#) for more details.

## vmLIVE & Partner Demand Center Webinars



### Learn about the VMware Tanzu Portfolio and New Modern Applications Partner Campaign

[Replay this vmLIVE from June 8](#) to get a holistic view of the VMware Tanzu portfolio and learn about marketing campaign activities that can generate demand and accelerate the application modernization journey for your customers. This session is designed for sales and marketing professionals but would be useful to technical teams as well.

### VMware SASE for Work from Anywhere in a Distributed Edge Partner Campaign

[Stream this vmLIVE replay](#) to learn how the new networking partner campaign enables you to drive demand for VMware Secure Access Service Edge (SASE) in a work from anywhere environment. The SASE converges cloud networking and cloud security services to optimize access to applications and accelerate enterprise edge transformation. In addition, this campaign offers a SASE-focused web page you can publish onto your company website to capture leads and create build pipelines.

### Learn How to Create Web Content Syndication Pages with VMware Partner Demand Center

Learn how to create and modify web content (from banners to full pages) with our marketing assets and resources. Check out the replay for your region/local language: [AMER](#) | [LATAM - Latin American Spanish](#) | [LATAM - Brazilian Portuguese](#) | [APAC](#) | [EMEA](#).

## Your Go-to Partner Demand Center News Source

Read more about our new Partner Demand Center campaigns

[READ THE BLOG](#)



Stay current on our new campaigns and enablement sessions in our monthly partner news blog articles.

## Tip of the Month

Did you know that within Partner Demand Center you can easily create your own seminar or webinar, leverage an event in-a-box (with pre-made content), or learn how to easily duplicate one of your previous events? [Access this guide](#) or [watch the short video](#) to find out how.

## Stay Connected

Never miss news, best practices and tips: Join the conversation on our partner social media channels on [LinkedIn](#), [Twitter](#), [Facebook](#) and [VMware PartnerTV \(on YouTube\)](#); and tune into the [Partnership Perspectives Podcast](#).

## Let's Get Started!

Ready to [launch a campaign](#) or have questions about the Partner Demand Center? [Reach out](#) to the PDC Helpdesk Plus team or [join our monthly office hours](#) where you will have an opportunity to meet with other marketing professionals to discuss best practices and ways to get the most out of Partner Demand Center.