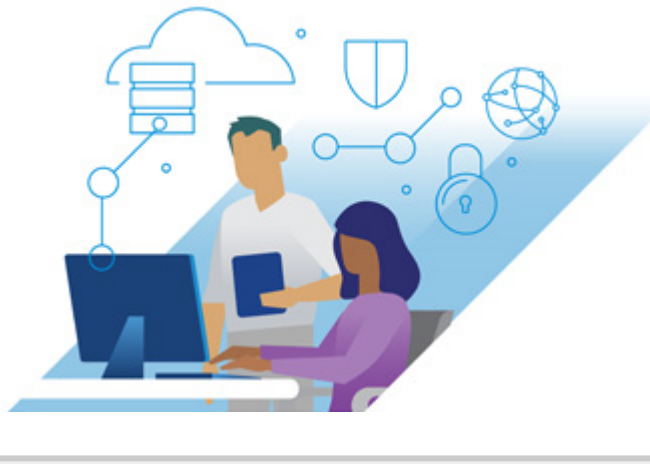


July 2022

Inside Track Newsletter



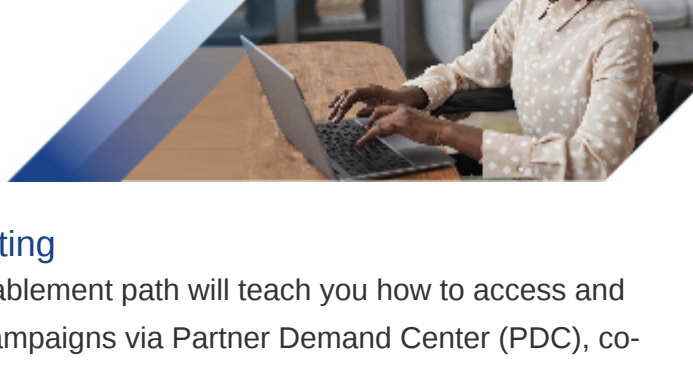
Welcome to the July edition of Inside Track

This month we're sharing details about the new Marketing Learning Path educational opportunity, VMware strategic priorities, partner resource kits and solution guides, localized campaigns, and highlighting the opportunity to win some fun summer prizes with the Velocity Play Giveaway.

What's New?



VMware Learning Path for Marketing

[ENROLL TODAY](#)

VMware Learning Path for Marketing

Available in regional languages, this enablement path will teach you how to access and execute the latest VMware marketing campaigns via Partner Demand Center (PDC), co-brand with VMware, and leverage Development Funds. Additionally, you'll learn about the marketing requirements for Ignite Activation and Momentum programs. You can follow the suggested segment order or customize your own course. Don't forget to test your knowledge with mini quizzes at the end of each lesson! Learn more and [enroll today](#).

Velocity Play Giveaway

Earn prizes while driving demand



Grow Demand and Win Big with the Velocity Play Giveaway

Don't miss out on our summer marketing incentive! Every partner registered in PDC who completes the requirements will be awarded either a \$100 USD donation code that can be allocated to the charity of their choice, a weekender travel bag, or an Igloo® lunch cooler.

To participate, watch the on-demand [Velocity Play session](#) from VMware EMPOWER Online 2022 and execute a complete multi-touch email campaign from PDC composed of at least three emails from a featured Velocity Play by August 31, 2022. [Click to learn more](#) and get started today.

Campaigns, Kits and Workshops



Hyperconverged Infrastructure (HCI) Demand Generation Campaign

The [Data Center Modernization with HCI campaign](#) enables you to help your customers and prospects get on the fast track from virtualization to hyperconverged infrastructure and hybrid cloud. Read more in the [campaign guide](#) in PDC and watch the recent [vmLIVE session](#).

VMware Strategic Priorities: Partner Solution Guides and Resource Kits

These partner resource kits are for partner marketing teams to learn about the three VMware strategic plays:

- [Accelerate Enterprise Cloud Transformation](#)
- [Scale Cloud-Native Platform Operations](#)
- [Empower the Hybrid Workforce](#)

The guides will help you articulate the value of these VMware solutions, as each guide is formatted to provide a consolidated view of the three strategies and the value chain for customers and partners alike. VMware will lead the way with the strategic priority marketing campaigns, allowing partners to build upon them via Velocity Play campaigns.

Cloud Providers: VMware Sovereign Cloud Go-to-Market Kit

Data sovereignty can be a complex issue, given differing data jurisdiction laws. This [go-to-market kit](#) for cloud provider partners helps drive demand for sovereign cloud solutions by VMware.

VMware NSX Advanced Load Balancer Campaign

The updated [NSX Advanced Load Balancer campaign](#) offers new social kits and web banners along with a new co-brandable white paper, *Go from 0-60 When Automating Multi-Cloud App Delivery with Load Balancers*, to help your customers achieve a fast, scalable and highly secure application experience.

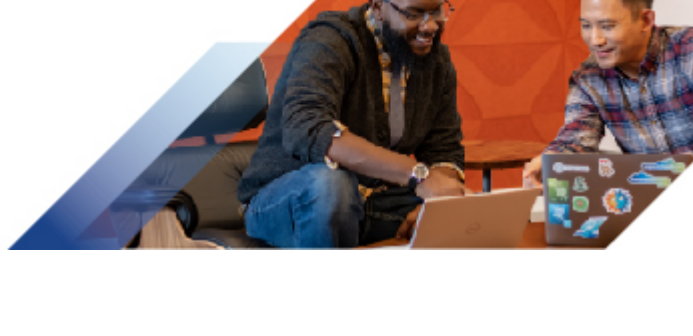
Quick Guides for Hosting Your Customer Workshops

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

Now available in the following languages:

- [VMware SASE](#)
EMEA: [French](#), [German](#), [Italian](#) and [Spanish](#)
LATAM: [Brazilian Portuguese](#) and [Latin American Spanish](#)
APJ: [Korean](#), [Simplified Chinese](#) and [Traditional Chinese](#)
- [VMware Digital Workspace](#)
EMEA: [French](#), [German](#), [Italian](#), and [Spanish](#)
LATAM: [Brazilian Portuguese](#), and [Latin American Spanish](#)
APJ: [Korean](#), [Simplified Chinese](#) and [Traditional Chinese](#)
- [VMware Carbon Black](#)
EMEA: [French](#), [German](#), [Italian](#) and [Spanish](#)
LATAM: [Brazilian Portuguese](#), and [Latin American Spanish](#)
APJ: [Korean](#), [Simplified Chinese](#) and [Traditional Chinese](#)

Read more about our partner marketing campaigns

[LEARN MORE](#)

PDC Webinars and vmLIVE Training Sessions

Upcoming PDC Webinar: The Power of Story Nurture Campaigns

Join us for a tour of VMware PDC as we share an in-depth look at the campaign nurture process and how you can create campaign "stories" to reach and connect with your audience. Register for one of the below sessions:

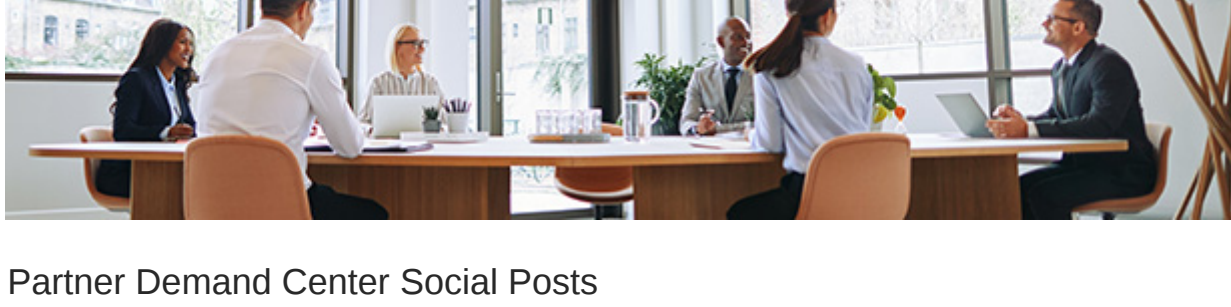
- APAC: August 16, 2022 | 1:00 PM MYT - [Register Now](#)
- EMEA: August 2, 2022 | 10:00 AM BST - [Register Now](#)
- LATAM
 - Latin American Spanish: August 4, 2022 | 1:00 PM CST - [Register Now](#)
 - Brazilian Portuguese: August 17, 2022 | 10:00 AM BRT - [Register Now](#)
- NORAM: August 9, 2022 | 11 AM CST - [Register Now](#)

Additional vmLIVE Sessions and PDC Webinar Replays

Get the scoop on our upcoming vmLIVE sessions and PDC Webinar replays to learn about demand generation topics, including how to create web content in PDC and ways to get started with multi-cloud, modern apps and hybrid workforce campaigns. For upcoming sessions and a full list of on-demand webinars, [visit our Partner News blog](#).

Social Posts and Enablement

Easy steps to get social and upcoming office hours



Partner Demand Center Social Posts

Make sure to log into PDC for fresh social content that's available for you to easily post to your company social media pages. Every week we feature new content on timely topics including multi-cloud, hybrid workforce, cybersecurity, modern apps, network virtualization, IoT, AI, digital transformation and more. Dive into these quick guides on how to post content and create a weekly plan to keep content flowing.

The [quick guides](#) are available in:

- EMEA: [French](#), [German](#), [Italian](#)
- LATAM: [Brazilian Portuguese](#) and [Latin American Spanish](#)
- APJ: [Japanese](#), [Korean](#) and [Simplified Chinese](#)

Tip of the Month

Monthly PDC Office Hours

Have questions or want to learn more? [Join us](#) in August for office hours to get advice on digital marketing best practices. Office hours are held in English on the last Wednesday of each month, Latin American Spanish on the second Tuesday of each month and Brazilian Portuguese on the first Wednesday of each month. Please check PDC guides page for the local time in your region.

Stay Connected

Never miss news, best practices and tips: Join the conversation on our partner social media channels on [LinkedIn](#), [Twitter](#), [Facebook](#) and [VMware Partner TV on YouTube](#); tune into the [Partnership Perspectives Podcast](#); and stay up to date with the [VMware Partner News blog](#).