

Build Pipeline with Multi-Cloud Campaigns

VMware delivers the trusted foundation to accelerate innovation. Together with partners like you, we provide multi-cloud services for all applications, enabling digital innovation with enterprise control.

Use the guide below to quickly identify the marketing campaigns that align with your customers' multi-cloud journey.

Choice

Freedom and flexibility of any cloud, infrastructure and application architecture

Speed

The fastest and simplest path to cloud migration and app modernization at unparalleled performance

Control

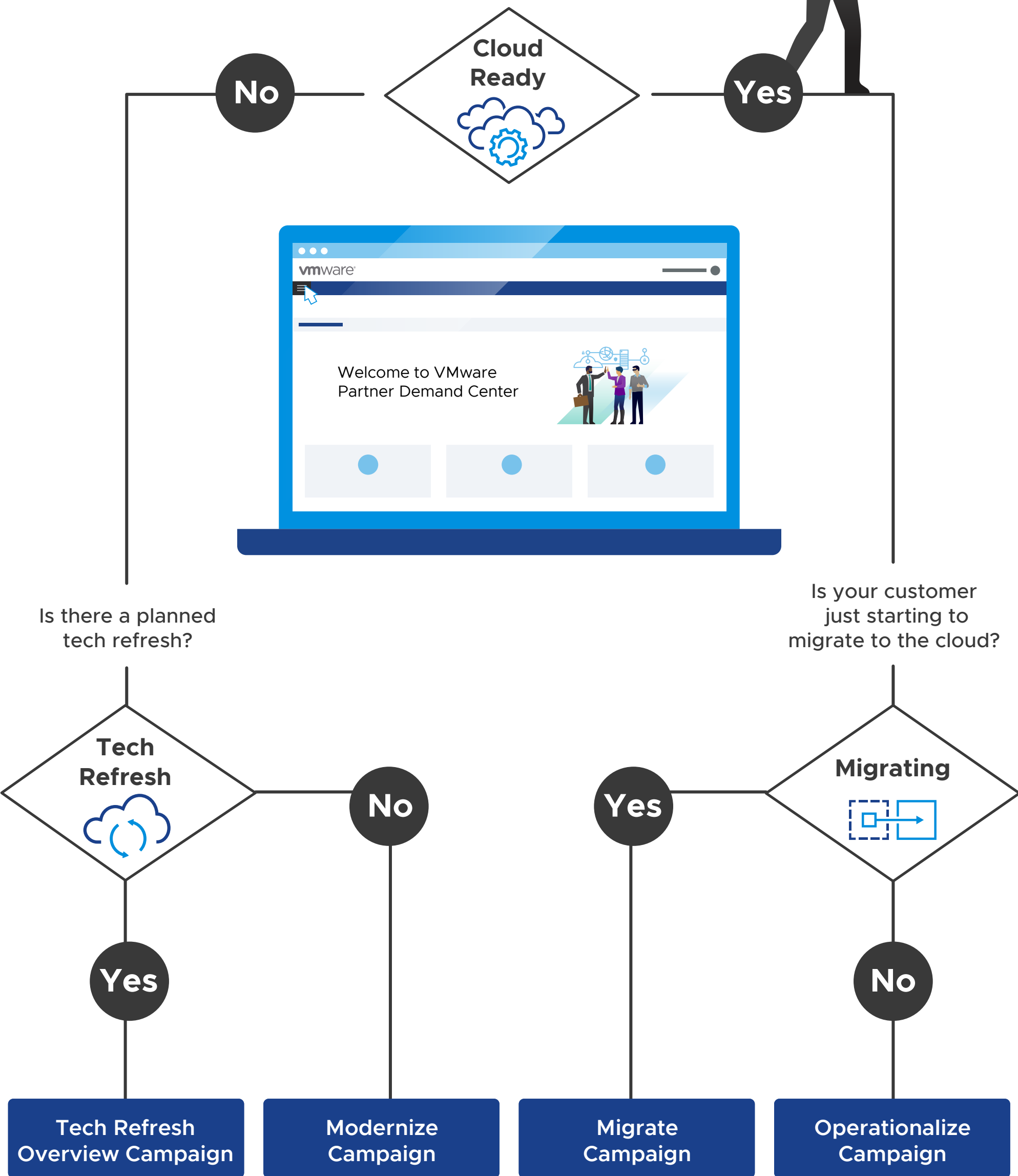
Unified management across clouds and apps to reduce risk and lower total costs

START

Multi-Cloud: Any Cloud, Anywhere Campaign

Start with this campaign to position multi-cloud services for all audiences. Follow the flowchart to determine which campaigns to run next.

Is your customer cloud ready and able to power every application on any cloud?



Primary products included in each campaign

Campaign	Products
Tech Refresh Public Cloud Campaign VMware Cloud™ (on AWS, Dell EMC, Azure, Google Cloud, Alibaba, IBM) VMware Cloud Disaster Recovery™ 2nd and 3rd Gen Intel® Xeon® Scalable processors, Optane PMem, Optane SSDs (CPUs and adjacency products with co-engineering) Intel® Crypto Acceleration	VMware Cloud Foundation™ VMware vSAN™ VMware Cloud Disaster Recovery™
Tech Refresh Private/Hybrid Cloud Campaign VMware Cloud Foundation™ VMware vSAN™ VMware Tanzu® 2nd and 3rd Gen Intel® Xeon® Scalable processors, Optane PMem, Optane SSDs (CPUs and adjacency products with co-engineering) Intel® Crypto Acceleration	VMware vSphere® with VMware® VMware vSphere®
	VMware Cloud™ on AWS VMware Cloud™ on Dell EMC VMware Cloud Disaster Recovery™ Azure VMware® Solution Google Cloud VMware® Engine IBM Cloud® for VMware Solutions™ Oracle Cloud VMware® Solution VMware CLOUD VERIFIED Alibaba Cloud VMware® Solution
	CloudHealth® by VMware Suite™ VMware vRealize® Operations™ VMware Tanzu®

VMware Partner Demand Center

Customize VMware marketing campaigns and content for all stages of the buyer's journey.

vmware.com/go/partner-demand-center

START TODAY