

April 2022

Inside Track Newsletter



Welcome to the April edition of Inside Track.

This month we're revealing new VMware modern apps and networking partner campaigns, previewing an upcoming PDC live webinar, and sharing a can't-miss Tip of the Month. Plus, there are only a few days left to participate in the Scavenger Hunt incentive featuring 150 winners — find out how you can join in for a chance to win cool prizes.

New Campaigns



Build Modern Cloud Native Applications with VMware Tanzu

Generate demand through the VMware Tanzu portfolio and accelerate the application modernization journey for your customers. There are multiple assets available for every stage of the buyer's journey, to educate and influence the buying committee beyond the IT Admin, as well as engage the interest and support of the DevOps team.

VMware SASE for Work from Anywhere in a Distributed Edge

Drive demand for the VMware SASE solution in a work from anywhere environment. The solution converges cloud networking and cloud security services to optimize access to applications and accelerate enterprise edge transformation. This campaign offers a SASE-focused web page you can publish onto your own website to capture leads. To learn more about how to do this, join us at our upcoming [webinar](#).

Multi-Cloud: Operationalize Any Cloud

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.

CloudHealth Campaign for Managed Service Providers

Build service offerings powered by the CloudHealth Partner Platform to help your customers refocus on the reasons they moved to cloud by driving competitive advantage through agility, flexibility and innovation.

VMware Multi-Cloud Partner Marketing Campaigns Overview



[WATCH NOW](#)

Want to learn more about our multi-cloud campaigns? Check out our new [Build Pipeline with Multi-Cloud Campaigns infographic](#), explore our [Multi-Cloud Anywhere Campaign Guide](#) or watch the [vmlive](#) replay.

New Localized Campaigns

Multi-Cloud Tech Refresh: Overview

Educate your customers on how to refresh servers/technology with private, hybrid or public cloud, delivering ultimate choice and agility for IT to mitigate risks and manage costs. Available in: [English](#), [German](#), [French](#), [Brazilian Spanish](#), [Italian](#), [Latin American Spanish](#), [Brazilian Portuguese](#) and [Japanese](#).

Multi-Cloud: Tech Refresh: Public Cloud

Help customers who are focused on moving from on-prem to any cloud, migrating existing apps in half the time at half the cost. Available in: [English](#), [French](#), [Italian](#), [German](#), [Brazilian Spanish](#), [Latin American Spanish](#), [Brazilian Portuguese](#) and [Japanese](#).

Multi-Cloud: Tech Refresh: Private/Hybrid Cloud

Help prospects who want to refresh and consolidate on-prem services to private clouds with an integrated full-stack HCI that's hybrid cloud ready. Available in: [English](#), [French](#), [Italian](#), [German](#), [Brazilian Spanish](#), [Latin American Spanish](#), [Brazilian Portuguese](#) and [Japanese](#).

Anywhere Workspace: Overview

Build trust with customers by enabling their staff to work from anywhere with improved employee experience, workspace automation, and a secure distributed edge. Available in: [English](#), [German](#), [French](#), [Brazilian Spanish](#), [Italian](#), [Latin American Spanish](#), [Brazilian Portuguese](#) and [Japanese](#).

Anywhere Workspace: Transition to Horizon Subscription

Educate prospects about how you can help them to create an agile workspace in which their employees can securely work from anywhere, at any time, on any device. Available in: [English](#), [German](#), [French](#), [Italian](#), [Brazilian Spanish](#), [Latin American Spanish](#), [Brazilian Portuguese](#), [Simplified Chinese](#) and [Japanese](#).

Anywhere Workspace Unified Endpoint Management

This campaign highlights how VMware Workspace ONE and VMware Carbon Black reduce IT time and cost while improving security and compliance. Teach prospects how to provide a seamless and secure migration and management of PC workloads. Available in: [English](#), [German](#), [French](#), [Italian](#), [Brazilian Spanish](#), [Latin American Spanish](#), [Brazilian Portuguese](#), [Simplified Chinese](#) and [Japanese](#).

Incentives

Partner Demand Center Scavenger Hunt



There is still time to participate in the Partner Demand Center Scavenger Hunt! The first 150 partners to complete the hunt by April 29, 2022, could win an exclusive VMware prize. Act fast - log in to Partner Demand Center to download and get started on the checklist: [English](#), [French](#), [German](#), [Spanish](#), [Italian](#), [Brazilian Portuguese](#), [Chinese](#), [Japanese](#), [Korean](#). *Terms and conditions apply.

- First place: Osprey backpack (15 winners)
- Second place: CamelBak backpack (12 winners)
- Third place: Tumbler (123 winners)
- Bonus raffle: Winner's choice of Apple AirPods Pro® or Beats® Fit Pro headphones (1 winner)



PDC Webinars and Training

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

Join our next live webinar to learn how to create VMware solution web content using Partner Demand Center. We'll show you easy steps to create gated forms to drive new leads from your website and modify web content, from web banners to full pages, with marketing assets and resources.

- Latin American Spanish: May 5, 2022 | 11:00pm CDT - [Register Now](#)
- English: May 10, 2022 | 11:00am CDT - [Register Now](#)
- APJ: May 17, 2022 | 1:00 pm MYT - [Register Now](#)
- EMEA: May 18, 2022 | 10:00 am GMT - [Register Now](#)
- Brazilian Portuguese: May 18, 2022 | 10:00am BRT - [Register Now](#)

Did You Miss the "Get Social with PDC" Live Session?

Watch the replays: [AMEB](#), [LATAM-PT](#), [LATAM-ES](#), [ARAC](#) and [EMEA](#). Plus, learn more in our [Get Social How-to Guide](#).

Get the latest VMware PDC news.

[READ THE BLOG](#)



PDC Go-To News Source

Keep up to date with our Inside Track and PMQ newsletters and read more about our new [campaigns](#) and [live enablement sessions](#) in our monthly partner news blog articles.

Tip of the Month

Did you know that the Partner Demand Center story campaign feature allows you to launch a series of campaign functionalities including emails, landing pages, thank you pages and more with just one click? Stories are automated, but you have the ability to personalize and customize each activity.

Plus, campaigns with the "Nurture" function handle some of the legwork for you. For example, the first email in a story will be delivered to all recipients, but subsequent emails will be targeted and only sent to those who didn't respond to the first email. Learn more with our [Story Campaign How-to Guide](#).

Stay Connected

Never miss news, best practices and tips: Follow our partner social media channels on [LinkedIn](#), [Twitter](#), [Facebook](#) and [PartnerTV on YouTube](#). Tune into our [Partnership Perspectives Podcast](#) and stay up to date with the [VMware Partner News Blog](#).

Questions?

Ready to [launch a campaign](#) or have questions about the Partner Demand Center? Reach out to the [PDC Helpdesk Plus](#) team.



VMware, Inc. 3401 Hillview Ave., Palo Alto, CA 94304 USA | tel: 1-877-486-8875

Copyright © 2022 VMware, Inc. All rights reserved. VMware is a registered trademark of VMware, Inc. The content and links in this email contain information intended solely for its named recipients and are not to be shared with third parties unless otherwise specified. Any information that you provide to VMware will be treated in accordance with our [Privacy Policy](#).

To unsubscribe from receiving all VMware Helpdesk Plus communications, please visit [here](#).