VMware to Nutanix Migration Promotion

Partner FAQ

General Questions

Q.   **What is the objective of this promotion?**

A.   The VMware to Nutanix Migration Promotion is aimed at providing our partners with a profitable path during an opportunistic market. We want to provide partners with a reason for their customers looking for a VMware alternative switch to Nutanix. This program includes promotional discounts to help mitigate the costs of switching or adding vendors.

Q.   **What are the benefits of the promotion?**

A.   **For Partners**, VMware to Nutanix Migration provides the following benefits: Migration Services free of cost provided as a rebate to authorized services partners for provision of deployment and migration services, up to a maximum of $15K per customer

A.   **For your customers**, VMware to Nutanix Migration provides the following benefits: 1 year free licensing provided in the form of a one-time incentive discount on Nutanix PnP 2.0 software subscriptions of 3 years or more up to a maximum of $200K in promotional value per customer. Not applicable on Nutanix Cloud Infrastructure - Data (NCI-D)

Q.   **What is the duration of the promotion?**

A.   The promotion launches on December 4, 2023. Deals can be registered and approved until July 31, 2024. The last date for orders to be submitted is July 31, 2024.

Q. **Is this promotion valid for deals registered via Nutanix OEM partners (i.e. Cisco, HPE GreenLake, Lenovo, etc.)?**

A. No, the promotion is valid only for deals registered and transacted through Nutanix. Deals where Nutanix software only is purchased using Nutanix SKUs from Nutanix alongside the OEM's hardware are eligible.

Q. **Are there any special compensation considerations to be aware of when this promotion is used?**

A. Full compensation is contingent on completion of the [customer reference requirement](#).

Q. **Where can I find more information if I still have questions?**

A. [Promotion resources on the Nutanix vs. VMware page inthe Partner Portal](#), [Promotion overview page on Nutanix.com](#), and/or email us: partnerhelp@nutanix.com

Eligibility

Q. **Which customers and deals are eligible for this promotion?**

A. Your customers must be current VMware customers, net new to Nutanix, with a minimum deal size of $300K in software TCV, and a minimum subscription term length of 3 years. In addition, customers must agree to being a [public customer reference](#) for Nutanix.

Q. **What products are included in the VMware to Nutanix Migration promotion?**

A. All Nutanix PnP 2.0 products other than Nutanix Cloud Infrastructure - Data (NCI-D) are eligible for this promotion. This includes NCP, NCI, NCM, NUS, NDB, NCI-VDI, and NCI-Edge.

Q. **Is the promotion available to all Nutanix partners or just partners in the Elevate Partner Program?**

A. The promotional offer is available to sell by any partner authorized to sell Nutanix - partners do not have to have a status in the Elevate Partner Program to offer this promotion to their customers.

Q. **Can you provide more details on what it means for the customer to agree to be a public reference for Nutanix?**

A. Customers must complete a [short web form](#) where they will provide their consent to allow their name and company name and logo to be used in Nutanix marketing materials. In addition, they must either provide an approved quote on why they are choosing to move from VMware to Nutanix within the web form, or commit to providing such a quote within 30 days of the purchase.

Registering and Ordering

Q. **How do I register a deal with the VMware to Nutanix Migration promotion?**

A. Partners can register a deal as usual by submitting a registration on the [deal registration portal](#) and reach out to your Nutanix representative to indicate that the deal is a candidate for the promotion. If the deal meets all the eligibility criteria, the promotion will be applied to the quote.

Q. **If I have a deal that was previously quoted without the promotion applied, can I add the VMware to Nutanix Migration promotion now?**

A. VMware to Nutanix Migration can be added to an existing quote provided the deal hasn't yet closed. Reach out to your Nutanix representative for support.

Q. **Can I order an approved deal in phased or multiple orders? What are the requirements?**

A. The promotion can be applied to a single order only.

Q. **What information is required from partners to prove that the deals they are registering are for a VMware replacement? How will this information be verified?**

A. As part of the requirement for customers to agree to be public references for Nutanix, they will be required to complete a short web form in which they will be asked to provide a quote about why they are moving from VMware to Nutanix. Completion of this form by the customer will be sufficient to show intent of VMware replacement. Customers can access the form [here](#).

Q. **Can customers utilize this promotion for a Nutanix license renewal opportunity?**

A. No. The promotion is only valid for net new Nutanix customers purchasing a Nutanix subscription for the first time. Promotional incentives do not apply on renewals

Q. **Does selling this offer qualify for any Nutanix partner incentives?**

A. Closed deals with this promotion can qualify for eligible incentives for partners with status in the Nutanix Elevate Partner Program. View current Elevate Partner Program organizational and individual incentives [here](#).

Product Offer

Q. **How are the product discounts that are applied in the VMware to Nutanix Migration calculated?**

A. Discounts are calculated by taking the total contract value (TCV) of the software portion of the deal and dividing by the term length in years (i.e. if a 3 year contract, divide TCV of software by 3, etc.). The percentage discount that translates to the same dollar value will be applied to the deal, subject to the promotional value cap of $200,000 per customer.

Q. **How will my distributor know that my deal and quote qualifies for this discount?**

A. Your Nutanix sales representative will inform your distributor that the deal qualifies for this promotion when they submit the quote.

Q.   **Can I use the VMware to Nutanix Migration to go from on-premises VMware to Nutanix on Public Cloud or vice-versa?**

A.   Yes, Nutanix can be deployed on any supported platform regardless of the platform where VMware is/was located.

Services Offer

Q.   **What kind of services can qualify for the services rebate/reimbursement?**

A.   Any deployment and/or migration services qualify for the services reimbursement. Contact your Nutanix channel representative for a list of example services.

Q.   **Can I handle the deployment and migrations on my own and take the $15K services rebate?**

A.   Only authorized Nutanix service delivery partners qualify for delivering these services and getting the rebate. Contact your Nutanix channel representative to learn how your organization can become an authorized service delivery partner, or view current authorized service delivery partners for this promotion in your area here.

Q.   **Where can customers find Nutanix partners that are authorized to deliver these services?**

A.   Customers can find Nutanix partners who are authorized to deliver these services via the Nutanix Partner Locator. Customers simply use the "Vmware to Nutanix Migration Services Authorized" filter on the locator to find a partner in their area to contact.

I want to become authorized to deliver these services, where do I start?

A. Partners interested in becoming authorized to deliver VMware to Nutanix migration services and thus be listed on the [Nutanix Partner Locator](#) can complete the below steps. *At least 1 or more individuals from the partner organization must:*

- Complete [Nutanix Certified Services - Core (NCS-Core) certification](#) (complete training and pass proctored exam).
- Complete [NCS | Virtual to Virtual Conversion training module](#) on Nutanix University
- Complete [NCS | VMware to Nutanix Migration Services- Shadowed](#) requirement. *Note: Please be aware that the scheduling of the shadowing is based on the availability of Nutanix Professional Services subject matter experts.

Q. Where can service delivery partners claim their reimbursement for the services they delivered for this promotion?

A. Services delivery partners can submit a claim for reimbursement on the [Nutanix Partner Rebate Center](#).

Q. How is the services rebate calculated? What proof is required to show that services were delivered?

A. The services rebate is equivalent to the full value of deployment and migration services delivered to the customer for whom a VMware to Nutanix Migration deal has been approved and ordered, up to a maximum of $15k per customer. To be reimbursed for services delivery for this promotion, the services partner must provide an invoice and a customer email as Proof of Execution (POE) when claiming in the [Partner Rebate Center.](#)

Q. Is there a timeframe in which services must be delivered ?

A. Services must be delivered within 9 months of the original deal registration.

Q. Do I have to register for the services promotion separately from the product promotion?

A. No. Product and service portions of the promotion are included in the same deal registration.