



VMware Promotions

Updated April 9, 2014

Cloud Infrastructure and Management Promotions

VMware IT Business Management Suite Standard Edition Launch Promotion

Effective December 10, 2013 through June 15, 2014

VMware® IT Business Management Suite™ Standard Edition provides visibility into the cost of a virtual machine and utilization of shared resources to help customers better manage demand and drive accountability over cloud resources to lower TCO. For a limited time, customers leveraging one of the promotion bundles listed below will be able to receive IT Business Management Standard Edition licenses at no cost when purchasing eligible products:

VMware vCloud® Suite Enterprise & IT Business Management Suite Standard Edition Bundle

Purchase 2 CPUs of vCloud Suite Enterprise and get a 25-Pack of ITBM Suite Standard Edition at no additional license cost.

VMware vCloud® Automation Center™ Enterprise & IT Business Management Suite Standard Edition Bundle

Purchase 25-Pack of vCloud Automation Center Enterprise and get a 25-Pack of ITBM Suite Standard Edition at no additional license cost

VMware IT Business Management Suite 1 Standard and VMware vCloud Suite 5 Enterprise Promo Bundle

Commercial	BM-STCL-BUN-PRO
Academic	BM-STCL-BUN-APRO
Federal	BM-STCL-BUN-FPRO

VMware IT Business Management Suite 1 Standard and VMware vCloud Automation Center 6 Enterprise Promo Bundle

Commercial	BM-STAC-BUN-PRO
Academic	BM-STAC-BUN-APRO
Federal	BM-STAC-BUN-FPRO

Terms and Conditions

- This promotion is valid for eligible purchases made from December 10, 2013 through June 15, 2014 at 11:59PM PT.
- This promotion will be VPP point eligible, but will not be VPP discount eligible.
- This promotion is available only in North America, South America and EMEA. It is not available in Asia Pacific.
- Prices of eligible SKUs may vary by regions and resellers.
- VMware Support and Subscription (SnS) is required.
- Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- VMware reserves the right to change or cancel this promotion at any time.

VMware vSphere with Operations Management Promotion

Effective February 1, 2014 through September 15, 2014

VMware vSphere® with Operations Management™ is the next iteration of the flagship vSphere virtualization platform, adding capacity planning and health monitoring. Customers can take advantage of this special offer to receive free, self-paced training with vSphere with Operations Management Enterprise or Enterprise Plus Acceleration Kits.

VMware vSphere with Operations Management Enterprise Acceleration Kit for 6 processors Promo

Commercial	VS5-MENT-AKT-PRO
Federal	VS5-MENT-AKT-FPRO

VMware vSphere with Operations Management Enterprise Plus Acceleration Kit for 6 processors Promo

Commercial	VS5-MEPL-AKT-PRO
Federal	VS5-MEPL-AKT-FPRO

Terms and Conditions

- Eligible customers receive free self-paced training with vSphere with Operations Management Enterprise and Enterprise Plus Acceleration Kits.
- Promotion is valid from February 1, 2014 to September 15, 2014 at 11:59 p.m. (PST).
- Promotion is limited to one kit per customer site.
- Customers have until December 31, 2014 at 11:59 PM PT (Pacific Time) to redeem the token provided to access the training.
- Customers have 90 days from date of redemption to complete the self-paced training.
- Promotional SKUs are not eligible for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) discounts, but are eligible for VPP or TPP points.
- Prices of eligible SKUs may vary by regions and resellers. A VMware Support and Subscription (SnS) is required. Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- VMware reserves the right to change or cancel this promotion at any time.

Cloud Infrastructure and Management Promotions

NEW! VMware Virtual SAN Beta User Promotion

Effective dates: March 11, 2014 – June 15, 2014

Eligible VMware® Virtual SAN™ Beta Program participants will receive unique promotion codes (these codes will be delivered to eligible Program participants via e-mail) that they then can provide to VMware authorized reselling partners and VMware Direct Sales to purchase Virtual SAN licenses at 20% off the regular list price. Customers must purchase a minimum quantity of ten and any incremental quantities thereafter.

VMware Virtual SAN 5 Beta Customer Promo for 1 processor	
Commercial	ST-VSAN-PRO
Academic	ST-VSAN-APRO
Federal	ST-VSAN-FPRO

Terms and Conditions

- VMware Virtual SAN Beta users who have registered, downloaded Virtual SAN, and agreed to receive marketing communication by March 11th, 2014 qualify for this promotion.
- Promotion is valid for eligible purchases made from March 11th 2014 through June 15th 2014 at 11:59PM PT.
- The promotion requires a minimum purchase of 10 Virtual SAN Beta Customer Promotion SKUs. There is no limitation on the maximum transactable quantity of licenses allowed per customer.
- Eligibility for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) will not be affected by this promotion.
- Prices of eligible SKUs may vary by regions and resellers. VMware Support and Subscription (SnS) are required. Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- A customer must provide a unique promotion code provided by VMware in order to purchase the promotion bundle. VMware Sales and reselling partners must include the code on the purchasing order for verification by VMware.
- VMware reserves the right to change or cancel this promotion at any time.

NEW! VMware Virtual SAN 5 with Data Protection Bundle Promotion

Effective dates: March 11, 2014 – September 15, 2014

This promotion enables customers to purchase one license of VMware® Virtual SAN™ and one license of VMware vSphere® Data Protection™ Advanced at a 20% savings.

VMware Virtual SAN 5 with Data Protection Bundle Promo	
Commercial	ST-VSANDP-PRO
Academic	ST-VSANDP-APRO
Federal	ST-VSANDP-FPRO

Terms and Conditions

- Promotion is valid for eligible purchases made from March 11th 2014 through September 15th 2014 at 11:59PM PT.
- The promotion requires a minimum of 1 VMware Virtual SAN with Data Protection Promotion Bundle (contains 1 license of Virtual SAN and 1 License of VMware vSphere Data Protection Advanced). There is no limitation on the maximum transactable quantity of bundles allowed per customer.
- Eligibility for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) will not be affected by this promotion.
- Prices of eligible SKUs may vary by regions and resellers. VMware Support and Subscription (SnS) are required. Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- VMware reserves the right to change or cancel this promotion at any time.

NEW! VMware vSphere Storage Appliance to VMware Virtual SAN 5 Bundle Promotion

Effective dates: April 1, 2014 – September 15, 2014

Customers may purchase VMware vSphere® Storage Appliance™ to VMware® Virtual SAN™ 5 Bundle at a 20% discount. This bundle contains six licenses of Virtual SAN – enough to create a minimally viable Virtual SAN cluster.

VMware vSphere Storage Appliance to VMware Virtual SAN 5 Bundle Promo	
Commercial	ST-VSA-VSAN-UG-PRO
Academic	ST-VSA-VSAN-UG-APRO
Federal	ST-VSA-VSAN-UG-FPRO

Terms and Conditions

- Promotion is valid for eligible purchases made from April 1st 2014 through September 15th 2014 at 11:59PM PT.
- The promotion requires a minimum of 1 VMware vSphere Storage Appliance to VMware Virtual SAN 5 Bundle Promotion SKU. There is no limitation on the maximum transactable quantity of SKUs allowed per customer.
- Eligibility for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) will not be affected by this promotion.
- Prices of eligible SKUs may vary by regions and resellers. VMware Support and Subscription (SnS) are required. Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- VMware reserves the right to change or cancel this promotion at any time.

Desktop/End User Computing Promotions

Socialcast by VMWare Promotion

Effective dates: February 1, 2014 – June 15, 2014

Existing customers can start or grow their Socialcast® by VMware community, and new customers can start an enterprise social network by purchasing one or more of these promotional SKUs:

- Socialcast SaaS Platform with Basic Support: “Starter Pack” 500 users at 33% Discount off List Price, “Enterprise Pack” 5000 users at a 67% Discount off List Price
- Socialcast On-Premise Platform with Basic or Production Support: “Starter Pack” 1000 users at 45% Discount off List Price, “Enterprise Pack” 5000 users at a 67% Discount off List Price

Horizon Socialcast SaaS Platform with SaaS Basic Support for 1 year		
Starter Pack	500-users	HZ-SCS500-G-SAAS-PRO
Enterprise Pack	5,000-users	HZ-SCMP5K-G-SAAS-PRO
Horizon Socialcast On Premise Platform with Basic Support for 1 year		
Starter Pack	1,000-users	HZ-SCSPIK-G-TLSS-PRO
Enterprise Pack	5,000-users	HZ-SCMPK5-G-TLSS-PRO
Horizon Socialcast On Premise Platform with Production Support for 1 year		
Starter Pack	1,000-users	HZ-SCSPIK-P-TLSS-PRO
Enterprise Pack	5,000-users	HZ-SCMPK5-P-TLSS-PRO
U.S. Federal Horizon Socialcast On Premise Platform with Basic Support for 1 year		
Starter Pack	1,000-users	HZ-SCSPIK-G-TLSS-FPRO
Enterprise Pack	5,000-users	HZ-SCMPK5-G-TLSS-FPRO
U.S. Federal Horizon Socialcast On Premise Platform with Production Support for 1 year		
Starter Pack	1,000-users	HZ-SCSPIK-P-TLSS-FPRO
Enterprise Pack	5,000-users	HZ-SCMPK5-P-TLSS-FPRO

Terms and Conditions

- Promotion is valid for eligible purchases made from February 1, 2014 through June 15, 2014 at 11:59PM PT.
- This promotion is not eligible for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) discounts, but purchases are eligible for VPP or TPP points.
- Prices of eligible SKUs may vary by regions and resellers.
- This promotion cannot be combined with any other promotions or discounts for the same product.
- VMware reserves the right to change or cancel this promotion at any time.

VMware Horizon Advanced Seeding Promotion

Effective dates: March 19, 2014 – April 30, 2014

For a limited time, customers can receive a 10 Concurrent User pack of VMware Horizon™ Advanced Edition and one year of corresponding Basic Support and Subscription (SnS) at no additional charge with purchase of VMware vSphere® Standard, vSphere® Enterprise, vSphere Enterprise Plus, vSphere with Operations Management™ – Standard, Enterprise, and Enterprise Plus, VMware vCloud® Suite – Standard, Advanced, and Enterprise, VMware® NSX™, relevant Acceleration Kits and upgrades between March 19, 2014 through April 30, 2014 at 11:59 pm PT.

For a list of promotional SKUs, please visit:

www.vmware.com/go/horizon-promo

Terms and Conditions

- Promotion is valid for eligible purchases received by VMware, between March 19, 2014 through April 30, 2014 at 11:59 p.m. Pacific Time (PT).
- Purchases of vSphere Standard, vSphere Enterprise, vSphere Enterprise Plus, vSphere with Operations Management – Standard, Enterprise, and Enterprise Plus, vCloud Suite Standard, vCloud Suite Advanced, vCloud Suite Enterprise, NSX, relevant Acceleration Kits and upgrades are eligible for this promotion.
- Each eligible purchase will receive a ten (10) pack VMware Horizon Advanced CCU license and a corresponding one (1) year of Basic Support and Subscription (SnS) at no additional charge. The one year of SnS will start from the date of customer's redemption of their VMware Horizon Advanced promotion code and is renewable at the end of that first year at then-current list price.
- The promotion is limited to only one (1) eligible order per customer.
- The VMware Horizon Advanced promotional redemption code will be emailed to eligible customers within 45 days of VMware Horizon Advanced General Availability or within 45 days after the eligible order is placed by customer, whichever is later.
- Customer must redeem their VMware Horizon Advanced promotion codes by July 31, 2014 at 11:59 p.m. Pacific Time (PT).
- This promotion is available to all end-use customers who purchase eligible SKUs from a VMware authorized reselling partner, from the VMware website or directly from VMware including true-up orders. This promotion is not available on any orders received by VMware from EMC. It is not available to OEM partners ordering directly from VMware, except orders via Enterprise License Agreements or purchase orders where customer's name, address, email address and ship-to information is provided to VMware.
- Prices of eligible SKUs may vary by regions and resellers.
- VMware reserves the right to change or terminate this promotion at any time.
- Eligibility for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) will not be affected by this promotion.
- This promotion cannot be combined with any other promotions or discounts for the same product.
- VMware is not responsible for lost promotion emails or customer's incorrect contact information. For a list of promotional

Desktop/End User Computing Promotions

NEW! VMware Horizon View to Horizon Advanced or Horizon Enterprise Upgrade Promotion

Effective dates: April 8, 2014 – December 15, 2014

Customers can now save 40 percent when they upgrade from one concurrent user of VMware Horizon™ View Standard Edition to one concurrent user of Horizon™ Advanced Edition or Horizon™ Enterprise Edition. With these end-to-end solution bundles, customers can take advantage of closed-loop management and automation, tight integration with the software-defined data center, and hybrid cloud brokering to deliver and protect all the Windows and online resources their users want, at the speed they expect, and with the efficiency business demands.

Terms and Conditions

- Promotion is 40 percent off the upgrade from one concurrent user of VMware Horizon™ View Standard Edition to one concurrent user of Horizon™ Advanced Edition or Horizon™ Enterprise Edition
- The promotion is valid from April 8, 2014, through December 15, 2014, at 11:59 p.m. PST.
- Purchases of VMware View Standard Edition Commercial, Academic and Federal SKUs are eligible for this promotion.
- Purchases may be made through a VMware authorized reselling partner or directly with VMware.
- This promotion is available to all commercial, academic, and government end-user customers who place an order containing an eligible SKU through a VMware authorized reselling partner, or directly with VMware. Purchases through OEMs are also eligible.
- Promotion SKUs are not eligible for VMware Volume Purchasing Program (VPP) or VMware Transactional Purchasing Program (TPP) discounts, but are eligible for VPP or TPP points.
- Prices of eligible SKUs may vary by regions, distributors and resellers.
- VMware Support and Subscription (SnS) is required on all promotional licenses. Discounts are not offered for VMware SnS.
- This promotion cannot be combined with any other promotions or discounts.
- VMware reserves the right to change or cancel this promotion at any time.

Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Advanced Edition	
10 Pack	HZ-VU-ADV10-UG-PRO
100 Pack	HZ-VU-ADV100-UG-PRO
Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Enterprise Edition	
10 Pack	HZ-VU-ENT10-UG-PRO
100 Pack	HZ-VU-ENT100-UG-PRO
Academic Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Advanced Edition	
10 Pack	HZ-VU-ADV10-UG-APRO
100 Pack	HZ-VU-ADV100-UG-APRO
Academic Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Enterprise Edition	
10 Pack	HZ-VU-ENT10-UG-APRO
100 Pack	HZ-VU-ENT100-UG-APRO
U.S. Federal Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Advanced Edition	
10 Pack	HZ-VU-ADV10-UG-FPRO
100 Pack	HZ-VU-ADV100-UG-FPRO
U.S. Federal Upgrade: VMware Horizon View Standard Edition (10 CCU) to Horizon Enterprise Edition	
10 Pack	HZ-VU-ENT10-UG-FPRO
100 Pack	HZ-VU-ENT100-UG-FPRO

