

LARSEN

vmware®

Partner Exchange 2012

verbal theme concepts / preview

“Transition is going to happen. It’s a long journey and you should be preparing for it.”

- **Colleen Kapase**

“We need the partner community to recognize that it’s a legitimate transformation, and they need to be thoughtful about how they’re morphing their business and where they invest for the future.”

- **Scott Aronson**

category 1:

Get Ahead of Change

We are at a strategic inflection point in the IT industry. PEX 2012 will provide the tools, training and technology to help partners get ahead of this change and make money in new ways.

A Change. A Chance.

| Change ≠ scary
| Change = opportunity

| PEX is your chance to define
| how change happens across IT

Universe of Possibility

| 4,000 attendees, 170 breakout sessions,
| 28 boot camps = infinite possibilities

Imagine the Possibilities

| 4,000 attendees, 170 breakout sessions,
| 28 boot camps = infinite possibilities

Imagine: Exponential Opportunities

...New Partnerships

...Higher Profits

...Mastering the Cloud

...Infinite Possibilities

category 3:

Cloud: Make It Real

These themes show that by the end of PEX, partners will know what the cloud really means to them and how to master it in 2012.

“They’re not sure how the cloud relates to them...they know the cloud is there. They’re just not sure how they should invest in cloud solutions.”

- **Maureen Lonergan**

“We need to be more descriptive about what cloud means...what can you really do differently because of this whole cloud idea.”

- **Brian Forbes**

“When you say cloud to me, it’s a huge part of partner exchange.”

- **Colleen Kapase**

Cloud 2012: No Hype. All How.

Brave New Cloud

All Cloud. No Fluff.

Cloud-How

| Implies VMware will
| deliver cloud know-how

category 4:

You're the Heroes

These themes make it clear that VMware partners are the ones who make everything happen. It also communicates that VMware stands behind its partners as they transition their business, their employees and their customers.

“It’s about supporting [our partners]. Every day they have a choice to work with us or not. We’re lucky they put their time and attention to us.”

- **Colleen Kapase**

“For those [partners] who are going to transition, we need to help take out some of the risk. We need to help them evolve their business.”

- **Scott Aronson**

You're the Heroes
You're the Fixers.
You're the Visionaries.
You're the Go-to Guys.
You're the Leaders.
You're the Solvers.
You're the Doers.
You're the Cloud Makers.