

Tier-Based Points System Provides Simple Discount Structure for Purchasing VMware Software Licenses in Bulk Quantities

The Associated Press

VMware, Inc. (NYSE: VMW), the global leader in virtualization solutions from the desktop through the datacenter and to the cloud, today announced a new VMware Volume Purchasing Program (VPP). VMware VPP is designed to provide customers worldwide with consistent, accumulative software license discounting through an easy-to-use, tier-based points system. The program helps maximize the value derived from volume purchases of VMware software licenses, including significant cost savings on VMware solutions and increased budget predictability for future purchases. VPP is offered to customers through authorized VMware partners.

With VMware VPP, customers may enroll (<http://www.vmware.com/go/vpp-enroll>) for a VPP membership and earn points on VMware products and services. Points are stored in customers' accounts and accrue toward four tier levels in the program, with each tier level delivering additional incremental discounts that are applied automatically to new purchases depending on a customer's tier. Customers can accumulate points over a rolling eight-quarter period and access an easy-to-use online portal to track the number of points and eligible discount levels. For qualified purchases, VMware VPP provides customers with discounts ranging from 4 percent to 12 percent off the published local VMware MSRP prices.

"We value our customers and sought to simplify how they do business with VMware, so we revised the VMware VPP to reward customers in a consistent and predictable way," said Ryan Knauss, senior director, pricing and licensing, VMware. "VMware VPP functions similarly to a frequent flier program, using a simple points-based system to track and manage the benefits of purchasing software licenses in bulk quantities. This new program will further streamline the ease of doing business with VMware so our customers can accelerate their journey to IT as a service."

Read more (<http://www.vmware.com/go/vpp-enroll>) on VMware VPP.

About VMware VMware delivers virtualization and cloud infrastructure solutions that enable IT organizations to energize businesses of all sizes. With the industry leading virtualization platform -- VMware vSphere -- customers rely on VMware to reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green. With 2009 revenues of \$2 billion, more than 190,000 customers and 25,000 partners, VMware is the leader in virtualization which consistently ranks as a top priority among CIOs. VMware is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com (<http://www.vmware.com>) .

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