



Google Cloud VMware Engine Catalyst Program

Financial flexibility to offset unused on-premises VMware licenses

Moving to the cloud can raise concerns about how to rationalize existing license investments you have made. The Catalyst Program offers qualifying Google Cloud VMware Engine users financial flexibility to accelerate their journey to Google Cloud.

Introducing Google Cloud VMware Engine Catalyst Program

The Google Cloud Catalyst Program provides financial flexibility when customers migrate their VMware applications to Google Cloud. Eligible* participants can now get one-time Google Cloud credits that offset unused on-premises VMware licensing investments. Google provides simple consumption-based credits, applicable across all Google Cloud services, to help offset unused license expenditures. Participants can apply these credits against consumption of Google Cloud VMware Engine as well as any Google Cloud service of their choice the following year. This program is available exclusively through Google Cloud or through existing Google Cloud channel partners. Terms and conditions apply—please contact your Google Cloud sales representative or partner service manager for more details.

Benefits

- **Financial flexibility:** Approved participants receive cloud credits for their past investment in VMware licenses toward purchase of Google Cloud VMware Engine and other Google Cloud offerings.
- **Consumption-based:** Approved participants receive Google Cloud credits for the actual Google Cloud VMware Engine consumption—the higher the spending the higher the credit. Credits can be applied towards any future Google Cloud spend.
- **Applicable to several purchasing modes:** Program credits can be earned with on-demand, monthly (1 or 3 year) commitment, or prepay commitment SKUs consumed during the first 12 months of the program.

Eligibility criteria

Subject to Google's approval*:

- Prior investment in VMware licenses with one or more years left on the VMware support/subscription.
- Applies to new or existing Google Cloud customers.
- Minimum 3-year new/existing commitment.
- Offer can be combined with other Google Cloud offers.
- Eligibility to receive credits is based on Google Cloud VMware Engine consumption in the first 12 months of their Google Cloud contract.
- *Other terms and conditions may apply. Please contact your Google Cloud sales representative or partner service manager for more information.

Google Cloud

For more information visit google.com/cloud



Frequently Asked Questions:

Q. What is the program?

- A. Google Cloud is announcing the availability of the Google Cloud VMware Engine Catalyst Program. The Catalyst Program is an incentive designed to offer Google Cloud VMware Engine customers a flexible way to use the value of their current on-premises VMware licenses towards migration of their workloads to Google Cloud VMware Engine. Terms and conditions apply—please contact your Google Cloud sales representative or partner service manager for more details.

Q. Where is this program available?

- A. This program is available worldwide starting 2nd half 2021 and expected to continue through to the first half of 2022.

Q. Can this program be combined with other Google Cloud commercial programs?

- A. The program can be combined with other Google Cloud commercial programs, discounts, and enterprise discounts, subject to Google Cloud approval.

Q. How do I get started and how does the offer work?

- A. Contact your Google Cloud account team or representative to apply for the program. Information confirming investments in VMware licenses is required as a part of the application. Subject to Google Cloud's approval and after the start of the contract, participants will need to consume a minimum predefined amount of Google Cloud VMware Engine in the form of on-demand, pre-pay or post-pay SKUs for 12 months to receive the credits. These credits can be used towards future consumption of Google Cloud VMware Engine as well as other Google Cloud services. Credits expire 12 months after being issued—other terms and conditions may apply. Please contact your Google Cloud sales representative or partner service manager for more details.

Q. I am a Google Cloud partner. How do I get my customers to take advantage of this program?

- A. Please work with your respective Google Cloud Partner Development Manager to apply for the program on behalf of your customers. There is no limit to the number of customers a partner can enroll into the program. Partner-led opportunities enjoy the same benefits as direct Google sales-led opportunities.

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