

New York / New Jersey VMUG User Conference

The Evolution of the Virtualization Community, the vExpert Program and YOU!

Christopher Kusek

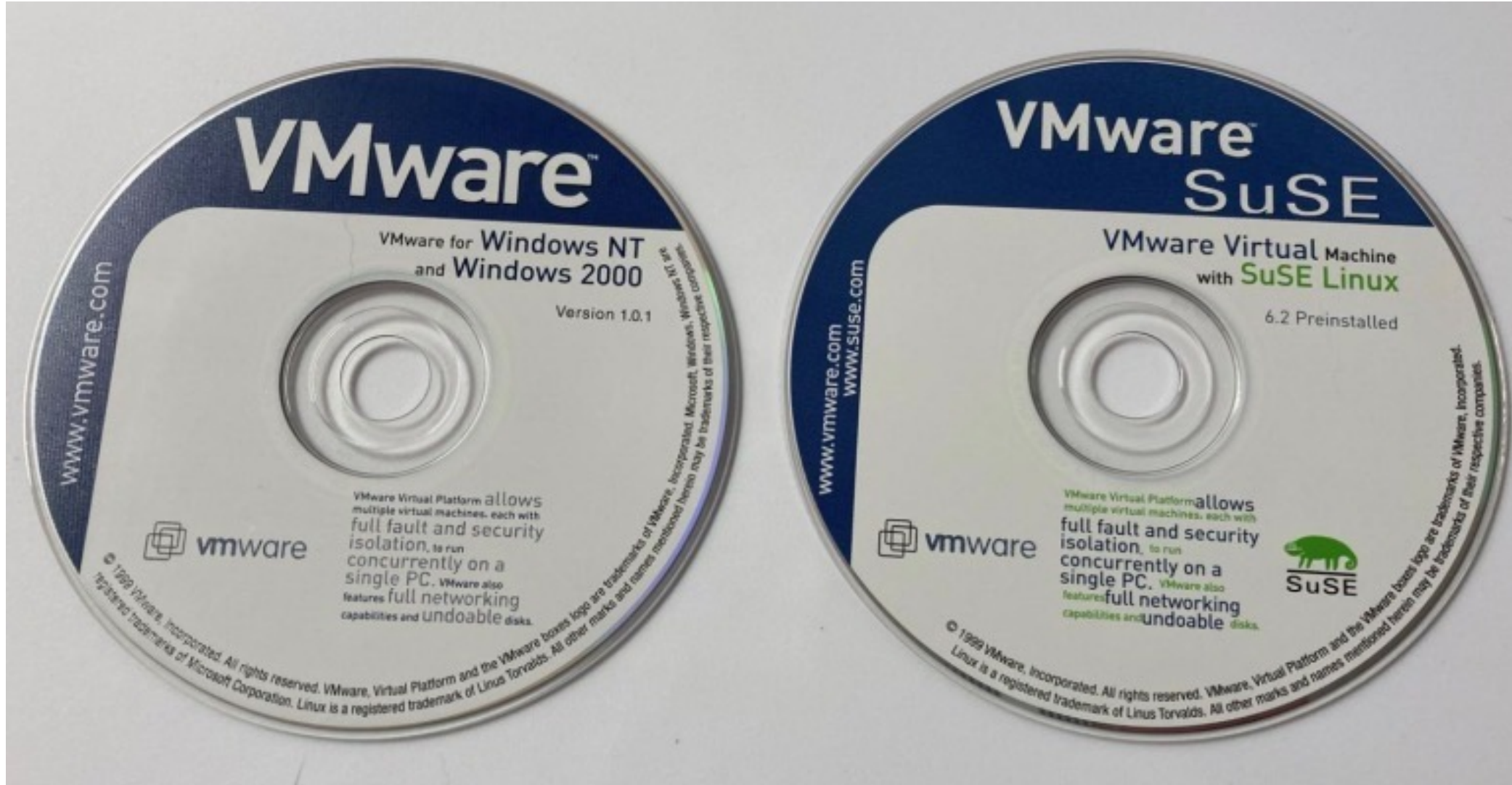
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VMware the Beginnings and my own beginnings

Wait, does that say 1999?!?



A very humble Virtual Beginnings

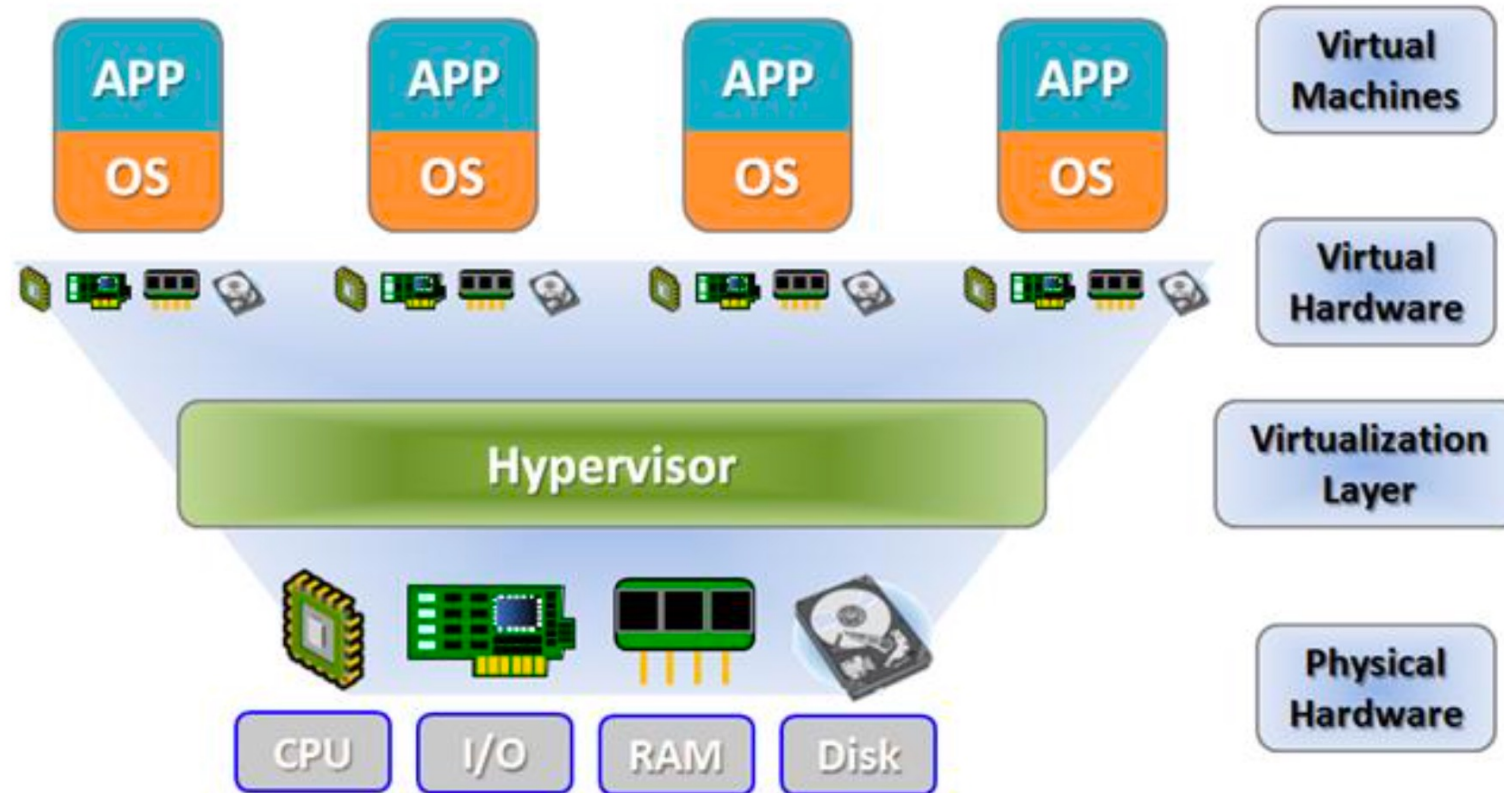
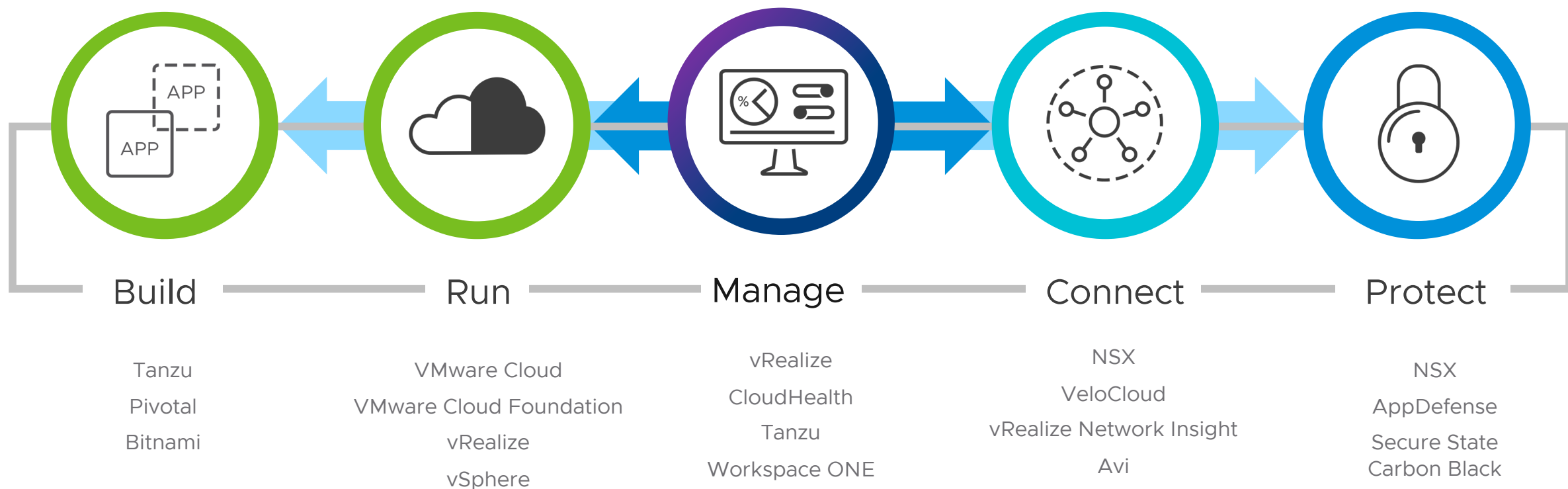


Figure 1: A basic explanation of Virtualization from Hardware through to Virtual Machine

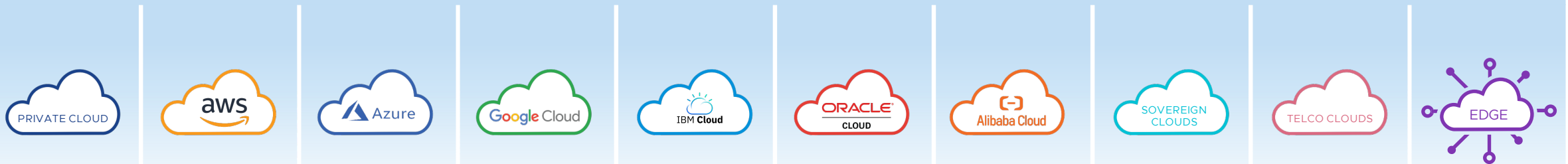
We are expanding our portfolio to accelerate our strategy

Any Cloud | Any App | Any Device



VMware Cross-Cloud Services for All Apps

VMware Cross-Cloud™ Services



Freedom **and** Control in Your Multi-Cloud Business

The 51 United States of VMware

Evolution by Acquisition?!

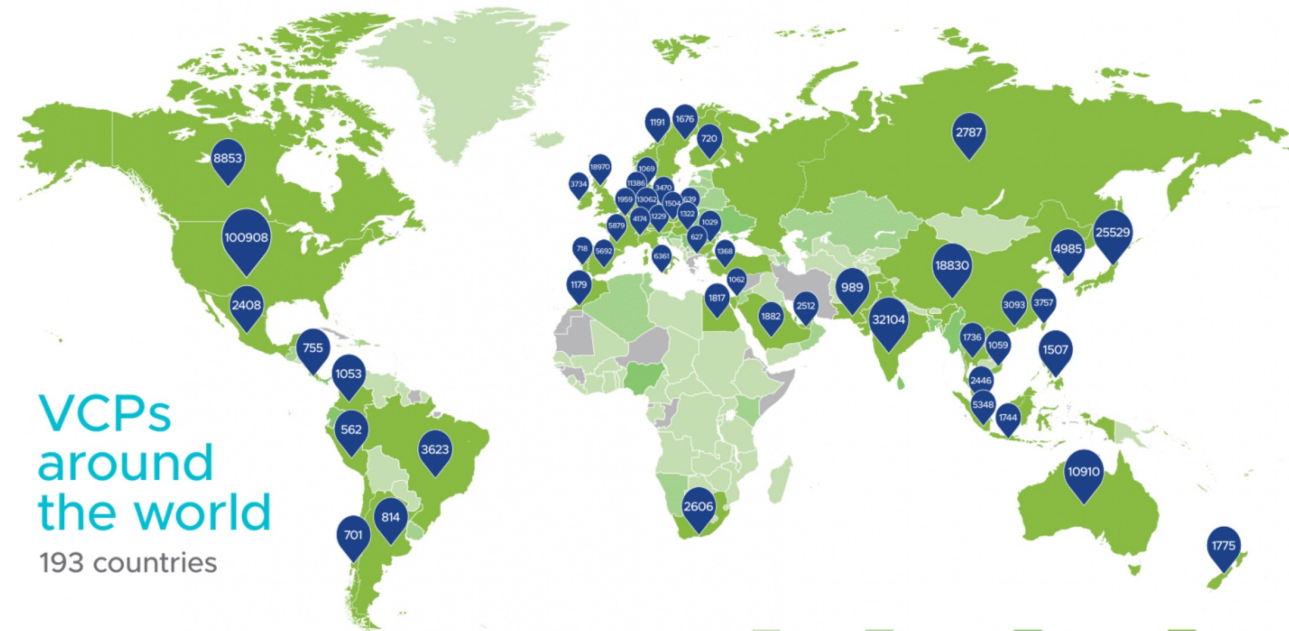
VMware Acquisitions

VMware has an ongoing commitment to help our customers and partners transform their businesses. Through strategic acquisitions, we can expand and enhance our product lines to offer full suites of products that deliver a more dynamic, scalable, integrated and efficient architecture.

March 31, 2021 Mesh7 Read Blog >	September 14, 2020 Mode.net Read Blog >	October 13, 2020 SaltStack Read Blog >	
July 15, 2020 Datrium Read Blog >	July 07, 2020 Blue Medora TVS Read Blog >	June 04, 2020 Lastline Press Release >	May 13, 2020 Octarine Press Release >
January 21, 2020 Nyansa Press Release >	December 30, 2019 Pivotal Press Release >	August 22, 2019 Carbon Black Press Release >	August 15, 2019 Veriflow Read Blog >
July 25, 2019 Uhana Press Release >	July 18, 2019 Bitfusion Press Release >	June 13, 2019 Avi Networks Press Release >	May 15, 2019 Bitnami Read Blog >
February 05, 2019 Aetherpal Read Blog >	November 06, 2018 Heptio Press Release >	August 27, 2018 Cloud Health Press Release >	August 09, 2018 Dell EMC Service Assurance Press Release >
February 22, 2018 CloudVeloX Read Blog >	February 14, 2018 CloudCoreo Read More >	March 28, 2018 E8 Security Read Blog >	November 02, 2017 VeloCloud Press Release >
May 15, 2017 Aptelligent Read Blog >	May 09, 2017 Wavefront Press Release >	June 22, 2016 Arkin Press Release >	October 14, 2015 Boxer, Inc. Read Blog >
February 03, 2015 Immidio Read Blog >	August 20, 2014 Cloud Volumes Press Release >	March 06, 2014 Third Sky Read Blog >	February 24, 2014 AirWatch Press Release >
October 15, 2013 Desktime Press Release >	June 17, 2013 Virsto Read Blog >	July 23, 2012 Nicira Press Release >	July 06, 2012 Pattern Insight Read Blog >
July 02, 2012 Dynamic Ops, Inc. Press Release >	April 24, 2012 Cetas Software Read Blog >	April 17, 2012 ITHC Read Blog >	August 27, 2011 PacketMotion Read Blog >
May 31, 2011 Socialcast Press Release >	June 13, 2011 Digital Fuel Press Release >	January 17, 2011 NeoAccel Corp Read Blog >	August 31, 2010 Integrien Corp Press Release >
August 31, 2010 Tricipher Press Release >	July 13, 2010 EMC Ionix Read Blog >	May 06, 2010 GemStone Systems Press Release >	April 13, 2010 RabbitMQ Press Release >
February 26, 2010 RTO Software Read Blog >	August 10, 2009 vFabric Press Release >	November 10, 2008 Trango Press Release >	October 09, 2008 Blue Lane Read Blog >

The VCP Community in Numbers

Oh, how it has grown over the years!



Top 6 countries

United States	India	Japan
100,908	32,104	25,529
United Kingdom	China	Germany
18,970	18,830	13,062

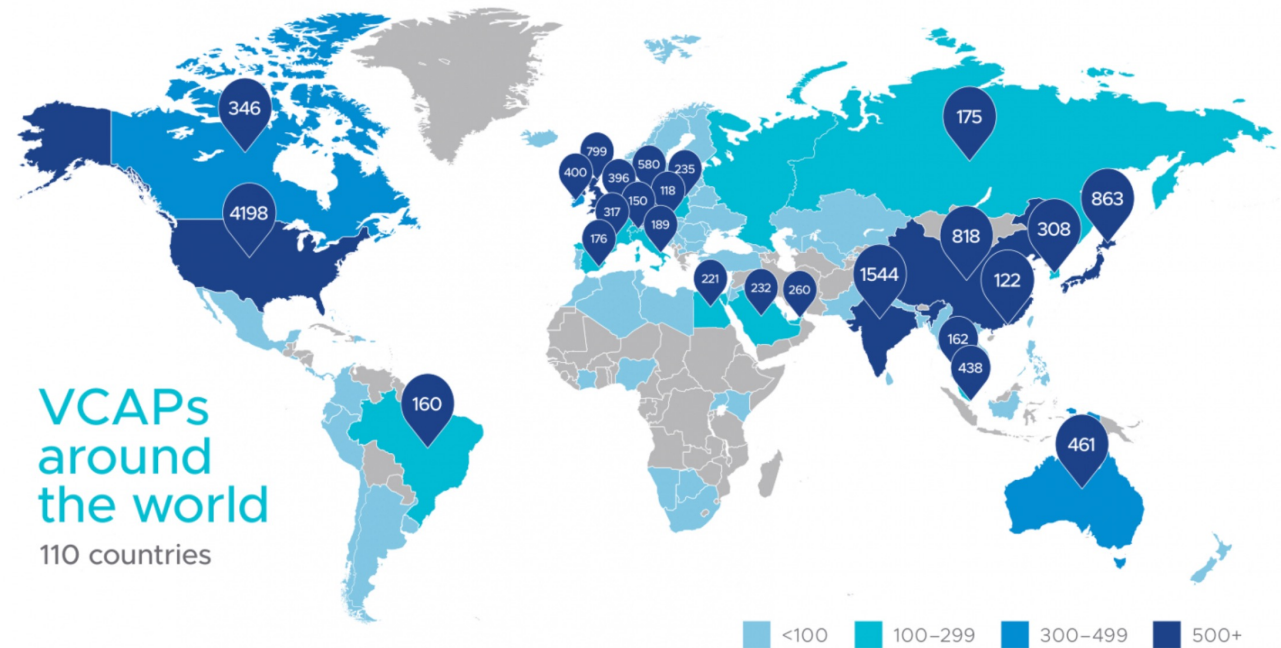
VCPs by geolocation

Americas	122,023
Asia-Pacific	118,127
EMEA	110,643



The VCAP Community in Numbers

Oh, how it has grown over the years!



Top 6 countries

United States	India	Japan
4,198	1,544	863
United Kingdom	China	Germany
799	818	580

VCAPs by geolocation

EMEA	5,628
Asia-Pacific	5,302
Americas	5,042



VMworld attendance over the years!

The Virtualization community would literally be nothing without you, the community.



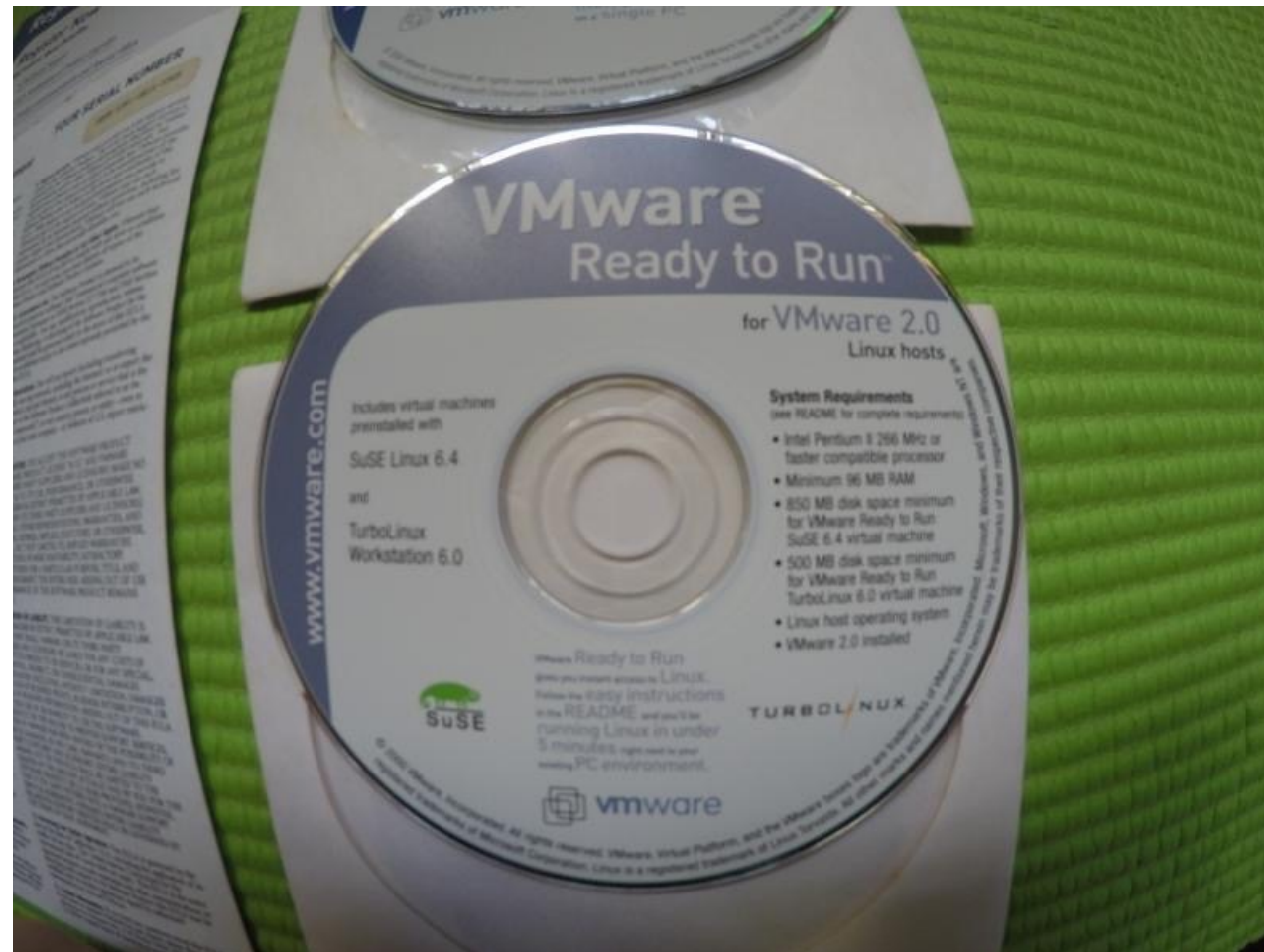
PLAYBILL

Cities and Attendees

2004	San Diego	1,500
2005	Las Vegas	3,500
2006	Los Angeles	6,700
2007	San Francisco	10,800
2008	Las Vegas	14,000
2009	San Francisco	12,500
2010	San Francisco	17,000
2011	Las Vegas	19,000
2012	San Francisco	21,000
2013	San Francisco	22,500
2014	San Francisco	26,000
2015	San Francisco	23,000
2016	Las Vegas	23,000
2017	Las Vegas	19,500
2018	Las Vegas	21,000
2019	San Francisco	21,000+

Be a part of VMware Community 2.0!

Are you ready to Run?!



The vExpert Program

2162 Going Strong! Across 78 countries around the world!

	Country	Population (2020)	# vExperts	vExpert % Worldwide	vExpert % of vExperts
3	United States	331,002,651	659	0.000199092%	32.84%
21	United Kingdom	67,886,011	176	0.000259258%	8.77%
2	India	1,380,004,385	116	0.000008406%	5.78%
69	Netherlands	17,134,872	110	0.000641966%	5.48%
11	Japan	126,476,461	75	0.000059300%	3.74%
19	Germany	83,783,942	73	0.000087129%	3.64%
6	Brazil	212,559,417	68	0.000031991%	3.39%
17	Turkey	84,339,067	49	0.000058099%	2.44%
114	Singapore	5,850,342	47	0.000803372%	2.34%
30	Spain	46,754,778	44	0.000094108%	2.19%
39	Canada	37,742,154	43	0.000113931%	2.14%
22	France	65,273,511	41	0.000062813%	2.04%
55	Australia	25,499,884	41	0.000160785%	2.04%

<https://vexpert.vmware.com/>

vExpert Program Benefits

It Pays to Discover! (Wait, that's something else!)

Network with over 2,000 other vExperts

Opportunity to apply for 8 Official VMware Business Unit lead vExpert sub programs.

Invite to our private vExpert #Slack channel

vExpert certificate signed by our VMware CEO

Permission to use the vExpert logo on cards, website, etc. for one year

Exclusive gifts from various VMware partners

365-day eval licenses for most products for home lab / cloud providers

AND SO MUCH MORE!

Private webinars with VMware partners as well as NFRs

Access to private betas (subject to admission by beta teams)

Private pre-launch briefings via our blogger briefing pre-VMworld (subject to admission by product teams)

Featured in a public vExpert online directory

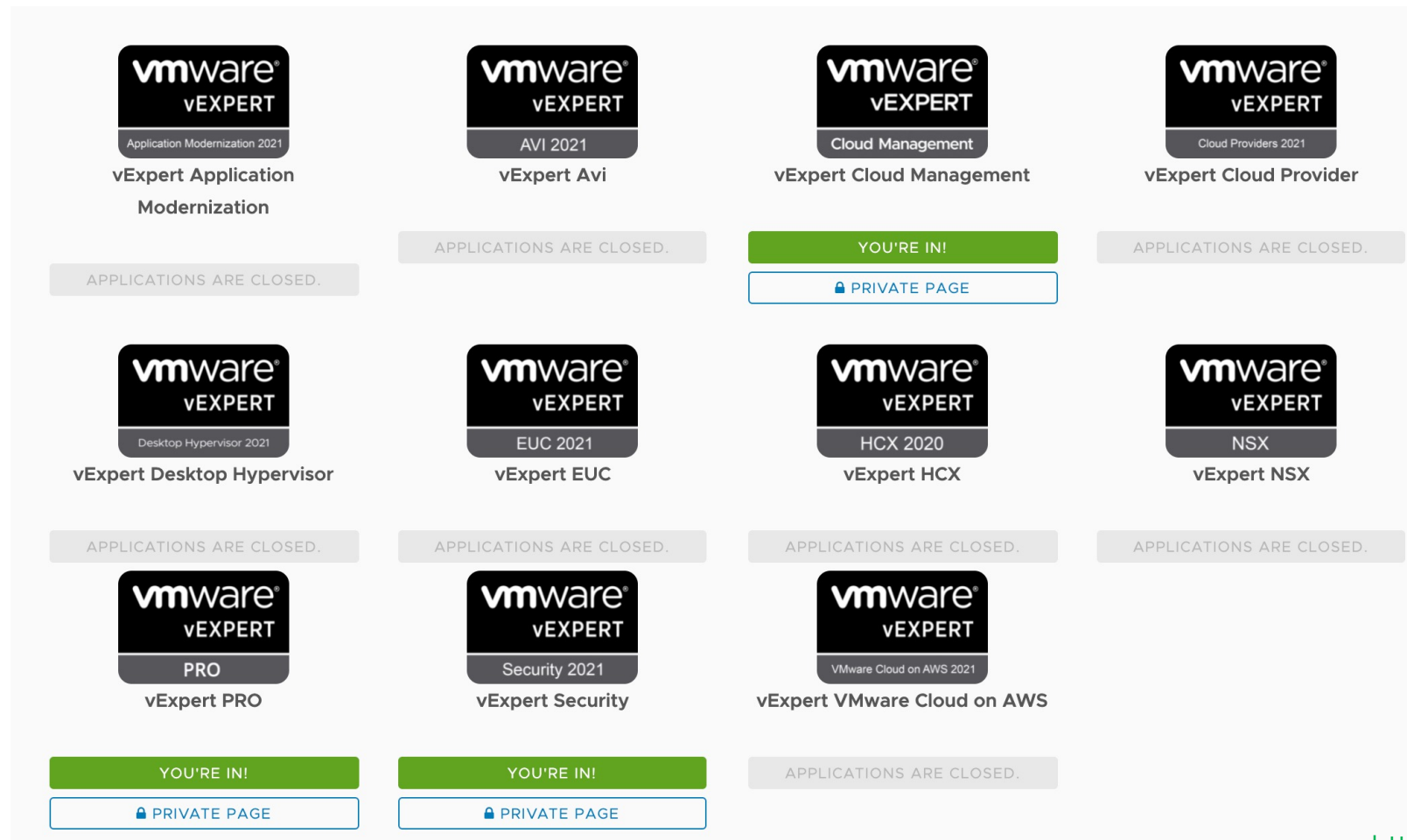
Access to vetted VMware & Virtualization content for your social channels

Yearly vExpert parties at both VMworld US and VMworld Europe events

Identification as a vExpert at both VMworld US and VMworld EU

Within the vExpert Program are Speciality Sub-Programs!

Yea sadly, I don't have an image which doesn't say, "You're in!" 😊



<https://vexpert.vmware.com/>

Entering its 14th Year – Introducing the VMware vExpert Program!

Program Overview – Applications open in December 2021

The VMware vExpert program is VMware's global evangelism and advocacy program. The program is designed to put VMware's marketing resources towards your advocacy efforts. Promotion of your articles, exposure at our global events, co-op advertising, traffic analysis, and early access to beta programs and VMware's roadmap. The awards are for individuals, not companies, and last for one year. Employees of both customers and partners can receive the awards. In the application, we consider various community activities from the previous year as well as the current year's (only for 2nd half applications) activities in determining who gets awards. We look to see that not only were you active but are still active in the path you chose to apply for.

<https://vexpert.vmware.com/>

Do I have what it takes to Join?

Criteria of the Program – Applications open in December 2021

If you are interested in becoming a vExpert the criteria is simple. We are looking for IT Professionals who are sharing their VMware knowledge and contributing that back to the community. The term "giving back" is defined as going above and beyond your day job. There are several ways to share your knowledge and engage with the community. Some of those activities are blogging, book authoring, magazine articles, , active in Facebook groups, forum (VMTN as well as other non VMware) platforms, public speaking, VMUG leadership, videos and so on. VMware Social Media Advocacy does not count towards the award since this is not original content.

<https://vexpert.vmware.com/>

The vExpert Program generally has 5 Primary Categories

Are you one of these 5? Do you want to BECOME one of these 5?!

Evangelist Path

The Evangelist Path includes book authors, bloggers, tool builders, public speakers, VMTN contributors, and other IT professionals who share their knowledge and passion with others with the leverage of a personal public platform to reach many people. Employees of VMware can also apply via the Evangelist path. A VMware employee reference is recommended if your activities weren't all in public or were in a language other than English.

Customer Path

The Customer Path is for leaders from VMware customer organizations. They have been internal champions in their organizations or worked with VMware to build success stories, act as customer references, given public interviews, spoken at conferences, or were VMUG leaders. A VMware employee reference is recommended if your activities weren't all in public.

VPN (VMware Partner Network) Path

The VPN Path is for employees of our partner companies who lead with passion and by example, who are committed to continuous learning through accreditations and certifications and to making their technical knowledge and expertise available to many. This can take shape of event participation, video, IP generation, as well as public speaking engagements. A VMware employee reference is required for VPN Path candidates.

VMUG Leaders

VMUG leaders dedicate a lot of personal time to the community. We want to recognize these efforts for the time spent helping and contributing to the community by awarding VMUG leaders with the vExpert Award. If you are a VMUG leader, you will need to apply to receive the award.

VCDX Path

The VCDX path is for VCDX holders only. If you hold the VCDX title you will still need to apply for vExpert each year. We verify all VCDX applications via the [VCDX Directory](#).

<https://vexpert.vmware.com/>

How do I sign up?!

How to Apply to be a vExpert – Applications open in December 2021

The process to apply is easy, twice per calendar year we open applications for a period of 30 days. Once the 30 days are over we close the applications and start voting which takes 30 to 45 days. Applications open for each calendar year in November / December and results are announced in February. We open applications again which we refer to 2nd half applications in June with an August announcement. Every vExpert, VCDX as well as any new applicants must apply at least once per year. vExpert subprogram applications will open shortly after the 2021 awards are announced.

Get Help by a vExpert PRO Mentor!

We have over 100 vExpert PROs ready to help you become a vExpert. We can help mentor you through the process and outline what you need to do to qualify. Join our **Facebook Group** at: <https://www.facebook.com/groups/vmwarevexpert> and or **LinkedIn Group** at: <https://www.linkedin.com/groups/9057469/>

<https://vexpert.vmware.com/>

Lastly, some of my favorite resources!

I can't NOT talk about this in EVERY talk!

If you're not familiar with these resources, write them down, go visit them immediately!

<https://pathfinder.vmware.com/>

<https://vrealize.vmware.com/>

<https://www.vmwareopsguide.com/>

<https://www.brockpeterson.com/>

<https://cosmin.gq/>

Eh, I guess I should share this ;)

<https://thepragmatictech.com/>