



VMware Deal Health Review

Maximize partner deal success with TD SYNnex and Broadcom tools



Deal Health Self-Assessment

Pressure test your opportunity before advancing the deal

Area	Green Strong	Yellow At Risk	Red Stop & Fix
Relationship & Influence	<ul style="list-style-type: none"> <input type="checkbox"/> I know who makes the decision <input type="checkbox"/> Exec + technical sponsors engaged <input type="checkbox"/> Broadcom team aligned 	<ul style="list-style-type: none"> <input type="checkbox"/> Sponsors identified but limited access or alignment 	<ul style="list-style-type: none"> <input type="checkbox"/> No decision maker. <input type="checkbox"/> Transactional contacts only
Customer Value & Role	<ul style="list-style-type: none"> <input type="checkbox"/> I'm influencing outcomes and purchase decisions <input type="checkbox"/> Clear business problem <input type="checkbox"/> Trusted advisor 	<ul style="list-style-type: none"> <input type="checkbox"/> Business outcome understood but not driving decisions 	<ul style="list-style-type: none"> <input type="checkbox"/> No clear customer objective
VMware Environment Intelligence	<ul style="list-style-type: none"> <input type="checkbox"/> I know versions, patching, app criticality <input type="checkbox"/> Leading with VCF <input type="checkbox"/> Assessments done 	<ul style="list-style-type: none"> <input type="checkbox"/> Partial environment knowledge <input type="checkbox"/> Single use case focus 	<ul style="list-style-type: none"> <input type="checkbox"/> No clarity on environment <input type="checkbox"/> No assessments
Value Creation & Expansion	<ul style="list-style-type: none"> <input type="checkbox"/> I lead cloud strategy + TCO / ROI discussions <input type="checkbox"/> Add-ons identified (vSAN, vDefend, AVI, VLR) 	<ul style="list-style-type: none"> <input type="checkbox"/> Value discussed but not quantified <input type="checkbox"/> Expansion unclear 	<ul style="list-style-type: none"> <input type="checkbox"/> No ROI conversation <input type="checkbox"/> Waiting for customer to ask
Execution & Ownership	<ul style="list-style-type: none"> <input type="checkbox"/> I own the deal <input type="checkbox"/> Proactive, responsive, accountable <input type="checkbox"/> Momentum clear 	<ul style="list-style-type: none"> <input type="checkbox"/> Shared ownership <input type="checkbox"/> Slow progress 	<ul style="list-style-type: none"> <input type="checkbox"/> No clear owner <input type="checkbox"/> Deal stalled

Deal Health Toolkit

Leverage your TD SYNnex Team and Broadcom's Portal

TD SYNnex Services

- VCF / VVF Readiness Assessment
- VCF / VVF Health Check & Remediation Planning
- Foundational Design & Deployment Services
- Live Site Recovery Add-on
- Residency Services (ongoing ops support)

Email

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Contact your TD SYNnex
VMware Specialist at

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Partner Portal

- [Private Cloud Maturity & Optimization \(PCMO\) Tool](#)
- [e-Learning & VCF Certification](#)
- [Services Accelerator](#)
- [RVTools + Excel Macro Cheat Sheet](#)
- [PCMO Tool \(TCO, ROI, Value Model\)](#)

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Private Cloud Modernization Program