

VMUG Advantage: “Convince Your Boss” Email

To:

From:

Re: Request to Purchase VMUG Advantage

Dear [Boss's Name],

I understand that every departmental purchase must provide significant value and a strong return on investment. I'd like to introduce you to **VMUG Advantage**, a program that offers exclusive benefits designed to enhance skills, improve productivity, and support organizational goals.

This year-long subscription provides access to industry-leading resources and tools that will help me stay ahead in today's fast-paced IT environment. Here's what's included:

1. VMware Licensing Access (Starting March 2025):

a. VMware Cloud Foundation (VCF):

- i. A 3-year, non-production license for up to 128 cores of VCF.
- ii. Requires a passed VCP-VCF Admin/Architect certification.

b. VMware vSphere Foundation (VVS):

- i. A 3-year, non-production license to VMware vSphere products.
- ii. Requires VCP-VVF certification (Year 1 available to all certified; Years 2 & 3 exclusive to Advantage members).

These licenses will allow me to gain hands-on experience and expertise with VMware technologies, ensuring I am prepared to lead new project rollouts and technology upgrades.

2. Certification Discounts:

- a. A **\$125 discount** on VMware certification exams (one voucher per year).
- b. This discount reduces the cost of certifications by up to 50%, enabling me to achieve critical certifications that directly benefit our team.

3. Devolutions Remote Desktop Manager (RDM):

- a. Access to a powerful remote desktop management tool, exclusive to Advantage members, with a **Not-for-Resale license** for the RDM Enterprise edition.

4. Training Discounts:

- a. **New Horizons:** 25% off online courses on topics like VMware skills, DevOps, and leadership. These expert-led courses will allow me to expand my skillset without the need for travel or time away from work.
- b. **EnterOne:** 25% off instructor-led training from a Broadcom Expert Advantage Partner. Courses run on Guaranteed-to-Run schedules, so I can plan training around our workload without worrying about cancellations.

5. VMware Explore Discount:

- a. **\$100 off registration** for VMware Explore, VMware's premier event, giving me access to the latest industry trends and expert insights.

Cost and Value

The VMUG Advantage membership is only **\$210 per year**, and its benefits far outweigh the cost. These resources will help me strengthen my skills, gain certifications, and improve my ability to contribute to team success.

VMUG also offers **discounted group pricing**, so if others on the team could benefit, we can explore a cost-effective solution for multiple users.

I am confident that VMUG Advantage will enhance my skills, increase my productivity, and add value to our organization. Thank you for considering my request, and I'm happy to discuss this further or provide additional details.

Best regards,

[Your Name]