



# Google Cloud Partner Advantage Program

## Validate your competency with CloudHealth

### The next generation of cloud MSPs

The cloud market is rapidly evolving, and managed service providers (MSPs) must quickly move beyond reselling to provide the next generation of cloud managed services. Customers no longer want individual tools for each cloud provider. Instead, they expect MSPs to build and deliver cloud-agnostic offerings for each step of their cloud journey: plan and design, build and migrate, run and operate, and optimize.

IDC's Worldwide Managed Cloud Services Forecast expects a 15.4 percent compound annual growth rate (CAGR) in worldwide managed cloud services spending through 2025, highlighting how enterprises increasingly look to cloud MSPs to support them across an increasingly diverse and expanding volume of IT assets, cloud resources, IT processes, and geographic locations.<sup>1</sup>

### Google Cloud Partner Advantage Program

The Google Cloud Partner Advantage Program differentiates partners by offering enablement tools and recognition of expertise that instill trust and demonstrate value with customers. Google includes partners in its cloud platform marketplace to help them generate more leads, secure larger deals, and grow revenue with Google Cloud offerings.

Partners can earn expertise and specialization designations from Google that further differentiate partners in the Google Cloud Marketplace. These designations can be achieved by creating teams of individuals that earn Google Cloud certifications and developing customer success stories that demonstrate experience with Google Cloud offerings. Specializations signify partners with the highest level of proficiency and technical ability who have established a proven and repeatable Google Cloud practice.

Google offers three engagement models through the program—sell, service and build—that are available at a partner level and a premier level. Qualifying for a given model requires a combination of Google credentials, annual business plans, customer success stories, product integrations, and/or minimum qualifying billings. Each engagement model is tailored toward a different type of partner.

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1. IDC. "Worldwide Managed Cloud Services Forecast, 2021-2025: An Extraction View of Technology Outsourcing Services Markets." September 2021.

## The Partner Advantage Differentiation Journey

Google has outlined a Differentiation Journey for partners to best position themselves in offering Google Cloud services to customers. Following this journey will help partners achieve the expertise and specialization demonstrations that will set them apart in the Google Cloud marketplace:

- Training and certification – Develop your team and complete Google Cloud certifications.
- Customer success – Accumulate documented success with customers to help Google better match you with the right deals.
- Expertise – Earn a designation that signals demonstrated experience and skills with the right combination of certifications and customer success stories. Expertise designations in an industry vertical with a Google Cloud product/technology or with certain workloads are the primary way Google prioritizes lead routing.
- Specialization – Attain the highest achievable technical distinction with Google Cloud through certification, customer success, and expertise, which is then vetted by Google and a third party:
  - This indicates a partner has an established Google Cloud practice, proven and repeatable customer success, and significant technical abilities.
  - Specialization designations are the most effective way for partners to differentiate themselves in the Google Cloud Marketplace.

## Earn expertise and specialization designations from Google with CloudHealth

The CloudHealth® by VMware Suite™ provides a cloud management and security solution for Google Cloud customers. MSPs partner with us to help their customers accelerate business transformation in the cloud and offer unrivaled visibility, optimization and governance around cost and usage. CloudHealth by VMware can also help partners in their journey to earn Google Cloud expertise and specialization designations.

MSPs can construct repeatable and successful service delivery portfolios by including CloudHealth as an added value on top of Google Cloud products and services. Using the CloudHealth Partner Platform, managed service providers can offer all the capabilities of CloudHealth through a single console, allowing them to streamline billing, centralize customer management, and drive profitability. The CloudHealth Partner Platform provides the ability for partners to manage their customers' Google Cloud environments, and allows channel customers to be managed by partners while still being able to access the platform themselves.

Employing the CloudHealth Partner Platform to enhance cloud financial management and operations for your customers will enable you to construct the customer success stories required to earn expertise and specialization designations with Google. The following information details how CloudHealth maps to specific Google Cloud expertise and specialization designations that set partners apart. The complete list of expertise and specialization designations can be found in the Google Cloud Partner Advantage portal.

## Mapping CloudHealth to expertise and specialization designations

CloudHealth helps MSPs demonstrate capabilities across several Google Cloud expertise and specialization designations, helping them prove their success in building customer solutions with Google Cloud Platform (GCP) services.

Partner Advantage category	How CloudHealth helps
<p>Google Cloud Compute Expertise Partners who demonstrate customer success in Google App Engine, Google Compute Engine, Google Cloud Build, Google Kubernetes Engine, Container Registry, Kubernetes, and Google Cloud Functions.</p>	<p>CloudHealth enables partners to manage, optimize, simplify and secure GCP compute resources for their customers. With CloudHealth, partners can provide customers with greater visibility into their costs and usage, as well as recommendations on how to optimize their resources.</p> <p>The CloudHealth container functionality helps you understand resource consumption at the service and cluster levels. It will help you understand which service or team is consuming what resources, so you can determine if you have the right set of resources, in the right locations, to properly support your cluster. Using the CloudHealth Container Module, you can optimize your resource clusters and discover opportunities to reduce spend through rightsizing and avoiding waste.</p>

Partner Advantage category	How CloudHealth helps
<p>Google Cloud Identity and Security Expertise</p> <p>Partners who demonstrate customer success in Google Cloud Identity and Access Management, the Google Cloud Data Loss Prevention API, Google Cloud Key Management, Google Kubernetes Engine security, and Google Security Command Center.</p>	<p>Starting with access management, partners can view and report across customer tenants, benefitting from full multitenant isolation of customers and the ability to grant platform access to customers as they see fit. Partners can manage customer users, roles and organizations through CloudHealth, as well as single sign-on access.</p> <p>FlexOrgs enable a hierarchical and segmented representation of an organization, with user access mapped to specific organizational units to control levels of access.</p>
<p>Cloud Migration – Services Specialization</p> <p>Demonstrated customer success in building foundational architectures and then migrating significant numbers of customer workloads from either on-premises or other cloud providers to GCP.</p>	<p>The CloudHealth Migration Assessment analyzes the configuration and utilization of physical and virtual servers running in one or more data centers, and provides recommendations for moving a workload or a subset of infrastructure running the workload to GCP.</p> <p>Recommendations are made on Google Compute Engine types, region and associated projected costs. This allows partners to compare the TCO of running workloads on-premises with the public cloud, and make intelligent migration decisions related to redesigning applications for optimal efficiency in or across GCP regions.</p>

Partner Advantage category	How CloudHealth helps
<p>Infrastructure – Services Specialization</p> <p>Demonstrated success assisting customers architect and build their GCP infrastructure and workflows.</p>	<p>CloudHealth is a third-party cloud management platform that supports GCP. CloudHealth provides cost, usage and performance reporting with out-of-the-box reports and dashboards, and provides the ability to create custom reports and dashboards. With granular visibility across their GCP environment, partners and customers can hold business groups and users accountable using chargeback and showback.</p> <p>The platform provides utilization and optimization capabilities via rightsizing recommendations and reservation management. CloudHealth Asset Reports give a more granular view of the billing data and help partners analyze cloud infrastructure.</p> <p>CloudHealth has governance policies to ensure compliance across resource types (e.g., tagging schema), and enable partners and customers to implement guardrails to govern their GCP environment. Partners can automate actions and workflows, and approve and authorize actions in a few clicks.</p> <p>Partners can take advantage of the CloudHealth ability to centralize customer management with visibility and reporting across all customer tenants from one console. The Partner Generated Billing function allows partners to generate billing statements for each of their customers while also incorporating customized billing rules based on their business agreements.</p>

### Learn more

For more information about how you can become a best-in-class MSP with CloudHealth, please visit [cloudhealth.vmware.com](https://cloudhealth.vmware.com).