

5 Ways to Meet Customer Demand

and Grow Your Data Protection Business

With a focus on profitability and growth, Value-Added Resellers need to rely on a select group of vendors that can help them answer their customers' demands efficiently. Customers expect results, they want diversity, they require experience and, ultimately, to transform business.

1

Customers expect results

Established. Credible. Reliable.

450K+

customers worldwide

35K+

technology partners

30+

countries with offices

Veeam has been leading the way in data protection since 2006 and is the #1 global market leader, providing organizations with radical resiliency through data security, data recovery and data freedom for the hybrid cloud.

Modern. Experienced. Secure.

Veeam Data Platform delivers a single solution for Cloud, Virtual, Physical, SaaS and Kubernetes environments giving businesses peace of mind their apps and data are protected, always available and can keep their businesses running.

Gartner Peer Insights..

★★★★★

Gartner positioned Veeam highest for [Ability to Execute](#) for the 4th consecutive time and a Leader for the 7th time.

Gartner Peer Insights [Customers' Choice in the Data Center Backup and Recovery](#) Solutions.

"More than 10 years with Veeam, no regrets only satisfaction!"

5.0 Star Review

Gartner Peer Insights, Data Backup & Recovery, September 2023

"I am confident in my backups and my company's business continuity thanks to Veeam backup."

5.0 Star Review

Gartner Peer Insights, Data Backup & Recovery, October 2023

"Veeam has been a powerhouse in the backup world for a while now, we have been using it for 6+ years and have seen it grow and expand to fit our needs. It offers a full stack in backup solutions, on-premise, cloud, SaaS, ..."

5.0 Star Review

Gartner Peer Insights, Data Backup & Recovery, August 2023

2

Customers want diversity

Radical Resilience Keeps Business Running

Veeam Data Platform enables organizations to complete their cyber resiliency strategy with the best-in-class data security, data recovery and data freedom.

Veeam Universal License (VUL) offers license units that capture more of each customers' growth requirements, and license types that benefit reseller partners' long term success.

Flexibility and Freedom

Veeam Data Platform is licensed with Veeam Universal License (VUL) a "per workload" annual subscription license that moves easily from physical to virtual to multi-cloud, Windows, Linux, NAS, VMware, AWS, Azure and beyond.

Top Rated 2023

★★★★★

"Simplified Licensing and Pricing Models Advanced Data Analytics and Insights Deeper Integration with Cloud-Native ... Veeam Data Platform offers benefits such as data protection, cost efficiency, disaster recovery, scalability, support for remote work, global."

Nizar Lalji

Cloud Architect, NSW health (Government Administration, 10,001+ employees), [TrustRadius 9.0 Review](#).

Veeam Data Platform

Recovery Orchestration

Monitoring & Analytics

Backup & Recovery

Native APIs

AWS Azure Google Cloud Kubernetes

Cloud Virtual Physical Apps SaaS

On-Premises In the Cloud XaaS

Platform Extensions

Microsoft 365 Salesforce

3

Customers need support

Your customer, your relationship

Veeam helps partners nurture relationships and provides knowledge about Veeam solutions so partners can be the expert and provide a self-sufficient, reliable, responsive and successful customer-centric approach.

Tools and resources

For each product and solution, Veeam provides handy toolkits to help partners better support customer needs. A vast network of partners is also available to connect with experts in a field where you may lack expertise. Online forum, blog, Legends community, channel reps, system engineers, and use cases help you succeed.

Gartner Peer Insights..

★★★★★

"Amazing product with exceptional support and community."

5.0 Star Review

Gartner Peer Insights, Data Backup & Recovery, August 2023

"Veeam delivers the reliability, stability, transparency, safety and trust we need. Together we provide a solution that keeps businesses running — no matter what. Veeam's Competency Program is a great way of showcasing that, and our expertise, to our customers. Since we have been using our badges and leveraging the program we have seen our Veeam business growth accelerate."

Ian Snow

Chief Executive Officer, Central Technology Ltd

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Customers require experience

Increase your competency

Veeam recognizes a reseller's desire to grow its own business — and we guide our partners' journey to reach their own organization's goals and objectives. Our Competency Program provides:

- An ecosystem of high value partners
- Enhanced visibility to customers
- Better customer outcomes
- Successful growth opportunities

Veeam promotes partner expertise

Customers require resellers to be the expert, so Veeam's partner program is designed to reward reseller partners who invest time and effort into learning about Veeam's modern data protection solutions.

Veeam ProPartners have access to a robust ecosystem of partners to work with to build, market and sell Veeam solutions.

"In the short time since joining Veeam's Competency Program we've seen our business grow by 11% and our time to market reduced by 50%. It's been a great way to showcase our expertise."

Sylvain Gobeil

Product Director

83%

of customers rank specializations as a "Top 3" criteria for choosing partners.

74%

of these customers go back and audit these certifications and competencies at least two-times per year.

Source: [Canalys AWS partner characteristic study 2023](#)

5

Customers transform business

We understand customers are facing growing technological complexity in a fast-paced IT environment, and partners need to keep up with the technology in transformation to be a trusted advisor to customers.

Providing best practices

Veeam's ProPartners have access to all industry best practices through our intuitive online hub, the ProPartner portal, an interactive platform providing direct access to tools and resources that enable business growth.

- Extensive sales and marketing resources
- Self-service lead generation tools
- Customized training, certification and competencies
- Technical support for your customers
- Promotions and deal registration

Veeam Partners benefit from best-in-class practices from Veeam, and your customers benefit from best-in-class resellers — you.

THE CHANNEL CO.

CRN

★★★★★

PARTNER PROGRAM GUIDE

WINNER 2023

Five-star service

For nine consecutive years, Veeam has been recognized by CRN, a brand of The Channel Company, with a prestigious 5-star rating in its 2023 Partner Program Guide.*

"This annual guide is the definitive listing of the most rewarding partner programs from technology companies that provide products and services through the IT channel. The five star rating is awarded to an elite group of companies that offer solution providers the best of the best in their partner programs."

Become a ProPartner

ProPartner portal

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