

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.



Established. Credible. Reliable.

450K+ 35K+ 30+

customers worldwide

technology partners

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.



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

business continuity thanks to Veeam backup. " 5.0 Star Review

I am confident in my backups and my company's

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





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), <u>TrustRadius 9.0 Review</u>

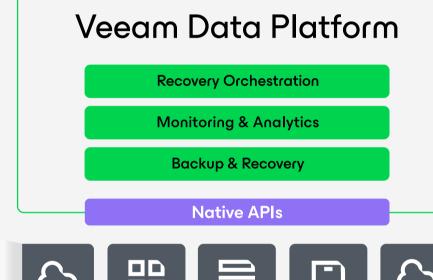
Radical Resilience Keeps Business Running

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.



Google Cloud

aws AWS

A Azure

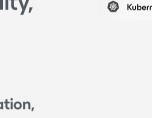








Platform





Veeam helps partners nurture relationships and provides knowledge about Veeam solutions so partners can be the expert and provide a self-

Your customer, your relationship

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.

Veeam delivers the reliability, stability, transparency,

a solution that keeps businesses running — no matter

safety and trust we need. Together we provide

Peer Insights_™

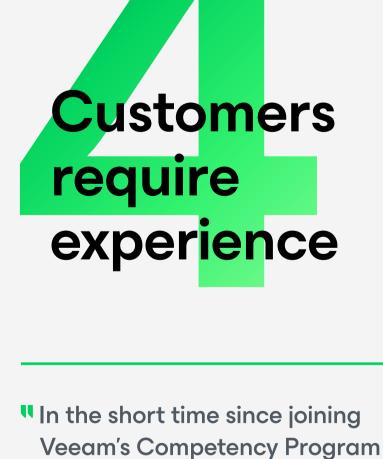
Gartner

Amazing product with exceptional



Gartner Peer Insights, Data Backup & Recovery, August 2023

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



by 11% and our time to market reduced by 50%. It's been a great way to showcase our expertise. Sylvain Gobeil **Product Director**

we've seen our business grow

An ecosystem of high value partners

Increase your competency

objectives. Our Competency Program provides:

 Enhanced visibility to customers Better customer outcomes

Customers require resellers to be the expert, so Veeam's partner

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

- Successful growth opportunities
- Veeam promotes partner expertise

a "Top 3" criteria for

advisor to customers.

choosing partners.

program is designed to reward reseller partners who invest time and effort into learning about Veeam's modern data protection solutions. Veeam **Pro**Partners have access to a robust ecosystem of partners to

work with to build, market and sell Veeam solutions. of these customers go back of customers rank and audit these certifications specializations as

Source: Canalys AWS partner characteristic study 2023



business Five-star service THE**CHANNEL**CO. 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

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

and competencies at least

two-times per year.

platform providing direct access to tools and resources that enable business growth.

Providing best practices

 Extensive sales and marketing resources Self-service lead generation tools

and your customers benefit from best-in-class resellers — you.

Veeam's **Pro**Partners have access to all industry best practices

through our intuitive online hub, the **Pro**Partner portal, an interactive

- Customized training, certification and competencies
- Technical support for your customers
- Promotions and deal registration Veeam Partners benefit from best-in-class practices from Veeam,

Become a ProPartner

ProPartner portal

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