

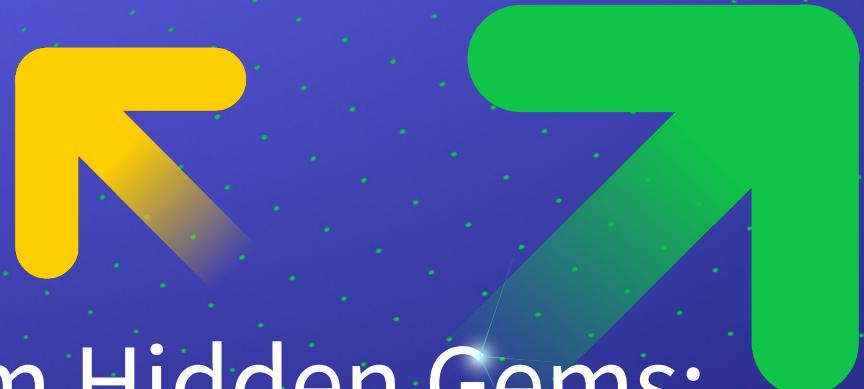
ProPartner Program Hidden Gems:

The most value-packed, overlooked benefits of Veeam's **ProPartner Program**



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Agenda

- ProPartner Network hidden gems
- Marketing resources
- Product sales support
- Business operations





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PROPARTNER
NETWORK

ProPartner portal: Your resource success hub



Manage my business

Register a deal
Maintenance renewals
Partnership resources
Program overviews



Solutions

Product launch resource center
Use cases and product toolkits
BaaS and DRaaS success kits
Technology alliance partnerships



Sales resources

Pricing & licensing
Competitive intelligence
Partner power videos
Sales success center



Marketing

Marketing center
Marketing concierge
Content syndication
PMDF



Technical & pre-sales

Webinars and white papers
Download NFR licenses
VASP success center
Technical success center
Certifications



Learning & events

VeeamIQ
VMSP/VMTSP
VMCE™/VMCA
Webinars and events

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Marketing resources

Marketing center

Veeam Marketing Center

Available tools:



Content syndication



Social media



Banner ads



Integrated marketing
campaigns



Email
marketing



And more!

Veeam Marketing Center

Veeam® Marketing Center is a **one-stop shop for co-marketing with Veeam**. Veeam **ProPartners** can access a wide array of marketing tools, designed to help accelerate demand and grow their Veeam business.

Objectives

Generate leads

Increase customer loyalty

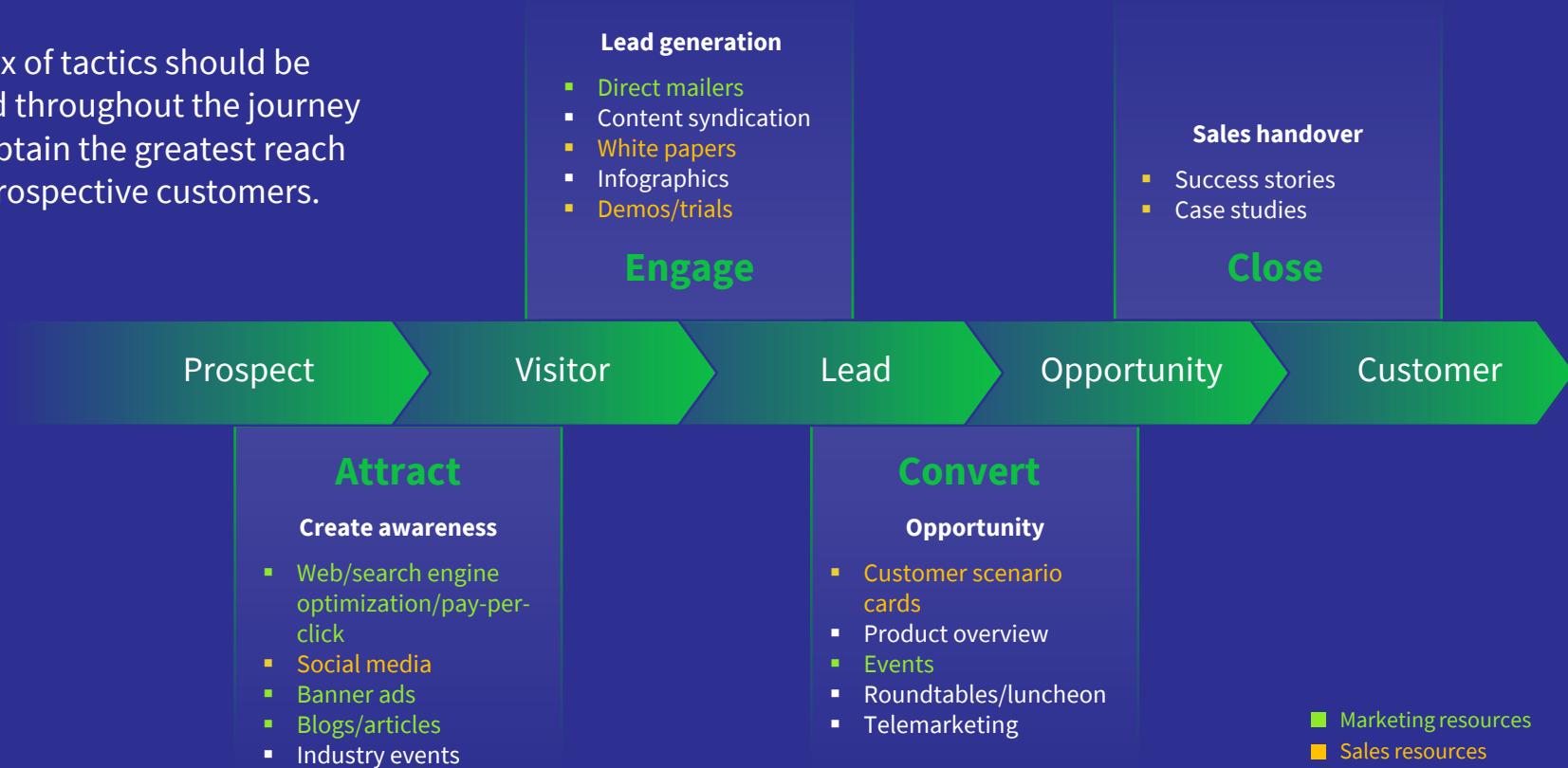
Achieve a quicker sales cycle

Why should partners care?

This is the quickest way to drive demand with the right Veeam messaging. Content and assets are created specifically for partner use. The easy-to-use tools allow partners to execute and drive leads for their Veeam business.

Sales and marketing in the buyer's journey

A mix of tactics should be used throughout the journey to obtain the greatest reach to prospective customers.



Veeam Marketing Center: Hot Campaigns



What do Veeam Marketing Center campaigns consist of?

- Email templates
 - Attract subscribers with personalized messaging
 - Social media campaigns
 - Attract potential buyers or promote events on Facebook, LinkedIn and Twitter
 - Banner ads
 - Place on email signatures/websites used in pay-per-click (PPC) campaigns
 - Sales presentation
 - Present Veeam solution in customer meetings
 - Co-branded documents
 - Convert prospect by informing about product functionalities
- + many more**

NEW REPORT
2023 Cloud Protection Trends
The future of cloud data protection

Ransomware:
Building Secure Backup as your last line of Defense

Hybrid Cloud Backup

#1 Microsoft 365 Backup
Immutability. Monitoring. Self-service enhancements

LAUNCH CAMPAIGNS

Marketing Concierge Service: Let us help!

Not sure where to start with your marketing activities?

Let us help you get your demand generation started with [Veeam Marketing Concierge](#) — a team of marketing experts who can provide you with dedicated training and help you execute marketing activities from the Veeam Marketing Center. Support is offered in English, French, Spanish, Portuguese and German.

How can Veeam Marketing Concierge help you ?



Find co-brandable content



Run a campaign and manage YOUR leads



Add a co-branded Veeam page on your website



Host a webinar

REGISTER NOW

to a series of LIVE DEMOS
about Veeam Marketing Center

OR schedule a 1:1 call
to get personalized support.

GET STARTED

Marketing Concierge



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Product sales support

Competencies/ training catalog

Why invest in Veeam Training: Benefits

Channel partners who are **trained beyond compliance requirements** see significant benefits:

65%

of **Gold & Platinum Partners**

trained beyond compliance requirements and have three or more VMCE-trained people see:

- **Three times new Veeam business** compared to their competitors with two or fewer VMCE-trained people.
- **A larger volume** of new Veeam business transactions with a **34% increase in average transaction value.**

14%

of **Registered and Silver Partners**

that have one or more VMCE-trained people see:

- **Two and half times new Veeam business** compared to their competitors with no VMCE-trained people
- **A larger volume** of new Veeam business transactions with a **50% increase in average transaction value.**

19%

of **Veeam Cloud Service Providers**

with one or more person VMCE-trained have:

- **Six times Annual Rental Revenue** over those that have no one trained.

VMSP/VMTSP keeping it simple



Master the foundation

Choose what is relevant to your business



Differentiate yourself and your company

[VMSP on VeeamIQ](#)

[VMTSP on VeeamIQ](#)

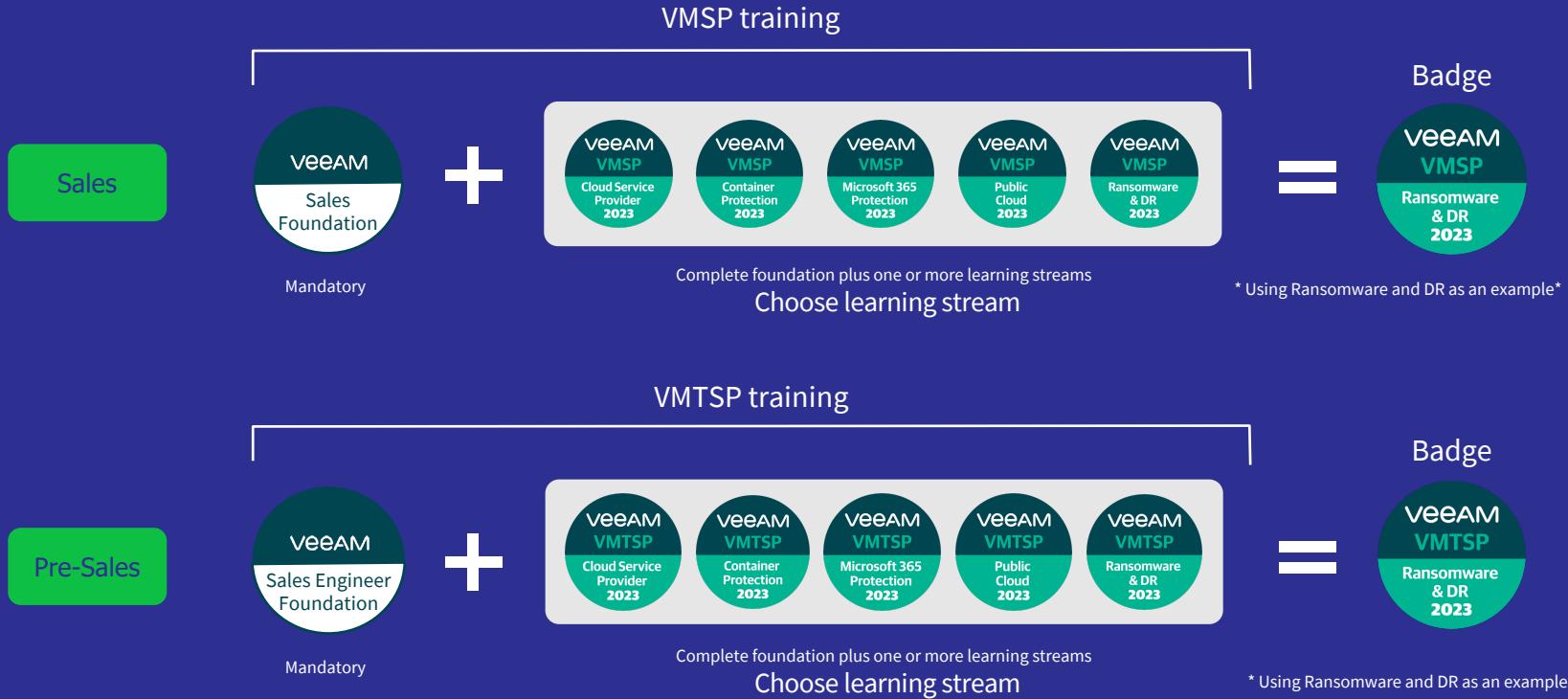
[Partner training page on ProPartner portal](#)

[ProPartner Network on ProPartner portal](#)

[Veeam Competency Program on ProPartner portal](#)



Partner sales training and badges



Veeam Competency Program overview



What is the Veeam Competency Program?

- An ecosystem of high value partners.
- Elevates partners via enhanced visibility.
- Provides better customer outcomes.
- Delivers greater growth opportunities.
- Promotes partner expertise.
- A network of go-to partners for Veeam.

You get: more opportunities, increased sales and consistent outcomes



Benefits include:

- ✓ Meeting the Veeam standard means you're Veeam approved, which solidifies your reputation and builds confidence in your sales team and the customer's confidence in your organization.
- ✓ Competency partners receive prominent placement in our Partner Directory — resulting in higher quality leads — automatically short listed, sales team awareness and badges for social media, RFPs, websites and other marketing materials and the opportunity to be highlighted in partner success stories.

Veeam Competency Program

Be sure to regularly check the **ProPartner** portal to discover new additions. [Visit ProPartner portal.](#)

VVAR



Ransomware and
Disaster Recovery



Public Cloud
Protection



Microsoft 365
Protection



Container
Protection

VCSP Reseller Ready



MSP Backup
Reseller Ready



Off-site Backup
Reseller Ready

VCSP Customer Ready



Off-site Backup



BaaS
for Azure



DRaaS



BaaS
for AWS



BaaS
for Microsoft 365
Reseller Ready



DRaaS
Reseller Ready

Product resources

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Partner Launch Resource Center

- Conveniently located in **ProPartner** portal.
- Contains resources to help you prepare for upcoming launches.
- Includes enablement courses, overviews, FAQs and more!

The screenshot displays the 'Product Launch Resource Center' interface. It features two main sections: 'Veeam Data Platform V12' (Coming soon) and 'Veeam Service Provider Console V7' (Coming soon). Each section includes a 'Launch Date: Q1 2023' note and four resource cards:

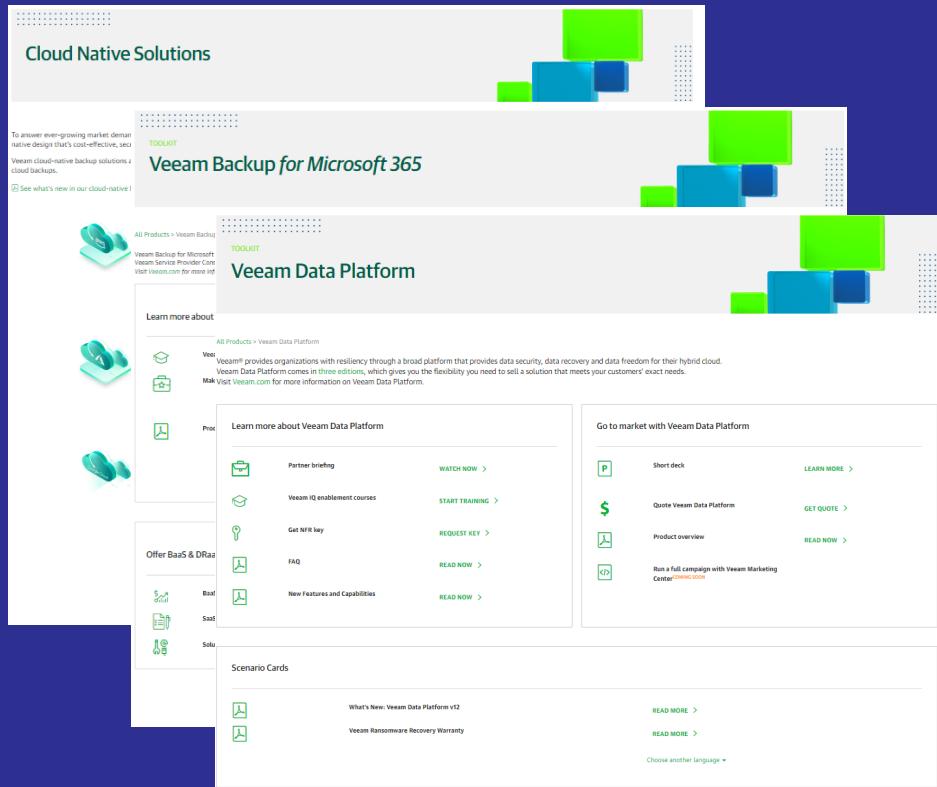
- Veeam Data Platform V12**
 - New Features and Capabilities (COMING SOON)
 - FAQ's (COMING SOON)
- Veeam IQ enablement curriculum** (COMING SOON)
 - VAR curriculum (VBR, ONE and VIRO)
 - VCSP curriculum (VBR, ONE and VIRO)
- Veeam Service Provider Console V7**
 - New Features and Capabilities (COMING SOON)
 - FAQ's (COMING SOON)
- Veeam IQ enablement curriculum** (COMING SOON)
 - V12 What's New Scenario Card
 - BaaS & DlaaS Customer Scenario - Core
 - BaaS & DlaaS Customer Scenario - CDP

ProPartner product toolkits

✓ Updated at each release.

✓ Contains resources to help you sell by product or as a solution.

✓ Contains training, go to market materials, scenario cards and more!



Analyst & industry research

Easily access reports to better understand the market, satisfy your customer's needs and share with them so that they also understand the importance of backing up their data.



NEW!

- Cloud Protection Trends 2023.
- Data Protection Trends 2023.
- Ransomware Protection Trends 2022.
- Salesforce Protection Trends 2022.

The screenshot shows a landing page for "Analyst & Industry Research". At the top right is a graphic of three stacked 3D bars in green, blue, and dark blue. Below the title "Analyst & Industry Research" is a sub-headline: "Every organization needs data protection. The recent rapid growth of data protection in a highly mature software segment indicates the strategic importance of it in core priorities such as cyber-resilience, data loss protection, data sovereignty compliance, operational resilience, and zero-trust architectures." Underneath this is another sub-headline: "Understanding your customers' priorities can open highly profitable opportunities for backup modernization. Data protection will remain a top-of-mind investment area as organizations prepare for digital sovereignty, software-as-a-service (SaaS) protection, and new industry regulations, as well as embed resilience across hybrid and multi-cloud environments." A note below states: "Use these analyst and industry research reports to better understand the market, satisfy your customer's needs and share with them so that they also understand the importance of backing up their data." The page features five report cards arranged in two rows: the first row contains "Cloud Protection Trends 2023" (purple cover), "Ransomware Protection Trends 2022" (blue cover), and "Data Protection Trends 2022" (green cover); the second row contains "Salesforce Protection Trends 2022" (yellow cover) and a placeholder card with a dotted pattern and the text "Analyst & Industry Research". Each report card includes a "READ FULL REPORT" button and an "EXECUTIVE BRIEF >" link. Small notes at the bottom of each card state: "Links provided above is partners only, not for distribution or hosting. Please use this link to share with your customers." and "Links provided above is partners only, not for distribution or hosting. Please use this link to share with your customers." for the Data and Salesforce reports respectively.

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Business operations

Deal registration



Deal Registration Program

Veeam's Deal Registration Program is designed to make your business more profitable while also rewarding eligible **ProPartners** for leading with Veeam solutions.

When you register a qualified opportunity, the Veeam Deal Registration Program* protects your investment in the sales process and awards you additional points of margin when closing business with Veeam.

[Deal registration](#) training is available on [VeeamIQ!](#)



Eligible partners can earn more margin when they register a deal*.



Once the deal registration is approved by Veeam, the deal is protected.



Veeam is dedicated to supporting our channel 100%.

* Specifics of each region's deal registration program can be found on the **ProPartner** portal.



Renewals



The importance of renewals



Important facts about Veeam Renewals

1. % of bookings

Nearly half of Veeam's bookings are renewals.

2. # of customers

Veeam Renewals will reach out to two thirds of the Veeam install base (over 285k customers globally in 2022!).

3. Customer satisfaction

Customers like Veeam and tend to stay on product (~91% retention rate in latest period!)



Why is it important to your business?

1. Path to the install base

Nearly half of all Veeam new sales come from install base customers.

2. High success rate

With a 91% retention rate and high NPS scores a Veeam Renewal tends to be a high probability sale.

3. High potential for upsell/cross-sell:

When customers buy renewals, they are more likely to buy additional hardware and software.



Renewals: Overview and benefits

Veeam offers you an opportunity to continue building revenue on the same deals you previously closed by selling your customers support/maintenance contract renewals. [Learn more](#) about how to get the most out of Veeam's support/maintenance contract renewals and how they can transform your business:

- ✓ It's **win-win!** Your customer gets the best of Veeam while you get the opportunity to continue building revenue on the same deals you previously closed.
- ✓ Renewing your customer's support contract is the easiest way for them to take full advantage of Veeam's innovations and be sure their data is always available, protected and actively working at all times.
- ✓ **Veeam does all the work for you!** They're still YOUR customer, YOUR revenue, but Veeam is here to help ensure their virtual infrastructure is always securely protected.
- ✓ Active maintenance also ensures that you can plan upgrades to the most current version for the hypervisor of your choice, and that Veeam will provide timely support for it.

Veeam Quote Configurator

The screenshot shows a user interface for configuring a Veeam quote. At the top, there's a section for 'Customer information' with fields for 'Eric User Account Name' (set to 'Able Electropolishing Company Inc.') and 'Billing country/region' (set to 'United States'). Below this is a table for managing contracts. A single row is visible, representing a contract for 'Veeam Backup Essentials'. The table columns include: Contract # (02309152), Start date (12/10/2020), End date (12/09/2023), Licensing terms (Perpetual), Product (Veeam Backup Essentials), Support type (Express), Number of licenses (4), Density (Socket), Instances (40), License Contact (3101de895e12...), Reseller of record (Aqavay (PRA-0220B)), Distributor PO # (3050947164), and Original Distributor PO #. A note at the bottom states: "Contracts highlighted in green are available for renewal in SKU Configurator. In case you need SKUs for a different option or certain contracts' renewal is not supported, please select Contracts and click 'Request Quote from Veeam' button." Below the table, there's an important message about new per-socket licenses. The bottom of the page features three buttons: '+ ADD NEW LICENSES', 'REQUEST QUOTE FROM VEEAM', and 'CONFIGURE QUOTE NOW'.

The Veeam Quote/SKU Configurator on ProPartner portal has been enhanced and allows partners to initiate migration of eligible **Veeam Backup Essentials™** socket-based contracts and of eligible **Veeam Backup & Replication™**, **Veeam Availability Suite™** and **Veeam ONE™** socket-based contracts automatically and autonomously from the portal.

[Quote Configurator](#)

This screenshot is identical to the one above, showing the same contract configuration and interface elements. It includes the same customer information, contract details, and the note about renewing contracts via the SKU Configurator.

Veeam Renewal Incumbency Policy

Veeam will protect the incumbent partner of record until the renewal expiration. Veeam will not engage nor quote a non-incumbent partner unless for the following exceptions: Public Sector Renewals, RFP/Tenders or a written request from the customer not working with the incumbent partner on the renewal opportunity, which will be reviewed/approved by Veeam.

Customer expansion portal



NEW customer expansion lead lists

No need to focus on tedious administrative tasks. Quickly identify which accounts to target so you can do what you do best: **SELL!**

Step 1 Why Cross-Sell/Upsell

Step 2 Explore all Veeam products and expansion scenarios

Step 3 Identify your customers for expansion

Search by expansion scenario
Cross-sell Veeam Backup for Microsoft 365

Search by account name

Search by active product
Select

Search by soonest contract expiration date
Select

Disclaimer: Recommendation. Contact Veeam team. No guarantees. Contract may be in-/active.

EXPORT THIS LIST TO EXCEL > EXPORT EXPANDED LIST WITH BILLING INFO >

Customer	Active products	Recommended expansion scenarios	Soonest contract expiration date	Preferred Distributor	Incumbent / Total	
Akari Technologies S.L.U.		Cross-sell K10 Cross-sell Veeam Backup for Microsoft 365	06/10/2014	TD SYNNEX Spain S.L.U.	1 / 1	CONFIGURE QUOTE >
XL PAC TANGER		Cross-sell K10 Cross-sell Veeam Backup for Microsoft 365	11/06/2016	V-VALLEY ADVANCED SOLUTIONS	1 / 1	CONFIGURE QUOTE >
UNIVERSIDAD EUROPEA MIGUEL DE CERVANTES		Cross-sell K10 Cross-sell Veeam Backup for Microsoft 365	30/09/2018	V-VALLEY ADVANCED SOLUTIONS	1 / 1	CONFIGURE QUOTE >
CAMARA DE CONTRATISTAS DE CASTILLA LEON		Cross-sell K10 Cross-sell Veeam Backup for Microsoft 365	27/06/2019	ARROW ENTERPRISE COMPUTING SOLUTIONS SA Spain	1 / 1	CONFIGURE QUOTE >

See product toolkit and training materials
[ACCESS NOW >](#)

Run a marketing campaign
[ACCESS NOW >](#)

Expansion scenarios.

Customized to your company.

Immediately configure quote.



Marketing resources



Product sales support



Business operations



Thank you!

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