

veeAMON 2023

# Experience the Full Value of the Veeam Data Platform



Chris Spencer  
Sr. Director, Product Marketing  
**Veeam, Austin Texas**



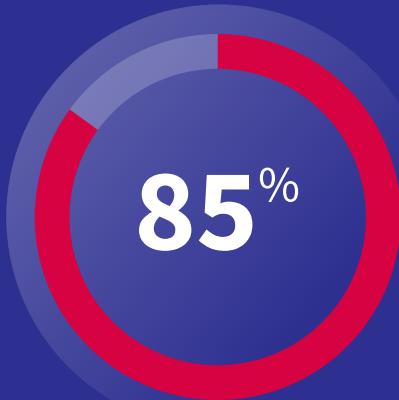
Drew Schwartz  
Sr. Systems Engineer  
**Veeam, New Jersey**



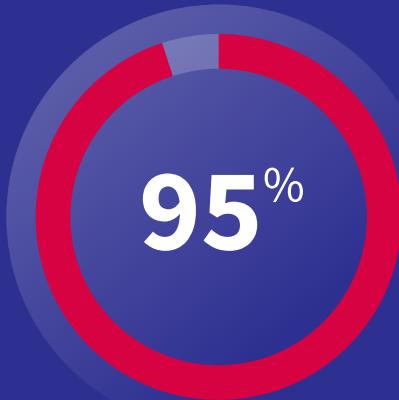
Russ Kerscher  
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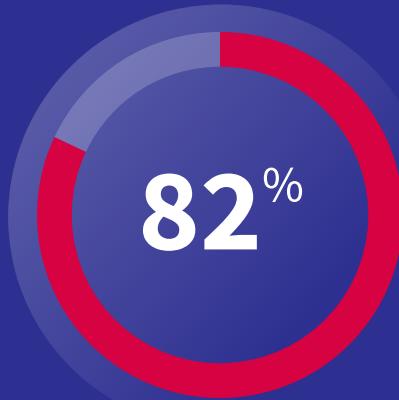
# Outages and data loss are an unfortunate reality



of companies have experienced at least one ransomware attack in the past year\*



of organizations are moderately to extremely concerned about cloud security\*\*



of companies use manual processes to recover their data after an outage\*

\*2023 Veeam Data Protection Trends Report

\*\*2022 Fortinet Cloud Security Report

# Business continuity is harder than it needs to be



# We keep your business running



Data security



Data recovery



Data freedom

# Veeam Data Platform

Proven Recovery Orchestration

Proactive Monitoring and Analytics

Secure Backup and Fast Recovery

Native APIs

TARGETED  
OFFERINGS



CLOUD



VIRTUAL



PHYSICAL



APPS



SAAS



Microsoft 365

Salesforce

Kubernetes

On-Premises • In the Cloud • XaaS

# Veeam Data Platform packages

Platform packages	Backup and recovery	Monitoring and analytics	Recovery orchestration	Ransomware warranty (add-on)
<b>NEW Premium</b>	✓	✓	✓	✓
<b>Advanced (VAS)</b>	✓	✓		
<b>Foundation (VBR)</b>	✓			
<i>Supporting product components</i>		Veeam® Backup & Replication™	Veeam ONE™	Veeam Recovery Orchestrator

## Also available:

- Veeam Data Platform Essentials (VBE) for Small Business
- Veeam Backup & Replication *Community Edition*



# Hybrid infrastructure 2020-2025

## Everyone is hybrid

Modern IT architecture is roughly evenly split:

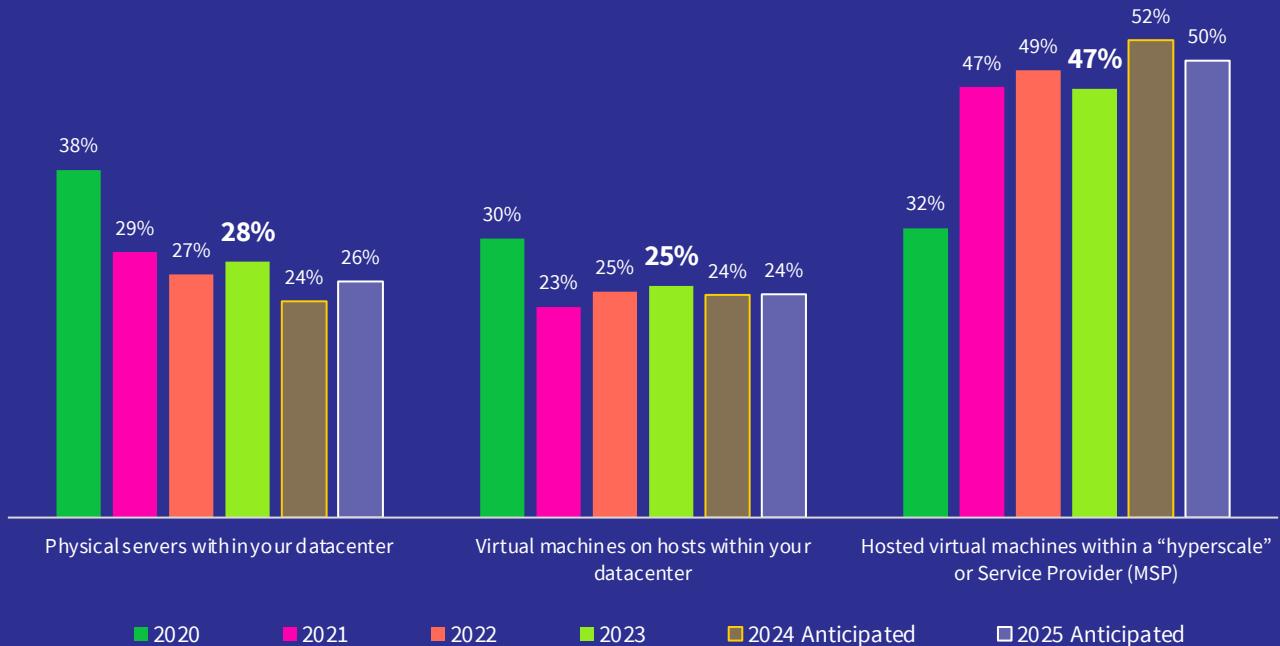
50/50 cloud & data center

Within the data center,  
50/50 physical and virtual

The Veeam Data Platform protects all of it

[www.veeam.com/data-protection-platform.html](http://www.veeam.com/data-protection-platform.html)

What do you estimate is your organization's percentage of servers in each of the following formats currently? In two years time?



Source: **Data Protection Trends Report 2023**  
<https://vee.am/DPR23>



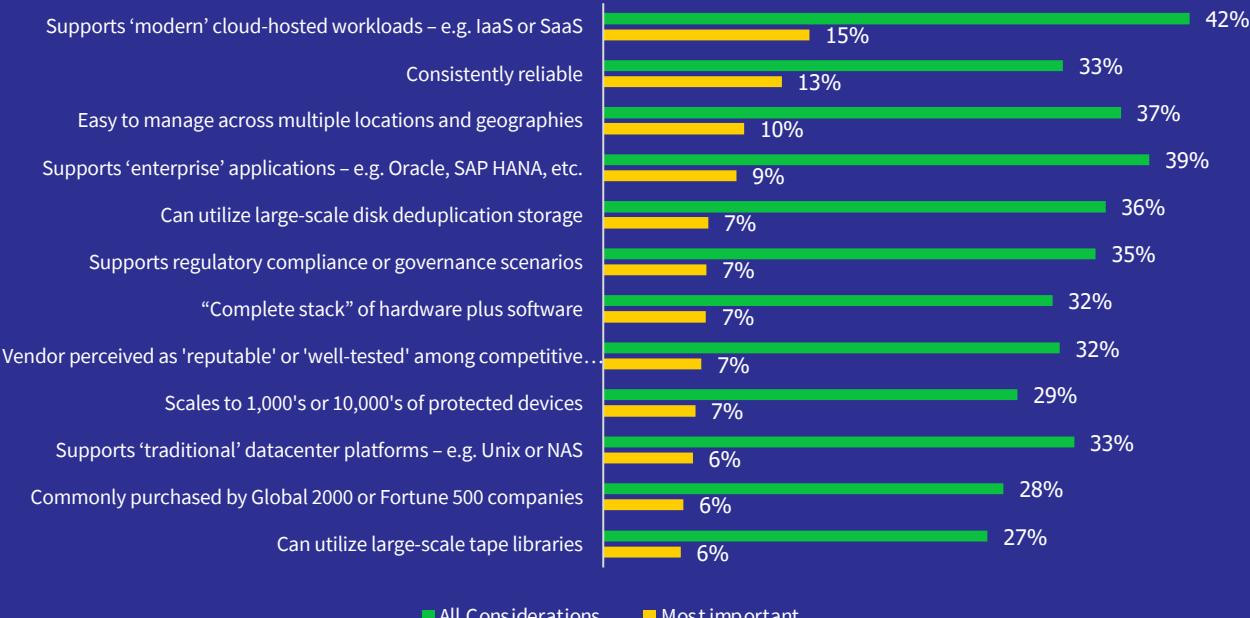
# What is ‘Enterprise Backup’?

#1

most important solution  
capability for Enterprises is  
**protecting cloud(s)**

What does ‘Enterprise Backup’ mean to you? If your organization was considering a new ‘Enterprise Backup’ solution today, which attribute would be most important to them?

(n= 4,200)



Source: Data Protection Trends Report 2023

<https://vee.am/DPR23>

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■ All Considerations   ■ Most important

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# What is ‘Enterprise Backup’?

**Enterprise**  
=

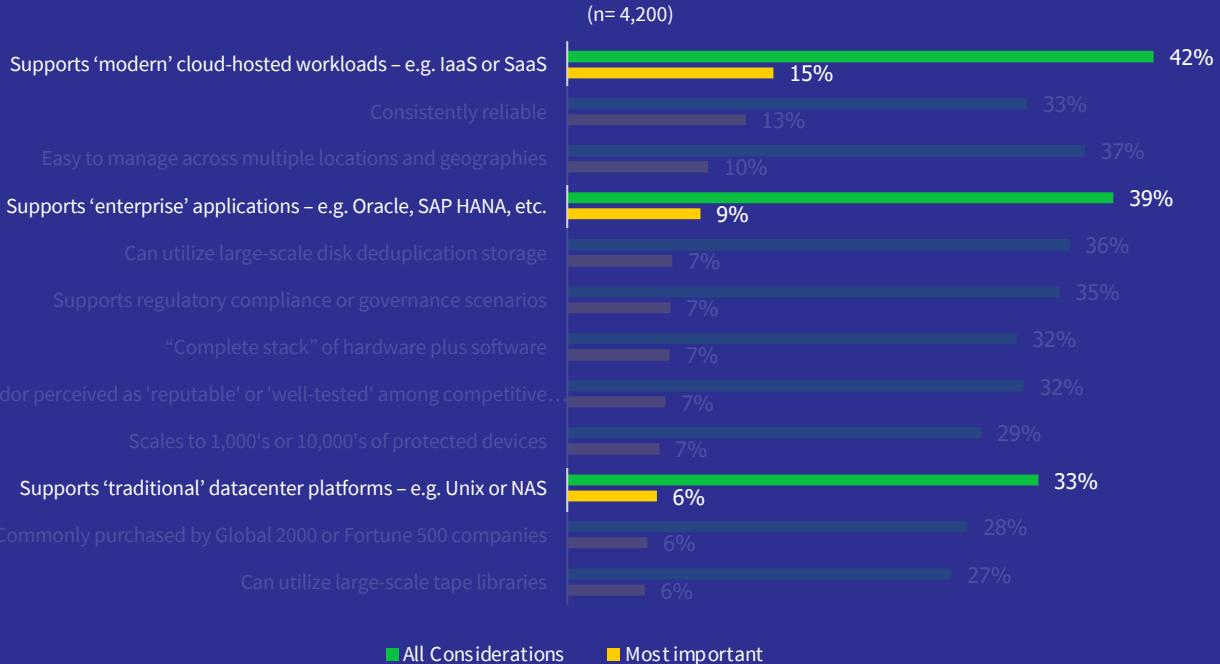
**heterogeneous**

organizations are looking for backup solutions that protect their new clouds and their established platforms



[www.veeam.com/data-protection-platform.html](http://www.veeam.com/data-protection-platform.html)

What does ‘Enterprise Backup’ mean to you? If your organization was considering a new ‘Enterprise Backup’ solution today, which attribute would be most important to them?



Source: **Data Protection Trends Report 2023**  
<https://vee.am/DPR23>

# V12 gets even cloudier

## Direct to object

Send backups to cloud-hosted object storage on AWS, Azure, Google Cloud and more

## Cloud SQL for PostgreSQL

Native snapshotting and backups of Cloud SQL for PostgreSQL databases on Google Cloud

## Orchestrate restore to Azure

One-click DR and migrations of any Veeam backup to Microsoft Azure as an Azure VM

## Licensing

Install VUL directly into Veeam Backup for AWS, Microsoft Azure and Google Cloud appliances

## Immutable Azure storage

Place Veeam backups sent to Azure Blob and Azure Archive Storage in a WORM state

## Cloud integrated Agents

Create application aware backups of VMs hosted on public cloud IaaS, ideal for lift and shift apps from on-premises

## Veeam ONE

Enhanced monitoring, alarms and reporting for protected workloads on public cloud resources

## Cloud-native immutability

Store backups of AWS- and Azure-hosted workloads on immutable object storage

## Enterprise scalability

Enhanced performance and scalability for enterprise size public cloud environments

## RMM for AWS and Azure

Remote monitoring and management for backups of AWS and Azure managed by VSPC v7



Demo time  
Port over to Drew for cloud demo



# Change drivers in data protection for 2023

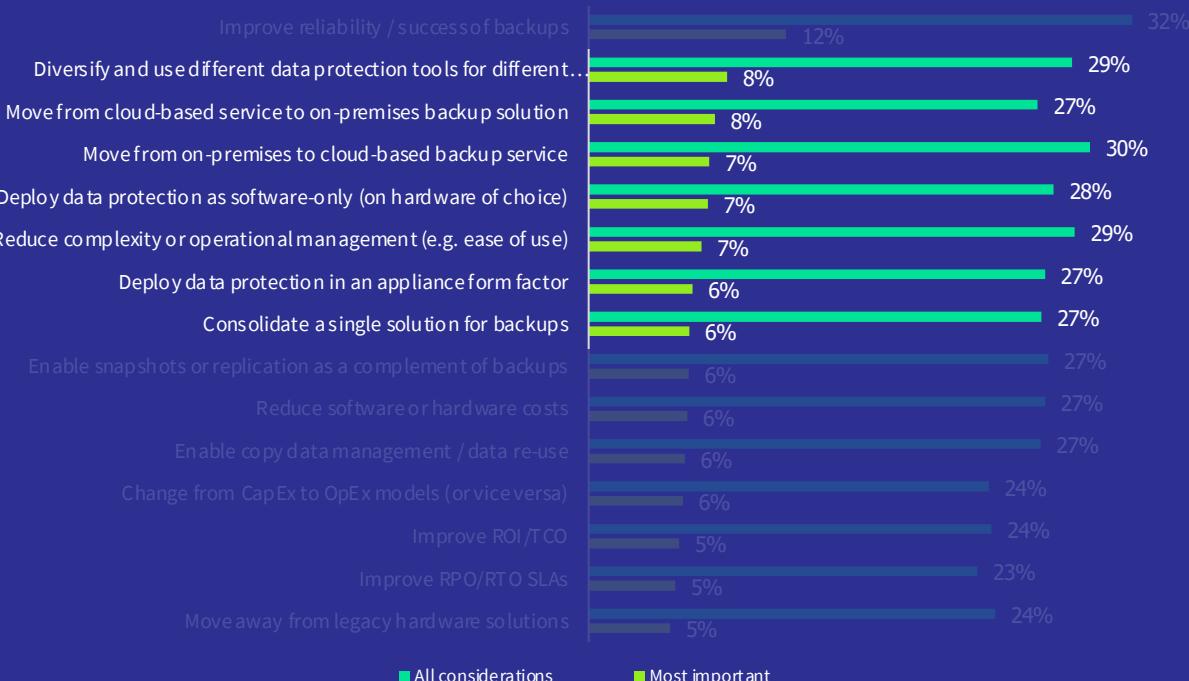
## Freedom of choice

organizations want the choice in how they deliver their data

No single form-factor of a backup solution fits everyone.

In 2023, there is no single configuration — and in fact, many organizations will change in order to get differing configurations that better fit their environments.

Which of the following would drive your organization to change its primary backup solution to a new solution or service? (n=4,200)



Source: Data Protection Trends Report 2023

<https://vee.am/DPR23>

# Providing customers freedom of choice

Customers need to protect all their data, not just on-premises.

**Cloud, virtual, physical, NAS and enterprise apps.**

Customers are **moving to clouds**, both hybrid and multi-cloud, while also growing on-premises.

Customers need portability to ensure they are in control of their estates and their data – **without lock-in**.

Veeam is here to help with **portable, future proof solutions to build your business and ensure long term value.**



Protect all workloads  
Portable!  
Flexible!  
**Easier than ever!**

# What is Veeam Universal License?

Veeam's portable, fully featured license

A truly universal licensing solution that is fully featured!

Enables customers to license all workloads with one type of license:

**Virtual:** VMware, Hyper-V, Nutanix AHV & Red Hat Virtualization

**Cloud:** AWS, Azure and Google

**Physical servers and workstations:** Microsoft, Linux, Mac, Solaris & AIX

**Enterprise applications:** Oracle, SAP & PostgreSQL

**NAS file shares**

Customers purchase licenses in bundles of 10, and use how they wish

Portable licensing from Veeam provides the power to choose!

**Veeam licensing simplified!**

# Portable, flexible licensing

Workloads	Per-socket	VUL
Environments	On-premises only	On-premises, cloud and hybrid
<b>VMs:</b> VMware vSphere, Microsoft Hyper-V, Nutanix AHV and Red Hat RHV	VMware & Hyper-V only	VMware, Hyper-V, Nutanix AHV & Red Hat Virtualization
<b>Public Cloud:</b> Amazon EC2, RDS, EFS and VPC; Azure VMs, SQL and Files; Google Cloud VMs and Cloud SQL	—	+
<b>Physical servers, workstations and endpoints:</b> Windows, Linux, macOS, IBM AIX and Oracle Solaris	—	+
Enterprise apps and databases: Microsoft, Oracle, SAP HANA, PostgreSQL, MySQL and more	—	+
Unstructured data on NAS and file shares	—	+
More to come!	—	+

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Demo finish

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Upgrade to more

# Simple migration

Up-leveling socket customers to unleash the full power of Veeam.

**There is a large population of existing socket-based license customers:**

- Decreases on average due to more powerful hardware.
- Less likely to expand estate after purchase.
- Generally unaware Veeam protects cloud, physical or hybrid.
- They may choose to leave Veeam unknowing the capabilities.

**Insert Veeam Universal License and simple migration**

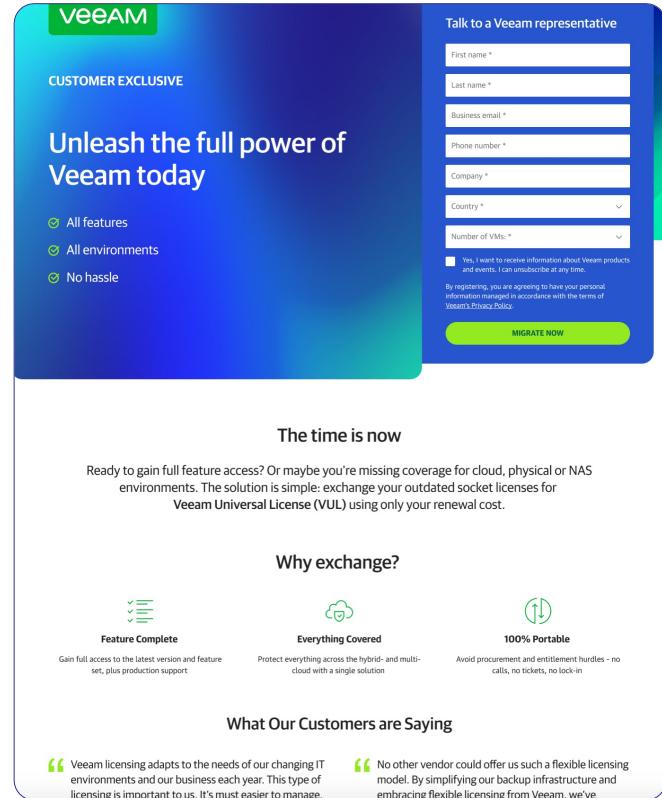
**For the cost of their socket license renewal, customers gain access to full features & portability of VUL:**

- **All features** – fully feature complete: virtual, physical, cloud, NAS and more.
- **All environments** – on-premises, cloud, hybrid, no lock-in.
- **No hassle** – no setup, no challenges, no issues.

# Simple migration

## Channel benefits

- Socket estates generally decline in return over time.
- VUL grows in out years 30% more than sockets.
- VUL has two and a half times less churn over time.
- Greater upsell potential, with higher channel margin.
- VUL is fully featured, thus greater stickiness.
- Powering up to VUL now ensures partner incumbency.
- Providing customers freedom is great for customers and for channel!
- Best of all, its available today!



The image shows a Veeam migration landing page. At the top, it features a "CUSTOMER EXCLUSIVE" section with the headline "Unleash the full power of Veeam today". Below this, there's a list of three benefits: "All features", "All environments", and "No hassle". To the right is a form titled "Talk to a Veeam representative" with fields for First name\*, Last name\*, Business email\*, Phone number\*, Company\*, Country\*, Number of VMs\*, and a checkbox for receiving information. A note at the bottom states: "By clicking the 'Migrate Now' button, I agree to have your personal information managed in accordance with the terms of Veeam's Privacy Policy." A large green "MIGRATE NOW" button is at the bottom right. Below the form, the text "The time is now" is displayed, followed by a paragraph about gaining full feature access or missing coverage for cloud, physical or NAS environments. It suggests exchanging outdated socket licenses for Veeam Universal License (VUL). Further down, under "Why exchange?", there are three icons: "Feature Complete" (checklist), "Everything Covered" (cloud), and "100% Portable" (laptop). At the bottom, a section titled "What Our Customers are Saying" contains two customer quotes.

**CUSTOMER EXCLUSIVE**

Unleash the full power of Veeam today

- >All features
- All environments
- No hassle

First name \*

Last name \*

Business email \*

Phone number \*

Company \*

Country \*

Number of VMs \*

Yes, I want to receive information about Veeam products and events. I can unsubscribe at any time.

By clicking the 'MIGRATE NOW' button, I agree to have your personal information managed in accordance with the terms of Veeam's Privacy Policy.

**MIGRATE NOW**

**The time is now**

Ready to gain full feature access? Or maybe you're missing coverage for cloud, physical or NAS environments. The solution is simple: exchange your outdated socket licenses for Veeam Universal License (VUL) using only your renewal cost.

**Why exchange?**

**Feature Complete**  
Gain full access to the latest version and feature set, plus production support

**Everything Covered**  
Protect everything across the hybrid- and multi-cloud with a single solution

**100% Portable**  
Avoid procurement and entitlement hurdles - no calls, no tickets, no lock-in

**What Our Customers are Saying**

**Veeam licensing adapts to the needs of our changing IT environments and our business each year. This type of licensing is important to us. It's much easier to manage.**

**No other vendor could offer us such a flexible licensing model. By simplifying our backup infrastructure and embracing flexible licensing from Veeam, we've**

# Customer options

Veeam provides the power to choose



## Migrate to VUL

- Full flexibility & full feature.
- Extends full power of the platform.

## New Subscription sockets

- Powerful option for those requiring to expand with sockets.
- ENT+ feature set.
- VM only.

## Perpetual sockets

- ENT+ feature set, VBR & VAS only.
- VM only.

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Upsell the value



Upsell the Stack

Ransomware,  
compliance,  
recovery  
orchestration



## Upselling to Advanced and Premium unlocks even more!

- Greater ransomware protection.
- Unlocked visibility for reporting.
- Confidence and compliance.
- Recovery orchestration, testing and documentation!

### Upsell:

- Foundation -> advanced; *only 20%*.
- Advanced -> premium; *only 23%*.

Increased customer confidence, greater channel return

Complete business resiliency

How can you be confident  
in ransomware recovery  
without a tested and  
proven recovery plan?

Are you worried about  
restoring infected data?

## NEW Veeam Data Platform Premium

- ✓ 1-click clean recovery orchestration.
- ✓ Tested recovery with automated documentation.
- ✓ Business compliance for audit readiness.
- ✓ Encryption, immutability and scanning.
- ✓ Complete backup & recovery for any hybrid environment.
- ✓ Virtual, cloud, physical, NAS and enterprise apps.
- ✓ Advanced alarms, monitoring, intruder detection for full visibility.

Your best bet for recovery success

Observability at your fingertips

Visibility to see  
when, where and  
how you were  
attacked

Surveillance for your  
IT ecosystem

## **NEW Veeam Data Platform Advanced**

- ✓ Advanced alarms, monitoring, intruder detection for full visibility.
- ✓ Tracking and change logs to evaluate impact.
- ✓ Encryption, immutability and scanning.
- ✓ Complete backup & recovery for any hybrid environment.
- ✓ Virtual, cloud, physical, NAS and enterprise apps.

Your next step to recovery preparedness

# With Veeam's **NEW** **ransomware warranty,** **you have help when** **you need it most**

- ✓ Advanced onboarding support.
- ✓ Quarterly health checks for best-practice operations.
- ✓ A 30-minute first response service level agreement (SLA).
- ✓ A dedicated support account manager (SAM) for assistance and escalation.

In the event of a ransomware attack,  
Veeam will **cover the cost of data recovery\***

\*Terms and conditions apply



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Cross sell to unlock  
more protection!



# Three cross-sell opportunities, three growth markets

## Microsoft 365



**Product:** Veeam Backup for Microsoft 365

**Launched:** 2016

**Market growth:** 345M M365 users

**Cross-sell penetration rate:** 11%

**Deal impact:** double your Veeam deal size

**\$175M ARR business!**

## Salesforce



**Product:** Veeam Backup for Salesforce

**Launched:** 2022

**Market growth:** \$31.4B FY23 (18%)

**Cross-sell penetration rate:** 1%

**Deal impact:** extra 20% in 2023 (promo)  
then double in 2024

**Could this be next?!**

## Kubernetes



**Product:** Kasten K10 by Veeam

**Launched:** Acquired in 2019

**Market Growth:** 5.6M K8s devs (67%)

**Cross-sell penetration rate:** 1%

**Deal impact:** add average deal size

**Could this be next?!**

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# Customer Expansion Portal

Inside the Veeam ProPartner portal



# Customer Expansion Portal

## Getting there

The screenshot shows the Veeam ProPartner homepage. At the top, there's a navigation bar with the Veeam logo, a search bar, and a user profile for Irina Dorokhova. Below the navigation, there's a sidebar with links like 'Manage My Business' (which is highlighted with a pink box), 'Products', 'Solutions', 'Services', 'Sales Resources', 'Marketing', 'Technical & Pre-Sales', 'Learning & Events', and 'Contacts'. The main content area has several sections: 'Workplace', 'VCSP Pulse', 'My Registered Deals', 'Maintenance Renewals', 'Customer Expansion Portal' (which is also highlighted with a pink box), 'Public Cloud Marketplaces', 'Partnership Resources', 'VCSP Welcome Hub', 'VVAR Getting Started Guide', 'VCSP Getting Started Guide', 'Partner Agreement', and 'Data Processor Addendum'.

The screenshot shows the Veeam ProPartner search results page. At the top, there's a search bar with the query 'Customer expansion'. The results list includes 'Irina Dorokhova' (Veeam Software - Activities Tracking) and 'Registered Reseller +1 more'. Below this, there's a section titled 'Manage My Business' with links for 'Products', 'Solutions', 'Services', 'Sales Resources', 'Marketing', 'Technical & Pre-Sales', 'Learning & Events', and 'Contacts'. The search results also show 'Veeam Customer Expansion' with the URL <https://propartner.veeam.com/customer-expansion>. Further down, there's a section for 'Partner Levels Program Reseller' with the URL <https://propartner.veeam.com/partner-levels-program-reseller>.

# Customer Expansion Portal

## Content: why cross-sell/upsell

Veeam has continued to experience exponential YoY growth and we owe it all to you, our valued partner.

You hold the key to our success, and we want to share the proven upsell and cross-sell best strategies, as well as equip you with powerful tools to support with maximizing your customer retention and growing your deals.

And here's WHY:

Total lifetime values over 2X higher than their first purchase  
Average lifetime value  
Average first purchase

Watch the series of Partner Power videos with a quick walk-through how you as VAR or VCSP can benefit of each of the cross-sell/upsell scenarios.

[WATCH NOW](#)

Step 1 Why Cross-Sell/Upsell Step 2 Explore all Veeam products and expansion scenarios Step 3 Identify your customers for expansion

### Why upsell/cross-sell?

Total lifetime value is over 2X higher than their first purchase

Average lifetime value  
Average first purchase

+146%  
+224%  
+317%

Use cases include:

- Land and expand: Customer originally bought the product for a glorified test or to just cover one location.
- Environmental growth: Newly created workloads or development.
- Standardization: Customer needs to prevent infrastructure sprawl and standardize on the software that's in-use.
- Cloud adoption SHIFT toward multi-cloud and hybrid data strategy.
- CapEx v. OpEx: Costs urge customers to refine their data strategies, seeking for more flexibility with subscription-based software.
- Data security: After being exposed to a ransomware or disaster risk, customers may be looking for additional data security options.
- Continued innovation at Veeam: Customers may be unaware of Veeam's protection for certain new workloads.

Download the Customer Expansion Playbook to get more insights into WHY or HOW, including

- Top revenue generating expansion trends of Veeam customers
- Overview of the Veeam Platform and deriving cross-sell/upsell opportunities
- Easy-to-access scenario cards and questioning strategy
- Additional offerings that you can provide as added value to your customers

[DOWNLOAD PLAYBOOK](#)

1

1 Download the full version of the **Customer Expansion Playbook** with useful insights, including:

- Top revenue generating expansion trends.
- Overview of all cross-sell/upsell opportunities.
- Scenario cards and questioning strategy.
- Other offerings that you can provide as added value to grow deal size.

# Customer Expansion Portal

Action: identify your customers for expansion

The screenshot shows the Customer Expansion Portal interface. At the top, there are three steps: Step 1 (Why Cross-Sell/Upsell), Step 2 (Explore all Veeam products and expansion scenarios), and Step 3 (Identify your customers for expansion). Step 3 is highlighted with a green background and white text. Below the steps are four search filters: Search by expansion scenario (Cross-sell Veeam Backup for Microsoft 365), Search by account name, Search by active product (multicheck), and Search by soonest contract expiration date (Expiring this year). A note below the filters says: "the filters to build your custom list of accounts for expansion campaigns. This beta version of the account mapping tool offers the three top revenue generating scenarios as a recommendation to start with. Explore all other Veeam products and scenarios [here](#). It's advisable you verify this list with your Veeam Account Manager." The main table displays two customer rows: Customer 1 (Veeam Backup Essentials Perpetual Sockets, Backup for Microsoft 365, 23/06/2023, ARROW ENTERPRISE COMPUTING SOLUTIONS, 1/2) and Customer 2 (Veeam Backup & Replication Perpetual Sockets, Backup for Microsoft 365, 26/09/2023, ARROW ENTERPRISE COMPUTING SOLUTIONS, 2/2). Each row has a "CONFIGURE QUOTE" button. To the right of the table are two call-to-action boxes: "See product toolkit and training materials" (ACCESS NOW) and "Run a marketing campaign" (ACCESS NOW).

Customer	Active products	Recommended expansion scenarios	Soonest contract expiration date	Preferred Distributor	Incumbent / Total
Customer 1	Veeam Backup Essentials Perpetual Sockets	Backup for Microsoft 365	23/06/2023	ARROW ENTERPRISE COMPUTING SOLUTIONS	1 / 2
Customer 2	Veeam Backup & Replication Perpetual Sockets	Backup for Microsoft 365	26/09/2023	ARROW ENTERPRISE COMPUTING SOLUTIONS	2 / 2

1 Use filters to build a custom target list for your expansion tactics.

2 Export list of accounts in your install base who are eligible for a chosen cross-sell/upsell scenario.

Note: the export doesn't offer any personal contact details, as those would need to be sourced from your database

3 Build quotes and register deals straight away.

# Build your quote configuration

As simple as 1-2-3!

Build your quote configuration

List of my quote configurations

Customer information

End User Account Name \*

Customer 1

Billing country/region: United States

Billing address: XXXXXXXX

Contract #	Start date End date	Licensing terms	Product	Support type	Number of licenses	License Contact
XXXXXXX	05/19/2022 05/18/2023	Subscription	Veeam Backup Universal	Production	Instance: 600	XXXXXXXX
XXXXXXX	04/14/2022 06/13/2023	Subscription	Veeam Availability Suite Universal	Production	Instance: 330	XXXXXXXX
XXXXXXX	06/30/2022 06/29/2023	Subscription	Veeam Backup Universal	Production	Instance: 80	XXXXXXXX
XXXXXXX	03/08/2023 03/07/2024	Subscription	Veeam Availability Suite Universal	Production	Instance: 60	XXXXXXXX

\* 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.

+ BUY NEW LICENSES

1

When in the quote configurator, search for  
**BUY NEW LICENSES**

# Build your quote configuration

As simple as 1-2-3!

Quote settings

Customer type	Expected deal close date *	Contract end date *	Contract length
Commercial	06/06/2023	06/05/2026	3 years

Add licenses

Customer environment name: Data center 1

Support type: Production

+ Veeam Universal Licenses ⓘ

- Subscription licenses ⓘ

Workload	Offering	Quantity
User ⓘ	Veeam Backup for Microsoft 365	200
	Veeam Backup for Salesforce	0
Orchestrated VM ⓘ	Veeam Recovery Orchestrator	0
Kasten K10 ⓘ	Veeam KASTEN K10 (Veeam Production support is represented by Premium for Kasten products)	0

+ Socket licenses ⓘ

+ Add environment

**VIEW INQUIRY**

2

Apply the necessary quote settings and add a desired number of licenses of a product that you want to quote for.

Next, click VIEW INQUIRY

# Build your quote configuration

As simple as 1-2-3!

Quote settings

Customer type: Commercial  
Quote valid until: June 3, 2023

Customer default environment

Upfront billing	Annual billing
12,240.00 USD	12,240.00 USD

Contract Number	Veeam Product Description	Quantity	Licensed Unit (+term)	New Start Date	New End Date	MSRP price per unit	Total price per product
HW Dealreg eligible product	Veeam Backup for Microsoft 365. 3 Years Subscription Upfront Billing & Production (24/7) Support.	200	Users	Jun, 2023	Jun, 2026	61.20 USD	12,240.00 USD

Sub-total	12,240.00 USD
Total	12,240.00 USD

To see the SKUs (part numbers) please click "Export to XLS" or "Send a quote" button.

**1** **2** **3**

**EXPORT TO XLS** **SEND QUOTE** **REGISTER DEAL**

Note: the quote is automatically pre-validated by the system, but there may be additional requirements of deal registration program <https://propartner.veeam.com/deal-registration/> specific to your region. Contact your Veeam channel rep for more details.

Check the quote details and choose what happens next:

- Export this quote to XLS.
- Send this quote to your email address.
- Register a deal.

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# Veeam Marketing Center

Inside the Veeam **Pro**Partner portal



# How to access Marketing Center and content?

ProPartner portal -> Marketing -> Marketing Center -> Campaigns

The screenshot shows the Veeam ProPartner portal interface. On the left, there's a sidebar with user information (Kamilla Belova) and navigation links for Registered Reseller, Manage My Business, Products, Solutions, Services, Sales Resources, and Marketing (which is circled in red). The main content area has a header "Three steps to become a Silver ProPartner". Below it, there are sections for "Certification requirements" (Veeam Sales Professional, Veeam Technical Sales Professional, Veeam Certified Engineer) and "Veeam requirements" (Partner profile, Sign Veeam DPA, Add Veeam to your website). A large blue banner says "veeAM NEW". The top navigation bar includes "SUPPORT", "EN", "QUOTE CONFIGURATION", and a search bar. The marketing center navigation bar at the top of the main content area also has "Marketing Center" circled in red, along with other options like Content syndication, Sales resources, Marketing assets, Reports, Marketing learning, Marketing Concierge, and My account.

Kamilla Belova  
veeAM PROPARTNER

Registered Reseller

Manage My Business

Products

Solutions

Services

Sales Resources

Marketing (circled)

Technical & Pre-Sales

Learning & Events

Contacts

Three steps to become a Silver ProPartner

Certification requirements

Veeam requirements

veeAM NEW

Marketing CENTER

Campaigns (circled)

Welcome to the Veeam Marketing Center

Getting started

Join live demo

Setup your account

Launch content syndication

Run a campaign

Follow up on your leads

veeAM QR code

# Go to market with Veeam Marketing Center



- Get unlimited access to ready-made marketing resources and automation tools.
  - Take your sales and marketing expertise to the next level.
  - Be with your prospects at each step of their customer journey.
  - Align with the global Veeam messaging.
- Generate leads.
  - Increase customer loyalty.
  - Achieve a quicker sales cycle.



[Veeam Backup for Microsoft 365](#)

[Veeam Cloud Connect](#)

[Backup for Hybrid Cloud](#)



Banner ads



Email marketing



Social media



Co-branded content



Content syndication

## Contact Veeam Marketing Concierge:

Support given in English, German, Spanish French and Portuguese

- Register for a live demo about Veeam Marketing Center.
- Schedule a 1:1 call to receive personalized support.
- Email us at [marketing.concierge@veeam.com](mailto:marketing.concierge@veeam.com)



# Thank you!

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