

veeAMON 2023

Veeam Competency Program

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Introduction



Hardware



Cloud



Software

Customers continue to change

We've known for a while that customer buying habits are changing.

Customers used to go to one partner for hardware, another partner for software and another partner for services.



But now customers expect one partner to do it all. They don't want pieces of a solution. **They want the full solution.**

Part of this is driven by the need to modernize. Customers don't have the necessary talent in-house, so they rely more heavily on our ecosystem of partners to be the industry and solution experts.

You also have more and more companies with cloud-first mandates to minimize capital expenditures and operational costs.

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The competency program

The market continues to change

This is especially true when it comes to data recovery.

Data is complex. It's stored in more places than ever. And the sophistication of threats are ever-evolving. With so much data to protect, customers want partners who are true solution experts on backup and data recovery.

Veeam Partner



As a result, customers are researching partners on their own and choosing their partner based on credibility.

But with an overwhelming number of partners to choose from, how do you stand out? How do you differentiate yourself and showcase your expertise?



You need visibility.
Because when visibility
is limited, quality leads
are fewer and farther
between.

That's why we created
the Veeam® Competency
Program.



veeAM



**PROPARTNER
COMPETENCY**



What is the Veeam Competency Program?

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



Value-Added Reseller competency categories



Ransomware and Disaster Recovery

The Competency in Ransomware & Disaster Recovery will verify that a partner can implement transparent and actionable strategies for detecting suspicious activities, protecting data with immutable backup options and rapidly recovering backup data.



Public Cloud Protection

A VAR with a Veeam Competency in public cloud has a strong understanding of the cloud-native backup solutions market, including customer challenges. The VAR has demonstrated that they can represent the overall capabilities of all Veeam cloud-native backup solutions and position the right solution for the customer.



Microsoft 365 Protection

The Veeam Competency in Microsoft 365 Protection verifies that the partner understands Microsoft's responsibility ends at application uptime, leaving the customer responsible for data loss avoidance. Through specialized training, the VAR can help the customer protect against the risk of losing access and control over their most critical processes.



Container Protection

The Container Protection Competency verifies that a VAR is able to ensure the protection and mobility of customers' containerized workloads and help future-proof the customers' cloud-native strategy.

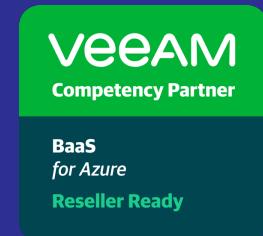
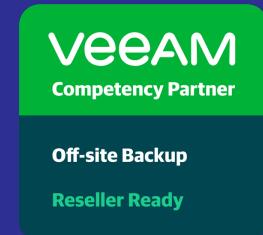
VCSP Reseller Ready Competencies

The **Reseller Ready Competencies** connect VARs who are looking to resell cloud services with best-in-class offerings from

Provider (VCSP) partners. Participating service providers undergo an extensive testing and approval process, so you can be confident that you're partnering with industry leaders in each solutions area.

- Tap into new markets and revenue opportunities.
- Offer customers the benefits of an OpEx pricing model.
- Rest assured your offerings are built on Veeam's proven technology.

Ready to start offering turnkey BaaS and DRaaS solutions? Check out the [Reseller Ready partner directory!](#)



VCSP Customer Ready Competencies

The Veeam Cloud & Service Provider (VCSP) **Competencies** recognize partners that maintain the highest qualification for providing Veeam-powered as-a-service solutions sold to their end user customers.

- Recognize VCSP partners who offer best-in-class Veeam-powered BaaS & DRaaS services.
- Qualify and validate VCSP solutions that are aligned to specific Veeam use cases.
- Help customers easily identify VCSP partners that offer a service tailored to the needs of their business.
- Tap into new markets and revenue opportunities.

Ready to start to getting the recognition you deserve? [Apply now!](#)



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Expertise

VCSP Partner

- ✓ Verifiable training.
- ✓ Documented SLAs.
- ✓ Demo (self-service portals, simple signup process, instant provisioning).



VCSP: solution evaluations

The more you know Veeam and our technology, the more equipped you are to sell, implement and support Veeam-powered solutions.

Current VCSPs — you've already developed and invested in your Veeam-powered solutions. We simply verify the capabilities of your program along with your ability to implement the solution through a demonstration.

And if you haven't already developed a solution, we give you a roadmap to do so.

VAR Partner

- ✓ Pre-sales training.
- ✓ Sales training.
- ✓ Technical certification.



VAR: solution evaluations

If you're a VAR partner, we increase your expertise by giving you a specialization through:

- A modular track of enablement offerings directly aligned to the competency options.
- Requiring you to have the competency specific sales training, pre-sales training and technical certifications (Engineer or Architect training).

Go To Market

- ✓ Collateral.
- ✓ Lead generation initiative.
- ✓ Demonstrated selling motion.



Go To Market execution

Lastly, we verify your expertise through a demonstration of your Go To Market execution.

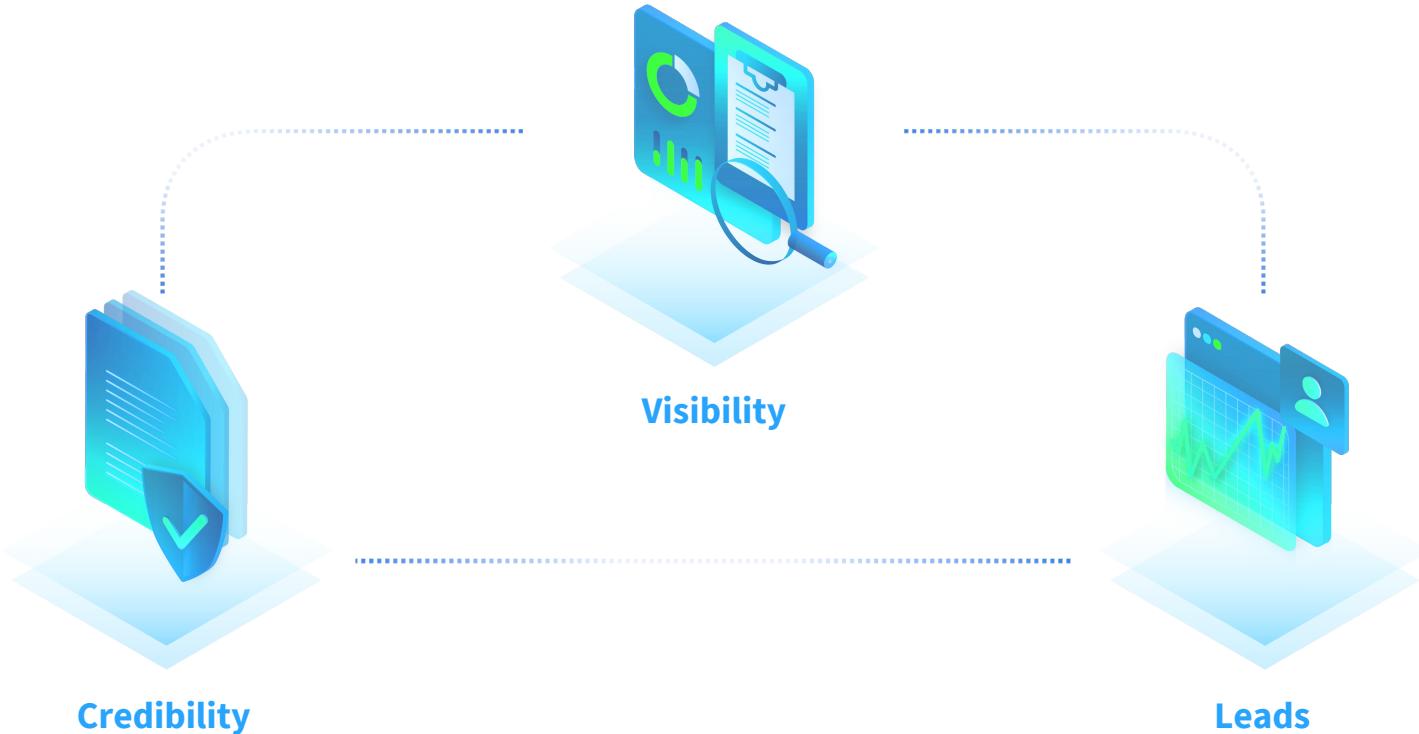
This means evaluating the requirements beyond the certifications...

If you have a channel-focused selling model, we'll look at your ability to market to your channel to verify channel maturity.

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Outcomes





Credibility

Expertise results in credibility.

- Meeting the Veeam standard means you're Veeam approved.
- This solidifies your reputation.
- And builds confidence in your sales team and the customer's confidence in your organization.

But it also leads to **visibility...** ➤

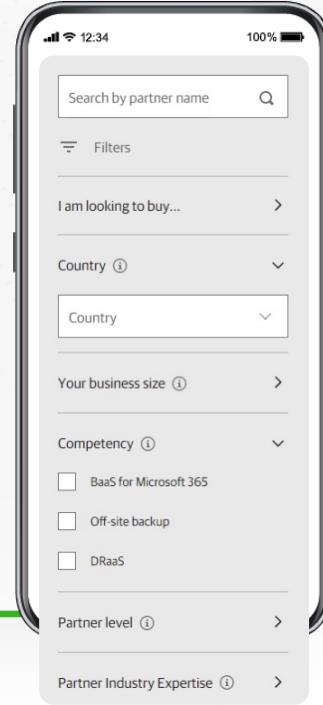




Visibility

Competency partners receive...

- Prominent placement in our Partner Directory — resulting in higher quality leads — automatically short listed.
- Veeam sales team awareness.
- Badges for social media, RFPs, websites and other marketing materials.
- The opportunity to be highlighted in partner success stories.





Leads

Ultimately, this results in more leads.

- We give you visibility that increases sales opportunities.
- We give you the expertise to have consistently successful customer outcomes.
- All of which leads to stronger customer loyalty.

More opportunities
Increased sales
Consistent outcomes



Credibility



Visibility



Leads

Visit Veeam ProPartner for more info and to get started!

Click

vee.am/CompetencyProgram



Thank you!

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