

# Turning Market Opportunity Into Profit

## The Veeam Cloud & Service Provider Program

### Join our specialized partner program for cloud and managed service providers

The rapidly evolving and increasingly crowded IT services landscape intensifies the urgency for cloud and managed service providers (MSPs) to maintain service-level agreements (SLAs) and find competitive advantage. With Veeam®, you will not only find innovative solutions, but a true partner to help you build revenue-generating data protection services.

### Your growth is our priority

The Veeam Cloud & Service Provider (VCSP) program was established to support our partners in providing the number one backup offer in the world to our mutual customers. With Veeam, service providers not only leverage innovative solutions, but gain a true partner dedicated to helping them build reliable, revenue-generating Backup as a Service (BaaS) and Disaster Recovery as a Service (DRaaS) offerings. We've purpose-built the VCSP program to support service providers, including:

#### Licensing aligned to your business

**License ownership:** You hold the license, rather than reselling to your customers

**Flexible deployment:** Deploy the license in your cloud, on another cloud, or even at your customer's site

**Pay-as-you-go pricing:** Rental pricing that includes volume-based discounts for higher margins

**NFR/Internal Use:** Partners can obtain FREE NFR keys and discounts on Internal Use licenses

#### Exclusive solutions and support

**Exclusive products:** Veeam offers purpose-built products exclusively for service provider partners

**24x7 Technical Support:** Receive full production support FREE with your partnership

**First-to-know product information:** When possible, partners are notified first of product features and availability

**Solution Architecture Support\*:** Dedicated service provider online forum, reference documents, solution architects and more!

#### The Best Partner Perk: Zero Competition from Veeam

Veeam doesn't have its own cloud or managed services. Instead, we rely on our partners to deliver value to our joint customers. At Veeam, your success is truly intrinsic to our mission.

## Planning for success is easy

There are many reasons to consider Veeam as your go to market partner for your backup or disaster recovery service. We built the VCSP program specifically with our partners in mind – Veeam's first-rate technology isn't the only reason for our 91% satisfaction rate! With Veeam on your side, you can expect:

### Enablement to win together

**Partner briefings and communications:** Stay in-the-know on the latest and greatest from Veeam via the Veeam ProPartner Online Portal

**Dedicated Sales Team:** A team that understands the unique needs of your services business

**Business development support:** For Platinum-level partners, dedicated teams will go to market with you

**Partner forums and advisory councils\*:** Keep the feedback loop going via online and offline partner forums

### Go-to-market opportunities

**Expanded addressable market:** Veeam protects virtual, physical and cloud-based workloads, covering nearly any customer need

**Marketing templates and MDF\*:** Unlock access to our content, campaigns and funding so we can win together

**Veeam Unified Directory:** Showcase your company's services on Veeam.com where customers find Veeam partners for their data protection needs

**Access 400K customers:** Choose to build or buy a Veeam-powered service supporting customers and channel partners in the Veeam ecosystem

### Your offerings backed by Veeam

**VCSP Competency Program:** Veeam's recognition of best-in-class offerings differentiates your service and provides your customers with confidence

**Reseller Ready:** Tap into new markets by referring, reselling or white labeling your services to Veeam partners that need turnkey BaaS & DRaaS solutions for their customers

**Customer-focused Competency:** End-user-focused offerings from Competency holders are brought front and center in the Veeam Unified Directory

**Competency success kits:** Gather leads with resources to promote your achievement

## Getting started is even easier

Veeam streamlines the setup process so you can start earning ROI quickly.

### Resources to get going

**Welcome Hub:** Navigate the initial steps of becoming a new VCSP partner with these short video introductions and resources to get you started.

**Getting Started Guide:** This end-to-end guide provides all the information you'll need, from setting up contracts to licensing and billing

**Training:** Purpose-built courses help your teams understand Veeam technology, including how to architect, market and sell

**Partner success kits:** Organized by applicable use cases, access Technical Quick Start Guides, sales enablement resources, marketing campaigns and more

Are you ready to grow your business with Veeam-powered BaaS and DRaaS?

Join for FREE

There's **no commitment** required!