Veeam Editorial Style Guide 2023

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General

The Veeam Editorial Style Guide is meant to address style and grammar directions for the most frequently used Veeam messaging.

Veeam collateral uses American English (e.g., virtualize rather than virtualise, center rather than centre, etc.). The exception to this rule is customer success stories: Use Global (British) English if the customer uses Global English.

An easy way to find what you want in the style guide is by pressing Ctrl + F (Windows) or Command + F (Mac). This will open the navigation box where you can type in the term or phrase you want to find.

Capitalization Guidelines

All products and features listed in the Veeam In-House Editorial Style Guide should be written as they appear in the style guide, including those that may be exceptions to the guidelines listed below.

- All product names, including legacy products, receive title-case capitalization. Example: Veeam Backup & Replication.
- Capitalize all mentions of the term VUL workloads or sockets as they pertain to licensing quantity (e.g., Veeam Backup Essentials™ maximum is 50 Workloads or 6 Sockets).
- License types are capitalized when directly referring to the license (e.g., Subscription license, Instance Licensing, Perpetual licensing policy, etc.).
- Gold, Silver and Platinum should be capitalized in reference to Veeam **Pro**Partner levels.

Sentence Case Capitalization

Veeam uses sentence case capitalization (only the first word and proper nouns are capitalized) for the following content:

- All calls to action on emails and web pages
- Email subject lines, section headers, sub-headers
- White paper section headers and section sub-headers

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- E-book section headers and section sub-headers
- Product collateral section headers and section sub-headers
- PowerPoint content slides
- Within body text across all materials, including bulleted texted and sidebars, unless specified as uppercase in the Veeam Style Guide (such as slogans, phrases or certain words)
- Video main titles
- Banner body copy
    - **Example**:

      Ransomware Trends (banner title in title case)

      Lessons learned from 1,200 victims (body copy in sentence case)

Sentence Case Example:

Ways for you to learn more about Veeam products

Title Case Capitalization

Use title-case capitalization (all words are capitalized except articles, conjunctions, and prepositions with three or fewer letters) only for:

- Web page titles, web page section headers, and web page section sub-headers
- PowerPoint main title, section header
- Landing page header, section headers, and section sub-headers
- Blog titles, section headings and section sub-headers
- Product collateral main title
- White paper main title
- Webinar title
- E-book main title
- Press release main title
- Web banner title
- Physical media banner titles (Banners used at events)

Title Case Example:

Conversational Geek Azure Backup Best Practices

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Numbers

Spell out numbers less than 10. Use figures for numbers greater than 10, units of measurement and numbers in features and product claims.

Avoid starting a sentence with figures, but document titles and subject lines may begin with figures or contain figures for numbers less than 10 (e.g., Top 7 Reasons Why Veeam Is the Best, 2 key rules for better backup with Veeam). Make sure there is no space between a figure and its unit of measurement.

Examples:

- 5-minute RTOs and RPOs
- 2 CPUs
- 10GB

Oxford Commas

Veeam uses the Oxford (or serial) comma. Use it when listing three or more terms in a sentence.

- **Correct:** She said her favorite colors were blue, green, and purple.
- **Incorrect:** She said her favorite colors were blue, green and purple.

Addresses

Use St., Ave. and Blvd. for abbreviations when a specific street address is used. Always spell out Road and Drive. Abbreviate compass points (N., S., E., W.) and quadrants (no periods in quadrant abbreviations — NW, SE, etc.).

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Time and Date

- Format dates by Month, Date, Year (i.e., Jan. 12, 2023).
- Indicate time with a 12-hour clock with designations for a.m. and p.m. Do not use designations for daylight savings time or standard time.

Event details should include:

- Day of the week — never abbreviate
- Date — do not abbreviate March, April, May, June or July; abbreviate all other months when used with a specific date
- Time of day, including time zone — do not use zeroes if the event begins or ends on the exact hour (e.g., 11 a.m., not 11:00 a.m.)

Examples:

- Date: Monday, Aug. 15, 2022
- Time: 11 a.m. ET
- Duration: 60 minutes, including Q&A

Symbols

Use % instead of spelling out percent in all materials.

Use # in all instances that are talking about Veeam being number one. Example: #1 Backup and Recovery

How to Refer to Hypervisors in Body Copy

When possible, use the full name (VMware vSphere and/or Microsoft Hyper-V) for the first reference to the hypervisor(s). After that, use "vSphere" and/or "Hyper-V" to refer to the hypervisor(s). Don't abbreviate when both hypervisors are being used in the same document.

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Company Information and Product Names

Keep the tips below in mind when developing or proofreading documents that include Veeam product names:

- The trademark always precedes the version number in the full product name
- Only use a trademark on the first instance of the product name in the body text
- Trademarks should not be used in document headlines, graphics or email subject lines; however, if the term only appears in the heading or sidebar (or title of a slide), it should be trademarked
- Veeam internal communications do not receive trademarks
- Call and video scripts do not receive trademarks, copyrights or Veeam formatting
- Veeam collateral does not use registered trademarks or registered trademarks for third-party property, products, phrases, etc.
- Veeam banner copy does not receive trademarks

For more information on company trademarks, follow the link here.

The 3-2-1-1-0 Rule

Veeam defines the 3-2-1-1-0 Rule as being you should have:

- 3 different copies of data (at least) on
- 2 different media (or more) with
- 1 off-site copy and
- 1 of which is either air-gapped, immutable or offline and have
- 0 recovery errors with SureBackup recovery verification

It is preferred to use the 3-2-1-1-0 Rule over the 3-2-1 Rule. The 3-2-1-1-0 Rule is Veeam's improvement on the 3-2-1 Rule industry standard.

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Product Offerings

Product names should be written as indicated in this list, i.e., Veeam Backup *or Microsoft 365* should always have italics for "*for Microsoft 365*"

Veeam Data Platform

- Premium
  - Includes Veeam Backup & Replication™, Veeam ONE™ and Veeam Recovery Orchestrator
- Advanced
  - Formerly sold as Veeam Availability Suite™
  - Includes Veeam Backup & Replication™ and Veeam ONE™
- Foundation
  - Formerly sold as Veeam Backup & Replication™
  - Includes Veeam Backup & Replication™ which includes the following:
  - Veeam Backup *for AWS*
  - Veeam Backup *for Microsoft Azure*
  - Veeam Backup *for Google Cloud*
  - Veeam Backup *for Nutanix AHV*
  - Veeam Backup *for Red Hat Virtualization*
  - Veeam Agent *for Windows*
  - Veeam Agent *for Linux*
  - Veeam Agent *for Oracle Solaris*
  - Veeam Agent *for IBM AIX*
- Essentials
  - Formerly sold as Veeam Backup Essentials™
  - Includes Veeam Backup & Replication™ and Veeam ONE™
  - Intended for Small Business
  - Limited to 50 workloads

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Standalone Offerings

- Veeam Backup *for Microsoft 365*
- Cirrus for Microsoft 365
- Cirrus Cloud Protect *for Microsoft Azure*
- Veeam Backup *for Salesforce*
- Kasten K10
- Veeam Recovery Orchestrator (previously Veeam Disaster Recovery Orchestrator)
- Veeam Backup *for AWS*
- Veeam Backup *for Microsoft Azure*
- Veeam Backup *for Google Cloud*
- Veeam Service Provider Console
- Veeam Management Pack™ *for Microsoft System Center*
- Veeam ONE

Free Products and Community Editions

- Veeam Backup & Replication™ Community Edition
- Veeam ONE Community Edition
- Veeam Backup *for Microsoft 365* Community Edition
- Veeam Backup *for Salesforce* Community Edition
- Veeam Agent *for Windows* Free
- Veeam Agent *for Linux* Free
- Veeam Agent *for AWS* Free
- Veeam Agent *for Azure* Free

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Veeam Backup & Replication and Related Features

- 4-in-1 Solution
- Backup from Storage Snapshots
- Built-in Replication
- Continuous Data Protection (CDP)
- Copy Data Management
- Direct Restore *to AWS/Microsoft Azure/Microsoft Azure Stack/Google Cloud*
- Instant Recovery
- Instant VM Recovery®
- NAS — Network-Attached Storage
- Role-Based Access Control — RBAC is an acceptable abbreviation after first use
- Scale-out Backup Repository™ — SOBR is an acceptable abbreviation after first use
- Performance Tier
- Capacity Tier
- Archive Tier
- Universal Storage APIs
- Veeam Backup Enterprise Manager
- Veeam Agent or Veeam Agents — when referring to more than one type of Agent
- Veeam Agent *for IBM AIX*
- Veeam Agent *for Linux*
- Veeam Agent *for Microsoft Windows*
- Veeam Agent *for Mac*
- Veeam Agent *for Oracle Solaris*
    - When multiple Veeam Agents are referred to in copy, "*for xxx*" is always italicized, and the phrase receives the following formatting:
    - Veeam Agents *for Microsoft Windows*, *Mac, Linux, IBM AIX* and *Oracle Solaris*. (Do not italicize conjunctions, e.g., "and.")
- Veeam Backup *for Nutanix AHV*
- Veeam Cloud Connect Backup *for Service Providers*

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- Veeam Cloud Connect *for the Enterprise*
- Veeam Cloud Connect Replication *for Service Providers*
- Veeam DataLabs™ (all the following should have the Veeam DataLabs moniker upon first use)
- Staged Restore
- On-Demand Sandbox™
- On-Demand Sandbox™ for Storage Snapshots
- SureBackup®
- SureReplica
- Secure Restore
- Veeam Explorer™; The Veeam Explorer features listed below receive the following formatting:
    - Veeam Explorer™ *for Microsoft Active Directory*
    - Veeam Explorer™ *for Microsoft Exchange*
    - Veeam Explorer™ *for Microsoft SharePoint*
    - Veeam Explorer™ *for Microsoft SQL Server*
    - Veeam Explorer™ *for Microsoft Teams*
    - Veeam Explorer™ *for Oracle*

Veeam Explorer™ *for PostgreSQL*

    - Veeam Explorer™ for Storage Snapshots (This feature is an exception to the italics rule because it contains functionality for multiple partners)
    - When the partner name is excluded, do not italicize. When multiple Veeam Explorers are referred to in copy, "*for xxx*" is always italicized, and the phrase receives the following formatting:
    - Veeam Explorers™ *for Microsoft Active Directory*, *Exchange*, *SharePoint* and *SQL Server*. (Do not italicize conjunctions, e.g., "and.")
- Veeam Plug-in *for Oracle RMAN*
- Veeam Plug-in *for SAP HANA*
- Veeam Plug-in *for Oracle RMAN on AIX*

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- Veeam Plug-in *for SAP on Oracle*
- VeeamZIP™
- WAN Acceleration

Service Provider Features

- DRaaS (Disaster Recovery as a Service). Use DRaaS on first mention and thereafter
- BaaS (Backup as a Service). Use BaaS and thereafter. Also, "BaaS & DRaaS" with an ampersand when mentioned together
- Veeam Service Provider Console
- Veeam Cloud Connect Backup *for Service Providers*
- Veeam Cloud Connect Replication *for Service Providers*
- Veeam Cloud Connect *for Service Providers* (an offering, not a product)

Veeam ONE Features

- Advanced Reporting
- Application-level Monitoring
- Backup Infrastructure Audit
- Enhanced Agent Reporting
- Enhanced Collector Load Monitoring
- Heatmaps
- Real-time Alerting
- Remediation Actions
- Snapshot Hunter
- Veeam Business View
- Veeam Intelligent Diagnostics
- Veeam ONE Monitor

Notes:

- Do not spell out Amazon Web Services in the product name. It should always be written Veeam Backup *for AWS*
- Because there are many management packs, be sure to use "Veeam Management Pack" (or Veeam MP) and not simply "Management Pack" or "MP"

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Common Alliance Partner Terms and Abbreviations

Important note: For Microsoft, Cisco, NetApp, Dell EMC, VMware or HPE + Veeam messaging, the name of the Alliance Partner should be listed before Veeam (e.g., VMware + Veeam).

Amazon:

All Amazon products need to be spelled out upon first use and the abbreviation in parenthesis below for each product can be used upon second use:

- Amazon Web Services (AWS)
- Amazon Connect (no abbreviation)
- Amazon Elastic Block Store (Amazon EBS)
- Amazon Elastic Compute Cloud (Amazon EC2)
- AWS Management Console (the console)
- Amazon Simple Notification Service (Amazon SNS)
- Amazon Simple Queue Service (Amazon SQS)
- Amazon Simple Storage Service (Amazon S3)
- Amazon S3 Glacier (AWS S3 Glacier)
- Amazon S3 Glacier Deep Archive (AWS S3 Glacier Deep Archive)
- Amazon Virtual Private Cloud (Amazon VPC)
- Amazon Relational Database Service (Amazon RDS)
- AWS Key Management Service (KMS)
- The following Amazon service names must always be used in full:
- AWS Cloud9
- AWS Cloud Map
- AWS Config

Cisco:

- Cisco Unified Computing System (UCS)
- Cisco UCS
- Cisco HyperFlex

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- NetApp FlexPod
- Pure FlashStack

Dell EMC:

- Dell EMC
- Dell Technologies when referring to all of brands as a whole entity
- Dell EMC when referring to the infrastructure solutions that include servers, storage, networking, converged, cloud and data/analytics
- Dell EMC Data Domain (first reference)
    - EMC Data Domain or Data Domain (second/other references)
- Dell EMC Data Domain Boost (first reference)
    - EMC Data Domain Boost or Data Domain Boost (second/other references)
- Dell EMC Isilon (first reference)
    - Isilon (second/other references)
- Dell EMC Unity (first reference)
    - EMC Unity or Unity (second/other references)
- Dell EMC Unity XT
- Dell EMC VNX/VNXe (first reference)
    - EMC VNX/VNXe or VNX/VNXe (second/other references)
- Dell EMC Unity/VNX/VNXe (first reference)
    - EMC Unity/VNX/VNXe or Unity/VNX/VNXe (second/other references)
- Dell EMC XtremeIO (first reference)
    - XtremeIO (second/other references)
- VCE Vblock
- Dell EMC VxRail (first reference)
    - EMC VxRail (second/other references)
- Dell EMC VSPEX (first reference)
    - EMC VSPEX (second/other references)

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Google

- Google Cloud
    - Use this term only when referring to their platform/solution. Do **not** use Google Cloud Platform.
- Google Cloud Storage (GCS)
- Google Cloud VMware Engine (GCVE)
- Google Kubernetes Engine (GKE)

Hewlett Packard Enterprise:

- Hewlett Packard Enterprise (HPE) (first reference)
    - HPE (second/other references)
    - Never just Hewlett Packard or HP
- HPE 3PAR StoreServ
    - HPE 3PAR (second/other references)
- HPE Alletra 4000
- HPE Alletra 6000
- HPE Alletra 9000
- HPE Apollo
- HPE GreenLake
- HPE Nimble
- HPE Nimble dHCL
- HPE Primera
- HPE SimpliVity
- HPE StoreOnce
- HPE StoreOnce VSA
- HPE StoreOnce Catalyst

IBM

- IBM Cloud
- SoftLayer

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- VMware Cloud Foundation on IBM Cloud or VCF on second reference
    - Often referred to as "...the VMware Cloud Foundation on IBM offering..."
    - Do not use "VMware Cloud Foundation (VCF) on IBM Cloud"
- IBM SAN Volume Controller (SVC) or SVC on second reference
- IBM Spectrum Storage or Spectrum Storage on second reference
- IBM Spectrum Virtualize or Spectrum Virtualize on second reference
- IBM Storwize or IBM Storwize family
    - Never refer to as just "Storwize" alone

Microsoft

- Azure
- Microsoft Active Directory
- Microsoft Exchange
- Microsoft 365
- Microsoft SharePoint
- Microsoft SQL
- SQL Server
- Azure Blob Storage

NetApp

- AltaVault
- Data ONTAP
- E-Series
- EF-Series
- FAS
- FlexArray
- FlexPod
- ONTAP
- SolidFire

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Nutanix

- Nutanix AHV (Acropolis Hypervisor)
- Nutanix Files
- Nutanix Mine *with Veeam*
- Nutanix Objects

Oracle

- Oracle RMAN
- Oracle Solaris

SAP

- SAP HANA

VMware:

- Direct VM Console Access

- VMware vSphere (vSphere)
- VMware Cloud on AWS
- Cloud Director
- vSphere with Operations Management (vSOM)
- Software-Defined Data Center (SDDC)
- VMware vSAN
- VMware Virtual Volumes (VVOLs)

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Version Numbers

When not using the product name: Use a capital "V", such as the case of the following: New V12, Veeam V12, Veeam V12A and when starting a sentence with the version number (e.g., V11 includes many new features such as…)

When preceded by the product name: Use the format of product name followed by the version number. Use a lower case "v" and do not include a decimal point followed by a zero for a major version (e.g., Veeam Backup & Replication™ v12, Veeam Backup & Replication v12a).

To refer to a product by its version number only, it is acceptable to use "V" followed by the version number (e.g., "This is new in V12…").

When it comes to product numbers with a letter in them, the following rules should be followed:

- When used with a product name, like Veeam Backup & Replication, it should be written with a lowercase v and lowercase version letter. For example: Veeam Backup & Replication v12a has just been released.
- When no product is mentioned, meaning the version itself is listed as standalone, then it should be written with an uppercase V and uppercase version letter.
    - Example #1: Veeam V12A was just released this week.
    - Example #2: V12A is now generally available. Example #3: NEW V12A delivers simple, flexible and reliable.
- The above examples (Veeam V11A, V11A) are mostly used in taglines, banners and shortened headlines.
- The lowercase "v" of a version number can be put into uppercase if it is being used in a web page heading that is in all caps: VEEAM BACKUP & REPLICATION V12
- Only products receive version numbers — features do not.

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Veeam ProPartner Network

The term **Pro**Partner Network is used to describe Veeam's ecosystem of partners. It is different than the **Pro**Partner program. **Pro**Partner program for resellers should now be avoided and should be replaced with Veeam Value-Added Reseller program.

You can say "Join the **Pro**Partner Network" but it would not be appropriate to say "The **Pro**Partner Network offers a variety of benefits…" If you join the **Pro**Partner Network, you are offered a customized program based on your business model. Each program offers certain benefits, not the network.

The following partner programs reside within the **Pro**Partner Network:

- Veeam Value-Added Reseller program (VVAR)
- Veeam Cloud & Service Provider program (VCSP)
- Veeam Accredited Service Partner program (VASP)
- Veeam Global System Integrator program (VGSI)

Please note that program should always be lowercase when referring to any programs within the **Pro**Partner Network.

A few other key points when it comes to material surrounding the **Pro**Partner Network:

- Resellers should be referred to as Veeam Value-Added Resellers
- It is necessary to always bold **Pro** and capitalize both P's within the **Pro**Partner name. The acronyms associated with each program should always be consistent.
    - For example, when abbreviating VAR always use VVAR. The first V stands for Veeam, so the word Veeam should never be used before
- When referencing the **Pro**Partner portal, portal should always be lowercase
- There are three main value pillars used when referencing the **Pro**Partner Network. They also must be written as such and always in this order:
    - You Profit. We Protect. Our Promise.

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Veeam Cloud & Service Provider Program

To better represent the vast and growing ecosystem of hosting, cloud and managed service providers, the program has changed. Please use the following style:

- Always use an ampersand (&) in Veeam Cloud & Service Provider. Do not use "and" in its place
- Do not use an "&" when abbreviating Veeam Cloud & Service Provider (VCSP). Use "VCSP," not "VC&SP"
- Spell out "Veeam Cloud & Service Provider" on first use and include the abbreviation in parenthesis [e.g., "Veeam Cloud & Service Provider (VCSP) partner"]. Thereafter, you may abbreviate as "VCSP." The acronym stands on its own — do not use "Veeam" in front of it (e.g., Veeam VCSP)
- The word "program" in "Veeam Cloud & Service Provider program" should always be lowercase, unless you are using title-case capitalization. Do not use "Veeam Cloud & Service Provider Program"
- "Veeam Cloud & Service Provider" functions as an adjective, not a noun. It should always be used as a modifier for a noun, never on its own — for example, "Veeam Cloud & Service Providers." Instead, a noun must always follow "Veeam Cloud & Service Provider." Veeam Cloud & Service Provider partner," "Veeam Cloud & Service Provider program," "Veeam Cloud & Service Provider forum" and "Veeam Cloud & Service Provider directory" are all correct use cases.
    - **Exception**: If the sentence contains "partner" as both a verb and a noun, the rule of referring to service provider partners as "VCSP partners" may be lifted and shortened to "VCSP."
        - **Example**: Veeam Resellers are encouraged to partner with a VCSP in order to add Veeam-powered cloud services to their portfolio.
- The same rule applies to "VCSP." For example, VCSP partners should be referred to only as "VCSP partners." Do not use "VCSP" or "VCSPs" when referring to partners. "Veeam CSPs" and "Veeam CSP partners" are also incorrect
- The proper way to write about licensing for VCSP services is Veeam Rental Licensing and Veeam Rental Pricing
- Service Provider Add-on(s) is a proper noun

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- The following VCSP use cases should be written as such:
    - Infrastructure Protection
    - Service Provider Data Protection
    - MSP Backup
- Off-site Backup and DR
    - Off-site Backup
    - DRaaS
- Public Cloud Data Protection
    - Azure and AWS Data Protection
    - SaaS Data Protection

For more messaging guidelines for VCSP, check out these VCSP messaging guides:

- BaaS and DRaaS (to end customers)
- BaaS and DRaaS (to Service Provider partners)
- Service Provider Console

VeeamON

Please see the list below for the correct way to spell and format various names and events associated with VeeamON.

- LabWarz
- VeeamON
- VeeamON Tour

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Web Guidelines

The following guidelines pertain to the style of the Veeam website.

Capitalization:

- Web page eyebrows, the small text before a header or headline on a web page, are in all caps.
- Questions in web page FAQ sections should be in sentence case.
- Page navigation elements should be in title case.
- Web page citations:
- Web pages requiring a citation footnote should use the following format:
    - Sources: Name of Report, Name of Second Report (with both hyperlinked to the actual reports

Resources

Please refer to other useful links if the Editorial Style Guide does not address your question:

- Webster's New World College Dictionary
- Voice & Messaging Guidelines
- Corporate Messaging Guide
- Internal Communications Style Guide
- Brand Space
- Spelling and Hyphenation

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