

Veeam ProPartner program: Together on top!

To address the challenge of Availability for the Always-On Enterprise™, the Veeam® ProPartner program is an effective working platform for permanent dialog between Veeam ProPartners and Veeam. The program is aimed to develop Veeam solution expertise for reselling companies, and to reward Veeam ProPartners for quick results worldwide selling of Veeam's industry-leading products.

Veeam ProPartner program overview

As a reseller, your company gains exclusive access to resources that help you drive license and services sales, create brand new opportunities, increase profitability and close deals faster. The comprehensive Veeam ProPartner program gives you and your company the tools you need to become a trusted advisor to customers and gain a long-term competitive advantage in your virtualization practice.

Veeam appoints its ProPartners as resellers of Veeam products, solutions and services within territories and in accordance with the terms of the Veeam ProPartner Agreement. ProPartners may only resell to end users who are located in their designated territories. ProPartners must obtain Veeam products solely through distributors authorized by Veeam to work in specific territories.

Veeam ProPartner program membership is free, but to receive the ProPartner program benefits, you are required to register at www.veeam.com, and accept the ProPartner Agreement's Terms & Conditions.

After registration, you may choose the partnership level that best corresponds to both your business strategy and your position in the market.

Silver ProPartners must meet baseline requirements for accreditation and orders for authorization to be eligible to resell or influence Veeam product sales.

Gold ProPartners create incremental demand for Veeam solutions by meeting mid-level financial and accreditation requirements to gain additional ProPartner program benefits.

Platinum ProPartners create additional incremental demand for Veeam solutions, act as trusted Veeam advisors and receive maximum ProPartner program benefits by meeting top-level financial and accreditation requirements.

ProPartner Information




By joining the Veeam ProPartner program, a ProPartner consents to receiving program-related information from Veeam for the following purposes:

- Administering the program
- Program information
- Information and materials to support the effort to deliver Veeam Products, including technical, sales and marketing materials

The partner also agrees that Veeam may publish the partner's name and address on the ProPartner Finder website, and that Veeam may reference the partner as a program member by using the partner's logo, subject to reasonable trademark- and logo-usage policies provided by the partner.

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Veeam ProPartner program requirements

ProPartner level	Criteria	Minimum Requirements*
	By invitation only	2 certified Engineers: 1 VMCE*** & 1 VMCE Advanced*** 4 accredited Engineers – VMTSP*** 4 accredited Sales – VMSP*** \$750,000** annual revenue MSRP (\$170,000** annual revenue MSRP – in Zone B*) Quarterly business plan Veeam branding and description on partner website
	Meet the requirements To apply for Gold level, meet quarterly targets during two consecutive quarters.	1 certified Engineer – VMCE*** 2 accredited Engineers – VMTSP*** 2 accredited Sales – VMSP*** \$50,000** revenue or \$32,000** & 10 orders per quarter (MSRP) (\$17,000** revenue or \$8,500** & 5 orders per quarter (MSRP) – in Zone B*) Veeam branding and description on partner website
	Meet the requirements To apply for Silver level, meet quarterly targets during two consecutive quarters.	1 accredited Engineer – VMTSP*** 1 accredited Sales – VMSP*** Minimum of one order per quarter Veeam branding and description on partner website

*Veeam divides EMEA in two zones (A and B) based on market size. To understand the program requirements applicable to your country/territory specifically — please visit the ProPartner Portal section "Programs".

** Check with your regional Veeam representative to understand the monetary value when converting to your local currency

*** All required Veeam certifications should not be held by a unique individual, except for VMTSP, VMCE and VMCE Advanced. Each trained individual should be certified on each product and its latest version. The grace period for re-certification is 120 days after major Veeam product release.

Sub-Distribution

Distributors may apply a different discount on Veeam's products based on ProPartner Level. The usage of that high discount from a Platinum or Gold ProPartner to target lower level ProPartners (Silver or Registered) providing them a higher discount than the one they could get at Distributors is a violation of our ProPartner Program. Any ProPartner found acting as a Sub-Distributor will lose its level immediately and all the attached benefits.

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Veeam ProPartner program benefits

The Veeam ProPartner program offers you exclusive access to numerous benefits.

Visit the [Veeam ProPartner portal](#) today for a tool-kit to help you achieve three key areas of success, including:

1. Fast, seamless sales

Get fast and seamless sales with the following helpful tools found on the Veeam ProPartner portal:

- Ready-to-contact leads that pre-qualified by Veeam for you with the Veeam OppShare tool
- Ready-to-request NFR keys for evaluations and demonstrations
- Ready-to-download 30-day trial products

Click the Workplace tab on the ProPartner portal for the complete list of sales tools.

Increase your profitability with Veeam's Deal Registration program and you may be eligible for opportunity-protection and upfront-discount benefits, based on your ProPartner level and each listed opportunity's content.

2. Effective marketing

Take advantage of FREE ready-to-use marketing solutions on Veeam's Marketing Menu to make the most of your marketing efforts, including:

- Mail-in-a-Box — Prepared and customized email-templates for immediate sending
- Seminar-in-a-Box — An online platform and on-demand Veeam speaker
- Web-in-a-Box — Veeam content syndication on your website
- Ready-to-reference cheat sheets — To help you successfully start sales conversations
- Ready-to-offer — Veeam promotions and partner incentives

Click the Sales & Marketing tab to review all of the latest offers.

Together on top! Veeam provides marketing programs and tools, combined with funding and execution expertise, to help you generate more Veeam leads and opportunities. This program is designed to help you invest in your Veeam business by creating new opportunities through specific marketing programs and campaigns. With Veeam's ProPartner Marketing Development Funds, Veeam will co-fund activities and programs such as advertising, direct marketing, trade shows, seminars, trainings, Veeam promotions and more*!

Note: Proposed marketing activities must tie into the ProPartner's business and marketing plans for generating revenue with Veeam products.

* ProPartner Marketing Development Funds are available only for Platinum-level and Gold-level ProPartners.

3. Knowledge base and training opportunities

Act now to learn more with the following tools:

- Ready-to-educate whiteboard trainings
- Ready-to-visit webinars about new releases and product features
- Ready-to-watch featured and recorded webinars
- Competitive analysis

Click the Learning Center tab to learn more!

Get FREE Veeam accreditations online at Veeam University to increase your credibility and competency in the eyes of your customers and sell more! Veeam University is a quick and easy way to gain in-depth knowledge about all Veeam solutions. Recent

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enhancements have made Veeam courses even more streamlined, relevant and effective!

Acquire a deep technical understanding through Veeam's Certified Engineer (VMCE) program and certification exam. This certification will give you the necessary expertise to correctly architect, implement and configure Veeam solutions. The VMCE course is a technical deep-dive offering extensive Veeam solution information. VMCE is a great investment for IT professionals looking to increase productivity, reduce operating costs, personal career advancement and industry recognition.

Follow Veeam updates to learn when the VMCE Advanced course becomes available later in 2016.

Regularly update your Veeam certification to stay on the edge of virtualization and comply with Veeam ProPartner program requirements.

All partnership benefits are cumulative and include those of the preceding segment(s).

Level / Benefit	Registered reseller	Silver ProPartner	Gold ProPartner	Platinum ProPartner
Access to ProPartner portal	✓*	✓	✓	✓
ProPartner logo		✓	✓	✓
Inclusion on Veeam ProPartner Finder		✓	✓	✓
NFR keys		✓	✓	✓
Internal Use Licenses		✓	✓	✓
OppShare tool to identify new opportunities			✓	✓
Qualified sales leads from Veeam			✓	✓
Assigned Veeam manager			✓	✓
Access to promotions and incentives	✓*	✓	✓	✓
Marketing Menu	✓*	✓	✓	✓
Partner Marketing Development Funds			✓	✓
Deal Registration program		✓	✓	✓
Quarterly Rewards program				✓
Recognition as a Veeam expert				✓

* Limited access

"Veeam operates on a channel-based business model and recognizes that the success of its ProPartners has a direct impact on Veeam's overall success. The new enhancements and updates to the ProPartner Program in EMEA will create a more empowered and enabled channel community. While Veeam continue to deliver Availability for the Always-On Enterprise™, it also strives to improve and strengthen its partner training, value-add, profitability and integrated marketing support so partners can maintain their reputation as trusted advisors to Veeam customers,"

— Gilles Pommier, Vice President Channel & Cloud, EMEA

Key Veeam ProPartner contacts

YOUR Veeam Distributor Contact Finder

YOUR Partner Veeam Marketing Contacts

YOUR regional Veeam Sales Team contacts

Key Veeam ProPartner links

REQUEST a quote

REQUEST pricing

READ a program overview online

YOUR success is our Mission!

Join the Veeam ProPartner Program today to start exploring Veeam opportunities! During the coming year, Veeam will introduce more opportunities and specializations to help you differentiate yourself from your peers and become a valued trusted advisor regarding Veeam solutions. Stay tuned and visit the Veeam ProPartner portal on a regular basis.

Program Glossary

VMTSP — The Veeam Technical Sales Professional is a Veeam-specific certificate for engineers and technical specialists. It is available for free via Veeam and a mandatory requirement for the ProPartner program.

VMSP – The Veeam Sales Professional is a Veeam-specific certificate for sales and pre-sales specialists. It is available for free via Veeam University and a mandatory requirement for the ProPartner program.

VMCE — The Veeam Certified Engineer is a Veeam-specific certificate for pre- and post-sales specialists delivered through Veeam Authorized Education Centers (VMAECs). It is a mandatory requirement for the ProPartner program for, but not limited to, Platinum and Gold levels.

VMCE-A –The Veeam Certified Engineer - Advanced is for more skilled individuals to learn more about Veeam implementation. It will be introduced later in 2016 and will be a mandatory Platinum-level requirement for the ProPartner program.

Order/Revenue — The number of Veeam product and solution deals closed within a specific timeframe. Deal size and revenue (per quarter, per year) is calculated by totaling the Veeam list price of all eligible software licenses, plus additional years of maintenance for registered opportunities. Maintenance renewal, IUL and Rental licenses do not apply and this is one of the mandatory requirements for the ProPartner program.

Business plan — A set of sales and marketing goals established as part of a business development strategy, agreed on in writing between Veeam and the ProPartner for the forthcoming quarter/year.

Veeam Champion — A partner company's employee dedicated to managing the business relationship with Veeam on behalf of the partner company.

Veeam branding and description on partner website — Veeam offers a specific content syndication tool to keep the partner website updated with the latest information about Veeam and its products and solutions. A Veeam ProPartner may use the special Veeam Partner logo as proof of achievements, competency and reliability. This requirement is optional, but strongly recommended.

ProPartner logo — This is proof of a ProPartner's program level, experience in successful development and implementation of business solutions and services on Veeam products, sales and technical competency and reliability for end users.

Assigned Veeam Manager — A dedicated Veeam employee who is: managing daily work with a particular partner company; building strong and mutual partnerships; and driving joint business growth.

Veeam ProPartner Finder — A web-based tool on the Veeam website to help customers easily search Veeam reselling companies based on location, partner level and competency.

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Deal Registration Program — A set of rewards for eligible ProPartner levels for value-selling Veeam solutions.

Please review Deal Registration-related documents on the ProPartner portal for complete details.

OppShare — A tool for easy sharing of opportunities with resellers from Veeam via the CRM system, ProPartner portal and email notification.

Partner Marketing Development Funds (PMDf) program — A tool for the alignment, implementation, analysis and improvement of joint marketing activities that drive pipeline opportunities through demand generation, lead generation and customer motivation. The PMDF allows the partner to share marketing campaign investments with Veeam.

THE PROGRAM DESCRIBED IS VALID FOR FOLLOWING TERRITORIES: ALGERIA, ANDORRA, ANGOLA, AUSTRIA, BELGIUM, BENIN, BOTSWANA, BOUVET ISLAND, BURKINA FASO, BURUNDI, CAMEROON, CAPE VERDE, CENTRAL AFRICAN REPUBLIC, CHAD, COMOROS, CONGO (BRAZZAVILLE), CONGO, DEMOCRATIC REPUBLIC OF THE, COTE D'IVOIRE (IVORY COAST), CYPRUS, DENMARK, DJIBOUTI, EQUATORIAL GUINEA, ERITREA, ETHIOPIA, FAROE ISLANDS, FINLAND, FRANCE, FRENCH GUIANA, FRENCH POLYNESIA, GABON, GAMBIA, GERMANY, GHANA, GIBRALTAR, GREECE, GREENLAND, GUADELOUPE, GUERNSEY AND ALDERNEY, GUINEA, GUINEA-BISSAU, HOLY SEE (VATICAN CITY), ICELAND, IRELAND, ISRAEL, ITALY, JERSEY, KENYA, LESOTHO, LIBERIA, LIBYAN ARAB JAMAHIRIYA, LIECHTENSTEIN, LUXEMBOURG, MADAGASCAR, MALAWI, MALI, MALTA, MAN, ISLE OF, MARTINIQUE, MAURITANIA, MAURITIUS, MAYOTTE, MONACO, MOROCCO, MOZAMBIQUE, NAMIBIA, NETHERLANDS, NEW CALEDONIA, NIGER, NIGERIA, NORWAY, PORTUGAL, REUNION, RWANDA, SAINT PIERRE AND MIQUELON, SAN MARINO, SAO TOME AND PRINCIPE, SENEGAL, SEYCHELLES, SIERRA LEONE, SOMALIA, SOUTH AFRICA, SPAIN, SVALBARD AND JAN MAYEN ISLANDS, SWAZILAND, SWEDEN, SWITZERLAND, TANZANIA, UNITED REPUBLIC OF, TOGO, TUNISIA, TURKEY, UGANDA, UNITED KINGDOM, WALLIS AND FUTUNA, WESTERN SAHARA, ZAMBIA, ZIMBABWE.

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