

# Nominee: Veeam Software

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## Nomination title: Veeam Software - Backing Up the Channel

### Backing up the Channel:

Veeam®'s strategy is simple. Since it launched in the UK in 2008 Veeam has operated 100% via the channel: giving its 1,700 UK and Ireland partners access to products and services that allow them to drive new business and revenue streams in virtualisation and data protection.

This has shown strong success for both Veeam and its partners. In 2013, Veeam recorded 58% growth in annual bookings revenue, reaching \$275 million: all through the channel. Members of Veeam's Cloud Provider (VCP) Program alone increased their rental business by 280%, while Veeam is shortly set to welcome its 100,000th customer. To continue this growth, Veeam is supporting the channel to the fullest; constantly searching for new revenue streams that it can pass on to its partners. This means further opening up areas for expansion, such as the cloud. It means giving partners the training and confidence to provide data centre customers with the capabilities they need. It means providing partners with incentives and discounts to attract and keep new customers. And it means supplying the best products possible: Veeam is an accredited partner for VMware, a Gold Partner for Microsoft, a Preferred Solution Cisco Developer, and was selected as the 2013 HP Alliance One Partner of the Year in the Converged Storage category.

### The Cloud is Coming

In 2013 Gartner valued the cloud management and security services market alone, including backup and recovery services, at \$3.7bn: a huge source of potential revenue. However, as well as an opportunity to reach out to new customers with new services, the cloud is also a challenge: as IT as a Service predominates, so the role of traditional, box-shifting resellers will fade.

To survive, the channel must adapt to this new environment. Whether offering products allowing customers to exploit the potential of the cloud, or expanding their offerings to become fully-fledged service providers themselves, the most successful businesses will be those prepared for what the cloud can offer.

To this end, Veeam has expanded and improved its VCP Program, now with 530 members in the UK & Ireland and 2,400 across EMEA, in order to help partners make the best use of the cloud. Designed for partners that are or wish to become fully-fledged Data Protection as a Service providers, the program allows the channel to offer data centre operators the most fully-functioned, high-performance data protection possible for their infrastructure and

services: without the need to invest in on-site or off-site backup environments. Benefits of the program now include:

- Additional discounts, granting significant margins whilst also allowing service to be offered at an extremely attractive rate to potential customers.
- Building the Veeam Cloud Provider Directory, which lists all infrastructure hosting providers; allowing partners to quickly identify potential hosting partners.
- Introducing all-in-one management tools for VCPs, with Veeam backup Management Suite: combining Veeam's data protection and infrastructure management tools in an affordable, easy-to-use package. As a result, partners can offer customers the best services quickly, consistently and with full confidence.

In combination with the Cloud Edition of its flagship Backup & Replication product, Veeam offers resellers a number of ways to engage with data centre operators' cloud strategies. With Cloud Edition, users can back-up their virtual IT infrastructure direct to public storage clouds: including Windows Azure, Amazon S3, Amazon Glacier, Rackspace, HP Cloud and clouds built on OpenStack. This gives Veeam's partners, such as Softcat, Insight, Phoenix Group or BlueCoffee Networks a number of options:

- Resellers can simply sell Cloud Edition directly to customers, allowing them to directly back up their infrastructure to the cloud.
- VCPs can offer a full backup and recovery service to customers, either through public storage clouds, their own infrastructure, or that of a hosting partner.
- VCPs can also offer more advanced services over the cloud using Veeam's tools: e.g. protecting specific applications, or migration as a service.
- VCPs can become sub-aggregators: able to sell on licenses to other providers and so form a hub for cloud services.

### **Giving partners everything they need:**

Whilst expanding the VCP Program has expanded the opportunities for cloud provider partners, Veeam has also improved its traditional ProPartner program over the year. Improvements include:

- Technology alliances increase the revenue opportunities for partners by offering joint solutions with VMware, Microsoft, HP and Cisco.
- The new Veeam Certified Engineer (VMCE) training program will enable resellers to offer and deliver high quality professional services, which translate to higher ROI and improved SLAS for data centre customers.
- Worldwide expansion of Switch to Veeam – Protection for Modern Datacenter program. Potential customers who switch from their existing backup and recovery tool to Veeam will gain an additional 20% discount: giving partners an extra incentive to bring new customers on board without affecting margins.

### **Backed up with technology:**

Key to Veeam's partners' success is offering the best technology. In 2013 Veeam introduced Veeam Backup & Replication™ v7 ("Version 7"), offering a host of capabilities for data centre customers including:

- Built-in WAN Acceleration out of the box: making data transfer to off-site backups up to 50 times faster than otherwise possible without additional acceleration tools. Customers can therefore be assured that mission-critical infrastructure is transferred quickly and seamlessly.
- Increased replication capabilities: using the new Virtual Lab for Replicas, an organisation's replicated infrastructure is guaranteed to be ready to come online immediately when needed; by verifying every restore point in each replica to ensure there are no issues. Virtual Lab also provides on-demand creation of Sandboxes that can be used for testing, training and troubleshooting.
- Capabilities for Microsoft Hyper-V users giving the same level of performance as VMware vSphere: including the ability to create a virtual laboratory from backup infrastructure and improved one-click restore capabilities so that Hyper-V servers can be back up and running ASAP. Resellers can offer a consistent level of protection whether a data centre has a VMware, Microsoft or mixed environment: widening the potential customer base.

### **Why nominee should win**

- Veeam has targeted its program 100% at the channel, leading to \$275m revenues for partners in 2013 alone
- Veeam has expanded and strengthened its Cloud Provider Program, helping partners reach a £3.7bn market
- Partners can support customer's cloud strategies no matter what their size or ambitions
- Veeam has also expanded its traditional program with training certifications and incentives for customers to Switch To Veeam
- Veeam continues to give partners the best possible products to offer their customers