

Nominee: Veeam Software

Nomination title: Veeam Cloud & Service Provider Program (VCSP)

Since entering the EMEA market in 2006, Veeam has operated 100 percent through the channel. With partners firmly at its heart, Veeam provides easy-to-implement solutions meeting needs of the Always-On Business™. Veeam's strategy is to use expert knowledge to give partners access to products and services, enabling them to drive new business and revenue streams in availability.

Key projects in the last year:

The VCSP program is designed specifically for hosting, cloud and managed service providers and has seen 78 percent rental revenue growth in EMEA between Q1 2015 and Q1 2016. With ready-made opportunities for service providers to acquire new customers and grow recurring revenue through the VCSP, the program reported a 65 percent increase in the number of rental transactions in the same period.

As of Q1 2016, Veeam counts over 6,269 service providers as part of the EMEA VCSP network. In 2015, more than 500 VCSP partners and over 70 aggregators gained licenses to deliver flagship services for Veeam Cloud Connect, which will form a central pillar of the VSCP strategy as cloud-based DRaaS opportunities are realised.

So far in 2016, the program has gained more than 1,005 VCSP partners and more than 70 aggregators gained licenses to deliver flagship services for Veeam Cloud Connect, with rental/cloud licenses enjoying an 82% YoY booking growth. This will form a central pillar of the VSCP strategy as cloud-based DRaaS and BaaS opportunities are realised.

The continued success of Veeam's cloud and service provider program is moving it closer to achieving the goal of \$1 billion in annual revenue by 2019, by leveraging new opportunities with its partner community, particularly around cloud-based DRaaS offerings.

Gartner forecasts that more than 50 percent of disaster recovery plans will use cloud services by 2018 (<http://bit.ly/2avRrIo>), while research from 451 Research shows that public storage spend will double in two years as on-premise storage declines (<http://bit.ly/1LGzKAg>), heightening the need for robust, cloud-based DRaaS to meet the demand.

Veeam bridges the gap between the requirements of the Always-On Business™, and IT's ability to deliver availability. Providing customers with a new solution, Availability for the Always-On Enterprise, Veeam delivers recovery time and point objectives (RTPO) of less than 15 minutes for all applications and data.

To enable partners to take advantage of this opportunity, deliver trusted availability solutions via the cloud and carve out new – or expanded – routes to market, this year Veeam has rolled out VCSP enhancements including:

- **Release of DRaaS offerings within Veeam Availability Suite v9, including Veeam Cloud Connect Replica**
- **The Veeam Cloud & Service Provider User Group – a community-specific group for cloud- and service-providers using Veeam Availability Suite™ that encourage service providers to share best practice and advice**
- **A search tool for partners and/or customers to find a service provider in their area that offers cloud repositories using Veeam Cloud Connect**
- **New sales and marketing benefits for Gold and Platinum partners**

Vendor accreditations:

- **Microsoft Partner of the year finalist 2016 in 2 awards**
- **Microsoft partner**
- **VMware TAP partner**
- **NetApp Alliance Partner**
- **Cisco Preferred Solution Partner**
- **HPE allianceone partner 2013**
- **HPE partner**
- **EMC partner**

Industry accreditations:

- **September 2016: Veeam named in Forbes' 2016 Cloud 100:
<http://www.forbes.com/cloud100/#305703a26e6e>**

- **June 2016: Veeam won WindowsNetworking.com Readers' Choice Preferred Data Recovery Solution Award**

<http://www.windowsnetworking.com/news/WindowsNetworking-Readers-Choice-Award-Data-Recovery-Software-Veeam-Backup-Replication-May16.html>

- **June 2016: Veeam Availability Suite won Most Promising Data Management Solution at Networks World Asia 2016 Awards**

- **May 2016: Veeam named Microsoft Partner of the Year finalist in two categories**

<https://news.microsoft.com/2016/05/31/microsoft-announces-2016-partner-of-the-year-winners-and-finalists/#sm.00qt79sk13c1eul10w8206xnli1ni>

- **Veeam given 5-Star rating in CRN's 2016 Partner Program Guide**

<http://www.crn.com/partner-program-guide/ppg2016.htm>

Endorsements:

Veeam research with customers and service provider communities has found, that in the wake of recent high profile incidents and more comprehensive solutions available on the market, the demand for cloud backup and disaster recovery is gradually rising.

Amongst the customer community, almost two-thirds (63 percent) of respondents indicated that everything is kept on-premise. While some testing of workloads in the cloud is underway (17 percent), others are currently running many (7 percent) or some (13 percent) mission-critical workloads in the cloud. Customer responses also suggest that a hybrid cloud setup is gaining momentum (24 percent) with 26 percent considering it for future plans for DRaaS purposes.

However, according to Veeam's partner community, many of these customers must do more. Partner respondents state that less than a quarter of end customers have a cloud data protection strategy. Most of these customers have some mission-critical workloads in the cloud (23 percent) or are testing a new workloads in the cloud (22 percent), but adoption needs to pick up for benefits to be fully realised.

Veeam's products go above and beyond, allowing partners to sell and deploy technology with confidence. A survey by the Enterprise Strategy Group revealed 83 percent of customers switching

to Veeam are more confident they are protected against IT failure compared to their previous solutions.

“StratoGen relies on Veeam to protect thousands of mission critical virtual machine workloads in public and private cloud hosting environments in eight data centers on four continents. StratoGen and Veeam also offer our clients to protect their on-premise critical data by acting as a cloud repository using Veeam Cloud Connect.” – Dan Gould, CTO, StratoGen (UK)

“Our mission in Nexica is to guarantee the business continuity of our clients, so in 2012 we decided to integrate Veeam technology into our on-demand cloud solution because of its native hypervisor support, capacity to scale, diverse customer scenarios and reliability. The product maturity and our business partnership with Veeam Software have been improving over these years.” – David Suárez, CTO, Nexica (Spain)

"Many happy customers use Veeam Cloud Connect to store backups of their VMs in the High-Secure-Datacenters of Noris Network AG in Germany. With the new Veeam Cloud Connect Replication we are now able to provide our customers a complete DRaaS solution." – Joern Westermann, Head of Cloud & Infrastructure, Noris Network AG (Germany)

Why nominee should win

- **78 percent rental revenue growth in EMEA between Q1 2015 and Q1 2016**
- **Industry accreditations from major global partner**
- **83 percent of customers switching to Veeam are more confident they are protected against IT failure compared to their previous solutions**
- **So far in 2016, the program has gained more than 1,005 VCSP partners and more than 70 aggregators gained licenses to deliver flagship services for Veeam Cloud Connect, with rental/cloud licenses enjoying an 82% YoY booking growth**