

Nominee: Veeam Software

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

How long has this organisation been involved in the IT services and solutions market in EMEA?

Since entering the UK market in 2008, Veeam has operated 100 percent through the channel. With partners firmly at its heart, Veeam provides easy-to-implement on-premise and cloud solutions that protect data and deliver Availability for the Always-On Enterprise.

Veeam uses expert knowledge, product development, technical expertise and marketing resources to give its 2,970 UK channel partners the best possible platform to drive new business and revenue streams for cloud data management and protection.

The quality of Veeam's solutions means that Veeam's partner base has grown concurrently alongside Veeam's phenomenal growth. 1,390 UK partners now have access to continual product updates and channel programme improvements, ensuring they can easily make the most of new capabilities and potential markets.

Are there any key projects delivered in the last year that demonstrate this candidate's suitability for the award?

The Veeam Cloud & Service Provider (VCSP) Program is the ticket for MSPs and cloud & hosting providers into Veeam's growing ecosystem, and Veeam's explosive growth. In April, Veeam announced another record quarter fuelled by explosive gains in cloud revenues. Cloud revenue enabled by Veeam Cloud and Service Providers (VCSPs) grew 59 percent YoY, helping enterprises transform their operations to deliver the 24.7.365 cloud Availability demanded by users in today's digital world.

Today, 13.9 million virtual machines (VMs) are protected with Veeam Availability solutions. More than 1 million of these VMs are protected via Veeam Cloud Service Providers. Veeam's investment in its cloud protection portfolio means that VCSPs are in a strong position to reap the rewards of the general move towards cloud infrastructure. According to IDC, over the next three years, 67 percent of enterprise IT infrastructure and software will be focused on the cloud.

In February, Veeam strengthened its cloud offering, adding senior leaders from VMware, new innovations and initiatives to help its partner and reseller ecosystem accelerate cloud adoption – and to build on its cloud business 79 percent YoY growth in 2016.

February's announcement also included the news of a \$200 million-worth giveaway of cloud products. The exclusive free Cloud Services Programme makes every customer using Veeam for on-premises backup and recovery eligible for up to \$1,000 in free cloud backup and Disaster Recovery as a Service (DRaaS).

In the past year, Veeam has expanded its ProPartner Program – gaining 13% more partners in the last 12 months, bringing the total amount of ProPartners in the UK to 2,970. Veeam's ProPartners are selected based on quality and specialisms, eliminating the need for lots of partners doing minimal deals. Globally, it now counts 49,000 Veeam ProPartners and 15,790 Veeam Cloud Service Providers (VCSP), all offering backup and disaster recovery services, including 2,900 partners who use Veeam Cloud Connect to offer backup and disaster recovery in the cloud.

Veeam announced the launch of the Veeam Accredited Service Partner (VASP) program in March to highlight a select list of partners, distributors, system integrators and freelance IT consultants that possess the necessary technical skills to deliver valuable and reliable professional services for Veeam product portfolio implementations.

VASP members deliver high-quality services related to Veeam solutions and help an organisation realise increased reliability, along with greater value and return of investment (ROI) of their IT investments.

To assist with the process of locating partners, Veeam launched the Veeam Cloud and Service Provider Directory in May, a free online platform that allows customers to find a local cloud/service provider offering hosted services using Veeam products. The directory provides complete visibility and direct connections that can fuel revenue growth.

- What key vendor and industry accreditations does the nominee hold?

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:

- **Veeam Named to Forbes 2017 World's Best 100 Cloud Companies List for Second Consecutive Year**
- **Veeam Strengthens Grip on Availability Market Leadership**
- **Veeam Positioned in the Leaders Quadrant of the Gartner 2017 Magic Quadrant for Data Center Backup and Recovery Solutions**
- **Veeam Crowned Backup and Recovery Champion as Availability Concerns Boost Ranking**

- **What endorsements does that nominee have from their customers and/or their technology/alliance partners?**

The Bunker became a Veeam VSCP / ProPartner as it saw the opportunity to build a new set of products and services based on providing offsite backup for those organisations that protect their data locally with Veeam technology. Veeam also enabled those customers not inside The Bunker to benefit from the security and availability provided by The Bunker to protect that data in a UK secure cloud service as an OPEX model.

Veeam helps The Bunker to secure more new logo business and introduces it to new customers. Veeam not only provides The Bunker with the security and reliability of the Veeam Cloud service

but also expands that into DRaaS and helps it build relationships that may expand into other services in its portfolio.

The revenue benefits enjoyed by The Bunker are two-fold – in terms of net new revenue and also in terms of time to deliver to the bottom line. With Veeam, its cloud services can now be implemented and into live billing in days from contract signature as opposed to the longer periods associated with implementing large-scale infrastructures and platforms.

The Bunker's customers are now extremely confident that the services it provides help them to focus on more strategic IT projects, safe in the knowledge that their most valuable assets are protected and secure on the Veeam cloud estate.

In the past 10 months, HPE and Cisco, two storage industry heavyweights, have added Veeam to their price lists for their resell partners. This development is testament to Veeam's market-leading solutions and puts Veeam in a strong position to cater to the demands of customers looking to thrive in the digital transformation era.

Why nominee should win

- Gained 13% more partners in the last 12 months, bringing total amount of ProPartners in the UK to 2,970
- Globally, Veeam now counts 49,000 Veeam ProPartners and 15,790 VCSP
- Veeam added close to 50,000 total paid customers in 2016, keeping pace with the historical average of approximately 4,000 new customers every month
- 79 percent YoY growth in 2016 - Veeam counted 73 percent of the Fortune 500 and 56 percent of the Global 2000 as customers
- Industry accreditations from major global partner