

veeam

# Cloud & Service Provider Program Guide

June 2021



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# Foreword

Successful IT organizations leverage cloud and service provider partners to reduce time to value, fill in knowledge gaps, deploy and manage their most mission-critical infrastructure. While the specific offerings, deployment styles and infrastructure vary widely, one aspect remains constant: the reliance on bulletproof backup and recovery capabilities.

Trusted by thousands of partners across the globe, the Veeam® Cloud & Service Provider (VCSP) program has been established for over a decade as the number one partnership program in the world for service providers.

Within Veeam, cloud and service provider partners not only leverage innovative solutions, but gain a true partner dedicated to helping them build reliable, revenue-generating service offerings. To get started, join the VCSP program via the [ProPartner Portal](#). It's free to join and unlocks exclusive products, pricing and partner perks designed entirely for a Veeam-powered services business.

 [ProPartner Portal](#)

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# Program overview

The VCSP program provides software pricing, packaging and licensing that align with the unique cloud & service provider requirements and marketplace needs:

**Deploy wherever needed** with Veeam backup infrastructures (i.e., servers, proxies, repositories, etc.), as well as customer-owned hardware; simply license Veeam for each virtual machine (VM) that's to be protected and deploy Veeam components as needed with no additional license fees.

**Stand out from the competition** by winning new clients with recovery point objectives (RPO) and recovery time objectives (RTO) measured in minutes, not hours, plus free tools to deliver hosting, cloud and managed services.

**Leverage the most flexible transaction model** in the industry with program tiers that are determined by the number of program points consumed with Veeam. With each higher tier, VCSP partners receive additional benefits and must meet additional requirements. No-commit partners may participate in the program as a registered VCSP partner and receive the corresponding benefits, such as online training and partner briefings to enhance service offerings.

**VCSP partner access** to Veeam products is supplemented with training, technical support and materials, allowing partners to develop customer offerings that bundle Veeam products with other products and/or services from the partner to create higher-value service offerings.

**Save on storage** with forever-incremental backups, built-in deduplication and compression, and the flexibility to use any mix of production and/or backup storage.

**Save on staff** by eliminating the need for backup agents on VMs and the associated agent maintenance, as well as the constant tuning and troubleshooting that comes with most data protection software.

**Save on software** with simple per point pricing and the right to install Veeam components (both virtual & physical) at no additional charge.



# Qualification

The VCSP program is designed for companies whose primary business function is to provide hosting, cloud or managed services to multiple independent companies (i.e. other legal entities under different ownership). These services can include:

- Backup as a Service (BaaS)
- Disaster Recovery as a Service (DRaaS)
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)
- Hosting, cloud and managed services for multi-cloud environments

Deployments can be either single tenant or multi-tenant and there is no specific requirement on types of services that must be offered, with exception of providing product support to end customers.

Resellers that also offer hosting, cloud and/or managed services are eligible to join the VCSP program. Many Veeam resellers are also VCSP partners and can leverage the benefits of both programs as business requirements dictate.

Without prior written approval by Veeam leadership, an internal IT department that provides services to other departments in the same company, even when doing chargebacks, is NOT considered a cloud and service provider and does not qualify for the VCSP program. Likewise, an IT services company whose services are substantially provided only to its owner(s) is also NOT considered a cloud and service provider and does not qualify for the VCSP program. In either case, the IT department or services company must purchase Veeam end user licenses.



# How to become a VCSP partner:

Joining the VCSP program and getting started as a partner is just six easy steps to success:

- 1 **REGISTER** as a VCSP partner
  - 2 **SELECT** your preferred Aggregator
  - 3 **AGREE** contract terms of Volume Rental Agreement (VRA)
  - 4 **ACTIVATE** license keys via VCSP Pulse
  - 5 **DOWNLOAD** & install Veeam software
  - 6 **REPORT** monthly usage
- [→ Click here to begin](#)

Quick links to required start-up documents:

- [→ Veeam ProPartner enrollment agreement](#)
- [→ VCSP enrollment agreement](#)



# 1. Registration

Cloud and service provider partners that seek membership to the VCSP program can apply online. There are no application or membership fees, no obligation to buy and all information can be submitted online.

To register, visit the [Veeam ProPartner Portal](#). Cloud and service provider partners who do not have a current agreement with Veeam will be asked to provide company details, headquarter location, type of partnership desired, etc. Applicants will be notified when their application has been reviewed.

**NOTE:** In addition to ProPartner enrollment, VCSP partners are required to accept the Veeam Cloud & Service Provider Partner Enrollment Agreement. The signed agreement allows VCSP partners to use licensed Veeam products to manage and process third-party customer data.



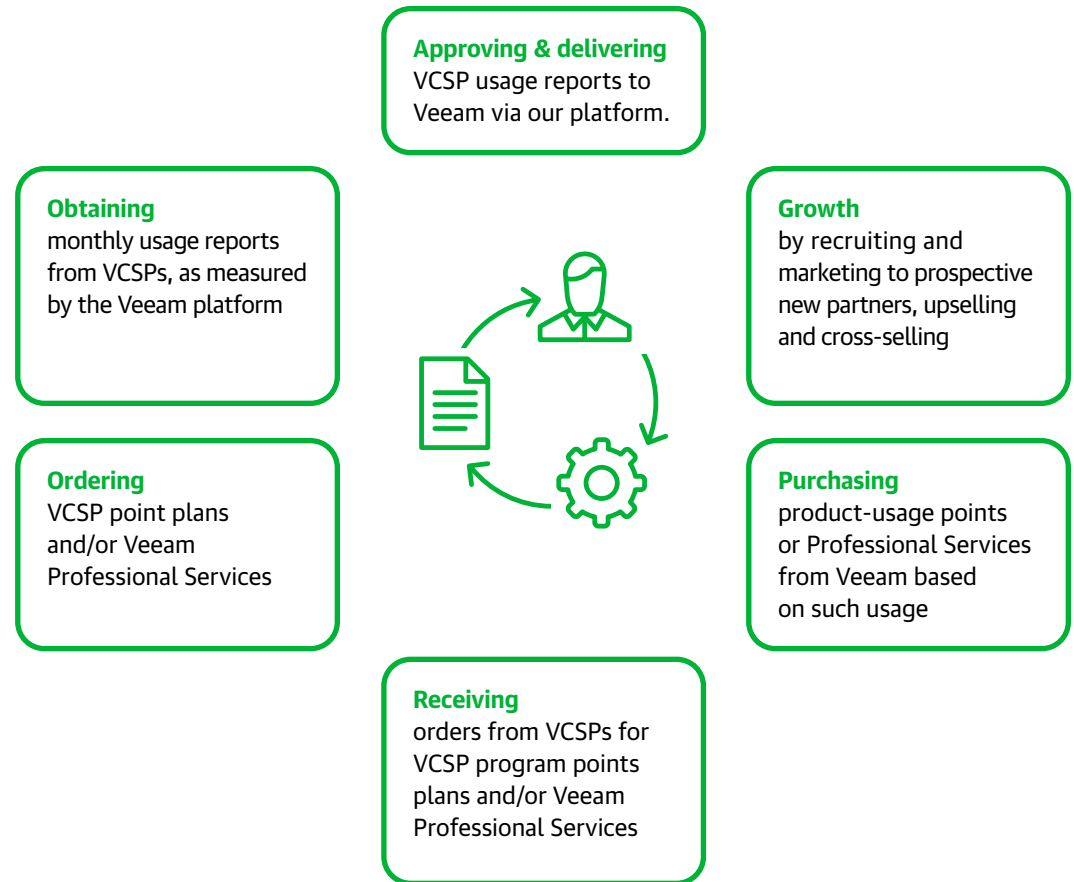
## 2. Select preferred Aggregator

The VCSP Aggregator program is a critical component of Veeam's Modern Data Protection™ strategy. Veeam partners with industry-leading Aggregators in every global region to enable cloud and service provider partners every chance of growth and success with sales, marketing and support resources.

Once a cloud and service provider partner has signed up and registered as a VCSP partner, the next step is to choose an Aggregator partner, who in turn performs monthly billing and other key functions. Veeam does not stand in the way of a service provider's choice to partner with the best Aggregator to facilitate their business as long as the Aggregator is already contracted within the Veeam ecosystem.

 [Find an Aggregator on the ProPartner Portal](#)

Veeam Aggregators are responsible for:





## 3. Rental agreements

Unlike Veeam's subscription and perpetual licensing programs, the VCSP rental pricing program offers agreements that honor the cloud and service provider's total relationship with Veeam. Whether seeking a commitment-free agreement or wanting to take advantage of the volume discounts offered via a volume rental agreement (VRA), cloud and service provider partners will find that contracting with Veeam is simple, flexible and reliable.

### No-commit:

Veeam offers a simple route to market for partners not wishing to commit to a volume rental agreement. Under the terms of a no-commit VCSP partner, cloud and service provider partners may enter the program with no upfront costs or minimum monthly points commitment. No-commit partners enter and remain in the program as registered partners but enjoy the full flexibility of Veeam licensing portability.

### Volume Rental Agreement (VRA):

A VRA is intended to provide a VCSP partner with a simple pricing strategy that rewards a partner with a price point that is reflected upon the total minimum points commitment per month. With a scalable tiering model, Veeam offers increased rewards and benefits that reflect a greater level of the partnership. VRA

terms are typically 12 months in duration, however Veeam offers flexibility for minimum points commitment and associated price points for longer-term, mutually agreed contracts.

### Contract management:

Rental license agreements have an initial term of **one year** and should be extended with an Aggregator on each anniversary date. If a cloud and service provider wishes to increase the rental agreement commitment level before reaching the anniversary date, the cloud and service provider must ensure all monthly usage reports are completed and a new annual term will commence on the date of upgrade.

Downgrades, terminations, and change of aggregator are available only during the 60 days prior to the rental agreement anniversary date and will take effect on said anniversary date. The VCSP partner must complete all monthly usage reports under the original terms of the contract for the downgrade order to take effect or for the termination process to complete. As part of a termination, Veeam may request that the cloud and service provider provide evidence or acknowledgement of license key destruction.

All upgrades or downgrades are on a prospective basis from the date the order processes in the [VCSP Pulse platform](#).

## 4. Obtain license keys from VCSP Pulse

[VCSP Pulse](#) is a web-based platform that enables all VCSP partners and their Aggregators to submit and approve monthly consumption reporting, as required by the program. VCSP Pulse also enables cloud and service provider partners to cut, configure and download rental license keys via a license wizard. All data reported in the platform (per the EULA) is subject to review, approval and audit by Veeam and/or Aggregators. Note that all data must be maintained for a minimum of three (3) years.

Veeam offers different licensing terms to a VCSP:

### Free licenses

#### Evaluation:

30-day licenses offered for trial purposes. Evaluation licenses do not count towards minimum monthly commitments and are not permitted to be used to provide commercial services to end customers.

### Paid licenses

#### VCSP rental:

Offered exclusively to VCSP partners on a pay-as-you-go pricing model, which is the required option for cloud and service providers' production environment(s).



### Collaboration platform

- **Veeam:** business intelligence, entitlement
- **Aggregation:** usage reporting, lead share
- **VCSP partners:** on-demand licensing, usage reporting, month-to-month tracking



### License key management

- **Customized user experience** for our VCSP partners
- **License configuration tool** for Veeam Instance Licensing



### Usage Reporting

- **Usage reporting per product**
- **Month-to-month tracking**
- **Dashboards** for Veeam and Aggregation

**IMPORTANT NOTE:** Use of the licensed product(s) by the VCSP partner's customer(s) is limited. VCSP licensing is intended to equip the VCSP partner to deliver hosting, cloud or managed services to its customer(s). VCSP licensing is not intended as an alternative to Veeam end customer licenses or as a way for customers to use Veeam products on a monthly basis.

The VCSP partner's customer(s) may use portals included with Veeam products for "self service." In addition, if the VCSP partner is managing the deployment and operation of the licensed product(s) at the customer's site on an ongoing basis, the VCSP partner's customer(s) may access other product user

interface(s). Such access should be complementary to the VCSP partner's own access of the product(s) to manage or protect customer machines.

If the VCSP partner offers Data Center as a Service or hosted infrastructure on VCSP-owned hardware, the VCSP partner may offer its customer(s) full access to the licensed product(s) in order for the customer(s) to manage or protect the infrastructure provided to them by the VCSP partner. The VCSP partner retains responsibility for the product license keys, including updated, removing and ensuring sufficient license quantities.

## 5. Download and install software

To download any one of Veeam's available products, please visit the Veeam [Download Center](#), for a list of product and self-help install guides. To download license keys for any Veeam products, please visit [VCSP Pulse](#).



## 6. Report monthly usage

Cloud and service provider partners are required to report all monthly usage by product in the [VCSP Pulse](#) platform. Monthly usage data must include the details of each Veeam product used with the quantity and total points incurred by the VCSP. End user information is optional. Specific calculation methods for each product are available in the [VCSP Rental Usage Reporting Guide](#).

Monthly reporting is submitted via the VCSP Pulse platform by the fifth of each month. Product usage data will then be shared with Veeam and/or a Veeam-designated third party for audit and compliance purposes only. Partners who are on a no-commit plan are required to report consumption in order to extend license keys and remain an active partner.

VCSP partners will be billed each month based on the greater of actual consumption OR the minimum contractual commitment and at the corresponding price for point. Billing occurs on a monthly basis and is triggered by a partner's reported usage submitted via the VCSP Pulse platform.

Failure to report usage data on a monthly basis may result in the immediate termination of the entitlement associated with the cloud and service provider rental license agreement. Delinquent usage reports may also result in a termination of support or access to additional license keys.

### Minimum commitment enforcement

VCSP discount levels are defined by the monthly rental agreement commitment level. Each month these contractual minimums will be enforced at the time that monthly usage is submitted. VCSP partners are required to meet monthly point commitment even if actual consumption is less than the commitment.

For more information, please see the following helpful links:

- [→ VCSP usage reporting guide](#)
- [→ VCSP Pulse](#)

# VCSP program benefits

Each VCSP partner begins at the registered level, signifying that they have joined the program. Partners can then achieve higher levels based on the number of points consumed with paid Veeam products and their satisfaction of other requirements.

Once a VCSP partner meets the requirements for the next level in the program, they may submit a request to move up to the next level through their Veeam representative. The VCSP partner will be notified when their request has been reviewed. Veeam will periodically perform reviews to ensure that each partner meets the appropriate requirements for any assigned program. A Veeam representative will provide notification if another program tier becomes more appropriate for a cloud and service provider's business.

## Access to the VCSP forum

Veeam has a forum dedicated to VCSP partners on the Veeam Community Forums. Any associate of a VCSP partner may request membership. The VCSP forum is an excellent place to connect with Veeam product developers, share ideas with other cloud and service provider partners and get updates on Veeam products. [Click here](#) for instructions on how to access the VCSP forum.

## Solution design support

Veeam offers design support to help VCSP partners deliver new Veeam-powered services as well as optimize their delivery of existing services. **Platinum** VCSP partners will be provided access to a Veeam Solution Architect (SA) who in turn may provide either remote or onsite support, in conjunction with a mutually agreed business plan. **Gold** VCSP partners are offered Veeam Systems Engineer (SE) access remotely, and may be offered onsite consulting subject to mutually agreed business planning

## Early access to new product releases

Veeam may make product releases available to service providers prior to general availability. Eligible partners will be notified and provided access if this is the case, so they may be enabled to provide Day 0 support as well as early product feedback.

## Business planning (Gold partners and above)

**Platinum** and **Gold** VCSP partners\* are assigned a partner manager to help conduct business planning and answer any questions they may have about Veeam or the VCSP program. Business planning may include planning for joint marketing activities, introductions to Veeam resellers and distributors, etc.

\* Subject to availability

## Marketing, sales and technical materials

The Veeam ProPartner Portal provides VCSP partners with easy online access to a wealth of marketing, sales and technical materials, including:

- A tier-specific partner logo
- Product collateral
- Sales presentations
- Email marketing platform (**Silver** partners and above)
- Marketing templates (**Silver** partners and above)
- Success stories (**Silver** partners and above)
- White papers
- Exclusive partner-only webinars (live and on-demand)
- Sales and technical training (silver partners and above)
- Veeam company news, including upcoming events
- Product documentation and software downloads



## Dedicated cloud and service provider technical support access

Veeam values the important role that VCSP partners play in providing customers with Veeam-powered services. In order to help VCSP partners meet their service level agreements (SLAs) and provide a quality customer experience, VCSP licenses include 24/7/365 production support. Production support is also available to **Platinum, Gold** and **Silver** VCSP partners to support customers who hold their own end customer Veeam licenses.

**Important:** Cloud and service provider partners should be sure to identify themselves as a VCSP partner when contacting Veeam support. Veeam support can be reached online, by phone and by email.

Contact information and support procedures are available on the ProPartner Portal, or use the following links:

➔ [Customer support portal](#)

➔ [Customer support knowledge base](#)

## Customer Support is ...



8 Locations



#1 in industry  
customer satisfaction

- Veeam Achieves NPS Score of 74 – 3.5 Times Higher Than the Industry Average (<https://www.veeam.com/news/veeam-achieves-nps-score-higher-than-the-industry-average.html>)
- Customer Satisfaction Rate above 95% (in 2018)
- We review every piece of feedback we receive
- Direct access to the Veeam Support management team when additional assistance is required

## VCSP partner directory

Veeam offers a web-based directory for partners and end users to explore available Veeam-powered cloud and service provider partners by region, technical expertise, platform, availability of free trials and more. Accessible at [veeam.com](http://veeam.com), VCSP directory details are managed via the ProPartner Portal. Please contact a Veeam representative with any questions.

Note that visibility in the directory is limited by program tier and partner geography.

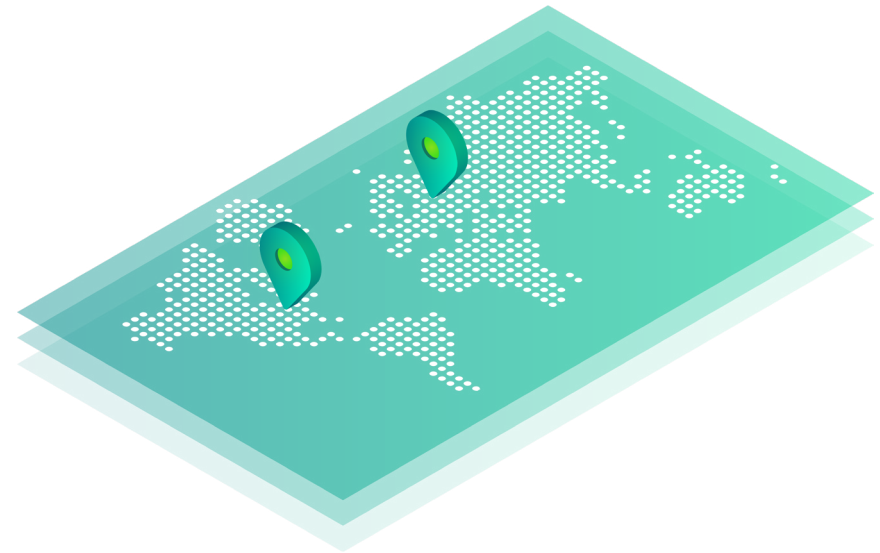
Home (billing location) is considered the place of a VCSPs primary business and is the primary billing location in an Aggregator contract agreement.

VCSPs are advised that all directory locations should be updated, at minimum, before the end of each calendar year to ensure accuracy for the following year. The home billing location (example: UK, USA, Michigan, etc.) should always appear as the first entry in the ProPartner Portal, under VCSP account information.

In the event a VCSP receives an adjustment in the program tiering (subject to minimum requirements eligibility) the directory locations will be updated automatically at the end of the calendar year. It is advised that all VCSPs check their preference of locations subject to the program tiers (above) on a regular basis to ensure appropriate representation in the cloud and service provider directory.

Partner Level	Locations
Platinum	Home + 3 locations
Gold	Home + 2 locations
Silver	Home + 1 location

[→ Veeam VCSP Directory](#)





# VCSP program tiers

## VEEAM | Cloud & Service Provider Registered

No commitment

- 24\*7\*365 technical support
- Forum access (subject to approval)
- ProPartner Portal access to technical, sales, and marketing resources to help you go to market with Veeam
- License self-provisioning via the VCSP Pulse platform

## VEEAM | Cloud & Service Provider Silver

Upon VRA commitment  
1,500 program points\*

### REGISTERED benefits PLUS

- Marketing templates
- Veeam services directory – 1<sup>st</sup> tier
- Veeam events sponsorship (with approval)

## VEEAM | Cloud & Service Provider Gold

Upon approval (with business plan)

1 emerging technology\*\*  
10,000 program points\*

### SILVER benefits PLUS

- Veeam services directory – 2<sup>nd</sup> tier
- MDF eligibility (per event)
- Remote Solution Architect support\*\*\*
- Veeam events sponsorship enhanced opportunities

## VEEAM | Cloud & Service Provider Platinum

By invitation only (with business plan)

1 emerging technology\*\*  
50,000 program points\*  
Client reference & video testimonial

### GOLD benefits PLUS

- Veeam services directory – top tier
- MDF eligibility – per fiscal period
- Onsite Solution Architect support\*\*\*
- Veeam events sponsorship speaking options

**NOTE: All partners entering the program must comply with the tiering as described above. The eligibility period for all partners will run January 1 through December 31. Each February 1, program tier will be reset based on eligibility met in the prior calendar year. Please consult a Veeam representative for more information.**

\* A comprehensive list of requirements and benefits (by region) can be found in the [appendix](#)

\*\* Emerging Technology includes: VCC-R, O365, AWS/Azure for Service provider partners

\*\*\* Architect support dependent upon regional availability

# VCSP program compliance

## Business planning

**Platinum** VCSP partners must maintain a quarterly business plan for their Veeam-related offerings, and **Gold** and **Silver** partners are encouraged to do so as well. The plan should include revenue, points and customer targets, a go-to-market strategy, a marketing plan and plans for sales and technical training.

## Contact information

**Platinum, Gold** and **Silver** VCSP partners must provide Veeam with current contact information (including names and email addresses) for at least one named ProPartner manager and one named technical contact. The two required contacts must be named individuals, not email aliases. Veeam requires this information in order to inform partners of new product releases, important program updates, etc.

## Marketing materials

**Platinum** and **Gold** VCSP partners must maintain the following Veeam information on their websites:

- A VCSP partner logo
- Veeam company description
- A link to Veeam's website

**Platinum** partners must also conduct marketing activities to promote their Veeam-related offerings. Promotional marketing activities are also recommended for **Gold** and **Silver** partners. These promotional marketing activities are in addition to core marketing activities and deliverables, such as website content, sales collateral, news releases, newsletter articles, etc. Examples of promotional marketing activities include events, email campaigns, webinars, white papers, etc.

All marketing materials must comply with Veeam and VCSP program branding guidelines.

## Success stories

Veeam develops and publishes [stories](#) to promote the success of Veeam partners and customers.

**Platinum** VCSP partners must provide Veeam with permission and information to publish a success story about their participation in the VCSP program and their use of Veeam products. In addition, Platinum partners must secure permission and provide information for a success story about one of their customers.

## Certifications

**Silver** partners and above are required to achieve certain sales and/or technical certifications in order to maintain their program tier. Required certifications by tier are detailed under [VCSP program requirements and criteria](#).

# VCSP Competency program

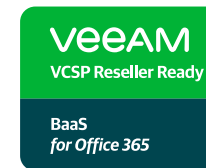
The VCSP Competency program designates a service provider that offers the highest level of qualification for providing Veeam-powered solutions, directly to their end customers. VCSP partners may present their services, verifying functionality and performance in alignment with specific use case requirements.

VCSP partners apply to the Competency program via the ProPartner Portal. Once qualifications have been verified and a VCSP Competency Agreement signed, a partner may display the designated VCSP Competency logo in accordance with Veeam brand guidelines.

The VCSP Competency program is designed recognize VCSP partners who qualify and demonstrate VCSP solutions to provide Veeam-powered services for end customer consumption.

For detailed information about the program and desired competency requirements, please view the [VCSP Competency Program Guide](#) prior to applying.

**RESELLER READY (CHANNEL FOCUSED):** Designates VCSP partners who offer Veeam-powered channel offerings ready for resale. Partners who leverage Reseller Ready service providers are referred to as Veeam Cloud & Service Resellers (VCSR).



**COMPETENCY (CUSTOMER FOCUSED):** Designates a service provider that offers the highest level of qualification for providing Veeam-powered "as-a-service" solutions to their customers.



[→ Apply to the VCSP Competency Program](#)

# Veeam Accredited Service Partner (VASP)

As product implementations become more sophisticated, Veeam recognizes the growing demand to identify partners, system integrators or freelance consultants that can deliver high-quality professional services and technical implementations related to Veeam solutions. The Veeam Accredited Service Partner Program (VASP) recognizes, monitors and promotes the quality of the professional services delivered by this exclusive set of partners.

The VASP accreditation is issued only to those with the highest Veeam solutions expertise levels. All VASP partners must meet mandatory requirements on technical expertise and Veeam certifications, dedicated professional services staff and history of successful Veeam implementations.

To find a Veeam Accredited Service Partner, visit the [VCSP directory](#) on veeam.com.

- Select a country
- Select the closest city
- Select a hypervisor platform
- To make a search more specific, select all desired third-party technical integrations
- Check the results and obtain the contact details of a preferred VASP partner

Please contact a Veeam representative if interested in joining this prestigious program.

# Appendix

## Resources

- ➔ [ProPartner Portal](#)
- ➔ [VCSP getting started guide](#)
- ➔ [VCSP rental usage guide](#)
- ➔ [VCSP Pulse](#)
- ➔ [VCSP Competency Program](#)
- ➔ [VCSP branding guide](#)
- ➔ [ProPartner PR guide](#)
- ➔ [Veeam community forums](#)
- ➔ [Veeam Aggregator directory](#)
- ➔ [Technical documentation and support](#)



## VCSP program requirements and criteria

**Cloud & Service Provider Registered**
**Cloud & Service Provider Silver**
**Cloud & Service Provider Gold**
**Cloud & Service Provider Platinum**

Application	Apply online	Request	Upon approval	By invitation
Signed partner agreement				
Minimum monthly points commitment (*varies by region)		1,500	10,000	50,000
Emerging technology offering			(1)	(1)
Veeam Technical Sales Professional (VMTSP)		(1)	(4)	(6)
Veeam Certified Engineer (VMCE)			(1)	(2)
Business plan for Veeam powered services				
Veeam logo on website				
Partner success story				
Customer success story				
Promotional marketing activities for Veeam solutions				 (1 per Quarter)

– Recommended

## VCSP program partner benefits

	<b>veeam</b>   Cloud & Service Provider Registered	<b>veeam</b>   Cloud & Service Provider Silver	<b>veeam</b>   Cloud & Service Provider Gold	<b>veeam</b>   Cloud & Service Provider Platinum
VCSP license eligibility	✔	✔	✔	✔
Free Veeam tools	✔	✔	✔	✔
24x7x365 technical support	✔	✔	✔	✔
Veeam ProPartner Portal access	✔	✔	✔	✔
Free online training	✔	✔	✔	✔
VCSP partner briefings	✔	✔	✔	✔
Free NFR license keys	✘	✔	✔	✔
Early (RTM) access to new Veeam products (subject to availability)	✘	✔	✔	✔
VCSP partner logo	✘	✔ Silver	✔ Gold	✔ Platinum
Use of email marketing platform (free)	✘	✔	✔	✔
Free listings in the Veeam-powered services directory (subject to regional guidelines)	✘	✔ First tier	✔ Second tier	✔ Top tier
Veeam marketing templates	✘	✔	✔	✔
Joint business planning	✘	✘	✔ Upon approval	✔ Quarterly
Remote solution architect support	✘	✘	✔ Upon approval	✔
Market development funds	✘	✘	✔ Upon approval	✔ per business plan
Onsite solution architect	✘	✘	✘	✔ as available
Media opportunities x	✘	✘	✘	✔ as available
Online training for VCSP sales	✘	✘	✘	✔

## Regional program points commitment by tier

While there is no minimum commitment at program entry for Registered partners, **Platinum**, **Gold** and **Silver** partners have minimum points commitment levels to remain active in the program for the given calendar year. Veeam recognizes differences in global regions and has therefore fine tuned individual regional minimums as follows:

*Note: Points used to protect or manage VMs with FREE products or free product editions do NOT count toward the minimum and are not permitted to be used to provide commercial services to end customers*

Region	Country	Silver	Gold	Platinum
NAM	US, CAN	1,500	10,000	50,000
LATAM	MEX, BRA, ARG, PER, CHI, CARIBBEAN	200	5,000	20,000
EMEA I	FRA, GER, NL, UK, NOR, DMK, SUI	1,500	10,000	50,000
EMEA II	IT, SP, IRE, FIN, POR, SWI, BEL, AUT, ME, AFR, E. EUROPE	200	5,000	20,000
APJ I	AUS, NZ	1,500	10,000	30,000
APJ II	SEAK, HKT, CHN, JPN & SAARC	200	5,000	20,000

## Contacting Veeam

This guide attempts to cover the many features and benefits of the VCSP program. If you have a question or a scenario that is not addressed in this guide, please contact a Veeam representative or regional VCSP team for assistance:

China, South Korea, Japan and SAARC:  
[hosting.asia@veeam.com](mailto:hosting.asia@veeam.com)

Australia and New Zealand (ANZ):  
[hosting.anz@veeam.com](mailto:hosting.anz@veeam.com)

Southern Europe and Africa, Benelux, Austria and Switzerland, UK&I, Germany and Nordics, Eastern Europe and Middle East:  
[hosting.emea@veeam.com](mailto:hosting.emea@veeam.com)

Mexico, Caribbean, Central and South America:  
[hosting.latam@veeam.com](mailto:hosting.latam@veeam.com)

United States and Canada:  
[hosting.na@veeam.com](mailto:hosting.na@veeam.com)



## Definitions

The following terms and acronyms are used in this document:

**VCSP program:** The Veeam Cloud & Service Provider (VCSP) program

**VCSP partner:** A hosting service provider, cloud service provider or managed service provider that has applied for the VCSP program, has been accepted by Veeam into the program and has accepted the Veeam partner enrollment agreement

**Veeam EULA:** The End User License Agreement (EULA) that governs the use of Veeam products, including use by VCSP partners

**Veeam representative:** A VCSP partner's primary contact at Veeam. For Platinum and Gold VCSP partners, this is your assigned partner or territory manager.

**Region:** The area where you have your primary business relationship with Veeam.

**VCSP Pulse:** A web-based platform that serves as a collaboration hub between Veeam, cloud and service provider partners and Aggregators. Pulse supports end-to-end lifecycle management of VCSP partner usage of Veeam solutions from reporting monthly consumption to requesting and downloading license keys.

**Veeam end customer licenses:** Veeam product licenses that restrict usage to the management and processing of the licensee's own data.

**VCSP licenses:** Veeam rental licenses that allow the use of licensed Veeam product(s) to manage and process third-party customer data. VCSP licenses may be rental or perpetual. VCSP licenses are sometimes referred to as "hosting licenses."

**VCSP internal-use licenses:** Veeam product licenses that a VCSP partner may consume to manage machines used for their own internal business processes (email, CRM, financials, etc.) and not for delivery of services to customer(s). These licenses must still be reported in a partner's monthly usage report.

**Veeam distributor:** A Veeam partner that sells Veeam product licenses to Veeam resellers for resale to end customers. Outside EMEA, Veeam distributors also sell Perpetual VCSP licenses to VCSP partners.

**VCSP Aggregator:** A Veeam distributor or specialized Veeam partner that sells VCSP rental licenses and performs monthly billing of VCSP partners.

**Veeam reseller:** A Veeam partner that sells Veeam end customer licenses.

**Veeam Technical Sales Professional (VMTSP):** An individual who understands Veeam products and is able to provide an overview of how they operate. An individual is awarded the VMTSP designation following successful completion of an online VMTSP course and certification exam.

**Veeam Sales Professional (VMSP):** An individual who understands the value proposition and general capabilities of Veeam products. An individual is awarded the VMSP designation following successful completion of an online VMSP course and certification exam.

**Veeam Certified Engineer (VMCE):** An individual who possesses the necessary level of expertise to correctly implement and configure Veeam solutions. An individual is awarded the VMCE designation following successful completion of a VMCE course and certification exam.

**Veeam Certified Architect (VMCA):** A VMCE who successfully completes the VMCE-Advanced: Design & Optimization course and certification exam.

**ProPartner manager:** Veeam's main point of contact at a VCSP partner. The ProPartner manager's responsibilities include administering user access to the ProPartner Portal for their co-workers.

**Managed service provider (MSP):** A partner who manages IT infrastructures reliably and effectively, regardless of where the customer's workload resides.

## About Veeam Software

Veeam® is the leader in Backup solutions that deliver Cloud Data Management™. Veeam provides a single platform for modernizing backup, accelerating hybrid cloud and securing data. Veeam has 400,000+ customers worldwide, including 83% of the Fortune 500 and 69% of the Global 2,000. Veeam's 100% channel ecosystem includes global partners, as well as HPE, NetApp, Cisco and Lenovo as exclusive resellers. Veeam has offices in more than 30 countries. To learn more, visit <https://www.veeam.com/> or follow Veeam on Twitter [@veeam](https://twitter.com/veeam).