VEEAM | **CSP**PARTNER **PROGRAM**

Veeam Cloud & Service Provider Program Guide

February 2018

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Links

This document contains a number of links. Some of the links go to the Veeam® ProPartner portal, which requires a valid ProPartner user ID and password. In addition, some of the links to the ProPartner portal only work in the Service Provider view; if a link does not work as expected, confirm that your view in the ProPartner portal is set to "Service Provider."

Revision history

Version #	Date	Change summary
1.0	25 January 2016	New program guide for 2016, including several updates to program procedures, requirements and benefits. Also note that the regional VCSP program guides have been combined into one global guide.
1.0	22 March 2016	Updated guide layout
2.0	1 July 2017	Updated program guide for 2017, including updated requirements and benefits. Note that current Gold and Platinum VCSP partners have until 31 December 2017 to meet new requirements.
3.0	1 February 2018	First quarterly update for 2018. Includes sunset (limited availability) of VCSP perpetual licenses and reassignment of India from EMEA-2 to Asia.

Contacting Veeam

This guide attempts to cover the many features and benefits of the Veeam Cloud & Service Provider (VCSP) program. If you have a question or a scenario that's not addressed here, please contact your Veeam representative or your regional VCSP team for assistance:

Asia: hosting.asia@veeam.com

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

Europe, Middle East and Africa-1 (EMEA-1): hosting.emea@veeam.com

Europe, Middle East and Africa-2 (EMEA-2): hosting.em@veeam.com

Latin America: hosting.latam@veeam.com

North America: hosting.na@veeam.com

About this guide

This Veeam Cloud & Service Provider Program Guide is an agreement between Veeam Software and the Veeam Cloud & Service Provider (VCSP) partner. Other documents that are part of this agreement include:

- Veeam Partner Enrollment Agreement

- Veeam End User License Agreement (EULA)

- Veeam Cloud & Service Provider Licensing Guide

- Veeam Cloud & Service Provider Branding Guide

- Veeam ProPartner PR Guidelines

By accepting the Veeam Partner Enrollment Agreement, you agree to abide by the terms and conditions in these documents.

Legal

No warranties are attached to this document or its contents. This document is subject to change. Updates take effect upon posting to the Veeam ProPartner portal.

Definitions

The following terms and acronyms are used in this document (listed in the order in which they first appear in the document):

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

VCSP partner: A hosting, cloud (CSP) or managed service provider (MSP) that has applied for the VCSP program, 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 manager.

Region: The area where you have your primary relationship with Veeam. Regions include:

- ANZ: Australia and New Zealand

- Asia: ASEAN, Greater China, South Korea, Japan and India

- EMEA-1: United Kingdom and Ireland, Nordics, Benelux, DACH, and Southern EMEA

- EMEA-2: Eastern Europe, Russia/CIS, Middle East and Africa

- LATAM: Mexico, Caribbean, Central and South America

- NA: United States and Canada

Note: *When used by itself in this document, "EMEA" refers collectively to EMEA-1 and EMEA-2.*

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

VCSP licenses: Veeam product licenses that allow use of the 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."

Customer machines: Servers (virtual, physical or cloud) protected, managed or hosted by the VCSP partner for its customer(s). Customer machines also include servers the VCSP partner uses to provide hosted applications or business transaction services (such as payment processing, document delivery, etc.) to customer(s). Note: There is not necessarily a one-to-one relationship between a customer machine and a particular customer. A server that is used to provide services to multiple customers is still considered a customer machine.

Customer machines also include workstations protected or managed by the VCSP partner for its customer(s). When counting customer machines to meet requirements for Silver, Gold or Platinum VCSP status, every 10 workstations counts as 1 customer machine.

VCSP internal-use licenses: Veeam product licenses that a VCSP partner may purchase to manage machines used for their own internal business processes (email, CRM, financials, etc.) and not for delivery of services to customer(s).

Veeam distributor: A Veeam partner that sells Veeam product licenses to Veeam resellers for resale to end customers.

VCSP aggregator: A Veeam distributor or specialized Veeam partner that sells VCSP rental licenses and performs monthly billing of VCSP partners. In EMEA, VCSP aggregators also sell VCSP perpetual licenses to VCSP partners.

Veeam reseller: A Veeam partner that sells Veeam end customer licenses. Outside EMEA, Veeam resellers may also sell VCSP perpetual licenses to VCSP partners.

VCSP partner advisory council: A group of VCSP partners that provides feedback on the VCSP program and advises Veeam on items of interest to service providers.

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.

Program overview

Purpose

The purpose of this document is to outline the benefits, requirements and features of the VCSP program, to help you best leverage the program for increased business success.

The VCSP program is a Veeam ProPartner program built specifically for hosting, cloud (CSPs) and managed service providers (MSPs) (collectively "service providers"). The program includes various levels, each with its own requirements and benefits.

The VCSP program provides software pricing, packaging and licensing that align with service provider requirements and marketplace needs. For example, the VCSP program and VCSP licenses remove the data processing restriction in the Veeam EULA so that VCSP partners can use licensed Veeam product(s) to manage and process third-party customer data.

Note: VCSP licenses are for situations where the VCSP partner procures and holds the Veeam product license. If the VCSP partner's customer holds the Veeam product license, the customer should purchase Veeam end customer licenses and designate the VCSP partner as a case administrator. For more information about designating case administrators, see KB article 2211.

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

Qualification

The VCSP program is designed for hosting, cloud (CSPs) and managed service providers (MSPs). These are defined as:

Companies whose primary business function is to provide hosting, cloud or managed services to multiple independent companies (other legal entities under different ownership). These services can include Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS) and other hosting, cloud and managed services.

A reseller that also offers hosting, cloud or managed services is eligible for the VCSP program, even if its primary business function is a reseller. In fact, many Veeam resellers are also VCSP partners.

An internal IT department that provides services to other departments in the same company, even when doing chargebacks, is NOT considered a 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 NOT considered a service provider and does not qualify for the VCSP program. In either case, the IT department or IT services company must purchase Veeam end customer licenses.

Scope

The VCSP program covers use of Veeam products that have been designated for VCSP partner use. Designated products include both paid and free products. See the Veeam Cloud & Service Provider Licensing Guide for a list of Veeam products designated for VCSP partner use.

Program levels

The VCSP program is a tiered program. With each higher tier, VCSP partners receive additional benefits and must meet additional requirements.

	Registered	veeam CSPPARTNER Silver	veeam CSPPARTNER Gold	veeam CSPPARTNER Platinum
Requirements				
Application	Apply online	Make request	Make request	By invitation only
Service provider business	Yes	Yes	Yes	Yes
Acceptance of partner enrollment agreement	Yes	Yes	Yes	Yes
Customer machines protected or managed with Veeam	None	1+	1,000+ (EMEA-1, NA) 500+ (all other egions)	4,000+ (EMEA-1, NA) 1,000+ (all other regions)
VMCEs	None	Recommended	1+ (EMEA-1, NA) Recommended (all other regions)	2+, including 1 VMCA (EMEA-1, NA) 1+ (all other regions)
VMTSPs	None	1	4+ (EMEA-1, NA) 2+ (all other regions)	6+ (EMEA-1, NA) 4+ (all other regions)
Business plan for Veeam-related offerings	No	Recommended	Required (EMEA-1, NA) Recommended (all other regions)	Required
Promotional marketing activities for Veeam-related offerings	No	Recommended	Recommended	4 per year (or as specified in agreed upon business plan)
Veeam on website	No	Recommended	Required	Required
Named contacts	Recommended	Required	Required	Required
License commitment (volume rental agreement or active perpetual licenses)	No	No	Required	Required
Veeam-powered services available for resale (with a reseller program in place)	No	No	Recommended	Desired
Partner success story	No	No	No	Required (updated annually)
Customer success story	No	No	No	Required (updated annually)

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	Registered	veeam CSPPARTNER Silver	veeam CSPPARTNER Gold	veeam CSPPARTNER Platinum
Benefits				
Eligible to acquire VCSP licenses	Yes	Yes	Yes	Yes
Free Veeam tools (with expanded usage rights)	Yes	Yes	Yes	Yes
Access to Veeam ProPartner portal	Yes	Yes	Yes	Yes
Free online training (Veeam University)	Yes	Yes	Yes	Yes
Access to the VCSP Forum (subject to approval)	Yes	Yes	Yes	Yes
VCSP partner briefings	Yes	Yes	Yes	Yes
24x7 Production support	No	Yes	Yes	Yes
Solution design support	No	No	Eligible to apply	Yes
Discounted VCSP internal-use licenses	No	Yes (subject to approval)	Yes (subject to approval)	Yes (subject to approval)
Free "Not for Resale" (NFR) license keys	No	Yes (subject to approval)	Yes (subject to approval)	Yes (subject to approval)
RESTful API for Veeam Backup & Replication™	No	Yes	Yes	Yes
Early (RTM) access to new Veeam product releases, as available	No	Yes	Yes	Yes
VCSP partner logo	No	Silver	Gold	Platinum
Marketing templates	No	Yes	Yes	Yes
Use of email marketing platform (free)	No	Yes	Yes	Yes
Free listings in the Veeam-powered services directory (subject to approval)	No	Cloud Connect services only (EMEA) Yes (all other regions)	Yes + elevated position (second tier) of search results	Yes + top tier of search results
Sponsorship opportunities at Veeam events	No	Eligible to apply	Eligible to apply for enhanced opportunities	Eligible to apply for enhanced opportunities
Public relations (PR) support	No	Eligible to submit news release for review/approval	News release review/ approval + Veeam quote	News release review/ approval + Veeam quote + Veeam spokesperson
VCSP partner advisory council	No	By invitation (ANZ and NA only)	By invitation (ANZ and NA only; regional "VCSP Club" in EMEA)	By invitation (ANZ, NA and EMEA only)

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Benefits	Registered	veeam CSPPARTNER Silver	veeam CSPPARTNER Gold	veeam CSPPARTNER Platinum
Use mix of editions in same environment	No	No	Yes	Yes
Assigned partner manager	No	No	Yes (all other regions) Eligible to apply (EMEA-2)	Yes (all other regions) Eligible to apply (EMEA-2)
Joint business planning	No	No	Semi-annual (EMEA-1, NA) Eligible to apply (all other regions)	Quarterly
Funding for marketing activities	No	No	Eligible to apply	Yes (as specified in agreed upon business plan)
Other support for marketing activities	No	No	Eligible to apply	Yes (as specified in agreed upon business plan)
Media opportunities	No	No	No	As available
Training for partner sales reps (online or in person)	No	No	No	2 training sessions per year (ANZ and NA only)

Program criteria and requirements

This section provides additional information about requirements in the Program Levels table requiring further explanation.

Application

Service providers seeking membership in the VCSP program can apply online. There are no application or membership fees, no obligation to buy, and no paperwork (all information can be submitted online). Applicants will be notified when their application has been reviewed.

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 customer machines they manage with paid Veeam products and satisfaction of other requirements.

Once a Registered or a Silver VCSP partner meets the requirements for the next level in the program, they may submit a request for elevation to their Veeam representative. The VCSP partner will be notified when their request has been reviewed.

Participation at the Platinum level is by invitation only.

Machine minimums

Platinum, Gold and Silver level each requires that the VCSP partner protect or manage a minimum number of customer machines with a paid edition of a Veeam product. The VCSP partner receives one machine toward the minimum for each customer server protected or managed with Veeam, and one machine for every 10 customer workstations protected or managed with Veeam.

Example: *You use VCSP licenses to back up 15 customer VMs running in your hosting environment, 10 customer VMs running in Microsoft Azure, 5 customer physical servers, and 355 customer workstations. Your customer machine count is 65: 15 + 10 + 5 + (355 ÷ 10)*

A given machine may only be counted once, even if you use multiple Veeam products to protect or manage the machine.

Example: *You use VCSP licenses to back up 100 customer VMs. You also use VCSP licenses to monitor 50 of those 100 customer VMs. Your customer machine count is 100.*

Machines protected or managed with free Veeam products or free product editions do not count toward the minimum. A VCSP partner's own internal machines that it manages or protects with a Veeam product also do not apply to the minimum.

Training and accreditation

Platinum, Gold and Silver levels all require that the VCSP partner have one or more Veeam Technical Sales Professionals (VMTSPs) on staff. VMTSP training and certification testing are free and available online from Veeam University.

In EMEA-1 and NA, Platinum and Gold VCSP partners may apply up to two Veeam Sales Professionals (VMSPs) toward their VMTSP requirement. In all other regions, Platinum VCSP partners may apply up to two VMSPs toward their VMTSP requirement.

Platinum partners – and Gold partners in EMEA-1 and NA – must also have at least one Veeam Certified Engineer (VMCE) on staff. All partners are encouraged to have VMCEs on staff as well. Platinum partners in EMEA-1 and NA must also have at least one VMCA (Veeam Certified Architect) on staff.

VMCE and VMCE-Advanced: Design & Optimization training and certification testing are available from Veeam Authorized Training Centers. Contact your aggregator (in EMEA) or a Veeam distributor (in all other regions) for more information about VMCE and VMCE-A training.

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. Your plan should include revenue, machine 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 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:

- VCSP partner logo

- Veeam company description

- Link to Veeam website

Silver VCSP partners are also encouraged to include Veeam information on their websites. Click here for a Veeam company description you can use on your 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. 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 the Veeam Cloud & Service Provider Branding Guide.

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 use of Veeam products. In addition, Platinum partners must secure permission and provide information for a success story about one of their customers.

Program benefits

This section provides additional information about benefits in the Program Levels table requiring further explanation.

Product licenses

VCSP licenses allow use of the licensed Veeam product(s) to process third-party customer data and are available for purchase by VCSP partners at any level of the program.

- VCSP rental licenses are available from VCSP aggregators. VCSP aggregators are available in most markets. Contact your Veeam representative or your regional VCSP team for assistance in finding a VCSP aggregator in your area.

- VCSP perpetual licenses are available (on a limited basis) from VCSP aggregators (EMEA) or Veeam distributors and resellers (all other regions).

VCSP licenses may include features that end customer licenses do not. For example, VCSP licenses include the RESTful API for Veeam Backup & Replication with all paid editions of Veeam Availability Suite™ and Veeam Backup & Replication (whereas end customer licenses only include the RESTful API with Enterprise *Plus* edition).

Platinum, Gold and Silver partners can request free Not for Resale (NFR) licenses for development, testing, demonstration and training purposes. See the Veeam Cloud & Service Provider Licensing Guide for more information.

If a Platinum, Gold or Silver partner wants to use Veeam for its own internal-use machines, they can use VCSP licenses; in some cases, the VCSP may use end customer licenses or discounted internal-use licenses. See the Veeam Cloud & Service Provider Licensing Guide for more information, including licensing for environments that include a mix of customer and internal-use machines.

Access to the VCSP Forum

Veeam has a forum exclusively for VCSP partners on the Veeam Community Forums, and any associate of a VCSP partner may request membership in the VCSP Forum. The VCSP Forum is an excellent place to connect with Veeam product developers, share ideas with other service providers 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 and optimize delivery of existing services. Platinum VCSP partners may receive up to 3 days of onsite consulting per year at no charge (travel expenses included). Consulting services are delivered by a Veeam systems engineer (SE) or solution architect (SA).

Gold VCSP partners may request 1 day of consulting each year, which is typically provided remotely (by phone, online conferencing, etc.).

Early access to new product releases

When releasing a new product, a new version of an existing product, or an update to an existing product, Veeam might make an "RTM" (release to manufacturing) version available to Veeam ProPartners prior to "GA" (general availability). If an RTM version is made available, Platinum, Gold and Silver VCSP partners have access to it.

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:

- VCSP partner logo for your VCSP level
- Product collateral
- Sales presentations
- Email marketing platform
- Marketing templates
- Success stories
- White papers
- Exclusive partner-only webinars (live and on-demand)
- Sales and technical training
- Veeam company news, including upcoming events
- Product documentation and software downloads

Browse the ProPartner portal to see what is available and to download materials.

Business planning

Platinum and Gold VCSP partners (subject to availability in EMEA-2) are assigned a partner manager to help them conduct business planning and to answer any questions they may have about Veeam or the VCSP program. Business planning could include planning for joint marketing activities, introductions to Veeam resellers and distributors, etc.

Joint marketing

Platinum, Gold and Silver VCSP partners can request inclusion in the Veeam-powered services directory on veeam.com. The directory is designed to assist Veeam customers in locating Veeam-powered services including:

- Cloud repositories or cloud hosts for use with Veeam Cloud Connect

- Managed backup and disaster recovery services powered by Veeam

- Hosted VMs protected with Veeam

Platinum, Gold and Silver VCSP partners who offer their Cloud Connect services through resellers and MSPs can also be included in the partner-facing version of the directory on the ProPartner portal.

Go to the ProPartner portal to submit an application for the directory. Once your application is approved your listing(s) will appear in the directory.

Note: VCSP partners must promote their Veeam-powered services on their own websites in order to be eligible for listings in the directory.

When a user searches the directory, Platinum VCSP partners are displayed first, followed by Gold partners and then Silver partners.

Veeam hosts and attends many events. Platinum, Gold and Silver partners may have the opportunity to sponsor Veeam events.

Platinum and Gold partners have enhanced sponsorship opportunities such as higher sponsorship levels. Platinum and Gold partners may also be invited to participate in Veeam events and industry events that Veeam attends. Participation could include speaking opportunities, exhibiting in the Veeam booth, panel sessions, etc.

Platinum partners are eligible to receive market development funds (MDF). MDF is typically approved for promotional activities and sometimes also for partner sales contests or incentives, Veeam sponsorship of partner sales or customer events, etc. Gold partners may also apply for MDF. Contact your Veeam representative or your regional VCSP team for more information or to submit a proposal.

Platinum partners are also eligible to receive other support for marketing activities, such as a Veeam speaker for an event or webinar, an email to Veeam customers or resellers, social media support from Veeam accounts, etc. Gold partners may also request this type of support. Contact your Veeam representative or your regional VCSP team for more information or to submit a proposal.

The Veeam Cloud & Service Provider Branding Guide is available to all VCSP partners (all levels) for suggestions, guidance and rules about marketing your Veeam-related offerings.

Public relations (PR) support

Platinum, Gold and Silver VCSP partners are eligible to receive support for news releases that mention Veeam.

In fact, any news release that mentions Veeam must be reviewed and approved by Veeam **before it is issued.**

Silver partners are limited to two Veeam-related news releases a year and must use a Veeam-provided template, if available. Gold and Platinum partners are eligible for additional PR support: either may request a quote from a Veeam representative, and Platinum partners may also request a Veeam spokesperson for media interviews, analyst briefings, etc.

Please consult the Veeam PR Guidelines for additional information on requirements for news releases that mention Veeam, including lead times for Veeam review and approval.

Platinum partners are eligible for media opportunities such as interviews for coverage in the trade press. Veeam has a very active PR program, and therefore many connections with journalists, editors and analysts. These contacts frequently ask Veeam for partner and customer contacts for various stories.

Technical support

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 24x7 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: Be sure to identify yourself 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.