Veeam Powered Cloud Services: Cloud backup for what's next

Brad Craig
VCSP Sales

Veeam Software - Modern Protection for Modern Production

Provide intelligent data management solutions for on-premise, cloud, and hybrid environments

Ensure availability and agility to enable business acceleration

- Powerful Backup
- Rapid Recovery
- Cost Savings

Why Veeam?

- Ease of Use
- Reliability
- Flexibility

Founded October 2006

HQ Baar, Switzerland
Offices in **30+** Countries
Doing Business in **180+** Countries
3,700+ Employees

Industry Leader

Fastest Growing Provider of Backup and Recovery Solutions
Gartner MQ Leader for 2 Consecutive Years – **2016/2017**

FY18 Bookings of $963M Y/Y Growth – 16%

Delivering outstanding customer experiences

+73 NPS Score
3.5X Industry Average

Market Success

330,000+ Customers
17M+ workloads protected by Veeam Availability Solutions
82%+ of Fortune 500
66%+ of the Global 2000

Validated Solutions and Exclusive Resell Partnerships

HPE, Cisco, NetApp, and Lenovo

100% Partner Model

VARs
Distribution
Cloud Service Providers
Strategic Alliances
Global System Integrators

The most trusted provider of Backup solutions that enable Intelligent Data Management

Key challenges of managing data across the Multi-cloud

Data criticality

The need to ensure that data is secure, protected and in compliance is increasingly critical to business outcomes

Data growth

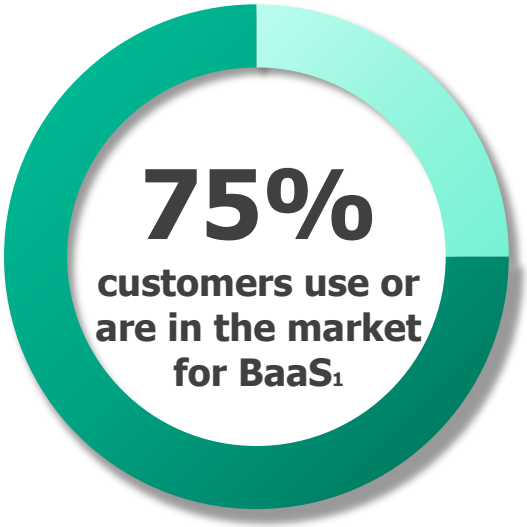
The sheer amount of data, its rapid growth, changes and related costs of managing it is a massive challenge for businesses of all sizes

Data sprawl

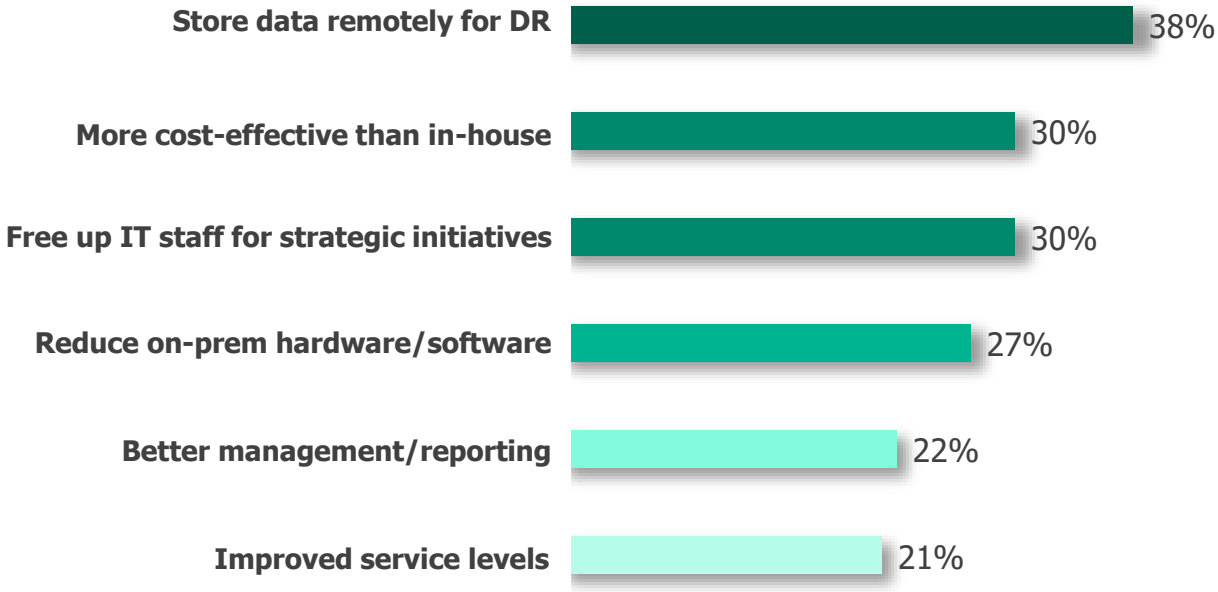
Data is generated from a wider variety of sources, introducing challenges in managing and mining value from the data

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Market opportunity for BaaS and DRaaS



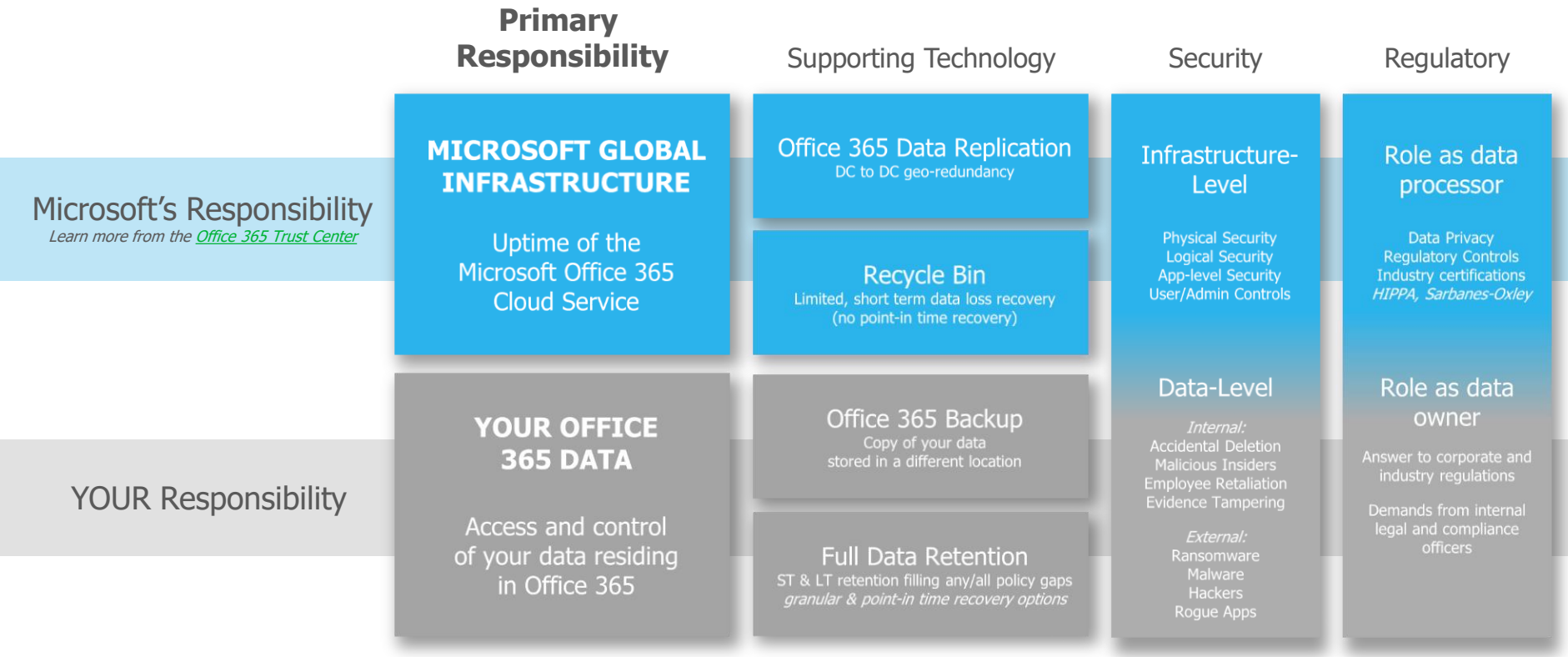
Cost and operational efficiency drive cloud-ready BaaS and DRaaS demand



[1] Enterprise Strategy Group 2019, *Data Protection Cloud Strategies*

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Market opportunity for Public Cloud BaaS



[1] Veeam Blog 2018, *The Microsoft Office 365 Shared Responsibility Model*

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Veeam-powered BaaS and DRaaS

Infrastructure Protection

Offsite Backup & Disaster Recovery

Public Cloud Protection

Universal Services: Migration, Automation and APIs

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Infrastructure Protection

Service Provider Data Protection

An essential component of any private, public or hybrid cloud storage offering is backup and recovery. Using Veeam in a private IaaS stack helps you harness the power of replication, self-service backup, monitoring tools and more.

- Veeam Backup & Replication
- Veeam ONE
- Veeam Agents

MSP Backup

Put break-fix in the rear-view mirror by *remotely* managing backup and recovery for customers on premises environments. Plus, use a single data protection solution to cover VMs, servers and workstations.

- Veeam Backup & Replication
- Veeam ONE
- Veeam Agents
- Veeam Availability Console

Offsite Backup & Disaster Recovery

Offsite Backup

Take advantage of flexible offsite backup capabilities from Veeam including cloud and traditional options to execute the 3-2-1 rule for your customers, and build new revenue streams for your business.

- **Veeam Cloud Connect**
- **Veeam Availability Console**
- **Veeam Cloud Tier***
- **Tape as a Service***

DRaaS

Customers are looking to outsource DR to a third-party, and Veeam provides the connector between customers and providers to make executing full or partial site failover an affordable and effective reality.

- **Veeam Cloud Connect**
- **Veeam Availability Console**

*Included in Veeam Backup & Replication

Public Cloud Protection

Azure and AWS Data Protection

As more production workloads move to big-brand IaaS providers like AWS and Microsoft Azure, Veeam offers plays to capture demand. BaaS for these providers is the next must-have in your services portfolio.

Veeam Agents deployed via Veeam Availability Console

VMware on Azure/AWS

Veeam Cloud Backup for AWS/Azure

SaaS Data Protection

Microsoft provides powerful services within Office 365 – but backup isn't one of them. By showing your customers the 'Shared Responsibility' model, you'll assert yourself as their trusted advisor, and add a net new revenue stream.

Veeam Backup *for Microsoft Office 365*

Offsite Backup

Service Provider Data Protection

Azure and AWS Data Protection

DRaaS

MSP Backup

SaaS Data Protection

Universal Services: Migration, Automation and APIs

Replication
expedite seeding

Native Integrations
automate service delivery

Universal APIs
simplify customization

Mobility Features
offer portability across clouds

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Powering your services with the **Veeam Availability Platform**

Veeam Backup and Recovery

vSphere, Hyper-V and AHV VMs + Enterprise Apps
Veeam Backup & Replication + Veeam Availability *for Nutanix*

Servers, Workstations and Public Cloud Workloads
Veeam Agents *for Microsoft Windows* and *Linux*

Office 365 Email, SharePoint and OneDrive
Veeam Backup *for Microsoft Office 365**

Public Cloud Instances and Databases
FUTURE: Veeam Cloud Backup *for Microsoft Azure* and *AWS**

Services Administration

Monitoring services
for Veeam Backup
Veeam ONE

Orchestration services
for Veeam Backup
Veeam Availability Orchestrator

Offsite Backup and DRaaS
for Veeam Backup
Veeam Cloud Connect

Remote monitoring and management
services for Veeam Backup
Veeam Availability Console

Custom Integrations
RESTful APIs and PowerShell Scripts

Physical and cloud storage, networking, cloud administration, RMM and PSA Integrations
Out-of-the-box Integrations

*Service administration products offers limited functionality for these solutions

The Veeam Availability Platform

Top 5 NEW Capabilities in 2019

NEW Reseller Role

Veeam Availability Console

NEW License and Rental Usage Reporting Engine

Veeam Availability Console

ENHANCED VMware vCloud Director Integration

Veeam Cloud Connect

NEW Veeam Cloud Tier

Veeam Backup & Replication

ENHANCED Reporting for Microsoft Office 365 BaaS

Veeam Backup *for Microsoft Office 365*

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

GTM with Veeam

Proven success

"Veeam helps us create new revenue opportunities that grow our customer base by 20% each year. We save approximately 20 hours each week because Veeam automates availability, and we use that time to prepare our IT infrastructure for additional business growth."

- **Sampo Suojala, Solutions Architect @ MPY**

"Veeam isn't only a great solution that provides 24.7.365 Availability, but Veeam is also a great business partner. That's what matters most to us. Every single day, Veeam and phoenixNAP work together to deliver solutions that customers count on."

- **William Bell, VP of Products @ phoenixNAP**

Check out their Customer Success Story with the Make-A-Wish Foundation

"Our customers trust our cloud platform backed by Veeam – they know the backup will work. Around 80% of our cloud customers also deployed the Veeam backup service. Together, we can bring better value to customers."

- **Daniel Kwong, Chief Technology and Innovation Officer @ CITIC Telecom CPC**

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

7 Steps to Partnership Success

1. **Join the Veeam Cloud & Service Provider (VCSP) program**
   It's free to join, with no obligation to buy, and you'll unlock a wealth of licensing, pricing and business development benefits.

2. **Find an Aggregator and sign a Rental Agreement**
   Pricing with Veeam is simple, with partner margins that cover *all* Veeam products you license. Plus, 'no commit' and Volume-discount plans are available making it easy for both partners that are just starting out and those that have committed to Veeam for years.

3. **Veeam-powered BaaS and DRaaS offerings pt 1: build your product plan and obtain licenses**
   After you have evaluated which services you'd like to go to market with, you'll work with your Veeam Representative to obtain any license keys you need for the Veeam products that match to your use cases.

4. **Veeam-powered BaaS and DRaaS offerings pt 2: refer/resell/brand *someone else's* service**
   If you're excited about a use case, but don't want to go to build it yourself, that's no problem! Your Veeam Team can set you up with a provider in your area to discuss their referral, resale or white-label offerings.

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

7 Steps to Partnership Success

5

Start building your Veeam-powered services

From technical documentation and training to systems engineering and technical support teams ready to help, Veeam is here to help you thrive during your Veeam setup process.

6

Start reporting VCSP Rental usage

Veeam does not require an up-front payment to get started. Instead, we have you sign an agreement with an Aggregator, cut you licenses, and wait to bill you *after* you've already started using Veeam – a true OpEx model!

7

Expand your Veeam usage with sales and marketing resources

If you're interesting in capturing new customers and building recurring revenue, then the Veeam Team is here to help! The Veeam Marketing Center offers on-demand sales enablement and marketing kits to help you land and expand your Veeam-powered services.

Join the VCSP Program

Find an Aggregator

Access Free Trials of Veeam solutions

Learn more about referral/resale and branding opportunities

Access the Getting Started Guide

Login to the Veeam Marketing Center

© 2019 Veeam Software. Confidential information. All rights reserved. All trademarks are the property of their respective owners.

Thank you

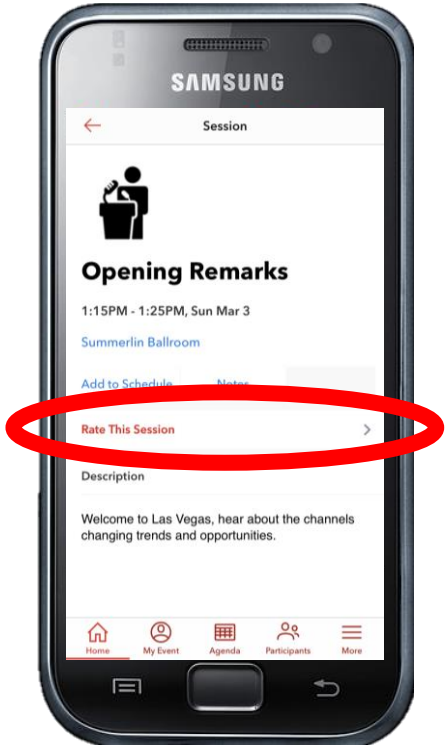
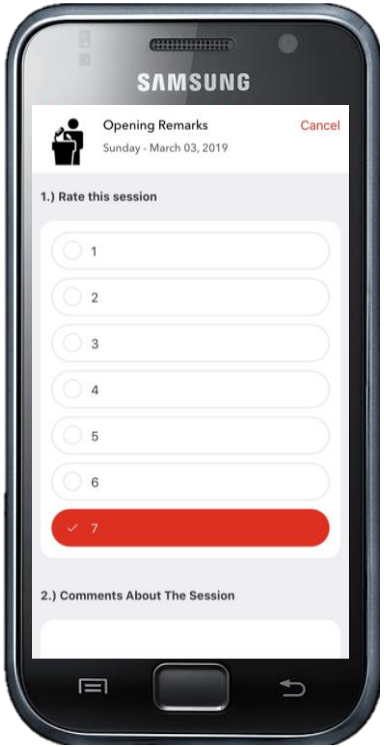
VEEAM

Rate This Session In The App

1. Tap on Agenda icon

2. Tap on the session you want to rate

3. Rate session on scale of 1 – 7
   (7 being highest!)

4. Write a comment (if you want)

5. Hit Submit!