

# Grow with Veeam

Data Centre

ARROW

veeam

Our aim is to work closely with you to help you to grow with Veeam. We understand that growing your Veeam business requires commitment and close alignment with both Veeam and Arrow – and that’s what this programme is all about – helping your business mature!

#### THIS IS A DEDICATED PROGRAMME FOR OUR VEEAM PARTNERS TO HELP YOU ACHIEVE MORE

Working with Arrow, we will implement a tailored and structured methodology to establish where you are today in terms of your verticals, resources, structure, to create a profile for your organisation, identifying your strengths and any existing gaps. This will enable us to:

- Support you to reach your destination in the shortest possible time.
- Help you to understand how best to position your Veeam proposition with your customers and to address their pain points.
- Analyse your existing client base to determine your unique selling points and targeted group of buyers.

# Benefits of Veeam Partner Levels

#### VAR Program

Partner Level	Benefits
Registered	VAR license eligibility Access to Veeam tools Free online training
Silver	Deal Reg protection & discounts NFR & internal use licence keys Inclusion on Veeam reseller finder Marketing centre access
Gold	Assigned Veeam resource(s) Joint business planning Improved upfront discounts Access to backend rebates Marketing development funds
Platinum	Improved upfront discounts

#### VCSP Program

Partner Level	Benefits
Registered	VCSP license eligibility Access to Veeam tools Free online training
Silver	NFR licence keys Early (RTM) access to new Veeam products Email marketing platform Access to marketing templates Veeam service director listing
Gold	Joint business planning Remote solution architect support Marketing development funds
Platinum	Onsite Solution architect Media opportunities Online training for VCSP sales





# Nurturing Growth

We have devised a nurture programme from seedling to maturity to help you grow your business:

## ☐ VEEAM RESALE



### Seedling

- ☐ Create Arrow Account
- ☐ Enrolled on VAR program
- ☐ Complete Veeam Overview



### Budding

- ☐ VMSP Complete
- ☐ Complete 1st Marketing Activity
- ☐ Attend Veeam Partner Academy
- ☐ VBR / VBE opp discovered
- ☐ VBR / VBE opp won



### Flowering

- ☐ VMTSP Complete
- ☐ Complete 2nd Marketing Activity
- ☐ VAS opp discovered
- ☐ VAS opp won
- ☐ Promoted to Veeam Silver Partner



### Mature

- ☐ Attend Veeam Summit
- ☐ Complete 3rd Marketing Activity
- ☐ Deal Reg accepted
- ☐ Deal Reg opp won
- ☐ VDRO opp discovered
- ☐ VDRO opp won

## ☐ VEEAM CLOUD



### Seedling

- ☐ Create Arrow Account
- ☐ Enrolled on VCSP program
- ☐ Enrolled on ArrowSphere platform
- ☐ Complete Veeam & ACE Overview



### Budding

- ☐ VMSP Complete
- ☐ Complete 1st Marketing Activity
- ☐ Attend Veeam Partner Academy
- ☐ Infrastructure Protection available
- ☐ Discover new opportunities
- ☐ Business Won



### Flowering

- ☐ VMTSP Complete
- ☐ Complete 2nd Marketing Activity
- ☐ BaaS/DRaaS available
- ☐ Discover new opportunities
- ☐ Business Won



### Mature

- ☐ Attend Veeam Summit
- ☐ Complete 3rd Marketing Activity
- ☐ Enrolled on ACE
- ☐ Public Cloud Protection available
- ☐ Discover new opportunities
- ☐ Business Won

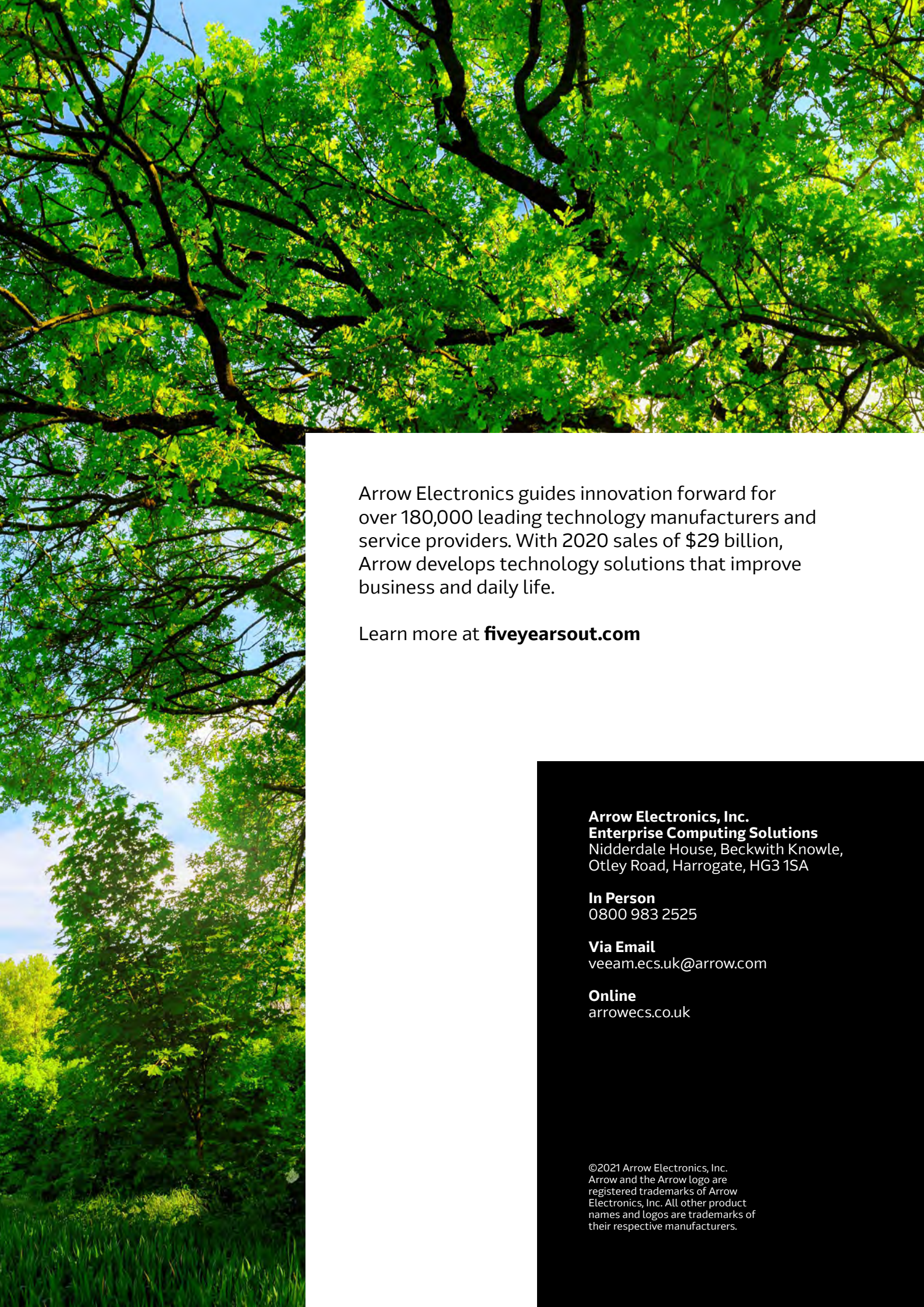
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Arrow BDM

Signed: .....

Partner





Arrow Electronics guides innovation forward for over 180,000 leading technology manufacturers and service providers. With 2020 sales of \$29 billion, Arrow develops technology solutions that improve business and daily life.

Learn more at **[fiveyearsout.com](https://fiveyearsout.com)**

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