**BACKGROUND**

Small to midsize businesses struggle with managing IT on their own. They just need a backup solution that’s hassle-free and saves time so they can focus on growing their business.

By partnering with Veeam and Ingram Micro, partners will have the tools to help their SMB customers switch from legacy backup solutions to an affordable solution that delivers fast, reliable backup and recovery for all workloads—virtual, physical and cloud.

Working as one, Ingram Micro and Veeam are committed to giving partners a competitive edge in the IT space. They’ve assembled the best resources and support team to help partners digitally transform their customers’ businesses with Veeam solutions.

Partners can start with Ingram Micro’s Veeam enablement program. Offering the largest support team in the channel, Ingram Micro has a team of Veeam experts ready to walk partners through each step. They’ll receive state-of-the-art training, demos, technical support, licensing, as well as technology as a service (TaaS), licensing and cloud services.

With these resources at their fingertips and dedicated support, Veeam partners will have the tools they need to become a trusted advisor to their SMB customers and gain a long-term competitive advantage.

**WHY PARTNER WITH VEEAM AND INGRAM MICRO**

Together, Ingram Micro and Veeam provide partners with hands-on guidance to help their SMB customers face the growing challenges of today’s IT landscape. They do this through a robust enablement program, which takes Veeam partners from onboarding to transacting.

**Above and beyond support**With the largest dedicated Veeam team in the channel, partners can get the support they need to achieve revenue goals and help their clients provide the best possible customer experience.

* **Specialized technical expertise:** With the only Veeam Certified Engineer (VMCE) tech account manager in the distribution channel, partners have access to someone who knows how to deploy and configure Veeam products, as well as direct access to support for critical onsite issues. Other benefits include:
	+ Reduce time-consuming research
	+ Grow sales
	+ Build solutions
* **Advanced education:** Partners can become VMTSP and VMSP certified through the enablement program. The training is taught by the most diverse, impactful and knowledgeable technology consultant team in the channel, providing curriculums designed to fit certification and skill competencies.
* **Cloud:** Partners can access real-time automation that simplifies purchasing, service management, as well as training support. Plus, they receive opportunity enablement through technical assessments, solution design and proposal generation.
	+ 45+ marketplaces
	+ 200+ cloud services
	+ 27 million managed seats
	+ 33% world’s top telcos
* **Technology as a service (TaaS):** This allows partners a wider range of offerings and financial options. It enables them to accommodate much tighter budgets while reducing the burden of invoicing, collections and navigating the warranty process.
* **Licensing:** Training, bid and RFP support, enhanced SLAs, special pricing and promotions management, custom solution design and renewals management. C2License online automated tool for 24/7 ordering and recurring revenue opportunity management.
* **Sales support:** Dedicated market development experts and specialists along with field sales are there to connect you to the right resources and questions about creating the right Veeam offering for partners.

**Ingram Micro’s Veeam enablement program benefits:**

* Veeam Certified Engineer (VMCE) discounts
* Ingram Micro-led marketing development funds (MDF)
* Ingram Micro’s Smart Enablement program
* Ingram Micro’s quarterly incentives and promotions
* Veeam ProPartner portal
* Sales enablement tools and marketing services

**Silver benefits:**

* Higher upfront discount on new licensing
* Ability to register deals with Veeam for higher margins/protect the opportunity
* Free marketing tools enhanced functionality in Veeam’s new Marketing Center
* Access to NFR keys for testing/demos in-house
* Marketing concierge manager to assist with Veeam digital marketing questions

The journey doesn’t end there. Ingram Micro’s dedicated Veeam resources will continue to support partners on their path to gold.

**KEY MESSAGE**

Solution providers need channel-leader support to provide SMB customers an easy-to-manage, easy-to-maintain and always-on workplace. Together, Veeam and Ingram Micro work as one to offer the largest dedicated support team in the channel, providing advanced education, technical expertise, licensing, cloud, TaaS and other services to help Veeam partners sell and deploy solutions that help businesses evolve without disruption.