



# Making your mark in a crowded market: How Veeam's Competency Program can help you showcase your expertise

“ In the short time since joining Veeam's Competency Program we've seen our business grow by 11% and our time to market reduced by 50%. It's been a great way to showcase our expertise. ”

**Sylvain Gobeil**

Product Director, Cloud Infrastructure and Services,  
Sherweb

For our North American partners, it may feel like a busy marketplace right now. But while competition is high, so are the stakes. A recent (August 2023) [McKinsey report](#) forecasts the cloud market alone to be worth \$3 trillion by 2030. North America has the largest cloud computing share worldwide and looks set to continue to [dominate](#).

Yet in such a growing space, you can expect an even greater number of vendors vying for your attention.

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## Turning expertise into tangibility

That's why it's perhaps more important now than ever to stand out from the crowd.

But how do you distinguish yourself from your local competitors? Is there a way to have your years of expertise and training better recognized and reflected? A way for future customers to consider you above others?

It turns out there is — our Veeam® Competency Program. It was developed as a way of showcasing your credentials. Being a Veeam partner means that when you succeed, we succeed. At Veeam, we know that we wouldn't be the number one global provider of data protection and ransomware recovery without you.

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## The Competency Program comes with built-in benefits

The Competency Program offers partners verification of their skills and ability to implement solutions and services. It has been developed so that partners can be recognised and promoted for advanced capacity in Veeam solutions and services.

The Veeam Competency Program comes with a whole host of benefits. For our partners, it:

- Helps deliver leads through the Veeam Partner Directory, with a projected 100,000 searches for Veeam Partners each year
- Helps your customers' vetting process in choosing the most qualified partner
- Gives you use of our exclusive Veeam branding to add credibility to your marketing collateral, campaigns, resources, and events
- Gives you the opportunity to display your Veeam verification with use of our competency badges)



- Comes with social media copy support, including ready-to-use social media guides and graphics to use on your channels
- Comes with a competency messaging guide, including customizable-to-your-business boilerplate language to help you stand out in the market

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## Value at the core

At Veeam, we value our products. We value our partners — your business, your skills, and your expertise. But we also value your time. That's why we developed the program where your past performance in the industry counts.

The Veeam Competency Program may take less time than you think to complete, as your team may have already taken some of the required training. This keeps the program simple and less time consuming, while at the same time highlighting you as a verified expert.

We see it as a reflection of **value**.

We've made the application process straightforward for you. Because we recognise that getting the right competency partners on board is better for everyone.

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## Shine out from the competition

Not all Veeam partners automatically qualify for the program. The Veeam competency badges signify that partners have met a certain set of competitive criteria. They show that you've demonstrated proficiency in delivering the best outcomes for modern data protection.

Your customers value such an illustration of your proficiency, too.

Picture the following scenario. You and a competitor have sent in proposals for the same business. Both proposals are very similar in content: similar solution, same expertise, same price. In fact, the only difference in your competitors' proposal is that they have — and have highlighted — their Veeam Competency Program badges.

All else being equal, who do you think your customer will choose? That's right: them.

Now, imagine the same scenario but in reverse. Congratulations, you've gained a new customer.

How do we know this?

For one, in our database, we can see that when the 61,000 customers searched for Veeam partners from January to July 2023 the first criteria they used to filter for a Veeam partner is by the country. After that, the next most popular filter is competency status. Geographical location aside, the thing that customers most look for is whether Veeam partners have badges signifying their expertise.

We won't pretend that the Veeam Competency Program is a magic bullet. Yet in today's crowded market, it might just be the missing piece of the puzzle that you've been looking for.

Joining the Veeam Competency Program and graduating with badges will help differentiate you. It will help lend a little more credibility to your credentials. It will, we think, help your business grow.

Apply today to be part of our [Competency Program](#).