



# Forging stronger relationships: How Veeam's Competency Program benefits our EMEA partners

“ Veeam delivers the reliability, stability, transparency, safety and trust we need. Together we provide a solution that keeps businesses running — no matter what. Veeam's Competency Program is a great way of showcasing that, and our expertise, to our customers. Since we have been using our badges and leveraging the program we have seen our Veeam business growth accelerate. ”

**Ian Snow**

Chief Executive Officer, Central Technology Ltd.

An already strong EMEA market looks set to continue growing.

The cloud computing market alone for MEA [has recently been reported](#) to grow at 18.6% (CAGR) over the next five years. By 2028, it's estimated to be worth [\\$49.5 billion](#). And in Europe, the Digital Decade is well underway. This vision of digital transformation is on course to [unlock \\$1.3 trillion in economic value by 2030](#) in the EU.

Veeam® is [the market share leader in EMEA](#), and it's thanks to our partners throughout the region that we hold such a heralded position. For EMEA, it's safe to say that the future looks bright.

But what if your future became that bit brighter?

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## Turning expertise into something tangible

The EMEA market is very reliant on a network of partners. Here, cross collaboration between partners is more likely a requirement, and working together in offering Veeam solutions is seen very often.

So, what if there was a way of standing out from other Veeam partners? A way to have your years of expertise and training better recognized and reflected? A way for future customers — and fellow Veeam partners — 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.

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## The Competency Program has 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 recognized 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 badge(s)
- 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. You and 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 the program as a reflection of **value**.

We've made the application process straightforward for you. Because we recognize 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.

But it's not just customers. Veeam partners search for other Veeam partners to collaborate and network with. They too are looking for the badge and competency level achieved.



How do we know this?

For one, in our database we can see that 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 EMEA 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](#).