



Veeam's Competency Program helps grow your business — and protect your customers — in an accelerating APJ market

“ Partnering with Veeam has helped grow our customer base by 25% and revenue by up to 30% annually. And Veeam's Competency Program gives our clients that extra bit of protection. Being part of Veeam's Competency Program gives extra credibility to our expertise and really helps us stand out. ”

Hank Yu
CEO, Freedom Systems Inc.

The Asia-Pacific-Japan region is one of Veeam®'s fastest growing areas.

Recently, Veeam was reported to have an annual growth revenue of 20.7% year-on-year in APJ — [the highest](#) among the top five vendors of data replication and protection software. As for the overall economy, the Asia-Pacific region has been [forecasted by the IMF](#) to contribute 70% of all global growth.

Business is booming in the cloud market. Japan and China are both in the top five globally for cloud spending. Australia is predicted to show an annual growth rate (CAGR) of 13.7% from 2023-2027. As a growing number of companies seek to protect their cloud-based workloads, the APJ region as a whole is expected to continue to experience double-digit growth.

Turning expertise into something tangible

In such an accelerating market, it's important for Veeam partners to stand out. It's also important for your customers to feel protected.

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 of offering that extra layer of protection for your customers?

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.

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

Value at the core

At Veeam, we value our products. We value our partners in APJ — 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.

Shine out from the competition

We've heard reports from our partners in APJ about how the competency program has boosted their business. One Veeam partner says that after taking the program, they saw their customer base grow by 25% and revenue go up by 30% annually.

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 APJ 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](#).