

Attention Veeam Resellers: Promote your Cloud Connect services in the VCSP directory



We're expanding the Veeam® Cloud & Service Provider (VCSP) directory so that Veeam Resellers who sell Cloud Connect and other Veeam-powered services can be listed.

Note: This document describes enhancements to the directory that are currently under development. As such, the functionality described in the document is subject to change.

Why should I get listed?

By getting listed in the directory, you can be front-and-center when your Veeam customers search for Cloud Connect or other Veeam-powered services. It's a great way to leverage your existing Veeam business to start or expand your cloud services business. And developing your cloud services business is essential to stay relevant – and even gain marketshare – as IT spending shifts to the cloud.

I'm not familiar with the directory – where can I check it out?

The directory is available on the Veeam website. [Click here](#) to check it out. Note that your Veeam customers can access the directory from the Veeam website or directly from their Veeam backup console.

What will my listing look like?

We're currently working on a new layout for the directory that puts Veeam Resellers front-and-center. Here's a preliminary mockup:

*Reseller
displayed at
top of search
results*



The screenshot shows the Veeam website's directory interface. At the top, there's a navigation bar with links for SOLUTIONS, PRODUCTS, HOW TO BUY, SERVICE PROVIDERS, PARTNERS, RESOURCES, COMPANY, and SUPPORT. Below this is a search bar with filters for 'Cloud Connect Backup' and 'United States'. A featured reseller listing for ACME Technology is highlighted, showing their logo, name, and a 'REQUEST A QUOTE' button. Below the featured listing are several other reseller cards for Xtium, Software Information Systems, LLC, mindSHIFT Technologies, SingleHop, OffsiteDataSync, and phoenixNAP. A 'SHOW MORE' button is located at the bottom of the reseller cards section.

Am I eligible for a listing in the directory?

If you partner with a VCSP to sell Cloud Connect or other Veeam-powered services and you are a Silver, Gold or Platinum Veeam Reseller, you may be listed in the directory. This applies whether you:

- Have a **reseller** relationship with a VCSP partner where you resell the VCSP partner's Veeam-powered services, and invoice and collect payment from your customers for those services
- Have a **referral** relationship with a VCSP partner where the VCSP partner invoices and collects payment from your customers for Veeam-powered services, and pays you a referral fee
- Buy Veeam-powered services from a distributor, aggregator or cloud services broker, and invoice and collect payment from your customers for those services

How will I be listed in the directory?

As a Veeam Reseller, you will get a company listing where you can describe all the Veeam-powered services you offer. When one of your customers searches the directory (and we can identify them as your customer), your listing will be displayed at the top of their search results, regardless of which type of Veeam-powered service they searched for.

Your company listing will also be displayed if a user searches for you by name.

Are Reseller listings different than VCSP listings?

Yes, Reseller listings are different than VCSP listings in that a Reseller listing is for the company overall (and all the Veeam-powered services available through the Reseller), whereas a VCSP listing is for a specific Veeam-powered service. Thus, a Reseller will have one listing, while a VCSP partner may have one or several listings.

I use a “white labeled” service from my VCSP partner. Am I eligible for a listing?

Yes, you may include the service in your Reseller listing. If you brand, deliver and support the service as your own, you may also apply to the VCSP program and submit a VCSP listing for your service.

I don't have Cloud Connect services to sell. How do I get partnered with a VCSP?

Contact your Veeam channel manager – they're ready to assist!

Also check out the special [partner-facing directory](#) on the ProPartner portal, which has information about VCSP partners with Cloud Connect services available for resale.

I resell Veeam-powered services but am not a Veeam Reseller. Can I get listed in the directory?

Reseller listings are available to Silver, Gold and Platinum Veeam Resellers only. You can apply to the Veeam Reseller program at propartner.veeam.com.

With Resellers being added to the directory, will it continue to be referred to as the VCSP directory?

Very observant! The directory will likely be renamed (as reflected in the mockup on page 1).

What information is required in order to be listed in the directory?

In order to be listed as a reseller in the directory, you must provide the following information:

- **Description** of the Cloud Connect and other Veeam-powered services you offer. Maximum of 300 characters, including spaces. Description must comply with the [VCSP Branding Guide](#).
- **Web page** (URL) where Veeam customers and prospects can get more information about the Cloud Connect and other Veeam-powered services you offer. This is an optional field, but is strongly recommended. The URL must go to a page on your website that's specifically and exclusively about the Veeam-powered services you offer. The page must comply with the [VCSP Branding Guide](#).
- **VCSP partners:** Names of the VCSPs you partner with to offer Cloud Connect and other Veeam-powered services. A Reseller will typically have one VCSP partner, but if you have multiple VCSP partners, please list them all. For each VCSP partner entered, specify what Veeam-powered services you offer from that VCSP partner:
 - Cloud Connect Backup
 - Cloud Connect Replication
 - Managed backup service
 - Managed DR service
 - Hosted VMs protected with Veeam
 - Hosted applications or business transaction services protected with Veeam
 - Other: please specify
- **Reseller logo:** Any standard image format, and no more than 650 pixels in width.

What information will be displayed in my Reseller listing?

Your Reseller logo and description will be displayed, along with a link to your web page about your Cloud Connect and other Veeam-powered services (if provided).

Your VCSP partner(s) and the Veeam-powered services you offer from each of them are not displayed (though you can make reference to your partners and their services in your description, if desired).

Where do I submit the information required to be listed in the directory?

The form for submitting the information needed to be listed in the directory is [available now](#) on the Veeam ProPartner portal.

When will my listing be displayed in the directory?

We're working on rolling out a new version of the directory in early Q1 2017. So don't delay – submit the information for your Reseller listing today!