# Veeam Alliance Brochure

## Our Value Proposition - Why work with us?

Working with Tech Data Advanced Solutions means a focused approach to help you develop and grow opportunities, to transfer skills to your organisation, to extend your reach and to build strategic relationships. Tech Data has a wealth of experience with Veeam solutions, which means simple and effective support for our business partners, enabling them to confidently approach any project featuring Veeam and maximise any opportunity.

## A complete solutions provider for Virtualisation solutions:

Veeam solutions are co-certified with, and complementary to, a number of our vendor partners including HPE, VMware, Cisco and NetApp. This means that by working with Tech Data you can maximise your revenue and margin opportunity over the competition with access to :

- Industry-leading technical and sales expertise across the whole solution

- Access to the very best discounts and promotions

- Marketing programmes and support to help you spread the message to your customer base

- Proofs-of-Concept to de-risk your customer proposition, with extensive demo facilities available at Tech Data's THE [resource] centres throughout the UK

- Certification and accreditation via Tech Data Academy that puts you in the driving seat

- Comprehensive portfolio of Business, IT, Lifecycle and Education Services to support you and add real value to your business for the long term

- The benefits of our state-of-the-art logistics, financial strength, and global scale - to help you do more business, more profitably.

Tech Data is a complete solution provider for our business partners.

# Alliance partners

## Veeam and Cisco

Veeam helps the Cisco channel sell more data centre solutions by expanding the conversation to enterprise wide availability solutions. As a result, Cisco can sell additional data centre solutions like storage, server and hyperconverged to existing customers and larger solutions to potential customers. Our joint channel partners can offer Veeam Availability solutions, powered by the Veeam/Cisco validated infrastructure, to quickly add value and utility to a customer's Cisco investment.

Veeam's brand strength is a strong benefit to Cisco and complements Cisco's market leadership in data centre and service provider markets. Going to market with Veeam opens up new marketing, partner and growth opportunities. Also, Veeam's channel-driven sales model is well aligned with Cisco's go-to-market efforts.

Veeam ® enables the Always-On Business™ and complements Cisco by providing the data protection solutions required for 24/7 application availability. By combining Cisco UCS ® and Veeam solutions, customers eliminate data loss and slow data recovery, helping to minimise risk, decrease downtime and easily adapt to business changes to meet the most stringent recovery time and point objectives (RTPO).

## Veeam and Cisco combine to deliver:

### Cisco UCS + Veeam

Cisco UCS technology and Veeam combined deliver highly scalable data management and protection to allow more availability for the Always-On Enterprise.

### Cisco UCS C3260 and C240 + Veeam

Pre-validated, easy-to-deploy Veeam high-speed recovery solutions for your Cisco UCS infrastructure.

### Cisco HyperFlex + Veeam

Cisco HyperFlex combines compute, storage, networking and virtualisation into a simplified, easy-to-use system that brings new levels of speed and efficiency to IT and combined with Veeam delivers data management and protection for the Availability for the Always-On Enterprise. This allows an organisation easy scale up to meet growing business needs.

### FlexPod (Cisco-NetApp) + Veeam

Converged compute, networking and storage solution for Veeam to easily scale up and out to meet growing business needs.

## Veeam and HPE

Veeam provides HPE with a cohesive and multi-tiered availability solution for virtual environments across all HPE platforms including storage, servers, converged and hyperconverged systems. Veeam's integration with HPE delivers industry-leading features and advanced capabilities that add incremental value and provide a complete, integrated solution.

## Veeam and HPE combine to deliver:

### Veeam + HPE Storage

Veeam enables Availability for HPE storage customers with tightly integrated features that deliver application, item-level, and VM recovery in minutes—enabling SLAs to meet recovery time and point objectives, or RTPO of <15 minutes for ALL applications and data. Additionally, support for HPE storage improves backup and recovery performance and maximises data storage efficiency while lowering data retention costs and keeping more data accessible.

### Veeam + HPE ConvergedSystem

Veeam ® Availability Suite™ combined with the HPE ConvergedSystem architecture provides a complete compute, storage, protection, and monitoring solution. This delivers near continuous data availability for better business continuity and improved application uptime.

### Veeam + HPE Hyper-Converged

Veeam ® combined with HPE Hyper-Converged solutions provides an integrated solution that delivers Availability for the Always-On Enterprise. Veeam provides complete Availability by enabling RTPOs of <15 minutes, delivering enterprise class availability and recoverability. HPE and Veeam's software-based approach allows faster deployment at an attractive price point.

### Veeam + HPE Servers

HPE Servers paired with Veeam deliver an ideal solution for the adoption and expansion of virtualisation. Veeam's agentless approach reduces workloads while enabling the protection of highly transactional virtual machines.

# Veeam and NetApp

Veeam provides NetApp with a cohesive and multi-tiered data protection solution that leverage NetApp modern storage and snap technologies to build greater customer value in their NetApp investment. Veeam provides our resellers incremental revenue opportunity by selling integrated storage, backup, replication and disaster recovery solutions built on FAS, E-Series and AltaVault.

## Veeam and NetApp combine to deliver:

### Veeam + NetApp FAS

Create ultra-fast backups from storage snapshots for quick and efficient item-level recovery. Leverage NetApp Snapshot, SnapMirror and SnapVault technologies to create a robust, enterprise-level data protection solution.

### Veeam + NetApp E-Series

Simple, fast, and scalable NetApp E-Series storage is the perfect target for Veeam Backup & Replication™ delivering streamlined, enterprise-reliable, performance efficient backup.

### Veeam + NetApp AltaVault

AltaVault provides excellent storage compression and deduplication for adopting a 3-2-1 backup strategy. It acts as an on-premises Veeam backup repository while meeting the requirements of off-site disaster recovery without a lot of administrative overhead.

### Veeam + FlexPod

Cisco and NetApp collaborated to build FlexPod, an innovative, converged infrastructure solution specifically designed to meet the availability, performance and agility demands of modern datacentres.

# Veeam and VMware

Both Veeam and VMware embrace technologies enabling customers to modernise their data centre. Veeam views VMware as a strategic partner and together, they create solutions to optimise virtualisation for their mutual customers. As businesses adopt virtualisation, storage and cloud technologies, Veeam solutions leverage these capabilities to deliver Availability for the Always-On Enterprise™.

## Veeam and VMware combine to deliver:

### Veeam + VMware vSphere

The combination of Veeam and vSphere saves time and money and reduces risk for your organisation. Veeam provides full support of VMware vSphere 6.0 including:

- VMware Virtual Volumes (VVOLs)
- VMware Virtual SAN 2.0 (VSAN)
- Storage Policy-Based Management (SPBM) policy backup and restore
- vSphere 6.5 tag integration
- Backup and replication of Fault Tolerant virtual machines
- And more!

### Veeam + VMware Virtual SAN (VSAN)

Veeam + VMware VSAN creates a hypervisor-converged flash optimised storage architecture where performance and capacity can be scaled to maintain the availability requirements facing the Always-On Enterprise.

### Veeam + VMware vSphere with Operations Management (vSOM)

Veeam and VMware vSOM created as platform designed to identify and remediate emerging system issues, optimise infrastructure capacity and maintain the availability requirements using the Always-On Business.

### Veeam + VMware vCloud

VMware vCloud Air together with Veeam Backup & Replication allows organisations to easily and confidently copy local backups to the cloud with the ability to compress, deduplicate, and encrypt backups to reduce storage costs and bandwidth usage. Veeam and VMware Cloud storage together solves the issue of keeping backups off-site and safe from a regional disaster event, reducing the risk of losing critical business data.

# Alliance partners

## Programme Benefits

### Better together: Veeam Technology Alliances

Tech Data's financial strength, global scale and supplier reach means Tech Data has been able to invest extensively in tools and resources that enables Business Partners to gain a competitive advantage, improve performance and identify profitable business opportunities.

### Sales and Business Development

Tech Data has one of the largest and most focused value-add sales teams of any distributor in the industry. Think of our sales team as an extension of your own, concentrating on driving extra sales for you. Financial Services - In tough market conditions, organisations often draw back from making capital expenditure in technology. Plus getting the credit facilities you need can be a challenge, yet your customers need to stay ahead with smart technology that facilitates business growth. Tech Data offers a range of smart financial solutions to help you maximise your profitability and growth.

### Technical Support

Tech Data brings you a range of technical services that you can offer to your customers. These are designed to ensure that you are their first point of contact for all technical solutions and help you retain a competitive edge.  Consultative and After-Sales Services - As well as giving pre-sales assistance, our consultants have a wealth of knowledge and expertise to help you solve your customers' technical problems and meet their after-sales needs. This means that your own technical resources can stay focused on revenue generating, pre-sales opportunities.

### The Resource

The Resource is a purpose-built solution centre designed to provide Azlan business partners with the ideal location to demonstrate value to their customers. It includes the facilities required to help shorten sales cycles and reduce the total cost of sale for multi-supplier solutions while proving return on investment (ROI).

### Tech Data Partner Academy

Tech Data offers a wide range of IT training courses and IT certification programmes, delivered by consultants, who are experts in their field. Using high quality content and the best trainers, training is often available to match your preferred learning style, including onsite, off-site, online and virtual self-paced courses.

### Marketing support for partners

Marketing is a fundamental business process used to drive sales and build stronger customer relationships. MaaS is a wide-ranging marketing service designed to help Tech Data's partners get the best results for their business and further enhance their marketing efforts.

## Tech Data products and solutions

As a leading value add distributor of computing technologies and services, Tech Data connects its partners to more customers and more solutions. Our comprehensive suite of services and established partnerships with leading technology

- Computer Components
- Display Solutions
- Document Management Technologies
- Embedded Computing
- Networking
- Security
- Server & Infrastructure Solutions
- Server Based Computing / Thin Client
- Services
- Software
- Storage & SAN
- Unified Communications
- Virtualisation
- Wireless & Mobility