
Veeam Deal Registration Program 2017: HPE Resell Program version Frequently Asked Questions

1. What is the Veeam Deal Registration Program?

The Veeam® Deal Registration Program rewards partners for exhibiting desired sales behaviors, bringing in new opportunities and value-selling by educating customers and prospects about Veeam.

2. What is HPE Resell Program Deal Registration for?

HPE Resell Program Deal Registration provides the ability for partners to protect their deals and request additional assistance when selling Veeam licenses through HPE Resell Program.

3. What are the use cases for HPE Resell Program Deal Registration?

HPE Resell Program Deal Registration is applied when partner wants to sell Veeam licenses through HPE distribution network. If registered deals are approved by Veeam Sales, partners receive opportunity protection and additional support from Veeam Sales and Pre-Sales depending on deal size and requirements. In this scenario, additional discounts and margins are applied by Hewlett Packard Enterprise (HPE) based on their partner programs and regulations.

4. Can I use standard Veeam Deal Registration Program instead?

Yes, but you will not be able to sell the special HPE SKUs through the standard ProPartner Deal Registration process, so any negotiated discounts will not apply. The Veeam Deal Registration process should be used only when you are going to close the deal using standard Veeam process.

5. Can I do both standard Veeam Deal Registration and HPE Resell Program Deal Registration to see what's best?

No. As soon as the first deal registration is approved, all others will be declined. Please decide which distribution model to use prior to submitting Deal Registration. In case you need to switch distribution model after submitting Deal Registration, please contact your sales representative to help with that process.

6. How many partners can get an approval on the same deal?

One partner only. Opportunity protection enables the approved partner to become the partner of record, meaning no other partner will be approved for that opportunity. Only Veeam Deal Registration completed on Veeam ProPartner Portal enables opportunity protection, any other Deal Registrations (at Distributor or at HPE) are not considered.

7. Who is eligible to participate in the HPE Resell Program Deal Registration?

Any HPE partner can benefit from HPE Resell Program Deal Registration if their deals meet minimum threshold of 7000 USD or equivalent in local currency.

8. Is maintenance eligible for the Veeam Deal Registration Program?

No, program benefits apply to Veeam license sales only, however, additional years of maintenance are counted as a part of the deal and may help to achieve minimum deal size threshold.

9. Are there products that are not eligible for the Veeam Deal Registration Program?

Veeam Backup Essentials™ of any edition (Standard/Enterprise/Enterprise *Plus*) is not eligible for the Veeam Deal Registration Program. All other products available for resell by HPE are eligible.

10. Who can I contact at Veeam for any questions or concerns regarding the HPE Resell Program Deal Registration?

Contact your Veeam sales representative for your GEO or send your questions to:

ANZ: Veeam.External.HPE.ANZ@veeam.com

APJ: HPE.ASIA@veeam.com

EMEA: HPE.EMEA@veeam.com

LATAM: HPE.LATAM@veeam.com

NA: HPE@veeam.com

Submitting Opportunities for Approval

11. How do I register a deal using HPE Resell Program Deal Registration?

HPE Resell Program Deal Registration is available for all Veeam ProPartners who are registered as resellers at [Veeam ProPartner Portal](#). Based on the region and partner level, partners can choose between HPE Resell Program Deal Registration and traditional Veeam Deal Registration to maximize their benefits.

12. How do I get started with the HPE Resell Program Deal Registration?

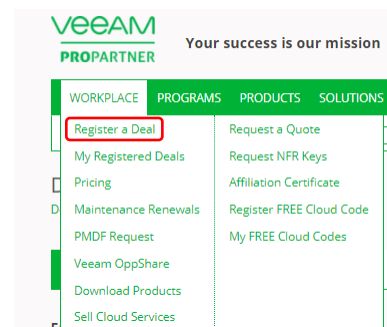
You will need to register your company at Veeam ProPartner Portal. Registration process is easy and takes less than 15 minutes. The portal is free for all registered users, no membership costs are associated with any of the offered services. Our partner managers may contact you to verify your application form. Once your application is approved you will be granted access to the portal.

Log into the Veeam ProPartner Portal, go to the "Workplace" tab and click on "Register a Deal." Based on the region and partner level you will be either transferred to:

- ✓ [HPE Resell Program Deal Registration](#)
- ✓ Main [Veeam Deal Registration Form](#) with a possibility to switch to HPE Resell Program Deal Registration

13. How do I register an opportunity?

From the "Workplace" tab on the ProPartner Portal, select "Register a Deal," complete the HPE Resell Program Deal Registration form and click the "Apply" button. The form will be submitted to the regional Veeam Sales team for review. If the opportunity is approved by Veeam Sales, you will receive an email including the Deal Registration Approval Number (DRAN). The DRAN is required for compliance and tracking purposes.



14. How far in advance should I register an opportunity?

All registrations must be approved by Veeam Sales prior to deal close to be eligible for the program benefits. Submissions should be done at least 15 days prior to deal close. Veeam will only approve one partner per opportunity, so we recommend that you register your deal as soon as possible.

If your approved opportunity will not close within 90 days of the registration submit date, the opportunity needs to be re-registered and approved again by Veeam.

15. How do I obtain approval from Veeam Sales when I register an opportunity?

Partners must provide value-selling to be approved for opportunity registration. Value selling is defined by providing the following:

- ✓ Identifying a net-new opportunity with a customer or prospect that Veeam is not aware of or further development of Veeam business with an existing customer

- ✓ Educating customers on the strategic and technical merits of a Veeam product or solution. The education could include, but is not limited to, a customer presentation, demo, proof of concept, or pilot
- ✓ Engaging in account planning with the Veeam Sales force

16. How long will my approved registration remain valid?

An approved registration is valid and active for 90 days from the date the opportunity registration is submitted.

17. Can I re-register my opportunity if it expires?

Partners can re-register an approved opportunity at any time prior to the 90-day period expiring. The partner must be able to demonstrate to Veeam Sales that the opportunity has moved forward in the sales process. Forward sales motion may include the following:

- ✓ The final customer decision-maker has been identified and provided a Veeam positioning presentation with deal terms
- ✓ The customer decision-maker has provided conceptual approval of the project, but implementation specifics are still being determined
- ✓ Customer is in the process of budget approval for the agreed upon project

18. How to request non-standard pricing (NSP)

Follow the standard process as our traditional channel partners.

- ✓ Submit a deal registration (DR) via Deal Registration portal. This will alert our sales team that you are involved in the project. (And if the DR is approved, guarantee you the best terms, including NSP)
- ✓ The Veeam salesperson in charge of the account will talk with you about the project, context, competition and need for a special price
- ✓ The Veeam salesperson will submit the special price to our deal desk. We'll discuss and agree to terms together between HPE, Partner and Veeam (discount needed, margin repartition between companies)
- ✓ You will send the agreed proposal to your customer or channel.

Flow diagram of NSP process



19. What deal sizes are eligible for an NSP?

There are no strict rules, but as a guideline keep in mind that to get a NSP your deal should be >\$150k MSRP.

20. What level of discount can I expect from NSP?

As of today, there is no pre-agreed extra discount based on deal size.

This is determined on a case-by-case basis depending on the project (size, immediate and future potential) and context (competition, existing Veeam customer or new customer).

21. What form will the NSP take?

Special Pricing (SPF): This is a one-time discount based on an immediate need of the customer

22. What if Veeam does not approve my opportunity?

If Veeam cannot approve an opportunity, we will send an email (to the partner representative who submitted the opportunity) stating the opportunity has been denied, along with reasons for denial. Common reasons for denial include, but are not limited to:

- ✓ The opportunity is already registered to another partner
- ✓ The minimum deal size was not met
- ✓ The opportunity is not eligible due to the use of discounting such as special bids, ELAs, etc.

23. What are the benefits of opportunity protection?

Often, customer fulfillment decisions occur late in the sales cycle. Opportunity protection helps protect margin on approved deals and limits the risk of being undersold by another partner. It gives customers the flexibility to choose who they buy from while protecting your presales investment.

24. Can multiple partners receive program benefits for the same opportunity?

No. Only one partner will be approved per registered opportunity.

25. What does my company need to do to when closing an approved opportunity?

Partners must submit the Deal Registration Approval Number (DRAN) (provided by Veeam to the partner via email) in the purchase order (PO) to distribution. The DRAN can be added to the comments field of the PO. It is critical that the DRAN is included in the PO.