

Deal Registration Program APJ 2022

propartner.veeam.com

The Veeam Deal Registration Program is designed to make your business more profitable. The program rewards eligible **ProPartners** for value-selling Veeam solutions. When you register qualifying opportunities, the Veeam Deal Registration Program can protect your investment in the sales process, and you may be eligible to earn up to 12% extra points of margin.

Partners need to 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 Team

Deal Registration Discounts & Deal Size Thresholds

Country	Platinum ProPartner	Gold ProPartner	Silver ProPartner	Registered ProPartner	Minimum Deal Size (USD MSRP)
Taiwan	4%	2%	0%	0%	\$3,000
Korea					
SAARC	4%	2%	0%	0%	\$3,500
Japan	8%	6%	3%	0%	\$6,500
China Malaysia Singapore Thailand	10%	8%	3%	0%	\$6,500
Hong Kong	10%	8%	3%	0%	\$8,500
Indonesia Emerging	10%	8%	3%	0%	\$3,000
ANZ	12%	10%	6%	0%	\$3,500

Minimum size is calculated by totaling all eligible licenses and additional years of maintenance prices (based on the MSRP). Renewals and Hosting are not considered for this calculation.

Deal Registration is valid for deals over the minimum deal size of software license sales only. Prepaid maintenance may contribute towards the deal to meet the minimum requirement however deal registration discount does not apply to prepaid maintenance. Subscription licenses do not qualify for deal registration beyond the initial purchase. Renewals do not contribute towards deal registration.

New Customer

A new Deal Registration offering has been added for a specific subset of Veeam customers. This new margin is for an additional 4% off normal Deal Registration offerings and is available for the following: Any net-new customer. This means any company that does not currently have Veeam licensing ownership. Sister accounts for a company that currently owns Veeam product do not qualify for the additional margin. Any customer account that has either a) not purchased new licensing or b) not renewed licensing since January of 2020.

Getting Started

Log into the Veeam **Pro**Partner Portal, go to the 'Workplace' tab and click on 'Register a Deal'. Select 'Veeam Deal Registration Program' and again 'Register a Deal'

To get started with the Veeam Deal Registration Program, be sure to:

- Accept the program terms and conditions

- Ensure your deal meets the Deal Registration criteria
- Complete the Deal Registration form in its entirety

If the opportunity is approved by Veeam Sales, you will receive an email including the Deal Registration ID. The Deal Reg ID is required to obtain a quote with deal registration pricing from distributors and also when placing an order to attain the corresponding benefits of the Veeam Deal Registration Program.

Frequently Asked Questions

1. What is the Veeam Deal Registration Program

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

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
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- Engaging in account planning with the Veeam Sales Team

2. What are the benefits of participating in the Veeam Deal Registration Program?

Partners may register eligible opportunities on Veeam **Pro**Partner and where a deal registration is approved Partners are rewarded with deal protection and additional margin. Deal registration discounts vary by Partner level, please refer to the Deal Registration Terms and Benefits document for complete details.

3. Who is eligible to participate?

Platinum, Gold and Silver **Pro**Partners are all eligible to register opportunities through the Veeam Deal Registration Program. Program benefits for an approved registration vary by Partner Type and Level.

Registered partners can now also apply for deal registration for the purposes of deal protection, but they won't be eligible for additional margin

4. Is maintenance eligible for deal registration

Deal registration discount applies to Veeam license sales only however additional years maintenance may contribute towards the deal size to help reach the minimum deal size threshold. Renewals do not contribute towards the deal size calculation.

5. Is there a min/max opportunity size threshold to be eligible for deal registration?

The minimum opportunity size is listed in the table above. Minimum opportunity size is calculated by totalling the Veeam list price of all eligible software licenses and additional years of maintenance in the opportunity registered. Renewals and VCSP licenses do not contribute towards the minimum deal reg threshold. All partner levels can now apply for deal registration for deals below the minimum deal size for the purposes of deal protection. Please note that deals below the minimum order size do not qualify for additional margin.

6. Do subscription licenses qualify for deal registration?

The initial purchase of subscription licenses is eligible for deal registration.

7. Who can I contact for any questions or concerns?

Contact your Preferred Distributor or your Veeam representative.

8. 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.

Submission must be completed 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.

9. 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.

If your approved opportunity will not close within 90 days of the registration submit date, the deal registration can be extended and re-approved by Veeam Sales, so long as it has moved forward in the sales process.

10. 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 deal registration has been denied, along with reasons for rejection. Common reasons for rejection 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.

11. What are the benefits of opportunity protection?

Opportunity protection helps protect your presales investment on approved deals and limits the risk of being undersold by a second partner since no other partner can apply Veeam Deal Registration Program financial rewards to the deal price.

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

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

13. How does Veeam calculate deal registration program financial stimulation?

Financial incentives through the Veeam Deal Registration Program are calculated as a percentage of the eligible current Veeam list price of the license SKUs sold. All discounts through the program are provided to Veeam authorized distributors. Distributors may, at their sole discretion, pass on any or the entire discount to the partner. It is the sole responsibility of the Partner to negotiate their price with the Distributor.

14. Can I combine deal registration with any special pricing or Veeam promotions?

All promotions which are not clearly indicated as not eligible can be combined with the Veeam Deal Registration Program. Veeam Cloud and Service Provider licenses are not considered in the Veeam Deal Registration Program.

ELAs and orders with special pricing are also excluded from the Veeam Deal Registration Program.

15. What if an opportunity is approved and the Partner's program status is no longer eligible, is the partner still entitled to the program benefits?

Only partners in good standing, meeting all programmatic requirements designated in the Veeam Program Guide or contract for their Partner Type are eligible to resell Veeam products and receive Veeam Deal Registration Program benefits. We will honour any existing approved deal registrations until expiration date but will not approve any deal registration extensions or resubmissions.

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

Partners must submit the Deal Reg ID (provided by Veeam to the partner via email) in the Purchase Order (PO) to distribution. The Deal Reg ID can be added to the comments field of the PO. It is critical that the Deal Reg ID is included in the PO to avoid missing out any Veeam Deal Registration Program discounts through distribution. Partners cannot claim the up-front discount as a back-end rebate directly from Veeam.