



ProPartner
Network

Deal Registration Program Guide

AMER

2025



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 Deal Registration Program can protect your investment in the sales process, and you may be eligible to earn up to 10% extra points of margin. This program is Veeam's way of supporting your efforts and commitment to finding new business opportunities and educating customers about the value of Veeam solutions.

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 that the partner has initiated, and
- Educating customers on the strategic and technical merits of a Veeam product or solution in a form of customer presentation, demo, proof of concept, or pilot

Value-led approaches to projects are always preferable to mere fulfillment and provide greater opportunities for reseller differentiation, margin retention, and ultimately satisfied customers.

By providing additional margin to partners actively promoting Veeam solutions, Veeam makes it possible for the deserving reseller to resist aggressive price-led competition from an opportunist.

When a deal registration is submitted and approved, Veeam guarantees deal protection and enables the approved partner to become the partner of record, meaning no other partner will be approved for that opportunity.

In case of non-standard pricing process (NSQ), Veeam guarantees a protected minimum total channel discount that creates new level of price protection and predictability and increases overall partner profitability.

Please note: Unless otherwise expressly authorized in the Veeam **ProPartner** Agreement between a **ProPartner** and Veeam, **ProPartners** are not permitted to sub-distribute to other resellers. This program is not intended to help **ProPartners** secure extra discounts for reseller-to-reseller deals.



Deal Registration Discount Structure



5%



10%



10%



10%

Deal Size Thresholds – AMER (NA, LATAM)

Deal Registration applies to software license sales only. Deal Registration discount does not apply to prepaid maintenance. No minimum deal size for Deal Registrations. Renewals for both Perpetual and Subscription licenses, internal use licenses (IUL), and hosting are not eligible for Deal Registration Program.

Deal Registration Program At-a-Glance

Program basics:

Opportunity protection: The approved reseller becomes the partner of record, meaning no other partner will be approved for that opportunity per the multi-partner approval scenario section below.

Upfront discount: An additional discount percentage off the current SRP list price will be passed through participating distributors. The discount will only apply to the eligible software license portion of qualifying opportunities in addition to any purchasing discount the Distributor may provide. 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.

Non-standard quote: While total channel discount on an opportunity with non-standard pricing (NSQ) is subject to Veeam's discretion, Veeam guarantees a protected minimum total channel discount when the Deal Registration on the same opportunity has been previously approved.

Eligible opportunities: Opportunities that include Veeam Software Subscription licenses — excluding non-eligible products. Financial stimulation through the program is only available if the opportunity is fulfilled



through a Veeam Authorized Distributor.

Compliance: Deal Registration discounts are only available to compliant Veeam **ProPartners**. A compliant partner is defined by Veeam as a partner meeting the programmatic requirements as defined in the Veeam **ProPartner Program for Value-Added Resellers** at the time of Deal Registration and deal closing.

Deal protection period: Deals must be registered at least 15 days prior to deal close. Successful registrations will be valid between 15 and 90 calendar days starting from the date of approval. After 90 days, the Deal Registration will expire. The opportunity must be unique to Veeam and cannot be included in any pre-existing Veeam forecast at time of registration. Opportunities passed to a partner by Veeam Sales or Marketing do not qualify.

Compatibility rules: Discounts given through Deal Registration program cannot be combined with other Veeam promotions (unless approved in promotion's conditions). Discounted products under Enterprise Licensing Program (ELP) are excluded from the Deal Registration program.

Product and deal type eligibility rules: Eligibility of Veeam products for a deal registration are incorporated into deal registration form on ProPartner portal. New licenses and edition upgrades are eligible for a deal registration. Note that maintenance, including prepaid maintenance and subscription renewals are not eligible for a deal registration.

Please note: If a partner registers a deal with a competing product, Veeam has the right to revoke the approved Deal Registration immediately.

Getting Started

Log into the Veeam **ProPartner Portal**, click ['Register a Deal'](#) in the top navigation bar or chose in the left-side menu (available in 'Manage My Business' and 'Sales Resources' tabs). To get started with the Veeam Deal Registration program, be sure to:

- Read and accept the program terms and conditions
- Ensure your deal meets the Deal Registration program criteria
- Complete the Deal Registration form in its entirety



To register a deal the following information must be provided:

- Customer name and contact details (organization name, address, email, phone number)
- Veeam products of interest
- Number of workloads
- Expected transaction amount
- Expected date of order placement with Veeam
- Project description
- Selected distributor

If Veeam Alliances Partner is involved into the project — please specify where applicable:

- Primary storage vendor
 - Secondary storage vendor
 - Primary server vendor
-

Registration procedure and rules

1. **ProPartner** applies for Deal Registration on the Veeam **ProPartner** portal. Deal Registrations will be approved/declined by Veeam.
2. **ProPartner** receives automated confirmation of Deal Registration application.
3. The assigned Veeam representative reviews the Deal Registration to ensure it is complete and not already active or registered with another partner, as deals can only be registered by one reseller. Veeam team has the right to contact the end user to verify validity of the deal.

For the deal to be accepted, the partner must be able to prove involvement in the deal and show proof that they have completed all of the Veeam criteria. Ongoing interaction between the customer, Veeam territory manager and partner should occur to ensure appropriate activities are being completed in order to close the deal.

4. If approved, Veeam team notifies the partner of its acceptance of the Deal Registration, provides the registration number and the partner has 90 days to close the deal.



5. In order to receive extra level discount for the registered deal, partner must include the Deal Registration approval number (DRAN) on the order to the Veeam distributor.
6. Additional orders by the same customer who is not known to be part of a registered deal will be regarded as a separate deal and will require a new registration. No commitment is made by Veeam that a previously successful registrant will necessarily secure subsequent Deal Registrations. All deals are examined on their own merits.
7. For deals not closing within 90 days, deal protection may be extended in certain circumstances at the sole discretion of Veeam and subject to further review of the deal by the territory team. The partner must send in writing to Veeam the reasons for why the deal did not close in the 90 day period and the new expected date of closure. All extensions must be approved by Veeam Sales Management.

Deal Registration Revocation Policy

1. Administrative error by Veeam. Examples of administrative error include system error, human error, a duplicate registration, and errors where the parent company may have subsidiaries under different names. In cases of administrative error, Veeam will make reasonable efforts to notify the partner as soon as the discrepancy is discovered.
2. The opportunity record has not been updated for more than 90 days. In this case, the Deal Registration is considered expired and no longer valid.
3. If, after approval, any of the information provided in the submitted registration application was falsified, inaccurate, misleading, incomplete or omitted. In the rare event that two or more Deal Registrations get approved for the same end user by different resellers, and both parties claim and have proof of active selling, the Deal Registration is awarded to the reseller who inputs the customer purchase order first.



4. The application is accepted after the expiration or termination of the partner's reseller agreement with Veeam.
5. The registering partner is in material breach of their reseller agreement with Veeam.
6. The registering partner is unable to produce sufficient proof of active selling upon request or has failed to actively promote Veeam within the opportunity.
7. The customer has notified Veeam in writing that the partner is unwilling or unable to adequately support the opportunity, and the customer no longer desires to work with the partner.
8. The partner has notified Veeam in writing that they are unable or unwilling to support the customer opportunity yet has not voluntarily cancelled their registration.
9. If a partner registers a deal with a competing product, Veeam has the right to revoke the approved Deal Registration immediately.

Veeam will make commercially reasonable efforts to notify a partner prior to revoking any Deal Registration.

AWS Consulting Partner Private Offers Program

Deal Registration is now applicable to deals transacted via the Amazon Web Services (AWS) Consulting Partner Private Offers (CPPO) program. Follow the standard Veeam Deal Registration process, adding AWS CPPO and customer AWS ID in the Deal Registration notes. Once a Deal Registration has been approved, a one-time AWS CPPO authorization will be issued for the customer ID referenced inclusive of the extra Deal Registration discount through the AWS marketplace portal. For more information, please refer to the [Public Cloud Marketplace Transactions](#) page on the **ProPartner** portal.



Deals with Veeam Alliance partners

Veeam's Deal Registration Program allows partners to register Alliance-specific opportunities on the **ProPartner** portal. Eligible Veeam Alliance partners with Veeam resell agreements are Cisco, HPE, Hitachi Vantara, and Lenovo. Partners should always register opportunities with the Alliance Resell partner first. Registering the deal with Veeam will provide partners with the ability to protect their deals and request additional assistance when selling Veeam licenses through an Alliance Resell Program. Alliance Resell opportunities that are registered with Veeam will not receive any additional discounts. For more information, please view the terms and conditions on the appropriate Alliance Deal Registration form found on the **ProPartner** portal.



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