Data Availability Assessment Program Guide

2015
Program overview:
The Data Availability Assessment, powered by Veeam®, is an easy way to grow your Veeam sales and services business by leveraging the infrastructure assessment feature in Veeam ONE™. This assessment evaluates your customers current infrastructure and points out areas they can maximize efficiency, mitigate risk and improve the overall health of their virtual environment—opening up the opportunity for you to address those issues by selling Veeam Availability Suite™ and value-add services.

Program Goals:
- **Meet your customers’ Always-On™ demands:** 82% of CIOs admit to not being able to meet the demand for Always-On IT and on average report 13 incidents that cause more than 17 hours of unplanned downtime each year, costing businesses millions. The Data Availability Assessment gives you complete visibility into your customer’s virtual environment, allowing you to detect issues before they have an operational impact and opening up the opportunity for you to sell a solution that will protect the data that matters most.
- **Help you find & close business NOW:** Whether you’re looking for an easy way to enter new accounts or looking to re-engage with current customers, the Veeam Data Availability Assessment will open up opportunities to close more Veeam deals and create additional services opportunities.

Program Details:
- **Duration:** Ongoing
- **Target audience:** All Veeam ProPartners

Partner benefits:
- Gain a competitive advantage — the Data Availability Assessment can be run by Veeam ProPartners only
- Re-engage with your VMware vSphere, Microsoft Hyper-V and Veeam Backup & Replication™ customer base
- Enter net new accounts more easily
- Strengthen your role as a valued business advisor
- Create additional service opportunities

Delivering Value with Veeam ONE:
Veeam ONE delivers monitoring, reporting and capacity planning for:
- VMware vSphere
- Microsoft Hyper-V
- Veeam backup infrastructure
Complete visibility of the entire virtual environment

Veeam ONE provides information you need to verify your customers are leveraging virtualization as efficiently as possible by analyzing their entire infrastructure. It maintains a complete history of all objects, settings and changes. Then, presents you with the data and recommendations they need to right-size their environment. Additionally, it provides utilization information for assigning chargeback costs.

Reports to help you uncover opportunities:

**VMware:**
- Infrastructure Overview (Visio)*
- VM Configuration Assessment
- Oversized VMs
- Undersized VMs

**HyperV:**
- Infrastructure Overview (Visio)*
- Over-Provisioned Datastores
- VM Uptime
- Windows 2012 Cluster Shared Volume Performance

* These images are examples of the Visio diagram report. The Infrastructure Overview automatically generates a comprehensive living Visio diagram complete with detailed shape data on each object, professionally generated with high quality stencils and diagrams, from critical vantage points such as network & storage centric views! This report significantly adds to the value you can deliver with The Data Availability Assessment.

Here’s how the Data Availability Assessment works:

Any ProPartner looking to take advantage of the Data Availability Assessment must apply for a Veeam ONE trial key for each environment they plan to assess on the ProPartner Portal.

ProPartners can leverage the assessment by following these simple steps:

**Step 1: Identify Risk**

- Reach out to your customer using a co-branded template developed for you.
- Explain the value of the Data Availability Assessment and how it finds backup-and performance-related issues that your customer may be facing. Schedule a date and time to install the Veeam ONE 30-day trial.
- Request a 30-day trial of Veeam ONE on the ProPartner Portal.
- Visit your customer and install the 30-day Veeam ONE trial.
- Need instructions? Check out the Veeam ONE Deployment Guide.

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Step 2: Deliver Value
- Review the findings of the Veeam Data Availability Assessment.
- Create a customized assessment report and develop your sales strategy.
- Schedule a meeting with the customer to evaluate the assessment results.

Step 3: Drive Results
- Position Veeam Availability Suite so it addresses the risks found in the Veeam Data Availability Assessment.
  Provide your customer with a quote and include your value-add services.

Resources to Help You Sell:
- Customized Data Availability Assessment Datasheet
- Customized Assessment Report
- Data Availability Assessment Short Deck
- Veeam Availability Suite Cheat Sheet
- Veeam Availability Suite Call Script

FAQs:
Q. What is the Data Availability Assessment?
A. The Data Availability Assessment is a FREE assessment that evaluates virtual infrastructures and identifies areas where customers can maximize efficiency, mitigate risk and improve the overall health of their virtual environments. This assessment is powered by the monitoring and reporting capabilities of Veeam ONE.

Q. Who is the target audience for the Data Availability Assessment?
A. The target audience is your VMware vSphere, Microsoft Hyper-V and Veeam Backup & Replication install base.

Q: Is there a limit to how many assessments I can run?
A: No.

Q: How do I get a license key for the assessment?
A: All assessment keys must be requested on the ProPartner Portal. The following information is required: partner name, partner contact, customer name, customer address, customer license email, customer contact, number of sockets and hypervisor (vSphere or Hyper-v).

Q: How do I install the Data Availability Assessment using Veeam ONE?
A: The Veeam ONE deployment Guide provides you with step by step instructions.

Program Terms & Conditions:
Your participation in the Data Availability Assessment program is voluntary. Veeam does not provide any warranties and specifically disclaims any liability for damages, including, without limitation, direct, indirect, consequential, incidental and special damages in connection with this information and any program document. This program guide has been incorporated by reference and is subject to the terms of the Veeam ProPartner Program Agreement between Veeam and the partner. Veeam reserves the right to modify this program at any time at its own discretion.