



Covenco365

YOUR DATA, ALWAYS AVAILABLE

Channel Partner Programme



Contents

Contents	2
1 Introduction	3
1.1 Why Covenco365?	3
1.2 Covenco365 & Veeam Partnership	3
2.0 Benefits of the Partner Program	4
3.0 How to Become a Partner	4
4.0 Onboarding Process	4
5.0 Training and Support	4
6.0 Sales & Marketing Collateral	5
7.0 Service Implementation	5
8.0 Further Information	5

1 Introduction

Welcome to Covenco365 and get ready to expand the value you can deliver to your customers.

This Partner Programme Guide is designed to provide our Resellers with all the information they require to successfully partner with and sell the broad range of Data Protection and Availability Services provided by Covenco365.

Covenco365 is a leading provider of Cloud Backup & Disaster Recovery Services for users of Veeam Backup and Replication Technology. Holding Gold Cloud Provider Status with Veeam, Covenco365 is regarded by Veeam as one of their key service partners in the UK.

We have created an enviable range of services designed to offer End Users with a truly complete Data Protection Strategy, which is easy to relay and implement, thanks to Covenco365. These services include:

- **Veeam Cloud Connect Backup** for simple offsite cloud backups
- **Veeam Cloud Connect Replication** for effective disaster recovery meeting the most stringent of Recovery Time and Point Objectives
- **Tape Out Services** providing fully “air-gapped” backups adding additional layer of protection against Ransomware and offering a cost-effective long-term data archiving solution.
- **Immutable Backup Protection** – Cloud based Object Storage to provide online Immutable to protect data from malicious or accidental deletion or any change of any kind.
- **Backup for M365** – complete protection of your M365 data including emails/exchange, SharePoint, OneDrive and Teams data.
- **Archiving as a Service** – using our Object Storage platform we are able to offer Customers affordable offsite online storage for long term archiving becoming an extension to their storage utilising the Veeam’s Scale Out Repository and Cloud Tiering feature sets.

Headquartered in Banbury, Oxfordshire, Covenco365 operates two ISO27001 & ISO9001 accredited datacentres which offers a wide range of white-label Cloud services designed to allow our Resellers to sell leading data protection, and availability services.

1.1 Why Covenco365?

Our strong heritage in providing backup and disaster recovery services makes us your ideal choice as a service delivery partner. We pride ourselves on our high-quality approach to customer service and service delivery meaning you can be reassured that your customers will enjoy the best possible service. Our service delivery team consists of highly skilled engineers from our helpdesk right the way through to 3rd line support and architects ensuring your customer support experience is the best it can be.

1.2 Covenco365 & Veeam Partnership

Covenco365 has been constructing and architecting backup and DR solutions using Veeam Backup Software for over 10 years, initially working with V4 of the Veeam Software.

Covenco365 is a Veeam Gold Cloud Service Provider (VCSP) and was appointed by Veeam to pilot their Veeam Cloud Service Provider programme for EMEA when they initially launched the offering about 5 years ago. Only 2 other companies in the UK were invited to participate in this pilot project. As part of the project, Covenco BETA tested Veeam v8 prior to its release along with v9 when that was announced in late 2015. We have continued to work with Veeam to Beta test all major releases ensuring that we are at the forefront of Veeam’s technology advancements.

Covenco365 is a highly regarded Partner throughout Veeam globally and are part of the Veeam Cloud Service Providers Council. We regularly interact with the most senior Veeam leadership and product management teams ensuring we are kept abreast of all the forthcoming products and features. We frequently participate in technology forums with Veeam to enable our internal support teams to provide world class support to you, our Customers.

2.0 Benefits of the Partner Program

Becoming a Covenco365 Reseller will offer you the following benefits:

- Instant access to the widest range of Data Protection and Availability Services (Backup and Disaster Recovery as a Service) to sell to your Customers
- Fully White Label your Service
- Increase your revenues and margins
- Enjoy a recurring revenue model without any investment
- NO investment into expensive pre-sales or technical resources
- Full support from Covenco365' Sales and Technical teams
- Offer your customers full helpdesk features at no additional cost
- Add more value to your customers and keep competitors away
- Full Sales & Technical Training provided by Covenco365
- Sales and Marketing Collateral provided with Co-branding Options

3.0 How to Become a Partner

Becoming a partner is easy, just visit our website and register your interest to become a partner. The registration form can be found under the Partners section of our website www.covenco365.com.

Your registration is sent to the Partner Account Management Team who will contact you to discuss your application and next steps.

4.0 Onboarding Process

The onboarding process is simple and straightforward process and designed to get your Sales team selling fast!

First, you will need to sign the Partner Agreement which sets out our Terms and conditions of the Partner program.

Once this is completed, we will arrange an initial call or meeting to discuss your objectives and understand which of the services we offer are most complementary to your portfolio and target customers.

It is always important for us to understand your business and the sectors/vertical markets in which you operate.

5.0 Training and Support

There are two training tracks provided as part of the Partner Program: Sales Training and Technical Training.

Sales Training - This will provide you with an outline of the services we provide along with their respective pricing models, data sheets and marketing material which will help your Sales teams to fully understand our services and what they can offer to your customers.

Technical Training is designed to educate your inhouse technical teams to field initial technical discussions with End Users. We find our Partner community are motivated to understand how our services work on a technical level as well as how the services delivered so that they can relay this with confidence to their customers.

Covenco365's team will be on hand to provide additional Sales and Technical assistance for any End User Customer calls/meetings to ensure that your teams are fully supported during your initial sales and technical discussions. This leads to your own teams becoming more self-sufficient and ultimately mutual success.

6.0 Sales & Marketing Collateral

When selling services its important you can provide your customers with information that is designed build confidence in the services they are considering purchasing. Covenco365 provides our Partners with access to data sheets, presentations and proposals ensuring your Sales teams are fully armed with all the tools to successfully compete and win business. All marketing assets can be co-branded or simply carry you own branding for those White-label Partners.

7.0 Service Implementation

When Covenco365 take on a new end user customer, we will raise in internal service implementation ticket (SIT) which is then allocated to a service delivery engineer. The engineer will then contact the partner or end user to commence the implementation of the service. In most cases, there is some requirements from the end users to provide access or work with the Covenco365 service delivery team, therefore remote access will be required.

Covenco365 provides a range of technical documentation which sets out end users requirements as part of the Implementation process.

All correspondence is tracked via the SIT ensuring we can always track the progress of the implementation.

8.0 Further Information

Visit the Covenco365 Partners section of the Website www.covenco365.com/partners

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