



Progression Infonet: Amplifying Campaigns with Co-Branded Videos and Social Media Boost by Veeam Marketing Center



Company

With over 28 years of cloud services expertise, Progression Infonet is a top IT infrastructure provider in India. They specialize in delivering Managed Cloud services to large and mid-market companies, focusing on SAP applications, Backup-as-a-Service, DRaaS, Cyber Security and RIMM. Operating from ISO 27001:2013 certified facilities, including their Gurgaon center, Progression offers optimized, transparent, and scalable IT solutions to enterprises.

Partner Level

Silver Reseller, Registered Cloud & Service Provider

Region

Asia

“Veeam Marketing Center transforms complexity into simplicity, making every campaign a strategic success.”

Smitha Srivastava

Senior Manager Marketing
Progression Infonet

Challenge

Progression Infonet has limited marketing content & resources to promote the Veeam solution to potential customers via social platforms. Nevertheless, they aspire to be at the forefront of thought leadership in their industry

Solution

- Utilize social media syndication to increase awareness of the Veeam solution
- Share co-branded videos on partner social media platforms

Results

- Satisfied with the Marketing Concierge service for quick issue resolution.
- Successfully attracts quality leads, including CXOs, with content aligned to market trends.



The Business Challenges

Progression Infonet excels in providing a diverse range of Veeam solutions, including Veeam Backup for Microsoft 365, Veeam Data Platform, DRaaS, and more. Due to limited marketing resources, specifically in marketing automation tools for digital social campaigns, crafting and posting Veeam content on their social platform often proves time-consuming — making it hard to generate quality leads. Despite these constraints, Progression Infonet is determined to position itself as an industry leader in thought leadership.

The Veeam Solution

Veeam offers dedicated Marketing Concierge services which consist of a team of expert marketing specialists who assist partners in maximizing the potential in Veeam Marketing Center platform. The marketing specialists recommended implementing social media syndication and incorporating Veeam co-branded videos available the Veeam Marketing Center.

The social media syndication tool allows Progression Infonet to connect their social accounts, facilitating the automated scheduling of posts at specified dates and times. Best of all, the content of the posts can be edited. This feature proves instrumental in capturing high-quality leads through professionally form-fill pages tailored for interested customers. The Veeam co-branded videos seamlessly integrate Progression Infonet's logo and information in both the video's introduction and conclusion. These videos, available for download in MP4 format, can be effortlessly uploaded to their LinkedIn accounts.

Progression Infonet has successfully adopted these tools as part of their Veeam Data Platform and Veeam Backup for Microsoft 365 campaign, enhancing their marketing strategy and outreach efforts.

The Results

Using the recommended tools has helped Progression Infonet speed up the process of pushing Veeam co-branded content to the market, making it more feasible for their branding to reach the public. They find that the Veeam Marketing Center platform is easier to navigate as compared to other vendors offering similar services.

With Veeam's up-to-date thought leadership content, Progression Infonet stays relevant in the market and attracts C-Suite customers. They have witnessed a significant increase in potential customers inquiring about the Veeam solution. A single campaign has generated approximately 10 inquiries, with four of them progressing to the next level of engagement with their sales representative

About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to help every organization not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 73% of the Global 2000, who trust Veeam to keep their businesses running. Radical resilience starts with Veeam. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

➔ **Start generating leads with Veeam Marketing Center! Contact your [dedicated marketing concierge](#)**