# Accelerate your business

# How the IT landscape has changed

**68%**
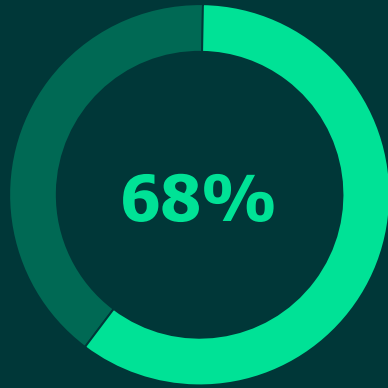
Cloud Service Growth

**66%**
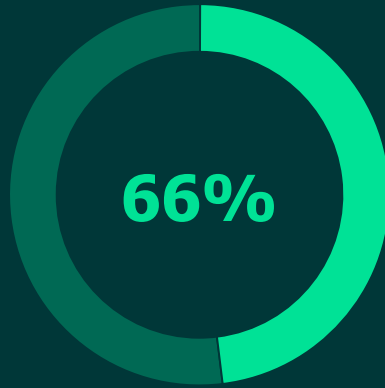
SaaS usage acceleration

**715%**
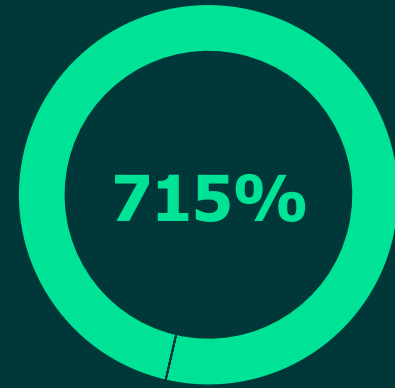
Increase in Ransomware

91% of all organizations expect to accelerate their cloud investment – how does this affect data protection?

* Veeam 2021 Data Protection Trends Report

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# The realty of legacy backup in today's world

**23%** of servers will have at least one **unplanned outage**

**37%**
of all backup jobs **fail**

&
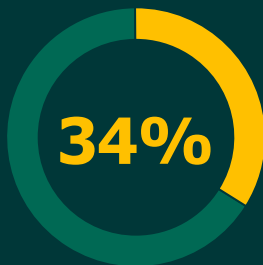
**34%**
of all restore jobs **fail**
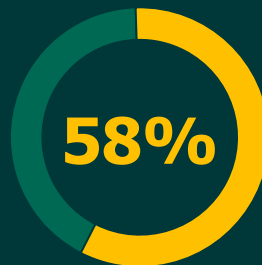
**58%**
**failure** of recovery

Data protection is struggling to keep up with the acceleration of modern platforms

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# Today, customer needs extend beyond just backup

Backup and Recovery

Hybrid Cloud Acceleration

Ransomware and Data Security

**Modern Data Protection**
Data Center | Edge | Cloud

Disaster Recovery Orchestration

Monitoring and Analytics

Data Reuse
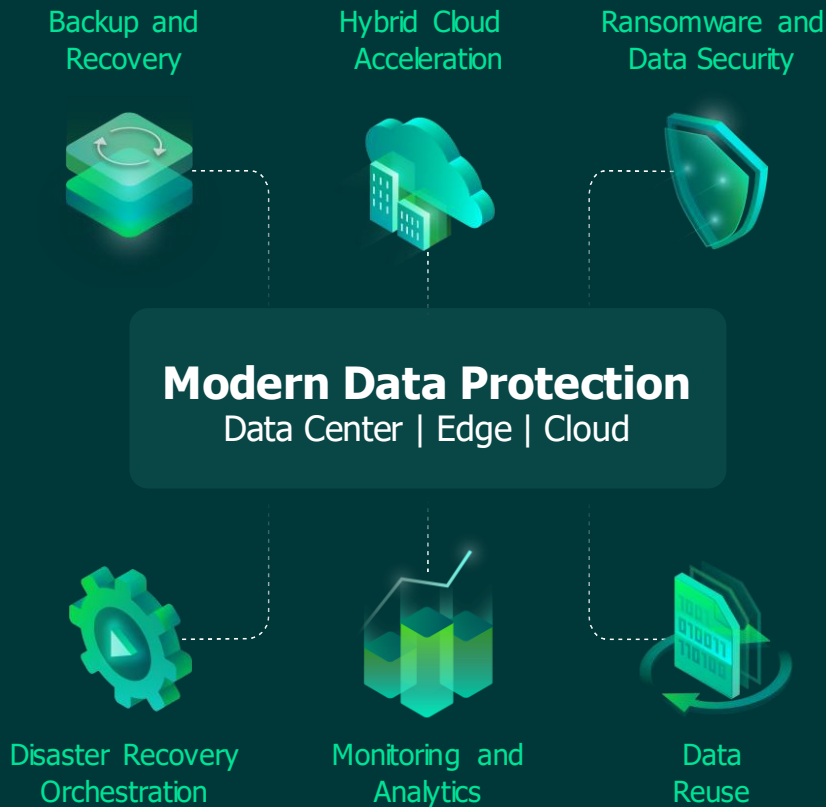
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# Veeam helps customers unify their backup

AWS
Azure
Google Cloud
Kubernetes

**Cloud**

Office 365
Salesforce

**SaaS**

VMware vSphere
Microsoft Hyper-V
Nutanix AHV
Red Hat Virtualization

**Virtual**

## Veeam Platform
Protect and manage ALL workloads
Data Center | Edge | Cloud

**Apps**

Databases
Microsoft
SAP Hana

**Unstructured Data**

NAS
Share

**Physical**

Windows
Linux
MAC
UNIX

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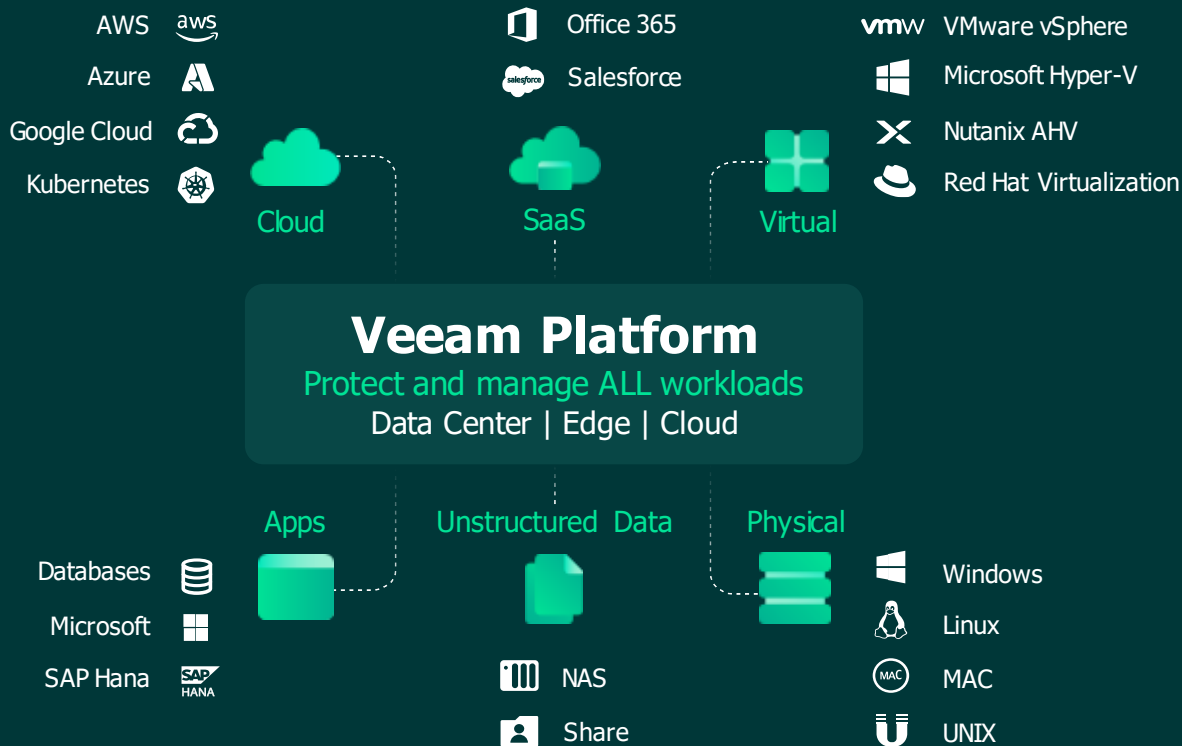
The most trusted provider of **backup, recovery and data management** solutions that deliver **Modern Data Protection**

# Industry Accolades

# Why change now?

The facts are clear; legacy data protection costs time and money while putting your data at risk.

> Modern data protection can give you:

**50%** lower cost of data Backup and recovery

**83%** less lost productivity time due to data loss

**55%** more efficient data protection teams

**19%** lower storage costs

> With Veeam specifically, you can expect to experience:

**25%** shorter Backup windows

**95%** of customers recover from Ransomware with **ZERO** cost

**3x** 3 times more Backups per day

**>55%** more recovery point objectives (RPOs) and recovery time objectives (RTOs) met

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# Thank You!

# Backup
# and Recovery

# Backup and Recovery challenges

## Challenges

- ❓ Slow backups with lengthy, unreliable recovery

- ❓ Too many vendors to manage, locking data in silos

- ❓ Recurring backup failures, and infrastructure issues

- ❓ Inflexible and costly backup system management

## Solution

Deliver fast backup with instant and verified recovery for all your critical assets — across any environment or application

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# Veeam Backup and Recovery

## Backup and Recovery

### Protect everything everywhere

- AWS, Azure, GCP ☁
- Windows, Linux, UNIX 🖥
- VMware, Hyper-V, AHV, RHV 📦
- SaaS (Microsoft 365) 🏛
- Kubernetes ▦
- NAS ▥
- Continuous Data Protection 🛡
- Ransomware and security protection 🐛

### Lightning-fast, instant recovery

- VMs and databases
- Simultaneous multi-VMs
- NAS flexibility
- Granular application objects
- Replica failover
- Workload portability

✓ Single vendor for reliable backup and recovery of Cloud, Virtual, Physical, SaaS and Kubernetes workloads

✓ Meet recovery objectives (RTO/RPO) with instant and granular recovery

✓ Improve reliability and success rate of backups with visibility and recoverability

✓ Reduce complexity and overall TCO with an intuitive backup solution that "just works"

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# Hybrid Cloud Acceleration

# Hybrid Cloud Challenges

## Challenges

- **?** Fragmented backup across multiple clouds and on-premises resulting in disconnected point products

- **?** Lack of control of data stored in cloud platforms leading to vendor lock-in

- **?** Increasing data growth and deficits in on-premises storage, leading to rising costs

- **?** Inflexible DR options to cloud-based infrastructures for time and cost efficiencies

## Solution

Ease the barriers of adopting the cloud with one platform to protect, manage, control and mobilize any data, any where

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# Veeam Hybrid Cloud Acceleration

## Hybrid Cloud Acceleration

AWS, Azure and GCP-native backup

Cloud mobility

Kubernetes-native backup

Microsoft 365 backup

Backup to the cloud

DR to the cloud

Archive to the cloud

Ransomware protection

✓ Protect, manage and control your AWS, Azure, GCP, Kubernetes and Microsoft 365 data in the cloud

✓ Unrivaled data portability with backup, recovery and migration to, from and within ANY platform

✓ Leverage the cloud for data protection and security using air-gapped, immutable backups

✓ One platform to protect, manage and control any data, any where to confidently accelerate adoption of any cloud

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# Ransomware and Data Security

# Ransomware and Data Security challenges

## Challenges

? Effectively restore malware-free data after a ransomware incident

? Being able to protect data from malicious attack, which could impact company brand

? Slow recovery makes paying a ransom the faster alternative

? Supporting frequently changing regulations and ensuring compliance requirements are met

## Solution

Reduce the time and effort to recover ALL data from successful ransomware attacks

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# Veeam Ransomware and Data Security

## Data Security

Secure Backup/Secure Restore

Data Locality

Immutable Storage

Data Tagging

Integration API

SLA Validation

Business View

Monitoring and Alerting

DataLabs

Item Level Recovery

Instant Recovery

Orchestration

✓ True immutability, fully protect data from attacks and safely restore malware-free

✓ Secure backup to protect workloads and data and ensure no errors through automated testing and verification

✓ Instant recovery making data restoration less expensive than paying a ransom

✓ Orchestration to fully automate and document complex workflows, including non-disruptive, large-scale recovery testing

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# Monitoring and Analytics
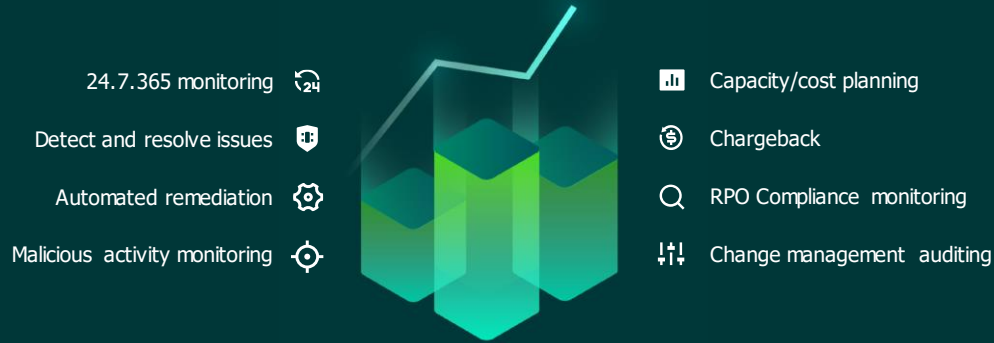
# Monitoring and Analytics challenges

## Challenges

(?) Reducing costs and time to resolution for common infrastructure and backup-related issues

(?) Uncertainty about storage usage and cost projections

(?) Ensuring backup data is secure and never compromised by malicious activity

(?) Fighting an ongoing battle to prove the reliability of full recovery and meet business SLA requirements

## Solution

Simplify management and gain deep visibility with intelligent monitoring, comprehensive reporting and automated remediation for your entire backup infrastructure

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# Veeam Monitoring and analytics

## Monitoring and Analytics

24.7.365 monitoring

Detect and resolve issues

Automated remediation

Malicious activity monitoring

Capacity/cost planning

Chargeback

RPO Compliance monitoring

Change management auditing

✓ Built-in intelligence to identify and resolve common problems before operational impact

✓ Visibility into resource costs to forecast utilization rates and requirements

✓ Combat malware with a series of alarms that helps identify abnormalities occurring in your environment

✓ Know your data protection posture instantly through consistent monitoring and reporting on backup SLA compliance

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# Disaster Recovery Orchestration

# Disaster Recovery Orchestration challenges

## Challenges

? Overwhelmed that if a disaster happened, DR plans would not execute as expected

? Unsure the recovered systems are functioning correctly after recovery

? Struggling to meet executive management DR expectations

## Solution

Proven availability of all data and applications, even after a complete disaster

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# Veeam Disaster Recovery Orchestration

## Disaster Recovery Orchestration

Disaster Recovery Orchestration

Automated Recovery Plan Testing

Dynamic Documentation

Automate Recovery Actions

Post Recovery Application Verification

RPO Monitoring & Reporting

✓ Intelligent disaster recovery planning and orchestration providing dynamic DR plan updates

✓ Automated testing of DR plans without manual intervention

✓ Full auditing and tracking of DR SLA's with documented outcomes and guidance

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Data Reuse

# Data Reuse challenges

## Challenges

- ? The need to provide real testing against up-to-date copies of production data sets

- ? Performing security analysis of backup data prior to use in a lab

- ? Increasing frequency of DevOps testing for system updates and application patching

- ? Enabling e-Discovery and data mining efforts with backup data

## Solution

Keep fresh backup data available and accessible, enabling more effective data mining, security analysis and faster application development or testing.

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# Veeam Data Reuse

## Data Reuse

### Dev / test

On-demand sandbox

Cloud-based testing

Fast patch testing

Scheduled testing



### Analytics

Security analysis

Data forensics

eDiscovery

Data mining

- ✓ Unleash your backup data to empower business processes

- ✓ Integrate backups directly with data analysis tools

- ✓ Automate secure sandbox environments for application development and testing

- ✓ Perform testing on-premises or in the cloud

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