veeam

2022

Modern Data Protection: Definitive Guide to Veeam

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Introduction

Data has become the most critical resource and the most valuable currency in today's economy. Protecting your data is the first step in effectively managing and maximizing its potential. Well-managed and protected data can provide your company with the foundation it needs to drive faster innovation amidst ongoing Digital Transformation initiatives. Modern business requires a Modern Data Protection solution that not only allows for the backup and recovery of core infrastructure, clouds and applications, but enables the lowest possible operational overhead through advanced automation, monitoring and orchestration. Veeam® recently conducted a fully [independent research study of nearly 3,400 IT professionals](#) and decision makers to find out what their business objectives are, including:

- **Avoid Data Loss and downtime**

- **Protect against Ransomware and Cyber threats**

- **Protect your entire ecosystem, without lock-in**

- **Support all workloads with one powerful solution**

Times may have changed but, for many companies, their aging backup solution hasn't. As you move forward, outdated solutions can hold you back because they're difficult to manage, prone to failure and lacking the speed, flexibility and security required for critical business operations. This adds cost, complexity and additional burden to your overburdened team.

You're entitled to a Data Protection solution that can evolve and grow with your business by supporting your needs today and beyond. This is what Veeam® calls Modern Data Protection.
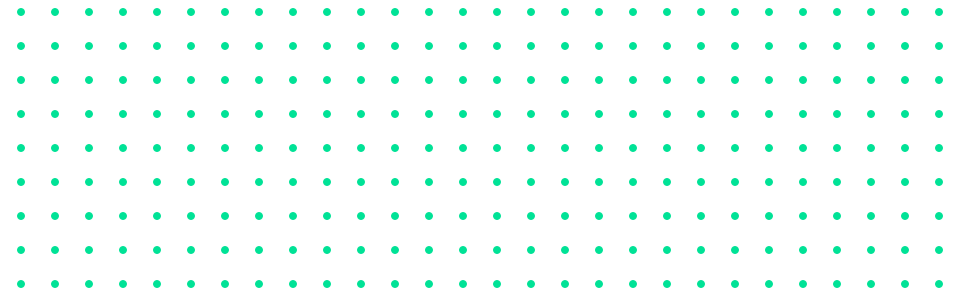
Own and control your Data. Any Cloud.

Data is everywhere, across different applications, in multiple locations across your expanding ecosystem including on premises, public cloud and hybrid all at the same time. But who really owns it? Can you access the data now? Can you control your data when you need it most?

With a single platform Veeam empowers you to protect, access and control your data, no matter the location, the cloud or application with a solution built to meet your needs. Capable of protecting Cloud, Virtual, Physical, SaaS and Kubernetes workloads interchangeably, Veeam allows you to stay in control.

Modern Data Protection

Be confident your data is protected and always available across on-premises, edge and cloud environments.

- **Ransomware protection**
  Secure Backup is your last line of Defense.

- **Hybrid cloud acceleration**
  Own your Data. Any Cloud.

- **Backup and recovery modernization.**
  Reduce cost and complexity, avoid infrastructure lock-in and meet recovery SLAs.

Own Your Data. Any Cloud

Modern Data Protection

Ransomware Protection	Cloud Acceleration	Backup Modernization

Veeam Platform

Simple • Flexible • Reliable • Powerful

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Why Veeam?

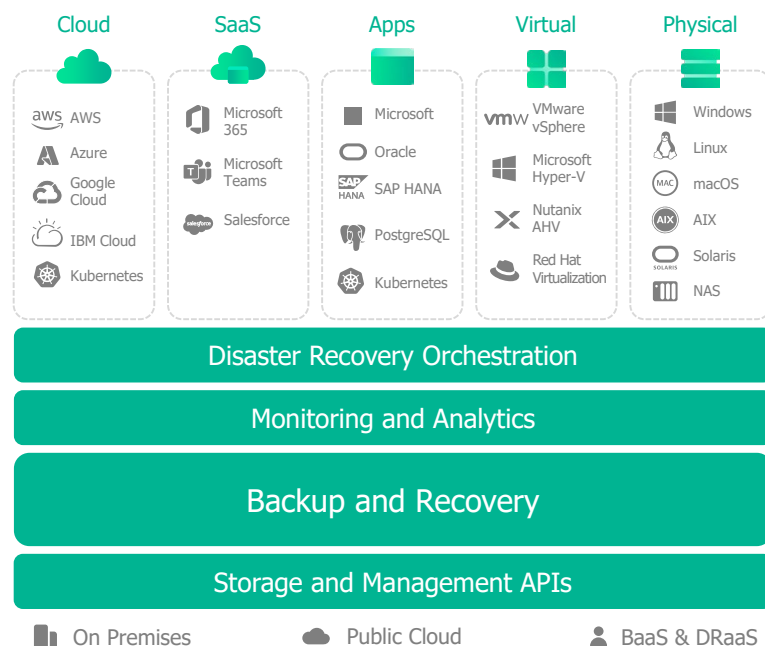**Your single backup, recovery and data management platform for Cloud, Virtual, Physical, SaaS and Kubernetes.** Built to be simple and easy to use, flexible enough to support any platform, storage, or cloud environment, reliable for guaranteed availability and powerful enough for the largest challenges and most stringent SLAs.

Veeam Platform is the most complete data protection solution for all data, whether that data resides on-premises or in the cloud. This solution is designed to accelerate business agility by providing a single platform for comprehensive data protection and management that extends beyond traditional backup and recovery.

Cloud
- aws AWS
- Azure
- Google Cloud
- IBM Cloud
- Kubernetes

SaaS
- Microsoft 365
- Microsoft Teams
- Salesforce

Apps
- Microsoft
- Oracle
- SAP HANA
- PostgreSQL
- Kubernetes

Virtual
- VMware vSphere
- Microsoft Hyper-V
- Nutanix AHV
- Red Hat Virtualization

Physical
- Windows
- Linux
- macOS
- AIX
- Solaris
- NAS

Disaster Recovery Orchestration

Monitoring and Analytics

Backup and Recovery

Storage and Management APIs

- On Premises
- Public Cloud
- BaaS & DRaaS

Simple:
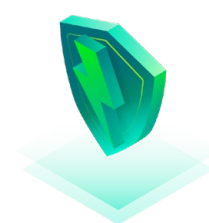Reduce costs and complexity with immediate ROI

Flexible:
Any platform. Any storage. Any cloud.

Reliable:
Confidence that data is protected and always available

Powerful:
Fast, secure, scalable and future-proof for enterprise needs

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Veeam's Definitive Guide
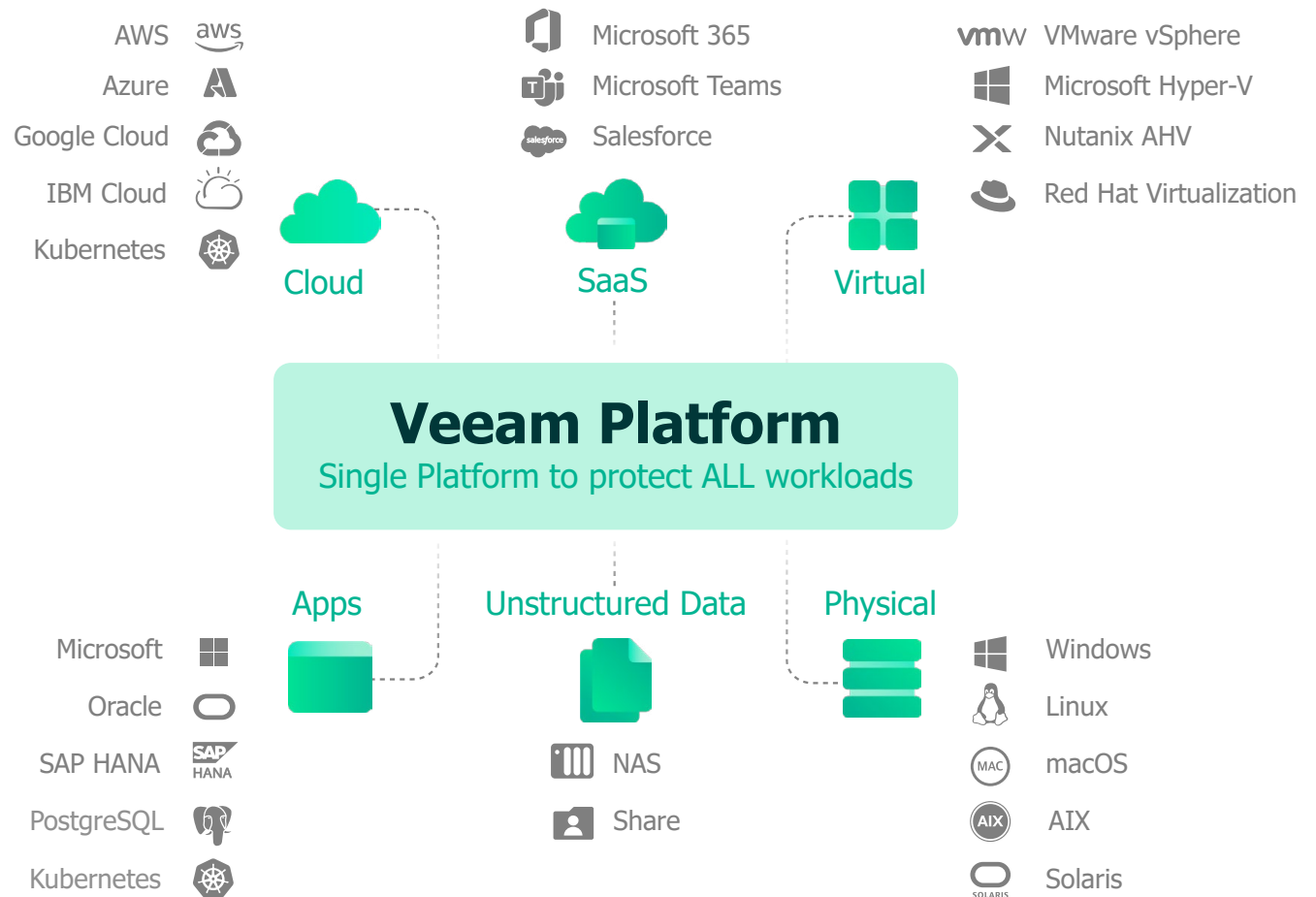
Overarching Business Value

Comprehensive Data Protection

A Single Platform to protect ALL workloads

Organizations need a comprehensive and extensible data protection platform that can manage all kinds of data and applications from a single platform, including Cloud, Virtual, Physical, SaaS and Kubernetes environments. Veeam not only addresses the common issues that come with backup failures and long restoration times, but also natively supports each workload and platform in your hybrid- and/or multi-cloud data center. Veeam does not retrofit legacy technology into new locations; rather, it uses a purpose-built approach.

Veeam Platform is modular and extensible, meaning it can deliver virtual and physical protection on-premises, cloud-native protection in AWS, Azure and Google Cloud environments, Kubernetes anywhere, as well as SaaS protection for Microsoft 365 and Salesforce environments.

AWS
Azure
Google Cloud
IBM Cloud
Kubernetes

Cloud

Microsoft 365
Microsoft Teams
Salesforce

SaaS

VMware vSphere
Microsoft Hyper-V
Nutanix AHV
Red Hat Virtualization

Virtual

Veeam Platform
Single Platform to protect ALL workloads

Apps

Unstructured Data

Physical

Microsoft
Oracle
SAP HANA
PostgreSQL
Kubernetes

NAS
Share

Windows
Linux
macOS
AIX
Solaris

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With Veeam, all workloads are protected by native-running solutions that integrate into a single platform for comprehensive data management capabilities. This includes backup and recovery, ransomware protection, hybrid cloud acceleration, monitoring and analytics, and DR orchestration.

Veeam pioneered many aspects of data protection and became the industry leader for virtualization when we created our patented **Instant VM Recovery**®. We have since expanded instant recovery across multiple applications, servers and NAS while delivering robust, easy to use, reliable and powerful capabilities to protect all aspects of your ecosystem.

Veeam provides a **4-in-1 data capture** capability so that you can meet your recovery point objectives (RPOs). Veeam eliminates data loss by protecting your critical data through 1) backup; 2) replication; 3) storage snapshots; and 4) continuous data protection (CDP).

NAS and unstructured data file shares have grown to have petabytes of capacity. Veeam offers a **changed file tracking capability** that delivers fast file scanning and restores across any NAS device or Windows or Linux file share. Integrations with enterprise-grade NAS Storage Snapshots are also supported, which further enhances the performance and speed of NAS backup.

Veeam has offered in-depth **Storage Snapshot and replication integrations** for a decade. We can provide reduced production system impact and fastest recovery times while leveraging all your existing infrastructure investments.

Veeam not only protects VMware and other virtual workloads but expands to protect other key aspects of your ecosystem including **Windows, Linux, AWS, Azure, Google and much more. Veeam is the leader in protecting Microsoft 365 and Kubernetes** as well. Whether you are new to data protection, an industry veteran or looking to expand your existing Veeam estate, Veeam offers solutions to meet your ever-expanding data protection needs.

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Ransomware Protection and Data Security

Stay safe from Ransomware:

Secure Backup is your last line of Defense.

Ransomware is one of the most serious and prevalent threats to enterprises today. According to Veeam's 2022 Data Protection Trends report, 76% of enterprises have experienced one or more ransomware attacks in the last 12 months. Even more concerning, companies report that on average, they are only able to recover 64% of the data from the attack. When fundamental operations are disrupted, companies find their hands tied and their capabilities and customer confidence impacted.

Veeam believes that the best offense is a solid defense, including having a robust strategy for backing up your data. Successful backups are the last line of defense for cyberattacks and can be the deciding factor to prevent considerable downtime, data loss, and paying a costly ransom.

Ransomware Protection
Secure **Backup** is your last line of **Defense**

Backup
- Trusted Immutability
- Backup Verification
- 3-2-1-1-0 Rule

Recovery
- Instant Recovery at Scale
- Secure Restore
- DR Orchestration

Software-defined. No lock-in with proprietary hardware

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Secure Backup

Veeam recommends that you follow the **3-2-1-1-0 Rule** as a best practice, which is our enhancement to the well-known industry 3-2-1 Rule. It's suggested that you have three different copies of your data on two different media types, one of which is off site and one of which is offline, air- gapped or immutable. After all of this, there also should be zero errors on backup copies since they have already been tested and verified as recoverable.

3 Three different copies of data

2 Two different media

1 One offsite copy

1 Of which is: offline air-gapped or immutable

0 No errors after automated backup testing & verification

A robust, comprehensive cyber defense strategy always starts with the backup and they need to be reliable, verified and tested. **Veeam SureBackup® pioneered automated backup verification.** This is a key capability in any ransomware resiliency best practice.

> With **Veeam SureBackup™ — automated backup testing and recovery verification —** you'll be confident that your backups are valid and reliable. Recall that backup reliability is a top reason to change backup products.

Trusted Immutability is a key step that will prevent cybercriminals from accessing, encrypting or deleting your data. Immutability provides the trusted protection of air-gapped, offline storage in a Write Once, Read Many (WORM) fashion making the backup data impenetrable to attack. Veeam offers several options of immutability including **AWS S3, S3 Glacier and S3 compatible object lock,** as well as the **Veeam Hardened Repository for on premises immutability,** not to mention Tape backup options too.

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Secure Recovery

Veeam's patented **Instant Recovery at scale** provides organizations with the fastest way to get their data back online in the event of a disaster. Leveraging a portable data format, Veeam delivers cross-platform access to ensure the fastest recovery.

Veeam was the first-to-market with **Secure Restore**, which scans backup data with antivirus software before restoring the machine to the production environment. Secure Restore is easy to enable and lets you use your preferred antivirus software to verify that you won't reintroduce threats to your data center before restoring data, all in a non-production, network-isolated sandbox.

Since Ransomware is a disaster, Veeam has some great capabilities in Veeam Platform that help you stay prepared. **The Veeam ONE™ monitoring and analytics add-on** provides alerts and alarms that let you spot potential cyber issues early on and see if the backup data has been altered.

With **Veeam Disaster Recovery Orchestrator**, you can **create and automate your DR plan, perform automated testing, generate documentation to prove compliance and perform fast and reliable 1-click recovery** for everything from a group of virtual machines (VMs) to an entire data center.

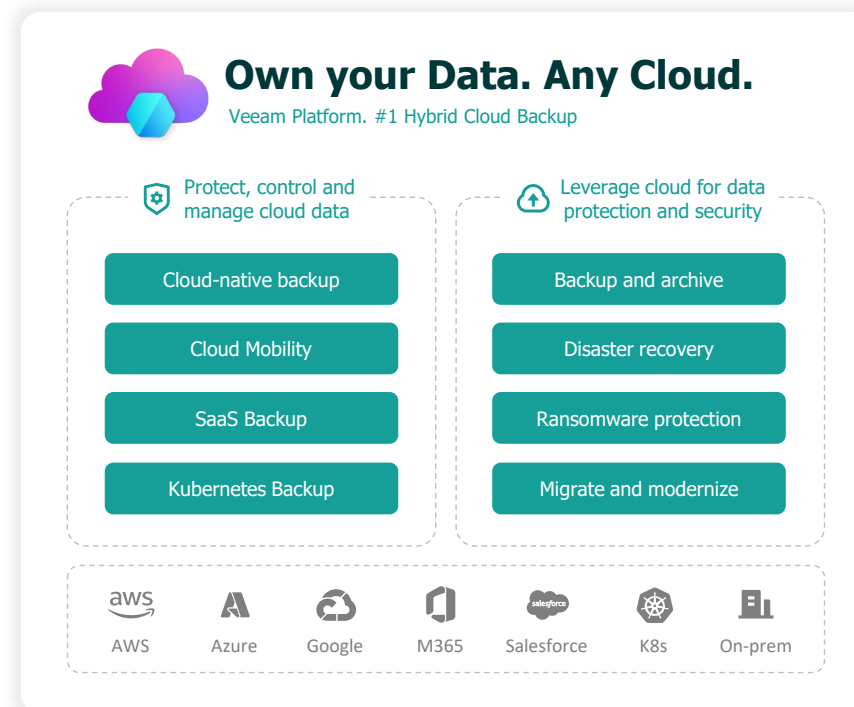**Automated testing**

Dynamic documentation

One-click recovery

More information on how Veeam helps you win the war on ransomware can be found here: www.veeam.com/ransomware-protection.html

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Hybrid Cloud Acceleration

Veeam helps you accelerate your initiatives to the cloud with Hybrid and Multi-cloud solutions to meet your backup objectives in any environment.

Protect, Control and Manage Cloud Data

- **Cloud-Native —** Backup, recovery and disaster recovery (DR), fully-automated to effortlessly protect, secure and manage your AWS, Azure and Google Cloud data.

- **Cloud Mobility —** Backup and move data with ease while maintaining control without lock-in.

- **SaaS —** Powerful and secure backup and recovery for Salesforce and Microsoft 365 data — including Exchange Online, SharePoint Online, OneDrive for Business, Microsoft Teams.

- **Kubernetes —** Easy-to-use, scalable and secure backup/restore, DR and application mobility for cloud-hosted and on-premises Kubernetes distributions.

Own your Data. Any Cloud.
Veeam Platform. #1 Hybrid Cloud Backup

Protect, control and manage cloud data

Cloud-native backup
Cloud Mobility
SaaS Backup
Kubernetes Backup

Leverage cloud for data protection and security

Backup and archive
Disaster recovery
Ransomware protection
Migrate and modernize

AWS	Azure	Google	M365	Salesforce	K8s	On-prem

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Leverage Cloud for Protection and Security

- **Backup and Archive to Cloud —** Automatically tier Veeam backups to AWS, Azure and Google Cloud object and archive storage to reduce costs and lack of scalability associated with more expensive on-premises backup storage.

- **Disaster Recovery to Cloud —** Two-step, wizard-driven recovery of any Veeam backup of cloud, virtual and physical workloads to AWS, Azure and Google Cloud.

- **Ransomware Recovery —** Utilize Amazon S3 or S3-compatible storage as an offsite repository for backups, including integration with Amazon S3 Object Lock to secure backup data with Write Once, Read Many (WORM) protection.

- **Migrate and Modernize —** Leverage the same two-step technology for recovering cloud, virtual and physical workloads to AWS, Azure and Google Cloud for application migration and modernization.

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Backup and Recovery Modernization

Reduce cost and complexity, avoid hardware lock-in and meet recovery SLAs.

Your business relies on data, and protecting it is paramount. We live in a world where we have to expect and be prepared for outages, so fast, reliable recovery is critical. To do this, your backup solution needs to be flexible enough to meet your needs, no matter where your data resides, without complex rules and restrictions. This includes being able to protect the data you need, on the hardware that you have while meeting your recovery time objectives.

Inflexible backups and disparate or proprietary hardware solutions can lock you into a costly situation, crippling your ability to meet SLAs and maintain control of your data when you need it most. **Veeam is software-defined and infrastructure agnostic, meaning that you can deploy on the hardware of your choice, where you want and never be locked into a costly, proprietary appliance.**

Veeam enables you to **avoid catastrophic downtime by offering the fastest RPOs of under 5 seconds.** This is achieved by storage snapshot integration across the widest range of storage appliances, providing both choice and the fastest recovery times possible.

Lastly, Veeam enables you to r**ecover what you need, how you need it with fast, flexible and granular recovery options.** Veeam's Instant Recovery options using a portable data format empower you to meet the most demanding RTOs, SLAs and cloud mobility requirements.

Backup and Recovery Modernization

Decrease cost and complexity • Avoid hardware lock-in • Meet SLAs

| Software-defined. No Lock-in | Industry Best RPOs | Instant Recovery for best RTOs |

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Veeam's Definitive Guide
Technical Differentiation

Cloud Mobility: AWS, Azure, & Google

Accelerate your move to Hybrid Cloud. Move your data more confidently using a single platform with a common control plane.

Organizations have increased their adoption of **AWS, Azure, Google Cloud** and other cloud services and this is expected to accelerate further. This applies to SaaS and Kubernetes solutions as well. Moving to cloud-based backup capabilities is a top driver for organizations that are evaluating backup capabilities. However, some backup vendors require bolt-on products, make data retrieval more challenging or charge extra fees when users access the cloud.

Veeam has a different approach. Purpose built for AWS, Azure and Google Cloud, our API-driven architecture utilizes native snapshots, storage and security. These snapshots are then copied to inexpensive object storage in Veeam's portable data format. **Veeam delivers modular, cloud-native backup and recovery to an ever-expanding list of workloads in AWS, Azure and Google Cloud, integrated directly into Veeam Backup & Replication.** Veeam is passionate about ensuring that you maintain ownership and control of your data, with the ability not only to protect and manage your data, but also to move it across platforms without barriers. Whether you're looking to protect your data in the cloud, leverage the cloud to protect non-cloud workloads, or just want confidence that you can move data to, from, or across clouds, Veeam can help.

Veeam accelerates your cloud adoption plans with:

- **A Single platform**
- **A Modular and cloud-native approach**
- **Advanced cloud and data portability**
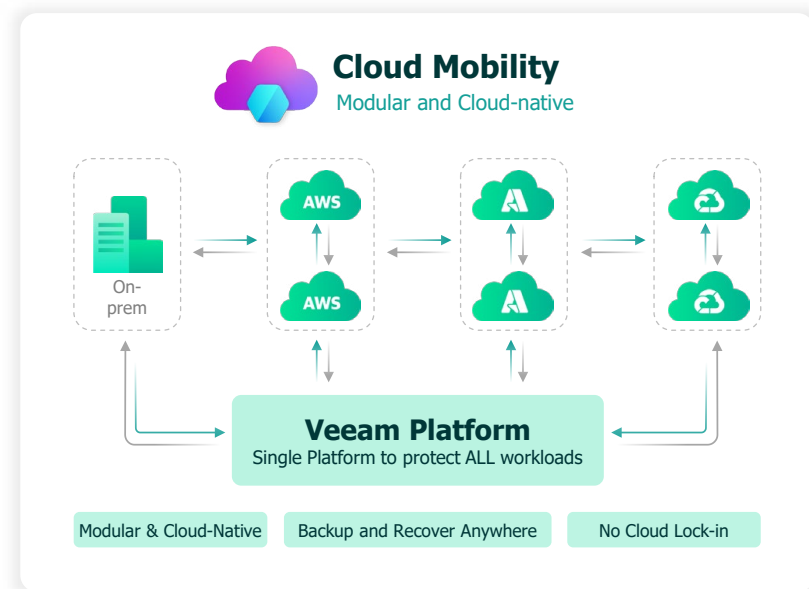
Own your Data. Any Cloud. On premises, AWS, Azure, Google Cloud.

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Fast, Reliable Recovery to meet your SLAs

Backups are critical, but when your business is on the line, it's the recovery that counts. You need fast, reliable recovery to meet the expectations of your business and your customers and partners. And frequently auditors or regulators now require that you demonstrate the ability to resume operations quickly after an outage. **Speed is critical to getting back to business. Meet your recovery SLAs with confidence.**

Veeam has over 400,000 customers globally, and over 1,000,000 active installations, proving that you can count on the Veeam Platform to deliver the availability that you need. And again, this is done without requiring proprietary hardware, and without locking you into any specific set of infrastructure purchases that only work for some things.
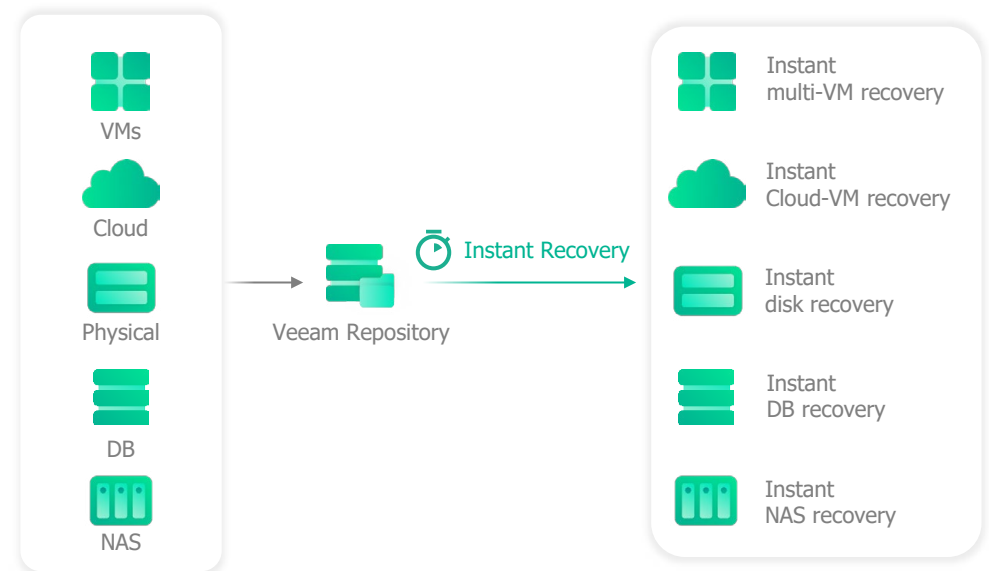
Meet your service level agreements (SLAs) with the industry's best RPOs and RTOs on your terms with a modern, software-defined solution.

Veeam pioneered Instant VM Recovery®, where data is quickly mounted, and made available directly from backup repositories, without having to wait first for long restoration times. Access to critical data is not gated by the entire restore being completed — instead Veeam ensures that business-critical data is quickly available, and that operations are resumed without incident.

Veeam continued innovating and now offers Instant Recovery for VMs as well as applications, servers and NAS to meet your most important recovery time objectives (RTOs).

Veeam Patented Instant Recovery

Lightning Fast | Multiple VMs at scale | Anything to VMware and Hyper-V

VMs

Cloud

Physical

DB

NAS

Veeam Repository

Instant Recovery

Instant multi-VM recovery

Instant Cloud-VM recovery

Instant disk recovery

Instant DB recovery

Instant NAS recovery

Instant Recovery at Scale!

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Meet your SLAs

How much data can you stand to lose? How fast do you need to recover? These are the RPO and RTO decisions you need to make.

Recovery Point Objectives (RPOs) are critical, with some applications requiring the absolute minimum of data loss. Modern workloads require an expanded choice of protection methods, from backup, to replication, to storage snapshots, to continuous data protection (CDP).

Veeam provides the flexibility to protect your data in four different ways to best achieve your RPO and RTO requirements, all in one solution. Veeam's well-tested streaming **backups** allow data protection as often as several times per day. For more critical workloads, **VM replication** allows the frequent and efficient replication of VMWare and Hyper-V snapshots to target hosts, reducing potential data loss to a few hours. **Storage integrations** with all major storage platforms reduce potential data loss even further by leveraging hardware-based snapshots and replication. And for the most critical VMware workloads, Veeam's **continuous data protection (CDP)** offers constant asynchronous data replication to a waiting VMware host. **All 4 options are offered in one solution, with nothing else to purchase, all controlled through a single, simple interface.**

While choice in backup and speed of recovery are critically important, so is the ability to recover to a variety of platforms and locations. With Veeam, direct restore to the major cloud providers is only a few clicks away, including direct restore to AWS, Azure or Google Cloud, as well as restoring anything to VMware.

4-in-1 for Best RPOs

1. Backup
2. Replication
3. Storage snapshots
4. CDP

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VEEAM

Software-defined. Infrastructure Agnostic. No Lock-in.

Avoid lock-in to proprietary hardware. Choose the infrastructure that is right for your business, with over 100 storage and cloud integrations for the greatest flexibility and best TCO.

Some backup solutions are predicated on specific, proprietary hardware. Often, this hardware is just commodity compute and storage that a vendor charges a premium for. This can be inflexible and force costly upgrades for many components, even when perhaps only more storage capacity is needed. Making matters worse, given the economic realities that many businesses face today, existing infrastructure cannot be reused, and therefore, businesses may be forced to implement hardware outside of their preferred vendors. This can make scaling up or down difficult, which reduces backup solutions' extensibility.

Veeam is software-defined and infrastructure/hardware agnostic. Our expertise is in delivering innovative backup software, and there are many hardware vendors that have spent countless years innovating their storage, compute and networking solutions. Veeam feels that you should have the flexibility to choose the right mix of components that meet your requirements based on your unique specifications and previous purchase decisions. This enables you to get the best ROI possible by leveraging storage and infrastructure that you already have or purchasing hardware that you already know

how to manage. The **Veeam Universal Storage API** enables direct integration with the world's leading storage providers, giving you the largest set of storage options.

Veeam is certified to run on a broad range of infrastructure components, all-in-one implementations and pre-configured backup appliances. Veeam achieves this through interfaces like Veeam Universal Storage API, Restful APIs and PowerShell. Veeam can integrate with your management solutions including Ansible, Chef, Chocolatey, Puppet and Terraform, just to name a few. See github.com/VeeamHub for more examples of Veeam community integrations.

The broadest ecosystem of storage partner integrations

89	**96**	**32**
Primary Storage	Backup Disk and Dedup Storage	Object Storage (**19** Immutable)

HPE　PURESTORAGE　DELLEMC　Lenovo　aws　Azure　wasabi

CISCO　IBM　HITACHI　NetApp　SCALITY　CLOUDIAN

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Freedom with No Lock-in!

It's your data, and you should be able to protect and access it no matter where it resides or on what sort of infrastructure. And you should be able to move that data freely as well, without being locked into a single cloud or a proprietary appliance.

Too often, data gets stranded in isolated silos because multiple backup approaches with a variety of data formats need to be deployed. This creates friction for data movement, especially when you're trying to move data to, from or across the multi-cloud. **Your backup should not be holding your data hostage. Similarly, selecting a cloud provider should not lock your data into only that cloud.** It's your data, you own it, and that data should be effortless to access and seamless to move however you need it to.

Veeam doesn't lock you in. With the ability to backup data across your entire ecosystem, on premises, in the cloud and beyond, you have the freedom to choose and avoid lock-in. You also have licensing freedom, as **Veeam doesn't penalize, or tax you when you want to use other platforms or go to the cloud.** Veeam is open and portable. It's your data. You own it. Any Cloud!

Veeam's portable data format means that with your credentials, you can use our Windows and Linux extract utilities to bring back your data even without a Veeam backup server. You can also download the free Veeam *Community Edition* version of a product and quickly restore your data with the same credentials. **This means that you'll never be locked out of your data, even years down the road.**

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Scalability

Being enterprise-grade doesn't just involve offering powerful features and supporting a broad range of workloads and environments, it also includes being scalable to meet your needs. Scalability means different things to different organizations and roles, including:

- **Supporting a large number of varying workloads across a broad ecosystem**

- **Protecting the largest, most taxing enterprise applications**

- **Infinitely scale storage capacity and backup storage targets with ease**

- **Offering a breadth of supported storage vendors and ecosystem partners so you are in control**

No matter your definition, Veeam is ready to handle your most demanding backup and recovery needs. Veeam doesn't just offer multiple ways to protect data, we scale to support your data's growth and your retention mandates. **With over 1,000,000 active installations, Veeam is proven and ready for the challenge!**

Veeam can support tens of thousands of workloads, ensuring even the largest organization's needs are met. For backups, Veeam can support millions of files, and petabytes of unstructured data

on file shares and more. Whether protecting a single machine, or operating the largest environments, the power and scalability of Veeam can meet your needs.

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Infinitely scalable capacity

Veeam offers a vertically and horizontally scalable software-defined storage (SDS) architecture to help meet your storage objectives. **Veeam Scale-out Backup Repository™** is a software-defined construct that pools different types of storage devices for backup data, including performance, capacity and archive tiers to meet your speed, cost and long-term storage needs. Through Veeam's policy engine, data can be placed on the most appropriate devices, including direct-attached storage (DAS), deduplication appliances, NAS, object storage and the cloud. With Veeam, storage device migration and capacity additions or subtractions become seamless.
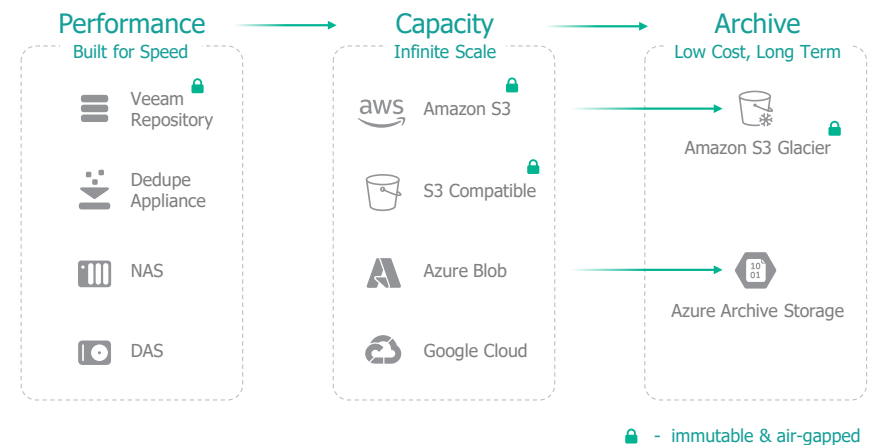
Are you looking to save costs through the cloud or through third-party object storage for capacity optimization and long-term retention? Veeam has you covered with object storage compatibility with **Amazon S3, Azure Blob and Google Cloud** object storage options, including a suite of S3-compatible object storage providers in the cloud and on premises. For your Archive needs, Veeam offers **S3 Glacier and Glacier Deep Archive Tier and Azure Blob and Archive Tier Storage options.**

Best of all, you can automate your backup data lifecycle to meet your needs with our policy-driven process. Veeam can send aged data to object storage at a specified time, or send data to the cloud immediately, with the option to use **S3 Object Lock for immutability and the utmost in data protection and ransomware prevention.**

Even more powerful is the fact that data in **cloud storage can be accessed just as if it were on-premises in the performance tier.** This means that Veeam's Instant VM Recovery capability and entire computer, disk, file and item-level recoveries are just a few clicks away. Veeam customers have enthusiastically adopted public cloud object storage, and they are on track to exceed 1 Exabyte of additional backup data to the cloud in 2022.

Veeam Scale-out Backup Repository (SOBR)

Policy-driven Backup Data Lifecycle Management

Performance	Capacity	Archive
Built for Speed	Infinite Scale	Low Cost, Long Term
Veeam Repository	aws Amazon S3	Amazon S3 Glacier
Dedupe Appliance	S3 Compatible	Azure Archive Storage
NAS	Azure Blob	
DAS	Google Cloud	

🔒 - immutable & air-gapped

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Reduced Complexity. Easy to use. Low TCO.

Veeam has had a long-standing design philosophy of delivering solutions that are simple, flexible, reliable, and powerful. Simple does not mean lacking features or capabilities, but rather that **solutions are easy to deploy, configure and manage.** This equates to ease of use and fast time to value.

Ease of use and reduced complexity aren't just nice to have, they're essential. **Modern backup solutions should save you time and effort while delivering reliable backup and restore capabilities.** After all, this is what you expected when you implemented your legacy backup product(s). However, if you're like the many people that were surveyed above, you found that backup was neither reliable nor easy. Veeam delivers ease of use and reduced complexity in a single platform, without infrastructure lock-in, resulting in **lower TCO and better ROI.**

Simple:

Reducing complexity and operational management (i.e., ease of use) has been one of the top drivers behind switching backup products for over a decade.

Flexible:

Veeam's flexibility comes from the software-defined architecture and from our broad ecosystem of partners, as well as the universal licensing options.

Reliable:

Reliability is key because your backup solution is your data's last line of defense. Organizations are well aware of this — in fact, Veeam's 2022 Data Protection Trends Report revealed that the number one reason to switch backup products is to improve backup success and reliability.
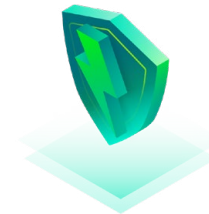
Powerful:

Veeam's power means fast, secure, scalable, and future-proof solutions. The Veeam next-gen Instant VM Recovery engine delivers lightning-fast mass recovery at scale in case of an outage. This and many other powerful industry-first capabilities enable our customers to **achieve the most demanding recovery SLAs while also dramatically reducing data loss and downtime.**

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Enterprise Application Support

Veeam provides the power, flexibility and scalability that's required for the largest organizations. This is proven by our consistency, since Veeam has been the vendor of choice for over 80% of Fortune 100 companies. Veeam understands that keeping critical application data always available is paramount. This applies especially to the primary applications that large organizations depend on, including Microsoft 365, Oracle, SAP, and other leading database solutions. **Veeam enables availability for enterprise applications with dedicated plug-ins and tools to ensure that backup is reliable, and recovery is fast.**

Veeam can also instantly recover enterprise applications like Microsoft SQL Server and Oracle, as well as unstructured data in file shares and NAS.

You shouldn't have to restore an entire backup or image just to get the specific data that you need. **Veeam Explorers™** provide granular recovery, search and eDiscovery for different enterprise applications including **Microsoft Exchange, SharePoint, Active Directory, SQL Server, Teams** and **Oracle databases.**

Connect directly to your **Oracle or SAP HANA** databases to create transactionally consistent backups with our Oracle RMAN and SAP HANA plug-ins, which seamlessly integrate with those database solutions.

While sitting at the leading edge of technology, enterprises also need to support legacy applications and operating systems. Veeam can help here by protecting **Windows, Linux, IBM AIX and Oracle Solaris.**

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SaaS: Microsoft 365 and Salesforce

SaaS is quickly becoming the way organizations do business, and Veeam is continuously expanding in this space. The combination of Veeam's cloud-native backup modules for SaaS applications and data portability let you reduce risk when moving to SaaS applications. You own your data, and you can always get it back.

Microsoft 365

Microsoft 365 is the leading productivity solution across the world. However, even though Microsoft hosts its infrastructure, this doesn't replace your responsibility to back business-critical data up to prevent permanent loss. **Veeam Backup *for Microsoft 365* eliminates the risk of data loss for Microsoft 365 data**, including Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams.

- Retrieve Microsoft 365 data from a cloud-based instance of Microsoft 365 and **back the data up as often as every five minutes** in Microsoft's native format.

- **Protect data that's posted and shared with Microsoft Teams chats, files and sites,** since Teams data is recorded into Exchange Online and SharePoint Online.

- **Make it easier for your users to quickly find and restore Teams data and components,** including entire teams, specific channels, settings, applications and tabs.

- Take advantage of Veeam's familiar advanced search capabilities and flexible recovery and export options when performing eDiscovery on Microsoft 365 mailboxes, emails, files or sites.
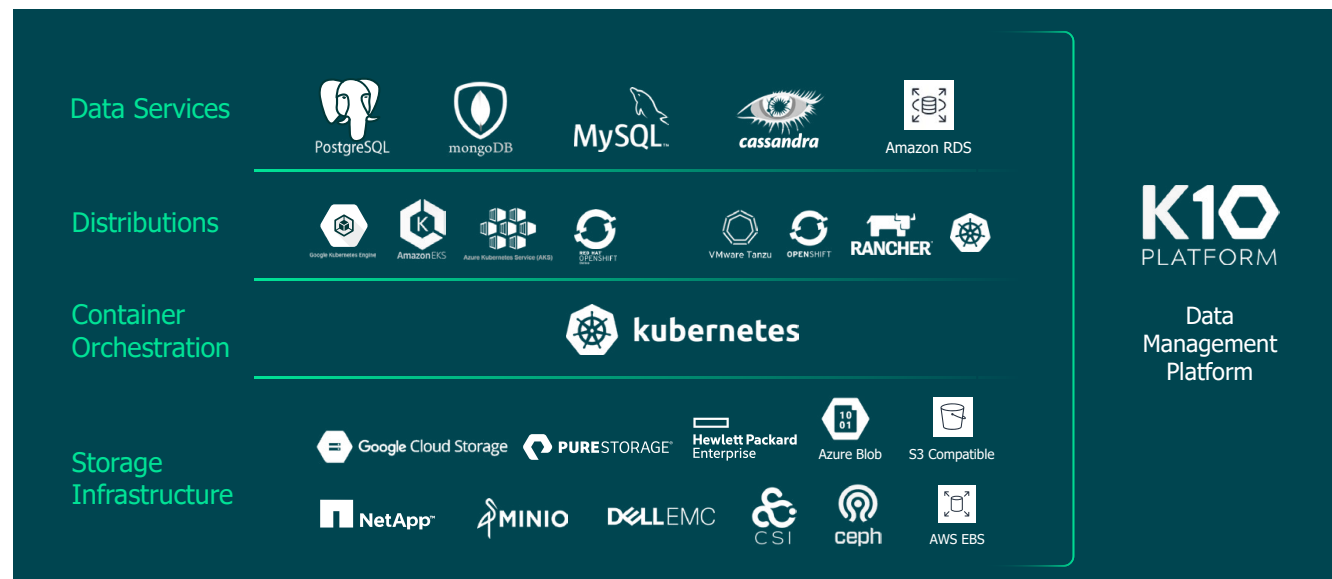
Veeam has been the industry leader in protecting Microsoft 365 data for 4 consecutive years.

Salesforce

There's no arguing the growth and business criticality of Salesforce data, yet organizations rarely back it up. Why? They often misunderstand the **shared data protection responsibility** within Salesforce. Like Microsoft 365, businesses need to understand that Salesforce manages the infrastructure responsible for availability of their SaaS clouds, but again this doesn't replace your responsibility to protect the Salesforce data — and metadata — which is extremely critical within the Salesforce architecture, with data vital to your business operation. **Veeam Backup *for Salesforce*** (coming soon) eliminates the risk of losing your Salesforce data and metadata — so that your business is reliably protected, giving you complete control.

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Kubernetes and Future IT

Cloud-native applications based on Kubernetes are growing enormously in popularity. Kubernetes delivers common APIs and services for running software distributed on modern cloud-based infrastructure. Veeam recognized the strategic importance of providing you with modern data management that's deeply integrated into cloud-native application protection. By bringing together **Kasten K10's Kubernetes-native backup solution in the Veeam Platform,** Veeam created the complete platform for cloud-native and container data protection.

#1 Kubernetes Backup

Kasten K10 by Veeam enables enterprises to confidently run applications on Kubernetes

Backup & Restore

Application Mobility

Disaster Recovery

Kasten K10, a data management platform purpose-build for Kubernetes, is an easy-to-use, scalable, and secure system for backup and recovery, DR and application mobility for your Kubernetes clusters.

- Securely protect your **Kubernetes-native applications** and data.

- Enable **application portability across critical use cases** including DR, clone and migration.

- **Meet regulatory and corporate mandates** for protection of cloud-native applications.

Data Reuse & Digital Transformation

It's difficult to imagine a business that is not engaged in at least one digital transformation project. Digital transformation is leveraged as a method of expanding customer and partner relationships and a method of delivering new products and services and optimizing costs. **The ability to quickly and easily reuse data to achieve better business outcomes is what's needed most to achieve digital transformation.** However not all data protection solutions make it easy to leverage backup data for alternate use cases.

Veeam pioneered instant recovery of data over a decade ago and we've been optimizing that capability ever since. In addition to instant recovery, Veeam allows you to run production workloads in a network-isolated environment directly from backup storage. This allows value-added use cases like patch testing of applications and operating systems, application development, and DevOps. Expanding on this capability Veeam's Data Integration API allows backup data to be presented to Windows or Linux servers for additional purposes such as DataOps, data classification, forensic analysis and reporting and analytics.

Veeam combines instant recovery capabilities with data portability and cloud mobility, to provide the digital dexterity that modern, fast-moving organizations need. Veeam removes dependencies on legacy systems and technologies that impede Digital Transformation. **Do more with your data and help drive your business forward-fast.**
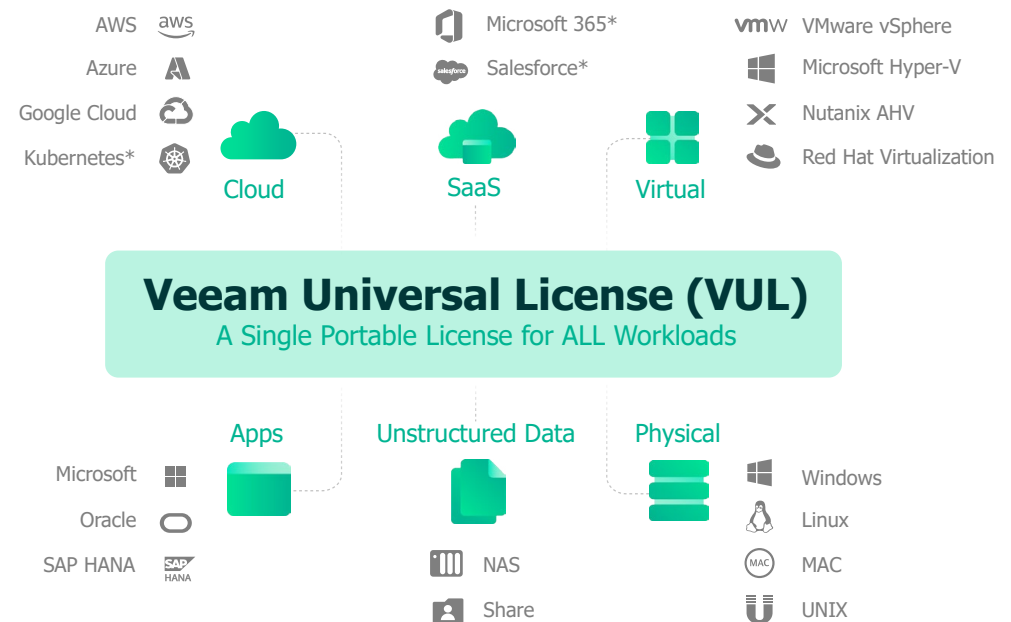
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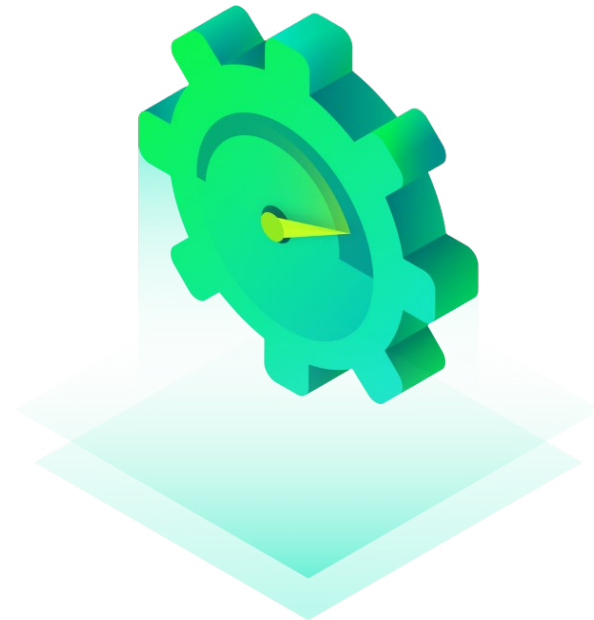
Flexible, Portable Universal Licensing

Licensing isn't something that IT professionals normally care to think about. However, licensing can be extremely valuable in your ability to deliver the backup services your business needs, where they need them. Workloads and deployment models are shifting constantly which can mean that organizations get stuck with legacy solutions in a flash.

Veeam uses the **Veeam Universal License (VUL),** which is a flexible per-workload license that protects all workloads across on- premises, hybrid- and multi-cloud environments. As an industry first, **VUL is portable and transferable between workloads, and is thus future-proof.** The license moves easily from physical to virtual to multi-cloud, including support for Windows, Linux, NAS, VMware, AWS, Azure, Google, Nutanix and beyond.

- **Transfer licenses across workloads and locations**

- **Move licenses on your own schedule**

- **Avoid getting stuck with licenses you can no longer use**

VUL allows you to purchase protection for the workloads you need to protect, no matter their location. This provides flexibility and avoids "shelfware", or wasted investment, and it means that **you can get the best use out of your backup investment, even if your requirements change in the future.**

AWS   AWS
Azure
Google Cloud
Kubernetes*

Cloud   SaaS   Virtual

Microsoft 365*
Salesforce*

VMware vSphere
Microsoft Hyper-V
Nutanix AHV
Red Hat Virtualization

Veeam Universal License (VUL)
A Single Portable License for ALL Workloads

Apps   Unstructured Data   Physical

Microsoft
Oracle
SAP HANA

NAS
Share

Windows
Linux
MAC
UNIX

* Microsoft 365, Salesforce and Kubernetes require a separate license

Future-proof	Portable	Low TCO
Multi-cloud	**No lock-in**	**No cloud tax**

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Veeam Platform: Product Overview Summary
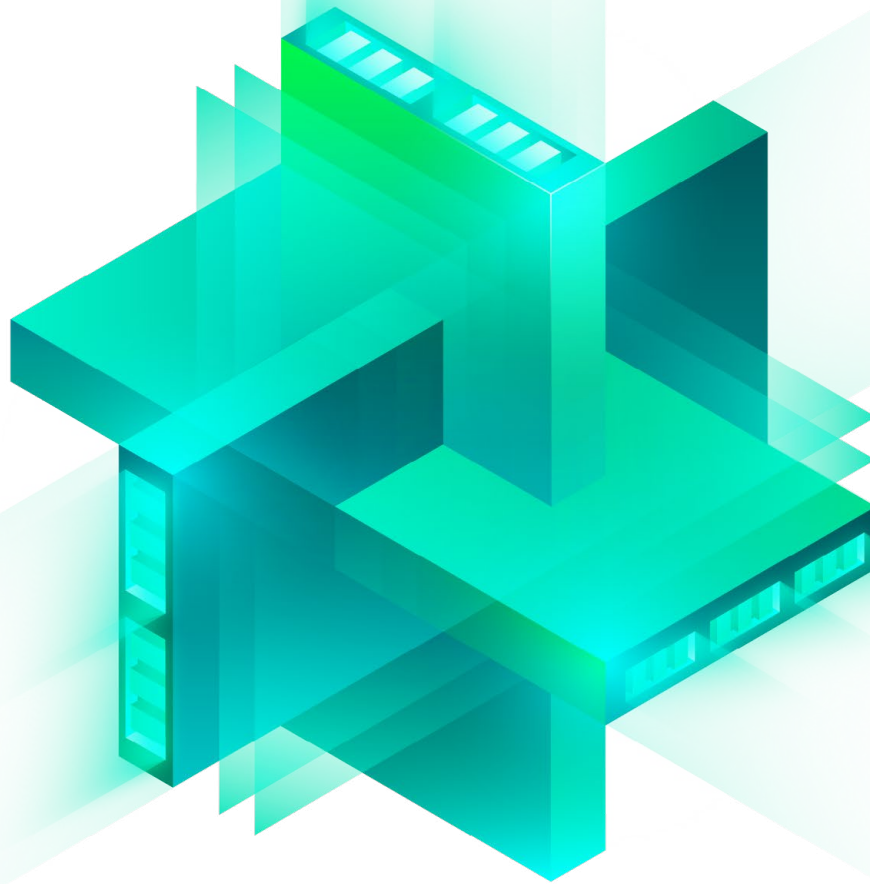
Veeam Platform delivers powerful hybrid and multi-cloud options as well as standalone products:

Hybrid and Multi-cloud

- **Veeam Availability Suite™:**
  #1 Backup, Recovery and Monitoring

  - **Veeam Backup & Replication** plus the advanced monitoring and analytics of Veeam ONE

- **Veeam Backup & Replication:**
  #1 Backup and Recovery

  - Virtual protection for VMware, Hyper-V, Nutanix and Red Hat Virtualization
  - Cloud-native protection for **AWS, Azure and Google Cloud**
  - Ransomware and cyber security protection with trusted immutability
  - Enterprise application support for Microsoft, Oracle, SAP HANA and more
  - Physical infrastructure protection for Windows, Linux, Unix and MacOS
  - Protect unstructured data (e.g., NAS and file shares)

- **Veeam Disaster Recovery Orchestrator:**
  Automated site recovery and DR testing

  Orchestration add-on to Veeam Backup & Replication

Standalone Modules

- **Veeam Backup *for Microsoft 365*:**
  Backup, recovery and data management for Microsoft 365

- **Veeam Backup *for Salesforce*:**
  Backup, recovery and data management for Salesforce.com

- **Kasten K10 by Veeam:**
  Kubernetes data protection

- **Veeam Backup *for AWS*:**
  Backup and recovery for AWS workloads within AWS only

- **Veeam Backup *for Azure*:**
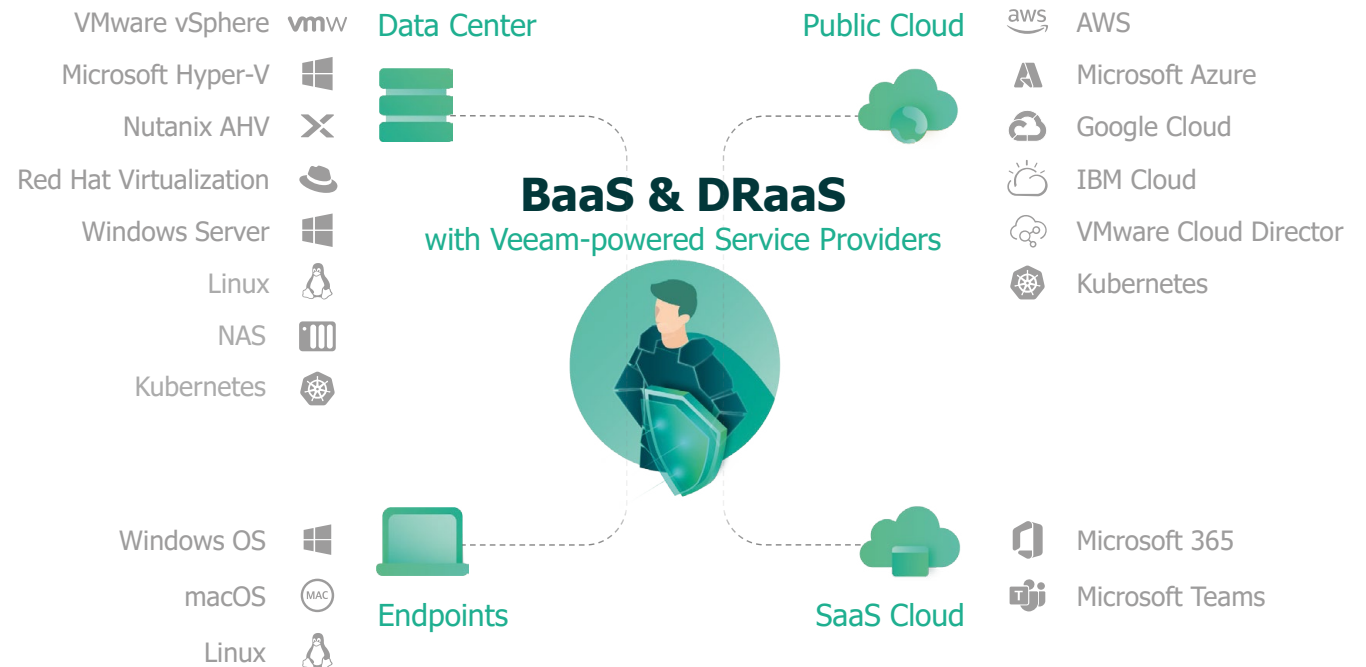 Backup and recovery for Azure workloads within Azure only

- **Veeam Backup *for Google Cloud*:**
  Backup and recovery for Google workloads within Google Cloud only

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Veeam BaaS and DRaaS

For over a decade, Veeam-powered Backup and Disaster Recovery aaS partners have delivered a variety of services across the world, ranging from simple backup extensions to complete and fully managed as-a-Service offerings. Service Providers deliver the full Veeam portfolio for customers who are looking for a hosted, as a Service solution for their applications and data protection needs. You can learn more about the BaaS and DRaaS services our partners provide or find a service provider that can meet your needs here: http://vee.am/splookup.

Veeam provides total freedom of choice with where you want your data to reside and what platform you want it to reside on. And with our global VCSP network, you can also choose to let an expert partner run your backup and DR solution for you.

VMware vSphere
Microsoft Hyper-V
Nutanix AHV
Red Hat Virtualization
Windows Server
Linux
NAS
Kubernetes

Data Center

BaaS & DRaaS
with Veeam-powered Service Providers

Public Cloud

AWS
Microsoft Azure
Google Cloud
IBM Cloud
VMware Cloud Director
Kubernetes

Windows OS
macOS
Linux

Endpoints

SaaS Cloud

Microsoft 365
Microsoft Teams

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Strong partner ecosystem

Veeam provides a software-defined, infrastructure and cloud-agnostic platform that is supported **by a broad ecosystem of Foundational, Technology, Global System Integrator (GSI), Platform, Cloud, and as-a Service partners.** Together, we deliver availability, data center transformation, infrastructure modernization, cloud solutions and services to our joint clients worldwide. Veeam's global ecosystem incorporates more than 70,000 partners, including our global network of certified channel partners, Veeam Cloud & Service Providers (VCSPs), who provide Veeam backup solutions as-a-Service.

Veeam partners with industry-leading hardware and software vendors and system integrators, many of which are shown in the diagram here, allowing customers to choose their infrastructure and storage while driving optimal return on investment from existing and future infrastructure purchases.
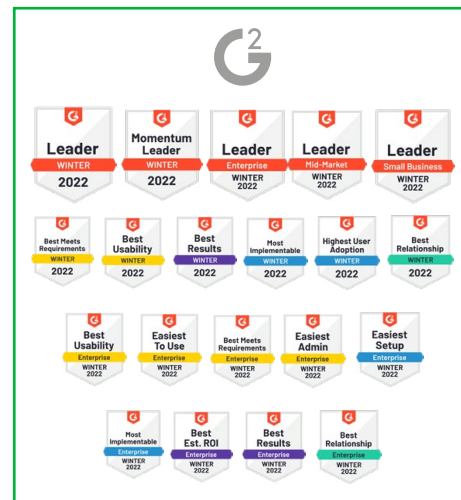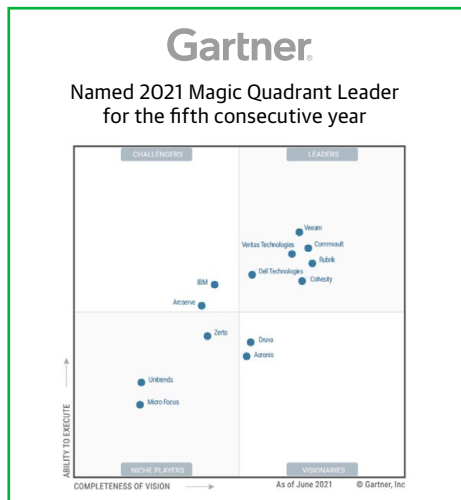
Foundational	Hewlett Packard Enterprise	CISCO	Lenovo.	vmware®	PURESTORAGE®
Technology	EXAGRID	HITACHI Inspire the Next	wasabi	Quantum.	BACKBLAZE
GSI	accenture	kyndryl	Infosys®	Capgemini	NTT DATA	tcs TATA CONSULTANCY SERVICES
Platform	vmware®	Microsoft	NUTANIX.	Red Hat
Cloud	aws	Azure	Google Cloud	IBM Cloud
VCSP	iland	ATEA	probax	IBM

A sample of some of the many industry leading partners in the vast Veeam ecosystem

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Veeam Accolades

Continuous innovation has placed Veeam in the leadership position in every top-tier analyst ranking and peer review platform, and our financial stability and growth far out-paces any other vendor in the market. While we pride ourselves on our software-driven model providing the freedom of choice and delivering data protection across the spectrum of data center and cloud platforms is ultimatelyour greatest priority. Our greatest satisfaction comes from helping our customers achieve their business objectives, so, we're very proud of our extensive industry recognition:

Named 2021 Magic Quadrant Leader for the fifth consecutive year

#1 in Market Share Growth

4.6 ★★★★½ 1314 Reviews

Trusted by

81% of Fortune 500 and **70%** of Global 2000 companies

450K+ customers

35K+ transacting partners

#1 in the market share in Europe and #2 worldwide

180+ countries

250+ industry awards

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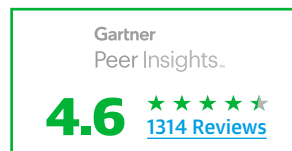
Summary

There are many challenges that plague backup and data protection professionals, and far too many of these issues remain year after year, decade after decade. We hope that you use the data protection capabilities and best practices in this paper to build a decision framework or checklist to improve and modernize your backup practice.

Veeam provides a single platform for cloud, virtual and physical backup environments to support all modern workloads both on-premises and in the cloud. This includes VMware, Hyper-V and AHV, Windows, Linux, macOS and UNIX physical servers, NAS, AWS, Azure, Google Cloud and many others, all controlled from a single interface. With 450,000+ customers in 180+ countries, 25+ major and updated product releases in 2021 and three years in a row of achieving over $1B (USD) in bookings with record growth, no other backup vendor has delivered as much new and enhanced product capabilities as Veeam.

Expect more from backup. It's time for Veeam.

Top four reasons why customers choose Veeam

- Veeam provides a single platform for modernizing backup, accelerating hybrid cloud deployments and securing your data.

- Our platform is open and complements a broad ecosystem of partners so we can easily integrate our solution into any customer environment (100+ storage integrations).

- Veeam is software-defined and hardware agnostic, which means we provide the ultimate best-in-class solutions and customer flexibility, without infrastructure lock-in.

- We provide simple, flexible, reliable, and powerful data protection so our customers can focus on their business; there's a reason why customers say Veeam "just works."
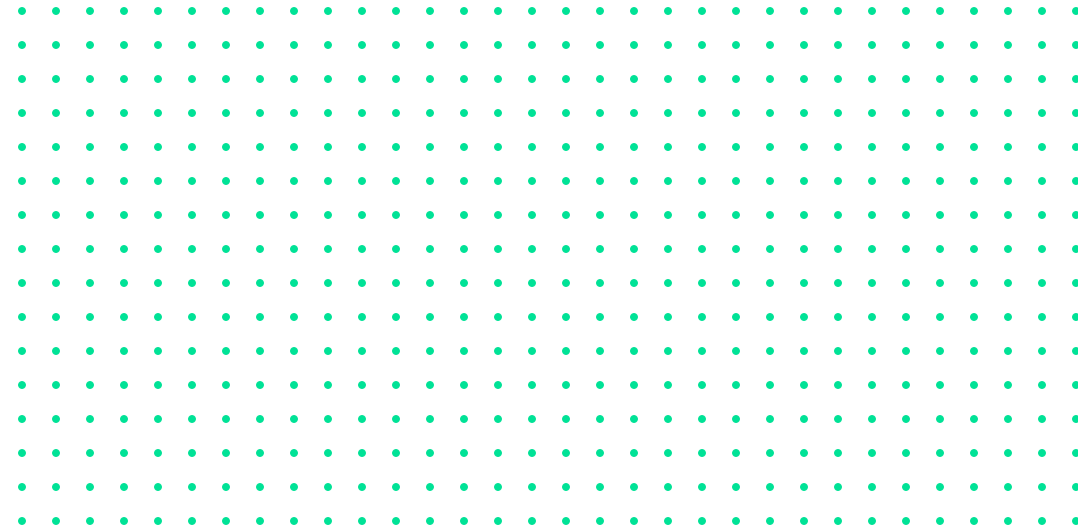
Try Veeam for free today!
[Free 30 day trial](#)

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About Veeam

Veeam® is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. We provide a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Our customers are confident their apps and data are protected from ransomware, disaster and harmful actors and are always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects over 450,000 customers worldwide, including 81% of the Fortune 500 and 70% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers, and alliance partners and has offices in more than 30 countries. To learn more, visit **www.veeam.com** or follow Veeam on LinkedIn **@veeam-software** and Twitter **@veeam**.

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