



## Market Development

### I scream, you scream, we all scream for Veeam

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**Sector:** [Enterprise Software »»](#)

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#### Event summary

- We checked in with this feisty virtualization management vendor as recently as August, but already there are new releases of Veeam Monitor, Reporter Enterprise Edition and Configurator to be reckoned with – plus an EMEA headquarters in London.
- Veeam Monitor 3.0 now consolidates data across multiple VMware VirtualCenters – a significant gating factor in large VMware sites. The new release sports tweaks to alerts and alarms plus correlation of events and performance and drill-down features.
- Reporter Enterprise Edition now offers some change management and visibility into virtual machine (VM) sprawl and storage capacity. Configurator handles automated discovery, configuration management and compliance auditing.

#### The 451 take

A hardy survivor of the highly Darwinian VMware ecosystem, Veeam has demonstrated its toughness and adaptability by commodifying its first success story, FastSCP, and building out a virtual infrastructure management stack. Its combination of backup, monitoring, reporting and configuration management is beginning to evolve into a hybrid between a systems management framework for virtual environments and the germ of a change and configuration-automation suite.

#### Details

Founded in April 2006, **Veeam Software** is a privately held, self-funded startup that aims to manage **VMware** VMs. Its headquarters are in Cleveland, and it runs a cost-effective offshore R&D operation in St. Petersburg, Russia. Founders Ratmir Timashev and Andrei Baronov sold **Aelita Software** to **Quest Software** for \$115m in 2004.

Veeam now has 100 employees. The **nworks** acquisition has closed, providing Veeam with invaluable connectors between VMware and **Hewlett-Packard** or **Microsoft** management frameworks, and the company recently occupied significant (and pricey) real estate on the show floor at VMworld in Las Vegas.

Veeam's take on the VM management stack is an unusual and interesting one. Its first hit was FastSCP, which it claims is now the de facto standard for ESX file management. That's a giveaway now, with Veeam hoping to make money on the combination of Backup, Reporter, Monitor and Configurator.

Backup is not only for backup but is a replication tool, as well, because Veeam believes that recovery can be the hardest part of dealing with a failure. The tool builds on FastSCP for file-level recovery. Reporter provides unattended data collection and scheduled or ad hoc reporting. Monitor supports troubleshooting and issue resolution as well as trend reporting and capacity planning, while Configurator guards against ESX host-configuration drift.

### **Competitive landscape**

Veeam's number one competitor from the point of view of a virtualization management stack is **Vizioncore**, which, ironically, is owned by the same Quest that bought the Veeam founders' previous venture, Aelita. Vizioncore's vRanger Pro corresponds to Veeam Backup, while vFoglight, formerly vCharter Pro, is the equivalent of Veeam Monitor. Vizioncore fills out the stack with vConverter. Veeam doesn't have a precise analogy there.

As Veeam bolsters its portfolio, though, the combination of features in Monitor, Reporter and Configurator is starting to resemble those offered by the virtualization automation vendors with a change management slant, such as **Embotics** and **ManageIQ**. Embotics' V-Commander, for example, includes the ability to aggregate data across multiple VirtualCenters, while ManageIQ's Enterprise Virtualization Management Suite includes EVM Insight for discovering and maintaining configuration information.

**Akorri**, **EG Innovations** and **Perfman** are also keenly interested in virtual infrastructure monitoring and change management, although all three aim to span physical as well as virtual resources. Newcomer **BlueStripe Software** is tackling application service management for VMware server environments.