



The New Standard for Data Protection

THE INDUSTRY ANALYSTS AGREE:

The new capabilities being developed for Veeam Backup & Replication are innovative, powerful, and relevant.

"Veeam is taking the paradigm of server virtualization and enabling organizations to do things in new ways that they never could have considered in the past. This is powerful—without verification, organizations are exposed, especially with image-level backups."

— **Lauren Whitehouse**
Senior Analyst
Enterprise Strategy Group

"Historically, backup archive validation has provided assurances of backup archive file integrity, but not of the applications and data contained within the archive. Virtualization provides a gateway for innovative solutions to include validation of entire application stacks as part of the backup process. IT professionals no longer have to lose sleep wondering if critical data can be recovered, when they can leverage innovative solutions that validate the application integrity of each backup job."

— **Chris Wolf**
Senior Analyst
Burton Group

SureBackup is a key component of Veeam Backup & Replication. Other components are InstantRestore and SmartCDP. Together, they provide Virtualization-Powered Protection.

Backups are a daily part of IT. Organizations invest considerable time, effort, and money making sure systems and data are backed up. And well they should: with virtually every aspect of business dependent on automated systems or electronic data, the ability to recover quickly is essential to business continuity.

But how reliable are your backups?

Even if the backup job reports "success" and the backup file passes its integrity check, you have no assurance that you can actually recover from that backup. There's always the risk of storage corruption. And with image-level backups, there are more moving parts and more that can go wrong.

The dirty little secret

The truth is, no one can really vouch for the reliability of their backups. After all, you can't possibly test every backup—there's simply not enough time in the day. So IT managers have come to accept the risk. It's not that you're doing anything wrong—you're simply operating within the constraints of the available technology.

But Veeam is about to change all that.

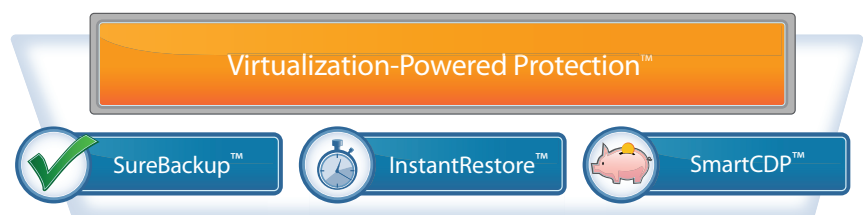
A true breakthrough

Veeam has developed patent-pending technology that will allow you to verify the recoverability of every backup—for every virtual machine (VM), every time. It's the latest innovation in our SureBackup™ approach to data protection.

So instead of just hoping that you can recover from a backup, you'll actually know that you can—because you already did so as a routine part of the backup process.

Too good to be true?

How do we do it? By running VMs directly from backups. It's an ingenious solution to an age-old problem that leverages the power of virtualization and the innovation of Veeam. We call this potent combination Virtualization-Powered Protection™, and it significantly enhances disaster recovery so you can fully realize the promise of virtualization.



From faith to fact

By verifying the recoverability of every backup, Veeam sets a new standard for data protection. Soon, you will no longer have to settle for backups that "might work" or "should work." Instead, you can rest easy knowing that your backups actually do work.

Whether you're looking to keep up with "reasonable measures" as required for regulatory compliance—or simply looking to keep your job—Veeam can help.

To learn more, visit: www.veeam.com/surebackup

ABOUT SUREBACKUP

SureBackup is a collection of features in Veeam Backup & Replication™ that ensures the reliability and availability of backups. It's a new concept built on proven technology and capabilities that organizations are using today to back up faster, more frequently, and with less impact on users, resources, and IT budgets.

Backups you can count on

Do your backups complete on time?

Do they complete at all? Or do random failures require constant tuning, tweaking, and oversight of backup jobs?

Can you back up as often as you need to? Or do long-running, resource-intensive, or inefficient backups compromise recovery point objectives (RPOs)?

SureBackup addresses these issues, which continue to plague VMware administrators using traditional backup products or first-generation virtual tools.

10x faster

By leveraging the latest advancements in vSphere and vStorage—including Change Block Tracking and thin-provisioned disks—SureBackup delivers unprecedented backup speed. And with synthetic full (or “forever incremental”) backups, you can further reduce backup windows.

Speed and reliability are also enhanced by Veeam's proven FastSCP™ engine and enterprise-strength architecture that offloads processing from production hosts. With SureBackup, backups complete every time, on time.

High efficiency

SureBackup includes a number of space-saving features, such as SmartDedupe™, compression, and white-out. So you can back up more frequently and improve RPOs to better meet the needs of the business.

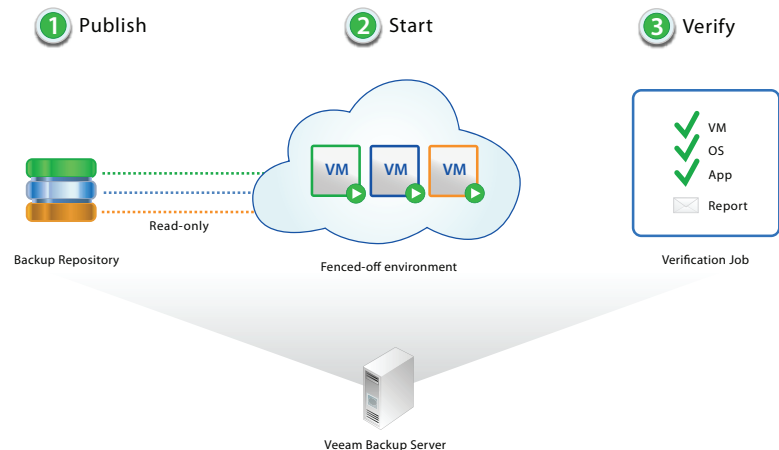
Recovery verification **New!** Patent-pending

The newest feature of SureBackup is the ability to verify the recoverability of backups—not just a few selected backups, but every backup, every time. And it's not simply verifying the integrity of the backup file, but the ability to successfully recover the VM from the backup.

How it works

Using new patent-pending technology, Veeam publishes the contents of the backup file as a datastore that an ESX host can connect to. During recovery verification, we automatically create VMs in an isolated environment and run them directly from the backup. We start each VM, boot the OS, and confirm that everything is running normally. You can even verify that applications are functioning properly and data is intact.

A key component of this innovative technology is the ability to run a VM directly from a compressed backup file. Since you don't have to extract the backup, running a VM from the backup is fast and requires no additional storage. Minimal host resources are required and can typically be provided by existing machines—in production, a QA lab, or even your DR (disaster recovery) site.



Veeam publishes the contents of the backup file as a datastore that an ESX host can connect to. We automatically create VMs in an isolated environment and verify that they start up correctly. You can define application and service dependencies, and VMs will be started and tested in the proper sequence. You can also recover individual items from applications running from backups.

Universal application-item recovery **New!** Patent-pending

The new technology also enables granular item-level recovery for ANY virtualized application. For example, you can recover individual emails from your email system, individual objects from your network directory, or individual records from a database.

No special backups or agents are required. Simply run the requisite VMs from a backup taken before the problem occurred, and extract the items you need. It doesn't matter what application you're administering or what OS it's running on—just connect with any of the application's native management tools, and retrieve the items you need. Or let users connect to the application and retrieve items themselves. Because you're running from a backup of the production system, all permissions are already in place.

Stay tuned

These new capabilities will be delivered in version 5.0 of Veeam Backup & Replication, due out later this year. You can keep up with all the latest developments at www.veeam.com/surebackup.

In the meantime, version 4.1 has a lot to offer, including the existing SureBackup capabilities, plus InstantRestore™, SmartCDP™, and more. Check it out online or contact us for a personal consultation and demo.

VEEAM

To learn more, visit: www.veeam.com/surebackup

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