

Impact, costs and benefits of modern data protection

2020 was a unique year for everyone, and business was no exception. External pressures unknown to our generation have forever changed the IT landscape, creating new challenges for all.

Veeam's Data Protection Report 2021 looked into a recent survey of more than 728 unbiased businesses from North America to understand today's data protection impact, costs and benefits.

The impact of legacy data protection is high



26%

of servers will have at least one unplanned outage



27%

of all backup jobs fail



30%

of all restore jobs fail



49%

failure of recovery

Can you afford to only recover your critical data half of the time?

COVID-19 had significant impact on IT strategy

IT delivery is under a massive change, as organizations aggressively adopt a more cloud-first approach, putting even more pressure on legacy data protection. Are you ready for this shift?



54%

greater cloud adoption



50%

acceleration in SaaS usage



53%

accelerated hybrid-IT deployment

The drive for modernization has never been more important

As organizations adopt modern services at a rapid pace, legacy systems cannot keep up. IT leaders are looking for immediate results to solve their critical data protection needs.

33%

to improve RPO and RTO SLAs

36%

to improve reliability of backups

36%

to improve ROI/TCO

32%

to reduce hardware costs

31%

to reduce complexity

30%

to move data protection to the cloud

The cloud is changing data protection. Are you ready?

Modern data protection is rapidly accelerating through cloud adoption. Globally, organizations are taking advantage of cloud backup for their entire data protection portfolio.

By 2023, a large number of companies will be using cloud first backup — where do you rank?



The big benefits of Veeam modern data protection for businesses across North America

Digital business happens at a massive pace and scale — don't be left behind. It's time to make a change. We'll put you back on your game and do more for your business' tomorrow, today.

50%

lower cost of backup and protection¹

30%

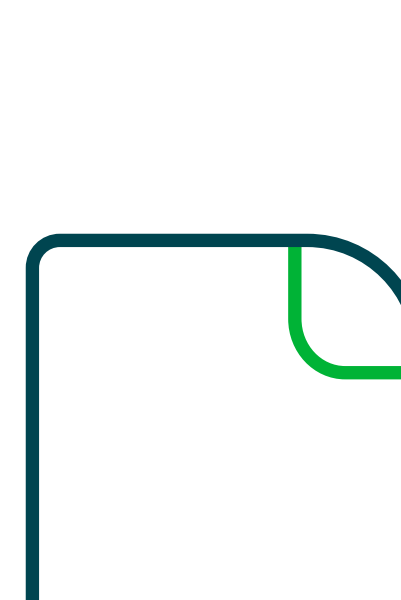
more efficient IT infrastructure teams¹

82%

reduction in lost productivity time¹

¹IDC Research, The Economic Impact of Veeam Cloud Data Management Platform, April 2020

#1 Backup and Recovery



Download the executive brief here

More value, realized. Bigger demands, met. Greater business acceleration, unlocked. That's why Veeam is the leader and most trusted partner for advanced data protection across any environment — cloud, virtual, Kubernetes, and physical.

The time has come to break free from legacy backup with a modern, future-ready approach that will set you up for success — now and into the future.