



Veeam Announces Its “Next Big Thing,” Veeam Availability Platform for the Hybrid Cloud

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IDC's Quick Take

The Veeam Availability Platform “Next Big Thing,” which the company claims is its biggest [announcement](#) to date, is indeed a major step forward for the company. Whereas the company has risen to become a top 5 data protection and recovery software vendor primarily in the small and medium-sized business market and almost exclusively for virtual machines, this announcement broadens Veeam’s applicability to Windows and Linux physical environments and cloud environments plus tighter integration with IBM storage in the upcoming version 10 to complement integration with HPE, NetApp, and EMC in version 9.5. The result is a product portfolio that will address the majority of data protection requirements among enterprise customers, thereby expanding Veeam’s potential market reach. Moreover, the company is aiming to be the best-in-class availability product for hybrid cloud deployments, an area of strategic importance for most IT organizations of all sizes.

Product Announcement Highlights

Veeam’s key announcements on August 23, 2016, include:

- **Veeam Availability Platform for Hybrid Cloud** — Veeam Availability Platform for Hybrid Cloud is Veeam’s overall solution for providing Veeam's data protection and availability products to private, public, and hybrid clouds. It includes Veeam Availability Orchestrator for DR, data protection for virtual, physical and cloud workloads, integration modules with Veeam’s hardware partners, and Veeam Cloud Connect.
- **Veeam agent for Microsoft Windows** — It protects physical Windows workloads and Windows-based public cloud workloads.
- **Veeam agent for Linux** — It protects physical Linux workloads and Linux-based public cloud workloads.
- **Storage integration with Nimble (Veeam Availability Suite 9.5) and IBM (Veeam Availability Suite 10)** — It leverages array-based snapshot technology for faster backups and recovery on specific platforms.
- **Scalability and performance acceleration** — There is better scalability to address enterprise environments' better performance for backups, full VM restoration, and processing engine enhancements.
- **Microsoft Azure support** — It backs up and restores directly in Azure.
- **Veeam ONE chargeback** — It helps service providers improve billing accuracy and helps enterprise customers have more visibility into costs.

Some of the elements have been previously announced and availability of various components will be staggered in the coming months, variously in version 9.5 and version 10.

IDC's Point of View

To sustain its growth objectives, Veeam must expand the applicability of its data protection software to meet the needs of large-scale enterprises and non-virtualized workloads. However, success is much more than just those mechanics. Veeam has been successful, in part, because of its ability to create an ecosystem around its software (i.e., enabling disaster recovery-as-a-service solutions for cloud provider partners). Its focus on best-in-class virtual machine workload recovery has enabled it to make significant inroads into competitive accounts.

If Veeam were to merely expand into physical workload data protection, it would suddenly find itself battling on the traditional turf of much larger competitors, likely to its detriment. However, by focusing on hybrid cloud environments, it changes the conversation from merely on-premise data protection to a much broader topic. This will allow it to address physical x86 workloads (less than 30% of all workloads and declining) in a “good enough” manner for most situations while attempting to replicate its best-in-class strategy for hybrid cloud data protection, an area of high growth. We believe that this strategy plays to Veeam’s product architectural strengths and targets the emerging needs of IT organizations.

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