

5 Reasons To Switch Your Data Protection

The time for modern data protection is now.

1,500 IT professionals around the globe were asked: Which of the following would drive your organization to change its primary backup solution to a new solution or service?
Source: 5 Reasons white paper

These IT pros responded, and Veeam® delivered. But don't take just our word for it. This is what the industry users had to say:

Why Switch Reason #1



My current backup is unreliable.

39% responded that they would make a switch in order to improve reliability (success rates) of backups.

Why Veeam Reason #1



"Amazing, Reliable, Easy to Use ..."

"When I have a server crash or data has been lost, Veeam has been there to save me every time."

Veeam User, Gartner Peer Insights – 2020

Why Switch Reason #2



Once you add everything up, it costs a lot.

38% of respondents said it would be worth a switch in order to reduce software or hardware costs.

Why Veeam Reason #2



"Great Product and Great Value."

"It literally saved us thousands in SAN upgrades on day one."

Veeam User, Gartner Peer Insights – 2020

Why Switch Reason #3



The ROI never became a reality.

33% of those surveyed say they want to improve return on investment & total cost of ownership.

Why Veeam Reason #3



"280% Return on Investment..."

In organizations with enterprise-level operations using the Veeam Cloud Data Management Platform™, IDC found strong economic value through operational and cost efficiencies, employee productivity and revenue gains. Over five years, these businesses saw:

- **50%** lower cost of data backup and recovery operations
- **280%** ROI and only eight months to pay back
- **19%** lower effective storage costs

Why Switch Reason #4



Recovery times are slow, and backup windows are long.

30% of respondents surveyed want to improve RPO/RTO SLAs.

Why Veeam Reason #4



"Instant Recovery means we have confidence to meet RPOs and RTOs."

BUFA says, "As a healthcare provider, we are bound by long retention policies, combine that with the ever-increasing size of data within the enterprise and from our initial estimates, we're looking at a **10X** cost reduction of our archive backups. As a data driven company, the addition of Instant MSSQL Recovery means we have the confidence in our availability solution to meet our tight and critical RPOs and RTOs."

Why Switch Reason #5



Far too many products in this industry are hard to use and complicated.

30% of IT professionals wish to reduce the complexity of operational management (e.g., ease of use)

Why Veeam Reason #5



Single platform means simplification.

"Veeam has simplified our operations. We can get the vast majority of everything, all environments, under one umbrella with Veeam, which is huge."

IDC survey respondent



Let's not forget the cloud

27% of respondents want to move from on-premises data protection to cloud-based data protection services.



Why Veeam for modern cloud

"IDC states that 90% of IT organizations use cloud for some portion of their data protection."

Businesses can reduce data-related risk by establishing a robust **3-2-1 Rule** approach, meaning three copies of data, stored in two types of storage media with one stored off site (cloud) across a variety of modern and traditional environments.

"It is very easy to apply the **3-2-1 Rule** because you can connect your Veeam to many cloud providers for external backups."

Gartner Peer Insights – 2020

All respondents surveyed cited the 3Cs (capabilities, cost and complexity) as the top themes for switching data protection solutions.



2% of respondents claimed, "Nothing would drive my organization to change its primary backup solution to a new solution or service,"

98% of IT professionals surveyed have a genuine reason to make a switch.



"We've only recently switched to Veeam from another vendor. The Veeam solution is a quantum leap over the previous vendor's product, which was constantly failing and also frightfully expensive."

Gartner Peer Review – 2020

Choose Veeam: It just works.