

Unifying Data Resilience on AWS for Modern Retail

Business Challenge

Retailers face immense pressure to deliver seamless omnichannel experiences while managing volatile supply chains and protecting sensitive customer data. Downtime during peak trading periods can result in significant revenue loss and impact brand loyalty. Furthermore, the rise of ransomware targeting Point-of-Sale (POS) systems and customer Personally Identifiable Information (PII) threatens operational integrity. Legacy backup solutions often struggle to match the pace of modern retail operations, putting organizations' data at risk.

Solution Overview

Veeam and AWS deliver intelligent resilience for retail organizations with unified data protection, security, and compliance across hybrid and cloud environments.

Veeam Data Platform (VDP) delivers cloud resilience for AWS with rapid recovery, compliance-aligned security, and intelligent threat detection. For Kubernetes workloads, Veeam Kasten provides purpose-built, application-aware data protection designed specifically for cloud-native environments.

Together, VDP and Kasten create a unified, end-to-end resilience strategy across cloud and Kubernetes workloads. Extend that protection with Veeam Vault as your secure, fully managed cloud repository for immutable backup storage—reducing vendor sprawl while strengthening cyber resilience.

63%

of consumers now rank data security as their top digital shopping concern.

81%

of consumers research companies' cybersecurity postures before sharing data.

68%

of breach victims reduce online purchases from affected brands, and 42% delete their accounts entirely.

Benefits

- Ensure continuous revenue flow by maintaining uptime for storefronts during high-traffic events.
- Minimize retention costs by automatically moving aged compliance data to Amazon S3 Glacier.
- Safeguard shopper PII with air-gapped, immutable ransomware vaults.
- Accelerate feature releases by utilizing production-fresh data for accurate dev/test validation.
- Unify data management across physical distribution centers and cloud-native retail apps.

Use Cases

Safeguarding Digital Storefronts

Ensure high availability for e-commerce apps on Amazon EKS by recovering microservices instantly to prevent revenue loss during critical, high-traffic sales events.

Ransomware-Proof Customer Data

Isolate sensitive shopper PII and transaction records from cyber threats using fully managed, immutable storage vaults that prevent malicious deletion or encryption.

Long-Term Compliance Archiving

Automate the movement of aged financial records to Amazon S3 Glacier Deep Archive to meet strict regulatory retention requirements while minimizing storage costs.

Conclusion

In the fast-paced world of retail, data availability is synonymous with revenue. By integrating deeply with native AWS services and offering specialized protection for modern containers and databases, Veeam eliminates the complexity of securing diverse retail environments.

Embrace a future where your commerce operations are always on, secure, and ready for whatever the market demands next.



Resilient Supply Chain Systems

Protect ERP and logistics databases on Amazon EC2 and RDS with granular recovery options that minimize disruption to inventory management and fulfillment operations.

Accelerating Digital Retail Innovation

Leverage backup data to spin up isolated test environments, allowing developers to validate pricing algorithms safely before pushing updates to live production.

Hybrid Cloud Data Portability

Seamlessly migrate workloads between on-premises distribution centers and AWS, ensuring data mobility for flexible operations and disaster recovery strategies.

About Veeam Software

Veeam, the #1 global market leader in data resilience, believes businesses should control all their data whenever and wherever they need it. Veeam provides data resilience through data backup, data recovery, data portability, data security, and data intelligence. Based in Seattle, Veeam protects over 550,000 customers worldwide who trust Veeam to keep their businesses running. Learn more at www.veeam.com or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and X [@veeam](https://twitter.com/veeam).

Veeam + AWS

Veeam and AWS go beyond typical backup and recovery, providing cyber-resilient solutions for protecting cloud, virtual, physical, SaaS, and Kubernetes environments. Veeam's powerful solutions on AWS enable you to quickly restore when cyberattacks, like ransomware, occur, helping minimize downtime so you can continue business as usual.

→ Learn more: veeam.com