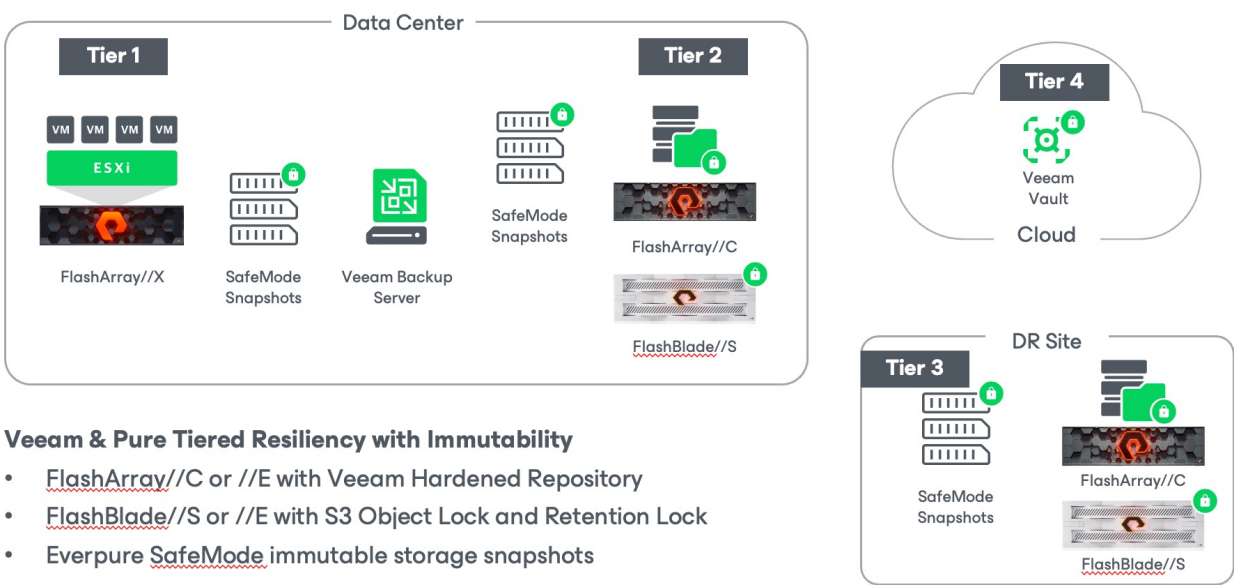


Veeam and Everpure: Unrivalled Data Resilience Rapid Data Recovery

Business Challenge

In today’s digitally driven business world, safeguarding your data from cyberthreats is paramount. The mounting frequency and sophistication of cyberattacks pose a significant risk to both production and backup data. Customers, having adopted hybrid cloud architectures, face a complex environment where attackers employ increasingly high-tech tactics, exploiting vulnerabilities in both systems and human behavior. Because not all threats can be prevented, this multifaceted challenge demands comprehensive strategies to ensure the resilience and integrity of your organization’s data assets. Your production data is the heartbeat of your business and protecting it from cyberthreats such as ransomware, phishing, and malware is crucial, or your business can suffer financial and reputational damage. However, securing production data alone is not sufficient. Attackers know that targeting backups is like going for the Achilles’ heel. They recognize the potential to cripple your organization’s ability to recover from an attack and so you must also fortify your backup data against cyberthreats. End-to-end immutability and fast, flexible ransomware recovery are crucial components of a robust cyber resiliency strategy.

Veeam & Everpure End-to-End Immutability



Veeam & Pure Tiered Resiliency with Immutability

- FlashArray//C or //E with Veeam Hardened Repository
- FlashBlade//S or //E with S3 Object Lock and Retention Lock
- Everpure SafeMode immutable storage snapshots

Solution Overview “Unified for You”

To ensure the integrity of your production and backup data it is critical to choose the right data storage and data protection solutions. And when it comes to ransomware recovery, the combination of Everpure + Veeam® deliver unparalleled performance, immutability, and flexibility to prevent data loss, minimize downtime, and recover at all-flash speed to mitigate the impact of any disruption, whether malicious or accidental.

The partnership offers an airtight defense against ransomware for primary storage

Ransomware attacks are stressful, Everpure and Veeam take the chaos out of the equation with seamless integration and automation.

- Employing Everpure’s SafeMode™ snapshots makes your data immutable, meaning they’re unalterable and unerasable, even by rogue admins or malicious software.
- Veeam orchestrates the creation and replication of Everpure snapshots, ensuring your data is always protected and accessible. Plus, Veeam can provide instant, granular and full recovery from FlashArray snapshots.

Everpure and Veeam provide cyber resiliency for your backups

As mentioned previously, savvy cybercriminals have shifted their sights to a critical vulnerability: backups. Why? Because backups represent the last line of defense for organizations, and successfully compromising them can cripple recovery efforts and force victims to pay exorbitant ransoms. A [recent survey](#) of over 900 security leaders across the C-suite and frontline security roles we’ve found that 90% of respondents said they’re very/extremely confident meeting RTOs. Yet 40%+ of organizations with incidents suffered disruption or financial loss.

Even worse, only 28% of ransomware-affected orgs fully recovered all data. Implementing a multi-layered, end to end security approach is crucial.

- Everpure and Veeam have integrated their products to enable Veeam to create immutable FlashArray snapshots where data protection administrators can specify how frequently to capture snapshots and how long to retain them, both on-premises and off-site. Everpure SafeMode Snapshots are read-only and immutable snapshots on production FlashArrays™ which act as a first line of defense. They are not modifiable by administrators making them impervious to accidental deletion, ransomware attacks, or malicious behavior.
- Veeam’s Hardened Repository capability adds an additional layer of immutability for your backups. No modifications or deletions can be made for a set period, further securing your backup data.

But what if your organization is also copying backups to a secondary data center? For off-site backups, Veeam Data Platform can orchestrate snapshots and copies of your backups from your on-prem Everpure arrays (e.g., Flash Array//X or //XL) to off-site Everpure targets (i.e., FlashArray//C or //E and FlashBlade//S or //E). Veeam Data Platform can also replicate production virtual machines (VMs) from on-premises to secondary or DR sites by employing features like:

- Continuous Data Protection (CDP), which creates exact copies of VMs for fast, near-instantaneous recovery in a DR site.
- WAN acceleration that optimizes data transfer across WAN links for efficient off-site data movement.

Moreover, you can rest assured that your data is truly protected with these additional security layers.

Built-In Data Protection and Resilience

Veeam and Everpure help protect backup data through multiple layers of cyber resilience, including encryption for data at rest and in transit to safeguard confidentiality and reduce the risk of double extortion, regular automated testing and validation to ensure backups and disaster recovery plans work as expected, and immutability through capabilities such as S3 Object Lock on FlashBlade, SafeMode snapshots, and Veeam Hardened Repository on FlashArray to defend against ransomware and accidental deletion. Together, these capabilities provide a comprehensive and robust approach to protecting critical data.

- **Cyber Resilience Delivered as-a-Service (CRaaS):** Consume enterprise-grade data protection through a curated network of approved MSPs and GSIs—delivering a cloud-like experience while keeping customer data on-premises for control and compliance.
- **Storage anomaly detection workflows:** the Pure1 + Veeam Incident API integration enables automated anomaly-driven workflows to accelerate threat identification and recovery orchestration.
- **Deep Enterprise Data Cloud platform integration:** the Veeam EDC Fleet Management Integration will provide Veeam Data Platform with visibility and control into Everpure Fusion fleet management Veeam via an updated Veeam USAPI plug-in that supports Enterprise Data Cloud.
- **Kubernetes data protection:** Portworx Enterprise by Everpure and Kasten by Veeam integration coming soon, expanding protection for modern application platforms.

Provide a comprehensive and robust solution for safeguarding your backup data.

Benefits

- **Fast recovery (fast backup too):** Veeam's flexible recovery options combined with Everpure's flash speeds lead to significantly faster recovery times. This means less disruption and reduced downtime in case of an incident.
- **Seamless data resilience:** Veeam orchestrates secure backups and replication of those backups to off-site locations like a second data center, DR site, or even public cloud storage. This ensures data redundancy and availability in case of disaster.
- **Enhanced cyber resilience:** Veeam and Everpure offer robust security features like encryption, immutable snapshots, and ransomware protection. This multi-layered approach safeguards your production and backup data from unauthorized access, accidental deletion, and malicious attacks.
- **Simplified management:** Veeam provides a centralized console for managing backups, replication, and recovery tasks across your entire infrastructure. This simplifies day-to-day operations and reduces administrative overhead.
- **Cost-effectiveness:** The combination of reduced downtime, improved efficiency, and robust data protection can lead to significant cost savings in the long run.
- **Business continuity:** With data readily available and recoverable, your business can quickly bounce back from unexpected events, minimizing disruptions and safeguarding your reputation.
- **Peace of mind:** Knowing your data is secure and readily accessible in both its primary and backup forms provide valuable peace of mind and allows you to focus on core business initiatives.

Use Cases

Safe, immutable backups

Everpure SafeMode immutable snapshots combined with Veeam Hardened Repository on FlashArray create tamper-proof backups, rendering them immune to ransomware encryption or deletion. Quickly restore pristine data minimizing downtime and avoiding ransom payments.

Disaster recovery

Leverage FlashBlade and FlashArray all-flash performance for high-speed recovery of mission-critical applications, ensuring minimal business disruption from malicious threats or accidents. Rapidly restore backups snapshots directly from Everpure FlashArrays, delivering immediate access to your data and applications.

Rapid recovery

Orchestrate the replication of FlashArray SafeMode snapshots to a secondary Everpure FlashArray at a DR site using Veeam, ensuring business continuity in case of site failure for seamless recovery, not failover.

Compliance and data retention

Leverage Everpure SafeMode snapshots and Veeam backups to meet regulatory compliance requirements for data immutability and retention. Store snapshots and backups on Everpure FlashBlade or FlashArray for efficient long-term retention and easy retrieval when needed.

Conclusion

Protecting all data from cyberthreats demands a holistic approach that encompasses both production and backup data. With their combined strengths of immutable snapshots, lightning-fast recovery, multi-layered defense, and constant innovation, Everpure and Veeam provide a robust and flexible cyber resilient recovery platform that keeps your business safe, no matter what threats may come. Together, Everpure and Veeam provide powerful solutions for managing your entire data lifecycle, from primary storage to robust backup and recovery.

FlashArray and FlashBlade deliver blazing-fast performance, enabling rapid recovery from both SafeMode snapshots and backups. Veeam's advanced recovery capabilities let you perform instant, granular, or full recovery in minutes, not hours. This minimizes downtime, saving you precious time and money, and getting your business back up and running before the damage truly sets in.

About Everpure

Everpure (NYSE: P) allows organizations to take control of their data with an industry-leading, ever-evolving storage and data management platform. We help companies unleash the power of their data by ensuring it is accessible, intelligent, and ready to perform in the AI era. We make data management effortless while simultaneously scaling performance and significantly reducing energy consumption. With one of the highest Net Promoter Scores for over a decade, Everpure is the choice of the world's most innovative organizations. For more information, visit www.Everpuredata.com.

About Veeam Software

Veeam is the Data and AI Trust Company, specializing in helping organizations ensure their data and AI are fully understood, secured, and resilient to enable the acceleration of safe AI at scale. As the market leader in both data resilience and data security posture management, Veeam is built for the convergence of identity, data, security, and AI risk. Veeam delivers deep contextual intelligence across every data asset, identity, and AI model. The company governs access for both humans and AI agents, automates privacy, compliance, and remediation processes, and protects and recovers organizations from modern threats — including ransomware, disasters, AI errors, and ensuring the restoration of clean, trusted data. Veeam empowers organizations to move beyond simply protecting data, enabling them to activate and unlock its full potential. Headquartered in Seattle with offices in more than 30 countries, Veeam protects over 550,000 customers worldwide, including 82% of the Fortune 500, who trust Veeam to keep their businesses running. Learn more at <http://www.veeam.com> or follow Veeam on LinkedIn [@veeam-software](#) and X [@veeam](#).

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