The Voice of the Customer

How to enable Availability for the Always-On Enterprise: IT decision-makers share industry insights based on 2017 analyst surveys.

Based on two independent surveys from IDC and Omega Group with Veeam’s large installed base of IT decision-makers, this white paper describes the key challenges of the Always-on business for the modern enterprise and how to overcome them.

The surveys also shed light on the critical issues that are driving increased demand for modern Availability solutions in today’s era of the Always-On Enterprise™, including improved recovery performance, higher reliability and reduced total cost of ownership (TCO).
Chapter 1: The importance of Availability

With digital transformation, big data analytics, the Internet of Things (IoT) and other modern initiatives, every organization’s revenue and competitive positioning must be built on a solid foundation of digital technologies. In this environment of change and adoption of new technologies, downtime is the biggest threat to an enterprise.

Data is fast becoming the world’s most valuable resource, and change makes it susceptible to loss, compromise and errors. When that happens, every aspect of the business suffers. IDC estimates that each hour of downtime costs businesses $100,000—not counting the damage to customer relationships, employee morale, regulatory compliance issues and brand reputation.

When it comes to improving Availability, however, IT teams must address certain challenges. More than 80% of companies cite inadequacies in their recovery capabilities when compared with the service-level agreement (SLA) expectations of their business units. This creates an Availability Gap.1 In addition, more than 70% of companies also have a protection gap, meaning they can’t protect their data frequently enough to ensure they are meeting SLA expectations against data loss. The cost of these gaps is staggering: $21.8 million a year for the average enterprise.2

How do organizations address these Availability and protection gaps, thereby reducing risk and enhancing business continuity? And what are the priorities in evaluating their Availability solution?

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2 Ibid
Chapter 2: Empowering the Always-On Enterprise

To become agile, the organization must first be safe. It is a matter of becoming proactive, not reactive. Decision-makers are looking for strong Availability capabilities, as shown in the IDC and Omega surveys. IDC asked decision-makers to identify the primary benefits of using Veeam Availability solutions, and improved recovery performance and reliability, along with lower costs, were the benefits cited most often (see Figure 1).³

The Omega survey⁴ approached the same topic from a different direction, and the results are equally interesting. Omega broke down the Veeam existing customer base according to the solutions they are using and asked respondents to rank the importance of various features and functions in meeting their business requirements.

Figure 1
Benefits of using Veeam

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved recovery performance (RPOs and RTOs)</td>
<td>57%</td>
</tr>
<tr>
<td>Improved reliability</td>
<td>55%</td>
</tr>
<tr>
<td>Accelerated backup performance</td>
<td>49%</td>
</tr>
<tr>
<td>Lowered administrative overhead</td>
<td>46%</td>
</tr>
<tr>
<td>Reduced backup software costs</td>
<td>42%</td>
</tr>
<tr>
<td>Reduced performance impact on production systems</td>
<td>39%</td>
</tr>
<tr>
<td>Enable disaster recovery and reduced DR complexity via DRaaS</td>
<td>37%</td>
</tr>
<tr>
<td>Created savings in disk storage capacity</td>
<td>33%</td>
</tr>
<tr>
<td>Reduced risk and improved resource optimization with cloud backup</td>
<td>32%</td>
</tr>
<tr>
<td>Improved ROI/TCO</td>
<td>28%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

n = 975
Base = all respondents

Notes:
This survey was managed by IDC's Quantitative Research Group.
Data is not weighted.
Use caution when interpreting small sample sizes.
Multiple responses were allowed.
Source: IDC and Veeam’s Customer Satisfaction Survey, July 2017

⁴ 2017 Customer Satisfaction Survey Results,” Omega Management Group, May 2017
One of the key findings consistent across all product lines is the importance of support for highly virtualized environments. This should come as no surprise given the growth of cloud computing and the opportunity for organizations to leverage virtualization to support disaster recovery, backup, replication and other functions that can drive higher Availability.

Key capabilities cited by existing Veeam customers in the Omega survey were:

- Instant VM Recovery, including instant file-level recovery
- Backup copy jobs
- Support for multiple hypervisors
- Real-time monitoring and reporting on virtual infrastructure
- Monitoring and reporting for VMware vSphere and Microsoft Hyper-V environments
- No vendor lock-in
- Fault-tolerant architecture

“Veeam has saved us before, recovering both the smallest of files and full virtual machines.”

Newton Thaiposri, Network and System Administrator, Museum of Contemporary Art Australia
Chapter 3: Why existing customers chose Veeam for Availability

If these are the goals—improved recovery performance, lower costs, higher reliability, simplified operations and support for virtualized environments, among others—the question then becomes: How does the organization achieve them?

The results of both surveys indicate extremely high levels of satisfaction with Veeam in enabling companies to meet their most critical Availability objectives. Below are some the key benefits, based on what customers identified as their most critical needs:

**Meeting SLAs/driving RTO and RPO performance**

Improved RTO and RPO performance was the No. 1 driver of Availability among respondents to the IDC survey, cited by 57.7% of decision-makers.

Before implementing Veeam, only 8.4% could achieve 97% or greater SLA compliance; with Veeam, that number shot up to 37%—even though a large percentage of companies set higher SLA goals after implementing Veeam. As noted by IDC:

The mean of the results shows that Veeam customers had an SLA attainment rate of 70.7% before implementing Veeam, which jumped to 90.9% after implementing Veeam. The combined responses lead to an impressive percentage of users who not only set higher SLA goals but also achieved them at a higher rate (more than 90% of the time) after implementing Veeam.

**Improving reliability**

Improving reliability was the second most important Availability criteria, cited by 53.7% of the respondents to the IDC survey. According to IDC, reliability for backup products is usually measured in terms of the backup and backup job success/failure rate.

Veeam customers exhibited “a significant shift out of the high failure rate groups,” IDC said, noting that the biggest change was seen in the 0% failure group, increasing from 12.1% to 30.2%, a 250% increase in the number of respondents that achieved zero failures after implementing Veeam.

Another important measure of reliability is in restore jobs. After implementing Veeam, 60% of customers reported zero job restore failures, and 95.1% of customers fell into the low failure rate categories.
Reducing TCO

Respondents to the IDC survey cited several areas as critical in reducing overall costs, including lowering administrative overhead, reducing backup software costs and creating savings in disk storage capacity. Veeam customers reduced costs in several areas:

- **Data protection infrastructure:** Veeam customers were able to spend less on hardware and software and slightly more on services, for a cumulative reduction in spending—while achieving greater performance, higher SLAs and improved reliability.

- **Data restore operations:** Companies reduced average restore time by 77% with Veeam. “Using IDC data of $100,000 per hour of downtime cost, even conservative estimates of downtime cost saved are likely to dwarf the annual cost of data protection infrastructure. This translates into the potential for a very rapid ROI,” according to IDC.

- **Improved IT productivity:** Backup administrators reduced time spent on backup operations by approximately 8.4% and time spent on restore operations by 3.5%. Combined, this is an 11.9% savings in staff time. Administrators increased their time spent on analytics by the same 11.9%. “We regard this as beneficial,” IDC noted, “because analytics tend to be proactive activities that lead to better operational outcomes, whereas backups and restores are generally reactive.” In addition, nearly two-thirds of respondents reported having staff time freed up to perform additional tasks.

“We highly recommend Veeam to anyone who requires a quick, easy to use and extremely reliable backup solution.”

Paul Elwin, IT Administrator, Advanced Electrical Equipment, Australia
Chapter 4: Setting high standards for satisfaction, renewals and other KPIs

The IDC survey illustrates the impact Availability solutions can have on enabling customers to achieve measurable business benefits, including improving RTO and RPO performance, meeting SLAs, improving reliability and lowering total cost of ownership.

The Omega survey measures a set of KPIs to understand in greater detail what customers are looking for in an Availability vendor and, more specifically, why they have a high overall satisfaction level with Veeam.

These KPIs measure five areas on a scale from 1 to 10. They are:

- Satisfaction level: 9.0 rating for Veeam
- Likelihood to recommend: 9.1 rating for Veeam
- Likelihood to renew: 9.1 rating for Veeam
- Product features and functionality: 8.9 rating for Veeam
- Sales effectiveness: 9.2 rating for Veeam

“Veeam understands you and it is there for you at the time of crisis.”

Rami Kilani, System Administrator, Al-Hamra Real Estate Co., Kuwait, EMEA
Omega also measures something called a Net Promoter Score (NPS), which is based on the percentage of customers that promote a company versus those that detract. Veeam scored an extremely high NPS of 73, up significantly from 61 the year before and illustrative of industry leadership, as shown in Figure 2.

**Figure 2**

![Graph showing Net Promoter Score (NPS) comparison with other companies. Veeam is consistently an industry leader!]

*The Net Promoter Score (NPS) can range from -100 to +100 and +50 is considered an excellent result.*

To create an even more detailed picture of how Veeam customers feel about the company’s products and services, Omega questioned them on several important metrics, which support several reasons for this strong showing, including the high KPI measures on satisfaction, renewals, likelihood to recommend, and product features and functionality. Another critical factor in choosing the right Availability provider is customer support, which is reflected across the board in the KPIs and particularly in the high renewal rates for Veeam.

Omega notes that “customers’ higher-level experience with Veeam is resulting in increased intentions to renew.” Nearly 60% of respondents rated Veeam at 10, and nearly 80% of respondents rated their likelihood to renew with Veeam at 9 or 10.

Ongoing support is a critical factor in Veeam’s high renewal rates, the research shows. In filling out the survey, more than 700 customers commented on support, “indicating the importance and experience of customer support,” per the report.

Overall, Veeam achieved high ratings across the board in customer support activities and attributes, as shown in Figure 3.

**Figure 3**

<table>
<thead>
<tr>
<th>Customer Support Activities and Attributes</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy</td>
<td>9.0</td>
</tr>
<tr>
<td>Professionalism</td>
<td>8.9</td>
</tr>
<tr>
<td>Knowledge of the Solution</td>
<td>8.8</td>
</tr>
</tbody>
</table>
Chapter 5: Conclusion

Many organizations are at a crossroads when it comes to IT. They recognize the need to embrace digital transformation, cloud computing, big data analytics and other important innovations. At the same time, however, they realize they must also pay more attention than ever to Availability because, without the right Availability solution, everything else is put at risk.

Research shows that a large portion of companies are experiencing Availability and data protection gaps. But research also reveals that companies that focus on closing these gaps with Veeam solutions can have enormous successes and achieve significant competitive advantage.

By using the right Availability solution, organizations can leverage their highly virtualized environments to improve performance, meet more stringent RTO and RPO SLAs, reduce costs, increase reliability and simplify IT operations. As evidenced by the IDC and Omega research, Veeam customers have shown that they can achieve new levels of:

• Business continuity
• Service agility
• Visibility, thus enabling business intelligence and innovation

The two 2017 surveys, from IDC and Omega group, show that Veeam has achieved some of the highest levels of customer satisfaction in the industry, particularly in Key Performance indicators such as overall satisfaction level, renewal rates, product features and customer support. Veeam helps every business deliver the uninterrupted Digital Life experience their users expect—to deliver Number One Availability for any app, any data, on any cloud!

For more information on how you can get the most out of your already-purchased Veeam product, please contact the Veeam Renewals team.