

3 Critical Advantages of the HPE + Veeam Solutions

A proven cloud data management solution can ensure end-to-end data availability and flexible recovery

As enterprises migrate to the hybrid cloud because of ever-expanding volumes of data and applications, legacy solutions just can't keep up.

That's because traditional storage hardware and data management systems weren't designed for large amounts of data. The modern enterprise has data scattered across multiple locations (and clouds) that applications must be able to access anywhere, any time. Consequently, valuable data often remains hidden or gets overlooked, straining enterprise resources for complete and consistent oversight.

This can also have a negative impact on the bottom line. A recent [survey](#) by Aberdeen found that 80% of the time, business leaders make important decisions based on gut feelings versus decisions informed by hard data.

Scattered data also increases the risk of downtime. In a recent [survey](#), Veeam® found that more than half (54%) of companies have experienced a loss of customer confidence as a result of downtime. And no wonder; nearly three-quarters (73%) of decision-makers surveyed said they couldn't meet their customers' expectations for uninterrupted access to data and applications.

Fortunately, cloud management solutions from Veeam and HPE can help enterprises meet their business challenges head-on by making data fully available across the enterprise while also protecting it from loss.

The benefits start with solving the availability challenge.

Harnessing the power of data

As the volume of data generated and used by the enterprise increases, it becomes increasingly difficult to protect that data and ensure its availability for business users and applications. For example, a marketing department might have trouble accessing customer data siloed in the system of another department, which hobbles business development efforts and the ability to glean insights from the data.

Compounding the problem is data dependence, where applications running on one system depend on data stored on another. In a hybrid cloud environment that mixes private and public clouds and on-premises resources, it's all too easy to break critical connections between data and applications. This disconnect contributes to downtime and lost productivity.

Companies that have experienced loss of customer confidence due to downtime

54%

Decision-makers unable to meet customers' expectations for uninterrupted service

73%

Disaster recovery (DR) has also become increasingly expensive, complicated, and time-consuming in the emerging hybrid cloud era, especially in the face of rapidly evolving security threats. This is particularly true in the financial services industry, where data literally is money, and downtime and loss of data can have catastrophic effects.

That's why one organization made it priority number one to replace its unreliable legacy backup system.

"In a worst-case scenario, losing data could damage our firm's reputation and put us out of business," says Dave Pritt, IT infrastructure manager at Saunderson House, a London-based wealth management firm with 2,300 clients.

The challenge was to avoid data loss in systems such as customer relationship management, email and file servers.

"Our policy is no single point-of-failure," Pritt says. "We'd been able to preserve our policy until legacy backup failed to meet our needs."

The legacy backup solution was unreliable and hard to manage, and data recovery was sometimes slow and difficult, says Pritt. **The firm then upgraded to Veeam's Backup & Replication™ solution with an HPE Nimble Storage integration. Now he and his team are breathing easier, thanks to consistent and easy to manage HPE Nimble Storage snapshots and replicas.**

"Veeam and HPE Nimble Storage provide protection and recovery options that weren't possible with our legacy backup," Pritt says.

As the experience of Saunderson House illustrates, developing a robust data protection strategy is essential for creating peace of mind for enterprises and customers alike.

As seen in the Saunderson House example, flash-accelerated data protection solutions from Veeam and HPE can help enterprises implement such a strategy. Together, Veeam and HPE offer end-to-end data availability and flexible recovery of compromised data that can be done within minutes. That's because, given the volume of data scattered across the cloud and on-premises storage, it's impossible to manually manage the volume of modern enterprise data. Automation is not just a convenience, it's critical to success.

More than that, intelligent storage elevates data availability beyond just DR.

"It gives organizations the tools they need to innovate their way to new products and services," says Danny Allan, chief technology officer (CTO) and senior vice president (SVP), product strategy at Veeam. "Many people look at data today as an insurance policy. I would argue they're missing the greater opportunity; it will propel you forward as a business if you can unlock the data that you already have."

Veeam and HPE
"Nimble Storage
provide

PROTECTION and RECOVERY OPTIONS

that weren't
possible with our
legacy backup."

Dave Pritt
IT Infrastructure Manager
Saunderson House

"Veeam recovery solutions powered by HPE all-flash storage let organizations recover affected data without skipping a beat."

Danny Allen CTO and SVP of Product Strategy, Veeam

HPE Nimble Storage and Veeam customers experience

99.6% LESS UNPLANNED DOWNTIME

and complete

272% MORE DATA BACKUPS.

Overcoming resource constraints

As the volume of data scattered across clouds and systems increases, it also strains the enterprise resources that manage it. This is another reason flash-accelerated data management solutions from Veeam and HPE have become so critical.

Despite modest increases in recent years, IT spending has either grown slowly or plateaued around the world. Most of the companies (64%) polled in a recent survey by Spiceworks are concentrating their IT spending on upgrading outdated infrastructures. At the same time, unplanned downtime caused by those faltering legacy systems can only add to the expense of managing fast-growing data stores.

Cloud Data Management™ and storage from Veeam and HPE help this process by streamlining data management, which saves time and frees up resources for more valuable pursuits such as digital transformation efforts.

Take the example of HireRight, which provides tailored screening solutions for employers. Speed is fundamental to today's hiring process. The faster HireRight can verify candidates' resumes and job applications, the faster employers can make informed hiring decisions.

"We're a global company, which means candidates are submitting their data to us 24/7, and employers are accessing our reports that verify data 24/7," says Elliott Peterson, formerly vice president of global IT at HireRight. "If we experience downtime, we're doing a disservice to everyone involved, and it affects not only our bottom line, but also our reputation."

Slow backup and recovery can place HireRight's IT systems at risk for downtime and may also present compliance challenges.

HireRight helped mitigate the risk of system downtime by replacing its legacy backup infrastructure with Veeam® Availability Suite™ and Nimble Storage CS5000 from HPE.

"We conduct more than 12.5 million background checks each year to help employers find qualified candidates, and Veeam and Nimble support us every step of the way by helping to keep our IT systems available," Peterson says. "Veeam also makes it easier for us to maintain our compliance obligations."

Veeam backs up and replicates 5,000 VMware vSphere virtual machines (1.2 PB) from Nimble Storage snapshots. Peterson says backup and recovery speed increased by 99% with Veeam and Nimble Storage, which has helped reduce the risk for downtime and made it easier to meet service-level agreements (SLAs) with employers.

The answer to increasing complexity

Between rapidly evolving security threats, aging legacy systems and overly complex solutions that can't seamlessly share data, the data management challenge is growing in complexity.

Veeam and HPE flash-accelerated data protection solutions can help solve this complexity problem by simplifying management and speeding up backup and recovery.

"One of the key integration points with HPE we leverage is their storage-level snapshot capabilities," says Allan. "The result is faster data collection thanks to solid-state media delivering data much faster than relatively pokey spinning drives."

Speed makes all the difference when responding to threats, Allan noted.

"Take ransomware as an example," says Allan. "Veeam recovery solutions powered by HPE all-flash storage let an organization recover affected data without skipping a beat."

Companies that are focusing IT spending on upgrading outdated infrastructure

64%

Then you might create an isolated copy of that data off in a sandbox for the security team to do security analysis or to do forensics after an event.”

All of this is possible thanks to the speedy performance of flash-accelerated data protection.

Payboost, a fintech start up created in 2016 and a subsidiary of Nova Veolia, is a provider of digital payment collection solutions. Constant availability is critical for Payboost, which is committed to up to 99.99% service continuity with its customers. To ensure the availability of its 13 TB of data spread over 18 host servers, 410 virtual machines (VMs) and around 50 physical machines, Payboost chose Veeam.

Only Veeam guaranteed data protection that was both reliable and completely painless to Payboost’s operations and the operations of its customers and their clients. Thanks to Veeam’s advanced replication capabilities, Payboost builds the DR environment from its mirror site every day, meaning that VMs are ready to be restarted in the event of an incident to reduce recovery time objectives (RTOs) to a minimum.

Thanks to the recovery quality of the Veeam solution, Payboost feels fully confident in its ability to recover any critical file or directory that is compromised, deleted or lost by its users.

“To date, we have never had any inability to restore. This gives our teams and our customers absolute peace of mind as to the hyper-availability of their data,” says Eric Machabert, former information systems enterprise architect at Payboost.

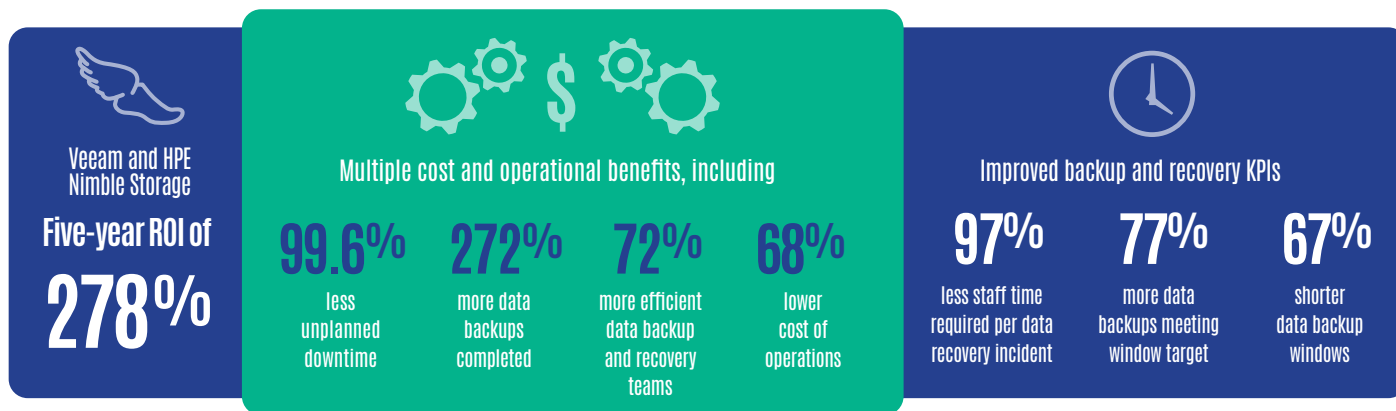
“... we have never had any inability to restore. This gives our teams and customers **ABSOLUTE PEACE OF MIND ...**”

Eric Machabert
Former Information Systems Enterprise Architect, Payboost

The bottom line

Together, Veeam and HPE deliver several benefits. A new study from IDC surveyed participants who have deployed Veeam data management software with HPE Nimble Storage with the goal of establishing cost-effective, efficient and robust storage infrastructure foundations.

Key findings include the following:



By reducing costs, making key IT teams more efficient and lowering the impact of outages and risk, Veeam and HPE provide IT departments with more time to focus on innovation and business projects.

Visit www.veeam.com/hpe-storage-solutions.html to learn more.

VEEAM


Hewlett Packard Enterprise