

Service Provider Data Protection

# Maintain the “9s” in your SLAs

As a cloud hosting provider, you know that an essential component of any Infrastructure as a Service (IaaS) offering includes backup and recovery, but it’s not a feature your team wants to spend time managing. You need a set-and-forget solution that is also flexible enough to provide some degree of access to your customers — a capability that is often hard to find in-market.

## The market opportunity

Research tells us that 81% of enterprises are embracing a multi-cloud strategy with a mix of solutions across private, public, and hybrid clouds – across multiple providers<sup>1</sup>. This move is being driven by a number of critical factors, as captured in the 2019 Cloud Data Management Report<sup>2</sup>:

- 73% of organizations are unable to meet users’ demands for uninterrupted access to applications and data
- On average, respondents have experienced five to 10 unplanned outages in the last 12 months, each lasting 65 minutes
- Application downtime costs the average organization \$20.1 million globally in lost revenue and productivity

With this big move to multi-cloud, the next question is: How can businesses ensure their apps and data are protected and available across the new multi-cloud models they are adopting? This is where the value of leveraging a service provider comes in.

## Customer demands vs. your needs

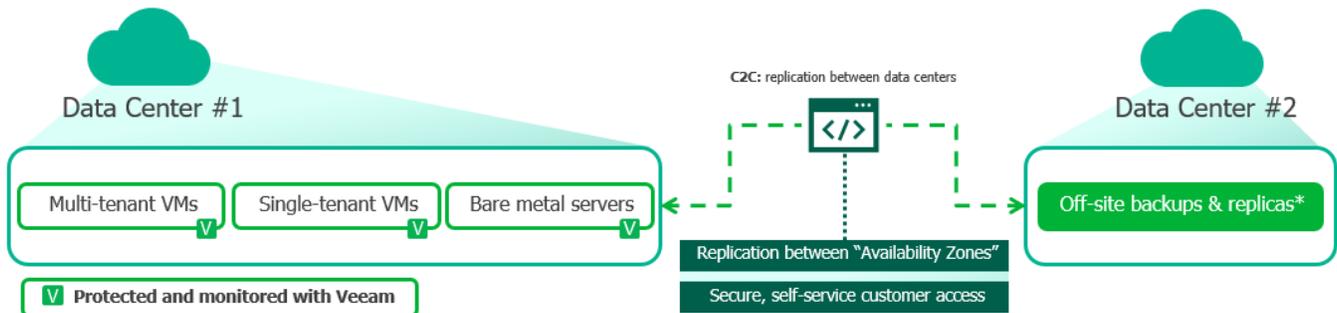
Customers are looking for an IaaS data protection provider that can offer comprehensive services to protect their public cloud workloads — both where they reside today and where they may reside in the future. By choosing a provider with a robust suite of services that can protect their complete IT environment, they gain comprehensive IT protection in a single service that will protect company data and meet business goals.

### The Opportunity

Veeam has long been #1 for VMware, a distinction many cloud hosting providers have taken advantage of. Building Veeam into your IaaS offering means striking a balance between your customer’s demand for self-service backup with your team’s need to have a reliable replication offering that maintains uptime SLAs.

### Components

- **Veeam Backup & Replication** which helps businesses achieve comprehensive data protection for ALL workloads — cloud, virtual and physical
- **Veeam Agent for Microsoft Windows**, a FREE solution for backing up Windows-based desktops and laptops
- **Veeam ONE**, a comprehensive monitoring and analytics solution for your virtual and physical environments



\*Note: Replication is not available for Agent-protected Physical Servers and Workstations

<sup>1</sup> ESG, Public Cloud Computing Trends, 2017

<sup>2</sup> Veeam, Cloud Data Management Report, 2019.

## #1 Backup and Recovery

The Veeam® Availability Platform™ is the most complete solution to help service providers simplify backup and recovery, offer reliable services and build flexible solutions that solve key pain points – all from a single, fully integrated console.

### Veeam Backup & Replication

Veeam Backup & Replication™ helps businesses achieve comprehensive data protection for ALL workloads — cloud, virtual and physical. Achieve fast, flexible and reliable backup, recovery and replication of all applications and data, on premises or in the cloud.

### Veeam ONE

Veeam ONE™, part of Veeam Availability Suite™, provides a comprehensive monitoring and analytics solution for your virtual and physical environments. With support for Veeam Backup & Replication and Veeam Agents, as well as VMware vSphere and Microsoft Hyper-V, Veeam ONE delivers deep, intelligent monitoring, reporting and automation through interactive tools, so you can be proactive in resolving problems before operational impact.

## Partnering to win with Veeam

By building a Veeam-powered BaaS offering, you'll also be invited to join the VCSP program, unlocking exclusive access to sales and marketing resources:

- Customizable, ready-to-go marketing and sales enablement assets
- Free trials, including Veeam Cloud Connect & Veeam Backup *for Microsoft Office 365*
- A pay-as-you-grow pricing and licensing model available *exclusively* to partners

## Other Veeam-powered service offerings

Veeam launched the VCSP program in 2010, and since then our service provider story has evolved tremendously. We recently launched a new solution story for our VCSP partners that speaks to clearly-defined use cases to help you drive more value to your customers while helping you save on staff, storage, and software. These use cases fall into three main tiers:

**Infrastructure Protection:** Offering BaaS for any infrastructure, including remote managed services for on-premises customer deployments

**Off-site Backup & Disaster Recovery:** For service providers looking to offer protection of production workloads by scaling to the cloud

**Public Cloud Protection:** Capture the brand demand of hyperscale clouds, like Microsoft Office 365, a great addition to any line card

### Delivering Excellence

"I was already familiar with Veeam Backup & Replication because it had saved the day during our crisis, but I had no idea how amazing Veeam ONE can be...it instantly began giving us more insight into our backup environment and virtual environment than we had ever had before. For example, I immediately began getting emails about VMs with too many snapshots and CPU usage."

#### Jon Helgason

IT Manager  
Midverk ehf

"Our clients are looking for dependable disaster recovery and business continuity solutions that are provided in a fully managed service with predictable recoverability. This is to protect them from operational and security threats in an evolving landscape, while managing costs and ensuring their IT staff can focus on profit-generating activities. Veeam delivers solutions that allow our customers to remain focused on meeting their strategic objectives. [...] We have been consistently successful in recovering our clients when they have experienced outages."

#### Bradley Janse van Rensburg

Chief Technology Officer  
ContinuitySA



Partner with Veeam  
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