

Nominee: Veeam Software

Nomination title: Veeam Backup & Replication v7

Built for the Always-On Business:

IT services today need to be available 24/7 to meet the needs of always-on businesses. With virtualisation increasingly the bedrock for IT organisations need to know that their infrastructure can guarantee this level of availability.

According to independent research by Vanson Bourne, it takes almost 5 hours to recover backed-up virtual servers, with each hour of downtime costing £213,356. This is even more extreme for individual items such as emails, which can take up to 14 hours to recover. As demand for constant availability increases, the cost of this downtime will only grow.

Veeam® Backup & Replication™ v7 (“B&R v7”) allows backup, recovery and replication of virtual machines and individual items in just minutes, instead of hours – providing data protection designed for the Always-On Business.

Industry Impact:

Since its introduction in August 2013, 80,000 customers worldwide have adopted B&R v7. 40,000 of those have upgraded from the previous version, Backup & Replication v6, while the other half are completely new users. Currently 42% of Global 2,000 companies and 94% of the fortune 500 are Veeam customers. B&R v7 is easy to install and operate; 60% of users reported upgrading in minutes and 92% upgraded in-house, with no professional services or consulting.

B&R v7 has also received a number of accolades from independent research. A recent survey by the Enterprise Strategy Group (ESG) on Veeam customer insights gave clear indications why more and more organisations are switching to Veeam.

96% of Veeam users reported Recovery Time Objectives within their SLAs, compared to 78% for other solutions – meaning much less risk of data loss. 83% stated that they were more confident in their backup, thanks to the ability to provide near-continuous data protection and streamlined disaster recovery. 71% of customers reported improved reliability of backups compared to other solutions, while 65% of Virtual Lab users save \$1,000 or more and 84% save an hour per month or more by avoiding deployment problems with new or upgraded applications.

USPs and Differentiators:

B&R v7 is designed to allow modern, always-on businesses 24/7 access to IT services. As a result, it introduces a number of unique features that set it apart from the competition:

- **Built-in WAN acceleration:** Data protection best practice recommends a 3, 2, 1 approach - at least 3 copies of data, on 2 different media, with at least 1 off-site. Traditionally, moving data off-site has been time consuming without expensive, dedicated hardware. B&R v7 is the only product with out-of-the-box, built-in WAN acceleration which transfers data 50 times faster; without investing in additional acceleration tools.
- **Backup from storage snapshots:** Frequency of backups is as vital as speed, in order to prevent data loss when the most recent data cannot be recovered. Developed in partnership with HP, users can create backups from snapshots of HP StoreVirtual VSA, HP StoreVirtual (LeftHand, P4000) and HP StoreServ (3PAR). Businesses can create backups and replicas every 5 minutes, dramatically reducing the risk of data loss and stress on the virtual infrastructure.
- **Virtual Labs:** Testing backups and replicas is a time-consuming, resource-heavy task: testing is often sporadic or covers a minority of machines, with recovery not guaranteed. B&R v7's Virtual Lab for Replicas automatically verifies every restore point in replicas to ensure there are no issues. The Virtual Lab also allows on-demand creation of sandboxes that can be used for testing, training and troubleshooting. Recognising that Microsoft Hyper-V now comprises 28% of the virtualisation market, Veeam has also created the Virtual Lab for Hyper-V: giving more organisations complete confidence in their data protection.

Why nominee should win

- B&R v7 is designed for the modern, always-on business: helping organisations avoid downtime that can cost over £1,000,000 per incident
- B&R v7 is the only product to include built-in WAN acceleration out of the box, making off-site backup up to 50 times faster
- Backup from storage snapshots allows organisations to back-up data every 5 minutes, minimizing data loss
- Virtual Labs for Replicas and Hyper-V give organization complete confidence in data protection, as well as allowing testing environments
- Veeam is a proven tool: used by 42% of Global 2,000 companies and 94% of the fortune 500.