Nominee: Veeam Software

Nomination title: Veeam Backup & Replication v9

Key features

Organisations are modernising their data centres to provision IT services faster, strengthen security and control and lower operational costs, investing in server virtualisation, modern storage applications and cloud-based services.

However, end user demand for access to data and applications, lack of patience for downtime or data loss and exponential data growth at 30-50% per year is creating a gap – an Availability Gap – between the requirements of the Always-On Business™ and IT's ability to effectively deliver availability.

Indeed, the 2016 Veeam Availability Report revealed 84% of senior IT decisions-makers admit suffering an Availability Gap. This costs businesses up to $16 million a year in lost revenue and productivity, as well as negative impact on customer confidence (68%) and brand integrity (62%). This figure has risen a staggering $6 million in 12 months, despite most respondents saying they implemented tightened measures to reduce availability incidents, and 48% of all workloads classified as 'mission-critical.'

Veeam bridges this gap by providing customers something fundamentally different—Availability for the Modern Data Center™. Veeam Backup & Replication™ v9 (B&R v9) allows recovery time and point objectives of virtual machines and individual items in less than 15 minutes for all applications and data, instead of hours – providing backup and availability designed for the Always-On Business.

Veeam B&R v9 provides fast, flexible, and reliable recovery of virtualised applications and data. It brings simple and efficient backup and replication together in a single solution to both increase the value of backup and reinvent data protection for VMware vSphere and Microsoft Hyper-V virtual environments.

Impact on the market and customers

Veeam understands its success is directly linked to its partners, and has built a strong market with previous Backup & Replication products. Veeam B&R v9 has built upon this, with almost 42,000 customers registering for pre-launch updates (double that of v8), illustrating huge desire among enterprises to move from legacy backup solutions to innovative availability solutions. With this launch, Veeam has solidified its position as the only company meeting the needs of Always-On Enterprises.

More than 26.3% of Veeam customers upgraded to v9 within 75 days of its release, with 100,140 downloads overall. Wider interest in the solution has been phenomenal, with customers, prospects and partners downloading at a rate of over 1,335 downloads a day; proving there is a definite audience for channel partners.

Veeam's channel focus has resulted in consistent sales and revenue for partners. In 2015, Veeam reported booking revenue of $474 million, with every penny coming through its 41,000 channel partners. Veeam continues to experience significant growth, with revenues leaping by 22% in 2015. With the aim of reaching a $1 billion in revenue by 2019, there is plenty of potential revenue for new partners.

Major differentiators:

Many customers want to utilise the cloud for backup and disaster recovery, while others want to offload to a service provider. Veeam's strategy is to partner with cloud and service providers, who are the true experts in delivering cloud and managed services. So instead of offering cloud or managed services, it enables customers to run their own.

Veeam is used by more than 205,000 organisations around the world to protect more than 11.8 million VMs.

Backup:

Veeam B&R v9 creates lightning-fast VM backups while also giving organisations multiple options to meet their needs. Network mode is available for any infrastructure configuration, but Veeam also provides Virtual Appliance and Direct SAN Access modes that provide direct access to production storage, taking the load off the management network and hypervisor hosts and maximising backup performance. Features like source-side deduplication and compression, change block tracking, parallel processing, automatic load balancing and the exclusion of swap files ensure the fastest, most efficient backups possible.

Recovery:

Veeam B&R v9 delivers extremely fast, reliable restore for individual files, entire VMs and application items—ensuring full confidence in virtually every recovery scenario. Businesses can restore entire VMs in minutes with Instant VM Recovery™, run any virtualised application on vSphere or Hyper-V directly from the latest backup instead of making users wait while provisioning storage, extract the backup and copy it to production. After restoration, VMware Storage vMotion, Hyper-V Live Migration or Veeam's proprietary Quick Migration move VMs back to production storage.

Replication:

Ready-to-use VM replicas provide near-continuous data protection and enhance business continuity. In case of virtualised application failure, B&R v9 allows customers to immediately switch over to its exact copy and run it either on the main or remote site. Veeam's replication allows customers to achieve recovery time objectives of under 15 minutes for any virtualised application, maintain image-based replicas either onsite for high-availability or offsite for disaster recovery, and simplify replica failover and failback with delta synchronisation and automated IP re-addressing.

Market presence:

Veeam addresses the ever-changing, ever-expanding role of service providers by partnering with software and other vendors serving the service provider community. This provides compelling capabilities to help grow businesses and meet the needs of Always-On customers.

Supportive quotes / case study materials:

"Veeam work hard, have fun, and are passionate about doing a good job for the customer. The technology is really important, and Veeam's slogan 'It Just Works!' is one of the reasons we took them on.

"Backup is vital to keeping businesses running, and needs to run in the background. Veeam's investment in their Availability Suite is driven in that direction, and customers can set it up and forget about it, leaving them to focus their time and efforts on other aspects of their business.

"The market for availability is growing as the data we need to backup increases, and needs to be available 24/7. Veeam are in a great place to support this market growth, with good products and technologies. They are also making investments in the cloud space with Cloud Connect, giving us the opportunity to provide customers with another place for their backups. As data increases, so too do replications, and that puts us and Veeam in a great place to grow, and grow our businesses together." – Sam Routledge, Solutions Director, Softcat

Why nominee should win

- 50,000 companies switched to Veeam in 12 months

- 91% of Veeam's customers say it is more reliable than previous solutions

- Veeam's high performance in crucial availability tasks – completing backups within backup windows (95% Veeam vs. 77% legacy); recoveries meeting RTPOs (96% Veeam vs. 77% legacy); recoveries of applications completed in under 60 minutes (86% Veeam vs. 18% legacy)

- More than 26.3% of Veeam customers upgraded to v9 within 75 days of release, with 100,140 downloads overall

- Customers, prospects and partners downloading at a rate of over 1,335 downloads a day