

Nominee: Veeam Software

Nomination title: Veeam Backup & Replication v9.5

Market Impact:

Customers, employees and partners increasingly expect continuous access to information and applications at any time and from any device, with no tolerance for downtime or data loss. Achieving the always-on business has previously required an expensive investment in fully redundant failover systems, so the vast majority of workloads are protected by lower-end, legacy systems that can take days or even weeks to recover data.

Veeam Availability Suite 9.5 transforms the Always-On Enterprise from an ultra-expensive proposition into an affordable reality. According to the Veeam Availability Report 2017, unplanned downtime costs the average organisation £17.9 million annually, while 66% of enterprises admit that digital transformation initiatives are being held back by unplanned downtime.

Increased end user demand for access to data and applications and lack of patience for downtime or data loss is creating an Availability Gap between the requirements of the Always-On Business™ and IT's ability to effectively deliver availability – indeed, 90% of UK enterprises admitted to suffering an Availability Gap in Veeam's research.

Veeam Availability Suite 9.5 bridges this gap by providing a recovery time and point objective (RTPO™) of less than 15 minutes for all applications and data. This ensures availability of data and applications 24.7.365 by providing, according to an ESG survey of Veeam customers:

- **High Speed Recovery:** 96% of Veeam recoveries are within RTO SLAs, compared to 78% for other solutions
- **Data Loss Avoidance:** 83% of Veeam customers are more confident in their backup than with previous solutions
- **Verified Protection and guaranteed recovery of every file, application or virtual server:** 71% of Veeam customers report improved reliability of backups compared to other solutions
- **Use backup data to create an exact copy of the production environment:** 84% of Veeam Virtual Lab users save time by avoiding deployment problems

- **Proactive monitoring and alerting of issues: 71% of Veeam customers say their risk awareness has improved**

In total, more than 255,000 organisations now use Veeam, a number that grows by about 4,000 customers monthly. Taking less than 10 minutes to install, Veeam Availability Suite 9.5 gives complete visibility of the backup infrastructure through its Veeam ONE component, which provides proactive monitoring and alerting of issues before they affect operations.

According to a customer satisfaction survey from IDC, Veeam customers are able to backup more workloads, set more aggressive SLAs, and meet their RTPOs more often than with their previous vendor (90% compared to 69%). In addition, compared to earlier providers, nearly three times as many respondents had zero backup job failure rates with Veeam. Plus, Veeam's customer satisfaction is 2.5 times the industry average, at +73 as measured by Net Promoter Score.

Distinguishing features & differentiators:

Veeam Availability Suite 9.5 provides true datacentre availability with RPOs and RTOs of less than 15 minutes. Through a host of new enterprise enhancements, Veeam now scales more efficiently and effectively to protect tens of thousands of VMs and petabytes of data, regardless of their environment size.

It is built on a flexible, distributed architecture, with multi-hypervisor support and robust configuration options that enable Veeam to accommodate any topology, large or small. Integration has now been extended to HPE / Nimble Storage and, while Veeam is storage agnostic, 9.5 adds deep integration with Nimble Storage Systems, in addition to existing industry-leading integrations with HPE, NetApp and Dell EMC, enabling advanced features like backup and recovery from storage snapshots. Furthermore, in support of Veeam's 'Cloud-First' strategy to optimise resource allocation and minimise costs, this new solution enables businesses to take on-premises Windows and Linux-based VMs, physical servers and endpoints, and restore or migrate them to Microsoft Azure.

Businesses can now also modernise their private cloud platform and enterprise applications through integration with Microsoft 2016 datacentre technologies, such as Windows Server 2016 and Microsoft Hyper-V 2016, Nano server and Storage Spaces Direct.

With Veeam Availability Suite 9.5, organisations can now leverage their existing investments in cloud, virtualisation and advanced storage to create a true datacentre availability solution. That's a huge benefit and, with Veeam's simple pricing model, it's also extremely affordable.

The unlimited scale-out backup repository enables organisations to use and reuse essentially any storage device to create a backup pool. This increases the effective capacity of existing storage by at least 30% because customers are able to leverage disk space that typically goes unused in a legacy backup storage environment.

9.5 provides full integration with Microsoft 2016 datacentre technologies to modernise private cloud platforms and enterprise applications, including Windows Server 2016 and Microsoft Hyper-V 2016, Nano server and Storage Spaces Direct. New, advanced ReFS (Resilient File System) integration improves performance and optimises capacity for large-scale data sets, while ensuring backup data resiliency and protection of business-critical applications.

Veeam Availability Suite 9.5 introduces a new cloud feature: Direct Restore to Microsoft Azure. Customers can perform cloud restore for backups created by any Veeam product, optimising resource allocation to deliver improved scalability and increased IT efficiency, while minimising operating costs and limiting capital expenditures.

New in 9.5, customers can leverage powerful chargeback and billing reports for virtual and backup infrastructures to help calculate the cost of compute and storage resources within their organisations or service offerings. As a result, IT can charge individual departments or customers based on usage.

Further performance highlights include:

- **Backup from storage snapshots:** Unique Veeam technology allows backup and replication from storage snapshots to be performed up to 20 times faster than with competing solutions, and significantly reduces impact from backup activities (patent-pending)
- **Built-in WAN Acceleration:** Copy data to offsite locations up to 50 times faster than regular file copy; eliminates the need to purchase separate WAN acceleration solutions.
- **High performance data processing engine** that automatically adjusts to environmental conditions in real-time to enable fastest possible backup and replication without impacting production storage availability (patent-pending)

- **Integrations with market-leading deduplicating storage (HPE, NetApp and EMC) for up to 50 percent faster full backups while requiring significantly less network bandwidth**

Why nominee should win

- **More than 255,000 businesses now rely on Veeam to ensure the 24.7.365 availability of their business-critical data, services and applications**
- **Veeam's customer satisfaction is 2.5 times the industry average, at +73 as measured by Net Promoter Score**
- **96% of Veeam recoveries are within RTO SLAs, compared to 78% for other solutions**
- **Veeam offers industry-leading integration with HPE, NetApp, Dell EMC, Nimble Storage and Microsoft 2016 datacentre technologies**
- **Veeam technology allows backup and replication from storage snapshots to be performed up to 20 times faster than with competing solutions**