# 12 Reasons Why Veeam is The Best VMware Backup Solution
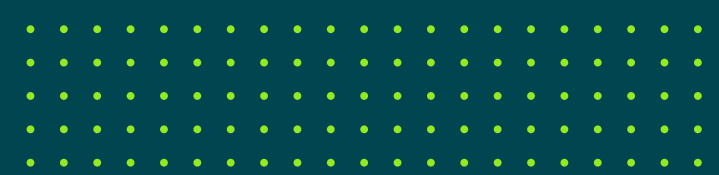
You bet your business on VMware — why gamble with its protection?

# Contents

# Overview

Virtualization comes standard in the modern datacenter and VMware is the driving force of modernization for most organizations. Today, almost everything is virtualized across the spectrum, ranging from file servers to the critical applications and databases that power global businesses. VMware backup is essential to the datacenter and must be considered when planning your data protection strategy. The challenge for many companies is that the backup market is very crowded and many of the available choices are point products that still require additional software solutions to protect the rest of their datacenter. Legacy backup products are not simple and many of the newer "simple" products are not flexible enough and require specialized hardware.

You bet your business on VMware...why gamble with its protection?
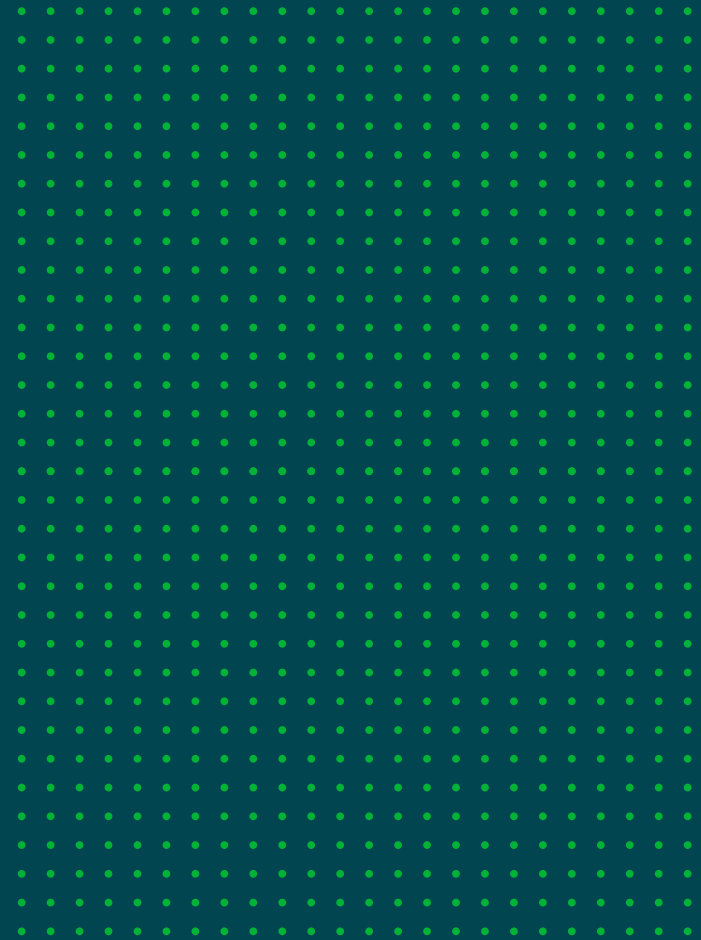
# Veeam is the standard for VMware:
# #1 VMware backup

When it comes to fully understanding and providing total VMware protection, there is no other backup company in the world that can compare to Veeam®. With one million active installations, Veeam is the most attached third party solution that's purpose-built for VMware, which reflects a healthy business relationship with deep integration. Not only is Veeam a premiere backup vendor, but it's used and provided VMware data backup solutions since 2006. With Veeam's many firsts to market including Instant VM Recovery® and the use of Changed Block Tracking (CBT) with backups, Veeam protects and orchestrates VMware vSphere better than any other solution on the market. Because of this, VMware uses Veeam products for acceptance testing to ensure that your backup solution is not broken by future VMware updates. Veeam understands what's needed to design, create, manage and maintain a VMware environment, which gives you the confidence you want when choosing the best solution for your business.

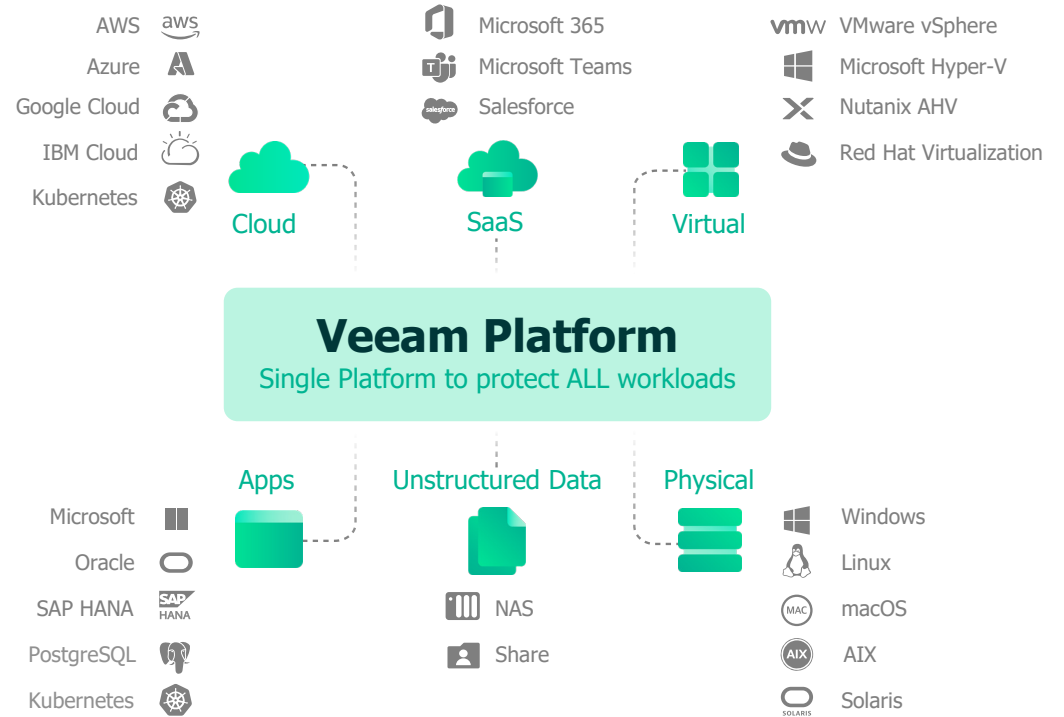| **1M** | **#1** | **1st** |
|---|---|---|
| Active installations on VMware | 3rd party solution on VMware | to market with Instant Recovery and CBT support |
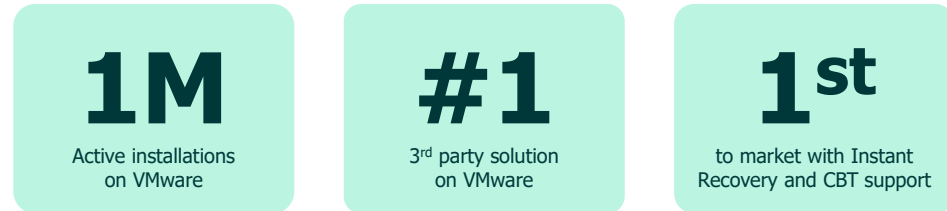
Veeam can support and integrate with all the latest VMware technologies as well. From vSAN to vVOLS and NSX to vRealize, Veeam provides all the backup capabilities needed for modern vSphere platforms across the board. This also applies to the cloud; VMware Cloud on AWS, Azure VMware Solution, Google VMware Engine and more can use Veeam for backup and recovery.

# Veeam provides Modern Data Protection for VMware

When choosing a solution to protect the data that runs your business, it's important to focus on capabilities that align with your datacenter's modernization. Choose a solution that works for you today and can adapt to whatever comes tomorrow. Veeam is ready to meet these challenges with complete protection for your ever-changing data protection needs. Meet your recovery objectives and reduce complexity with the industry leader in VMware backup.

AWS
Azure
Google Cloud
IBM Cloud
Kubernetes

Microsoft 365
Microsoft Teams
Salesforce

VMware vSphere
Microsoft Hyper-V
Nutanix AHV
Red Hat Virtualization

Cloud          SaaS          Virtual

## Veeam Platform
### Single Platform to protect ALL workloads

Apps          Unstructured Data          Physical

Microsoft
Oracle
SAP HANA
PostgreSQL
Kubernetes

NAS
Share

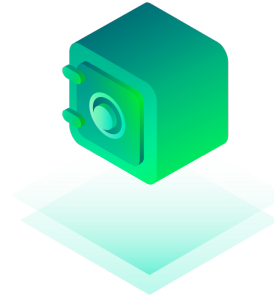Windows
Linux
macOS
AIX
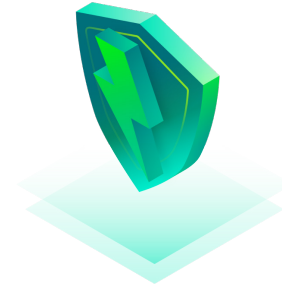Solaris

# Modern Data Protection

### Simple

### Flexible

### Reliable

### Powerful

## Powerful yet simple

As a four-in-one solution combining backup, Storage Snapshots, replication and Continuous Data Protection (CDP), Veeam is powerful enough to protect any VMware environment of any size, including the rest of your datacenter. Since most legacy backup products are complex and not aligned to virtualization, Veeam offers a laser focus on delivering a simple, repeatable experience, starting with VMware virtual machines (VMs). The simplicity Veeam delivers is obvious, since there is no additional training or time required to get the most power out of your VMware backups. Veeam is powerful enough to support the largest VMs, while still being easy to use.

## Designed to be flexible

Flexibility is essential when organizations are faced with meeting stringent backup and recovery objectives and service level agreements (SLAs) while optimizing costs and asset management goals. Going back to VMware and virtualization, Veeam is 100% software-defined and completely storage-agnostic, which means that flexibility is built into the core of Veeam's design principles. By providing flexibility with data transfer, speed and recovery across source and storage targets both on-premises and in any cloud, Veeam stands apart from other vendors.

## Always reliable

With over one million active installations and Veeam's extensive history with VMware backup and recovery, you can be confident in your Veeam backups. It is extremely unlikely that you will see something in your environment we're not prepared to handle. To help ensure that you can always recover, each backup is self-describable and inherently portable. This means that you can always get your data back, no matter what you're recovering or where you're recovering to. With the future on the horizon, scale is something that also needs to be considered. The fact that Veeam is software defined helps you achieve near infinite scale since Veeam scales linearly across storage and compute without the need for specialized hardware.

# 12 reasons Veeam is the backup and recovery leader for VMware

## 1. Software-defined and storage-agnostic

A backup solution needs to fit your entire IT environment and work with your existing infrastructure without locking you into a proprietary or cost-prohibitive solution. Veeam solutions are 100% software-defined and hardware- and storage –agnostic, which gives you freedom of choice, both today and in the future. Build your backup solution on your existing environment without needing to purchase a proprietary hardware-based solution. Veeam provides flexibility, which allows you to get the best return on previous investments.

> "Veeam Availability Suite is an out-of-the-box solution with minimum independent hardware requirements and uses an easy and comfortable licensing policy to achieve our data management requirements, including unlimited data backup, replication, restoration, encryption and system Availability."
>
> — **Md. Mashuqur Rahman**
> Senior Vice President and Head of IT
> Premier Bank

Premier Bank
*service first*

## 2. Agentless and VMware-native

Veeam is now considered to be a complementary and native solution for any VMware environment. Adhering to VMware's mission of avoiding unnecessary components, Veeam is the pioneer in true agentless protection that can provide item- and object-level recovery from a single image-based backup.

"If you need a quick and easy way to back up your VMware environment, Veeam Backup & Replication is the answer. If you need a quick and easy way to monitor your VMs with one easy interface, use Veeam Monitor. And if you want to simplify your view of the infrastructure by customizing how you sort the VMs, get Veeam Business View."

— **Matthew Knapp**
Dallas County Community College District

# 3. Instant Recovery

Achieve business continuity, avoid downtime and meet your recovery point and recovery time objectives (RPOs and RTOs) to easily satisfy your SLAs without specialized hardware. Say goodbye to the cost and complexity related to specialized point solutions. Recover your data, applications and VMs at unprecedented speed and achieve RTOs and RPOs with  Instant Recovery technology pioneered and patented by Veeam. From a fast image-based backup, you can instantly recover files, NAS shares, entire VMs, databases and more — achieving even the shortest RTOs with ease.

> "Veeam offers a next-generation Instant Recovery engine that will help restore anything to VMware vSphere. Thanks to the built-in Physical-to-Virtual conversion logic, our engineers will be able to move our old physical server into the data center, enabling recoveries and migrations with new levels of speed and flexibility."
>
> — **Bobby Stojceski**
> Technology and Security Manager
> Penske Australia and New Zealand

# 4. Ransomware proof

Protection from ransomware is critical to any Modern Data Protection strategy. Veeam helps you prepare, detect and prevent cyberattacks for your entire backup data life cycle. Keep ransomware out of what your business depends on most with 100% ransomware-proof backups and native immutable backups including Amazon S3 Object Lock, Hardened Linux Repository and various other air-gapped, immutable storage options.

There are many ways to prepare yourself for ransomware but being unprepared is not an option.  In today's data landscape, you must make certain your backups are air-gapped and immutable and use the 3-2-1-1-0 rule as your north star. Veeam Disaster Recovery Orchestrator builds and tests your recovery plan to ensure that your documentation is ready for compliance purposes. Be ready to restore when the time comes by ensuring your recovery plan is established and that you know where to restore, since your primary target may be unavailable.

> As an insurance company, we must also meet regulatory compliance requirements and protect the business from malicious cyberattacks. Veeam helps us ensure our IT infrastructure is protected and our data is safe.
>
> — **David Loveless**
> Infrastructure Manager
> Admiral

**Ransomware Protection**
Secure **Backup** is your last line of **Defense**

### ✅ Backup

| Trusted Immutability |
| Backup Verification |
| 3-2-1-1-0 Rule |

### 🕘 Recovery

| Instant Recovery at Scale |
| Secure Restore |
| DR Orchestration |

Software-defined. No lock-in with proprietary hardware

**VEEAM**

# 5. Granular item- and object-level recovery

To accelerate the most common datacenter recovery requests, Veeam offers a variety of options to help you recover the content you need without consuming the storage and time associated with restoring an entire file system or application.  Whether it be individual files on-disk or individual application or database objects, Veeam's granular recovery capabilities give you the ability to recover exactly what you need from a variety of applications like Microsoft SQL, Active Directory, Exchange, Oracle and more.

> "Frequently, we receive database- and file-level recovery requests from Qcon departments including engineering and procurement. With Veeam, we can respond quickly to minimize any impact on their work out in the field."
>
> — **Nizar Radad**
> Head of IT
> Qatar Engineering & Construction Company

**Qcon**

## General options

| File-level recovery (Windows) | V2V conversion to vSphere/ Hyper-V | Full VM restore | VM files restore | Multi-VM Instant Recovery | VM hard disk restore |
| --- | --- | --- | --- | --- | --- |
| Failover to a replica VM | File-level recovery (Multi-OS) | Quick Rollback | U-AIR restore | Restore from a replica VM | Replicate VM from a backup |
| | | Instant VM disk recovery | Staged Restore | Secure Restore | Data Integration API |
| | | | | Instant first-class disk recovery | Instant DB recovery |

## Veeam Explorers

**Active Directory**

| Export container/ object | Restore system objects/GPO |
| --- | --- |
| Restore a deleted container/ object | Restore a changed container/ object |

**Exchange**

| Save data | Send data |
| --- | --- |
| Restore folder/ item/mailbox | Export to PST file |

**Teams**

| Save file/as ZIP | Send post/file |
| --- | --- |
| Restore team/ channel/tab/ post/file | Export post |

**SharePoint**

| Save library/ document | Send library/ document |
| --- | --- |
| Restore library/list/ document/site | Export library |

**OneDrive**

| Save folder/ document | Send document |
| --- | --- |
| Restore folder/ document | Copy data to same/ different user |

**Oracle**

| Restore the latest state | Restore to a specific point in time |
| --- | --- |
| Restore to a specific transaction | Restore from Oracle RMAN backup |

**SQL**

| Restore the latest point | Restore to specific time/ transaction | Restore/ export DB schema | Export latest or point-in-time state | Publish latest or point-in-time state | Export as MDF/BAK |
| --- | --- | --- | --- | --- | --- |

## Agents

| Agent Backup to a Hyper-V VM | Guest OS files/ folders/ volumes | Agent Linux | Agent Windows |
| --- | --- | --- | --- |
| Agent Mac | Export a point as a virtual disk | P2C conversion | Application-level restore |

## Network Shares

| Restore entire file share | Rollback to a point in time |
| --- | --- |
| | Restore files and folders |
| | Restore permissions and security attributes |
| | Instant share publishing |

# 91

**veeam**

Recovery scenarios with
Veeam Backup & Replication v11

## Backup Enterprise Manager

| 1-click VM/file restore | Virtual disk restore | Launch failover plan | Restore of vCD infrastructure |
| --- | --- | --- | --- |
| Exchange item restore | SQL/Oracle DB restore | Self-service Restore Portal | Restore via RESTful API |

## vCloud Director

| Instant VM Recovery into vApp/vSphere | Full restore into vApp/ vSphere | vCloud vApp restore | Linked Clone VMs to vCD |
| --- | --- | --- | --- |

## Tape

| Full VM to infrastructure | Files from tape | Backup from tape | Tenant restore |
| --- | --- | --- | --- |

## </> Extra

| Restore via PowerShell | Extract utility | File restore audit | Restore under user context |
| --- | --- | --- | --- |

## Cloud

| Restore from "deleted" VCC backups | Restore from object storage | Restore from the VCC Provider | C2V conversion via "external" repo |
| --- | --- | --- | --- |
| | | Partial/full site failover | Restore to Azure VM/ AWS EC2 |

## Explorer for Storage Snapshots

| Guest files (Windows/ Multi-OS) | Instant VM/disk Recovery | SQL/Oracle DB restore | Exchange/SP/ AD item restore |
| --- | --- | --- | --- |

# 6. Automated backup testing

Be confident that every backup, replica and snapshot you have is verified, accurate and recoverable. Instantly use your backups for development and patch testing without impacting production. Be confident you are keeping ransomware and malware out for good, so you can trust your future restores.

> "Veeam Backup & Replication is powerful, simple to use and above all, very affordable. It has allowed us to reduce the costs associated with our hardware and cloud services, and this helps us to ensure that we continue to deliver world-class products to our global customer base."
>
> — **Sebastian Węgrzynkiewicz**
> Head of the IT Infrastructure and Support
> Rawlplug

# 7. Storage Snapshot integration

Achieve high availability through a combination of Veeam Backup & Replication™ and integrations with over 100 storage options from the world's leading storage providers. This gives you the flexibility to make changes to your VMware environment without losing features and functionality. Create true backups and replicas from snapshots as often as you'd like, even during business hours. Use Storage Snapshots to power automated backup testing, DevOps, disaster recovery (DR) tests and more.

"Before we began our digital transformation, we chose Veeam to support new business demands related to hybrid-cloud computing, privacy and security. Veeam is very important to us, and we appreciate that it's always evolving."

— **Fernando Rostock**
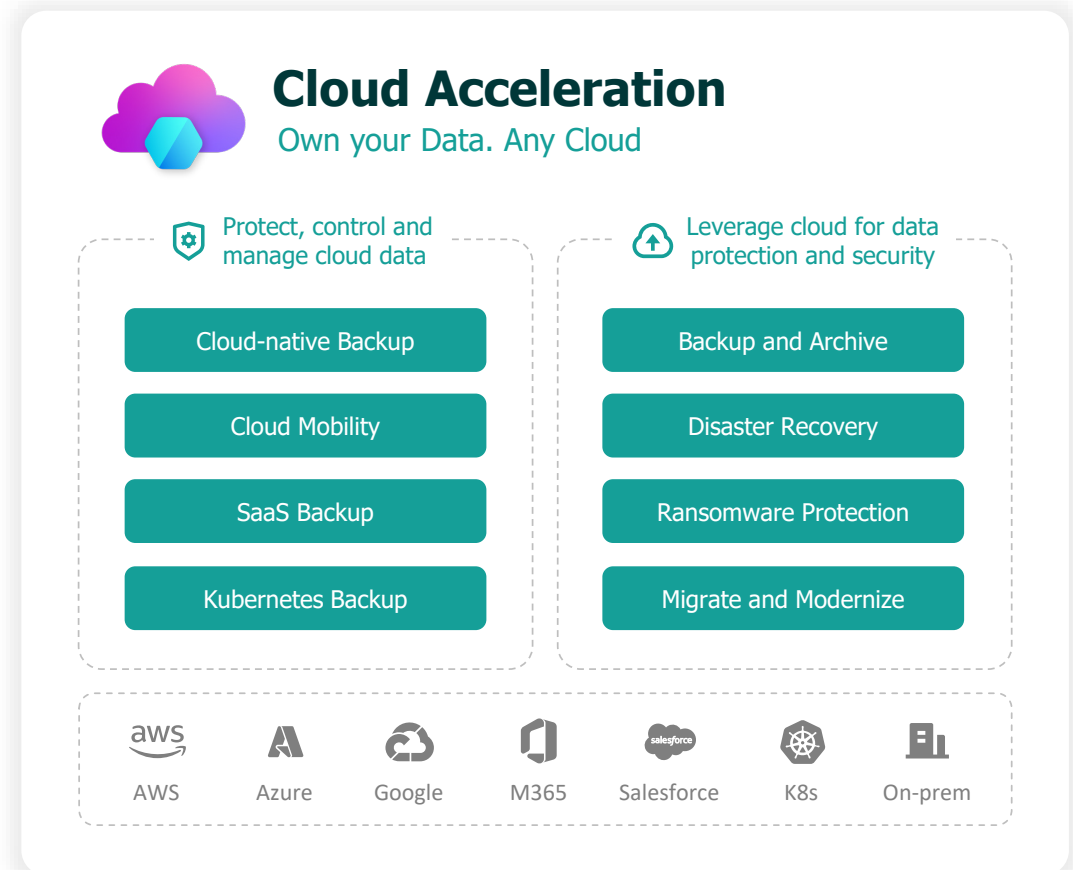IT Executive Manager
Yamaha Brazil

# 8. Backup, archive and DR in the cloud

Get to the cloud even faster with effective and integrated capabilities that can intelligently recover, migrate and back data up so it can be natively protected and safe from attack. Veeam Backup & Replication offers direct integrations for workloads on AWS EC2, RDS, Azure VMs, Azure SQL and Google Cloud VMs, and this list is ever-expanding.

Fill critical needs in your backup, retention and business continuity / disaster recovery (BC/DR) strategy by securely backing up and replicating to the cloud for long-term retention and DR readiness. With support for object storage in the cloud and direct restore options to AWS, Azure and Google, Veeam is prepared to handle all your cloud needs. Veeam also supports VMware Cloud for major hyper-scale cloud solutions.

> "Thanks to Veeam and our integration with AWS, we have a highly successful, scalable and cost-effective DR and BC solution, allowing us to focus on our mission of saving pets. More than 4,100 dogs and cats are killed each day in animal shelters because they don't have homes. Veeam and AWS are helping us save their lives through adoption."
>
> — **Brent Bain**
> Lead Cloud Engineer
> Best Friends Animal Society

## Cloud Acceleration
### Own your Data. Any Cloud

**Protect, control and manage cloud data**

- Cloud-native Backup
- Cloud Mobility
- SaaS Backup
- Kubernetes Backup

**Leverage cloud for data protection and security**

- Backup and Archive
- Disaster Recovery
- Ransomware Protection
- Migrate and Modernize

AWS | Azure | Google | M365 | Salesforce | K8s | On-prem

# 9. Object storage

Achieve data retention goals while optimizing cost by using cloud and on-premises object storage. Automate your backup data lifecycle across cloud, virtual and physical Veeam backups to the lowest cost storage classes in AWS, Azure and Google Cloud, which reduces expenditure by as much as 50x. Veeam is compatible with AWS S3, S3 Glacier and S3 Glacier deep archive; Azure Blob and Azure Archive, Google Cloud Storage targets and approved S3-compatible object storage solutions on-premises and in the cloud via the **Veeam Ready program**.

> "Veeam offers two big benefits related to Amazon S3. The first is being able to instantaneously copy the most recent restore point so we can extend the 3-2-1 Rule to object storage. The second benefit is immutability of backups, helping us protect backups from being modified or deleted by hackers and ransomware. Both capabilities broaden our BC and DR strategies."
>
> **— Nick Davies**
> Senior Systems Administrator
> WesCEF

**Wesfarmers Chemicals,
Energy & Fertilisers**

# 10. Virtual repository

Easily federate your Windows, Linux and deduplication storage into logical backup repositories with Veeam Scale-out Backup Repository™.  Quickly write backup data to high-speed local targets and then scale infinitely to the cloud using object storage in the Capacity and Archive Tiers to meet your retention and compliance targets. With several low-cost and long-term retention options, many of which offer ransomware-proof immutability, you can automate your data retention needs to fit your goals.
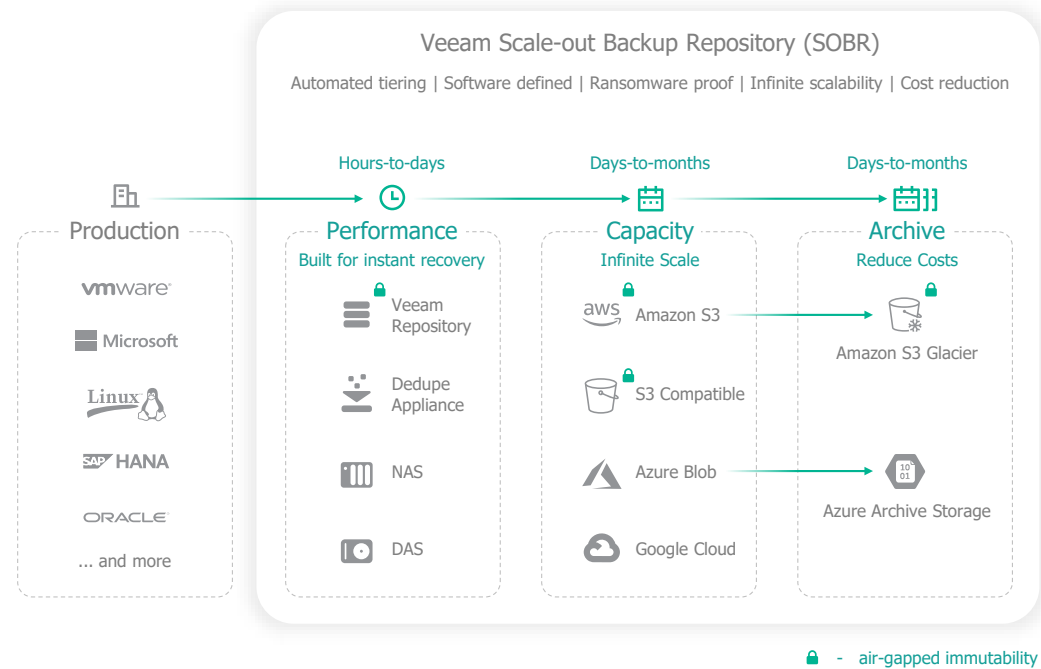
"Veeam provides automation that allows us to store customer archival data on 2 distinct and diverse platforms, providing the highest levels of assurance for compliance and data protection. Each customer's backup is stored on Webair's resilience storage platform, and their second copy is stored on ejected and encrypted virtual tapes in Glacier Deep Archive. It's like putting one copy on the moon and one on Mars."

— **Sagi Brody**
Chief Technology Officer
Webair

# 11. Monitoring and analytics

Achieve true proactive management of your backup environment with reporting and visibility that increases backup success, streamlines your support experience, tracks backups and monitors your environment for ransomware. Veeam allows you to monitor your backup infrastructure alongside your VMware infrastructure, including VMware vSphere and VMware Cloud Director deployments. Monitor your infrastructure performance, stay alert with 340+ preset alarms, leverage 150+ pre-built reports and customize your dashboards to fit your needs.

"Our data is protected and available because of Veeam, which helps keep beer production and distribution on track and on time. Veeam also puts our backups to work so we can extract better predictive analytics from our data and determine what beers will sell best in a particular place."

— **Adam Little**
Senior Systems Administrator
New Belgium Brewing

# 12. Enabling DevOps

APIs, automation and outcomes are key items needed to enable DevOps. With Veeam Software, accelerate DevOps, application development, and patch testing to achieve your business transformation goals.

By adding flexibility to automation, Veeam can natively leverage various programming languages that enable better automation of the most common tasks.

Veeam's mission is to help DevOps teams reduce the time and effort spent on unplanned work and rework. By avoiding ineffective use of time, energy and revenue, you can achieve increased efficiency, which leaves your staff with more time to work on more revenue-generating projects.

> "Helsingor is the fourth-largest urban area in Zealand, with over 62,000 inhabitants. Data availability and security are top priorities for Helsingor Municipality who found in Veeam a reliable and effective solution."
>
> — **Helsingor Municipality**

# Summary

Veeam offers industry-proven #1 Backup and Recovery for VMware backups and has been rated as the leader in the Gartner Magic Quadrant for five years straight, holding the top spot in Ability to Execute. With a single platform for all workloads, Veeam continues to dominate the market by supporting all the top platforms and enterprise applications.

# Veeam Platform

| Cloud | SaaS | Apps | Virtual | Physical |

**Disaster Recovery Orchestration**

**Monitoring and Analytics**

**Backup and Recovery**

**Storage and Management APIs**

On Premises    Public Cloud    BaaS & DRaaS

**Veeam Disaster Recovery Orchestrator**
Stress-free recovery from any disaster

**Veeam Availability Suite**
#1 Backup, Recovery and Monitoring

**Veeam Backup & Replication**
#1 Backup and Recovery

**Download Veeam today!**
www.veeam.com/downloads.html

# About Veeam

Veeam® is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. We provide a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Our customers are confident their apps and data are protected from ransomware, disaster and harmful actors and are always available with the most simple, flexible, reliable, and powerful platform in the industry. Veeam protects over 400,000 customers worldwide, including 82% of the Fortune 500 and 70% of the Global 2,000. Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers, and alliance partners and has offices in more than 30 countries. To learn more, visit **www.veeam.com** or follow Veeam on LinkedIn **@veeam-software** and Twitter **@veeam**.