

veeam

#1 Hybrid Cloud Backup Guide

Own your data. Any cloud



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Hybrid and multi-cloud realities

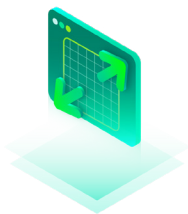
Hybrid cloud implementations are showing no signs of slowing down, and likely will never go away. Whether you're a small-to-medium-sized business (SMB), an enterprise, in the public sector or anything in between, you likely fall in the 92% of businesses that are already hybrid. This may be a result of a strategic choice or organically developed over the past months and years as needs and priorities evolve.

92% of organizations have a multi-cloud strategy*

85% have been running production in cloud for at least two years**

The hybrid cloud doesn't have to mean just a mixture of on-premises and one public cloud provider like AWS, Microsoft Azure, or Google Cloud. It's often a multi-cloud environment, with different platforms

that are used to serve different business purposes like production, dev/test, disaster recovery (DR) and more. And why not? Public cloud platforms offer so much in the way of:



Flexibility

Hundreds of services to choose from a variety of cloud providers



Speed

Near-instant provisioning of the services you need right then and there



Elasticity

Easy scaling up and down for performance and capacity when needed



Cost

Transform large CAPEX transactions to more manageable, pay-as-you-go OPEX



Resilience

Up to 99.999999999% availability across dozens of global locations

* Flexera, State of the Cloud Report, 2022

** Veeam, Cloud Protection Trends Report, 2021

Challenges of hybrid cloud backup

While the benefits of the public cloud are difficult to ignore, it often comes with less obvious challenges, especially related to data protection, management and security. With the growing adoption of modern platforms such as cloud-native, Software as a Service (SaaS) and Kubernetes, many organizations continue to struggle with their data protection strategy.



Not all backup is created equal

One size doesn't fit all when it comes to backing up heterogeneous environments. Backing up physical machines, virtual machines (VMs), cloud-native infrastructure and platforms, SaaS, Kubernetes and more all benefit from purpose-built protection that's native to that environment. Utilization of legacy backup tooling for modern workloads nullifies the benefits that come with modernization.

Legacy backup can't succeed with modern applications, successfully stretch across the cloud or effectively defend against cyberthreats. The goals and focus of those aging platforms are now becoming a costly risk to many organizations. Organizations need a Modern Data Protection platform to match their evolving data protection needs.



Siloed management is a nightmare

Native backup tooling that serves each component of heterogeneous environments exist from both first-party and third-party vendors. However, this always translates to multiple toolsets, often coming from multiple vendors, resulting in fragmented management and gaps that drive efficiencies lower and costs higher.



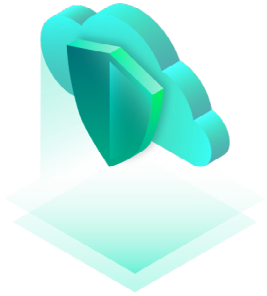
Lock-in strips you of control

When one-trick pony products are used (typically from first-party vendors), data becomes locked into that platform. This lack of control inhibits the flexibility required by the organization as needs evolve over time. This often results in compromises being on performance, capacity and/or cost, instead of adopting new platforms that better serve the current needs of the organization.

Modern environments call for modern solutions

Hybrid cloud is certainly the way forward for most organizations thanks to its tried, tested and true benefits. However, does that mean you have to be stuck with the headaches that come with the hybrid

cloud from a data protection, management and security perspective? Let's look at what a solution would look like in an ideal world to help smooth out these sticking points.



Broad, native support

Native backup and recovery that's purpose-built for the environment that needs protection, whether its cloud, virtual, physical, SaaS, Kubernetes and more.



Centralized management

A single view and management for all environments, eliminating multiple toolsets that fragment management, drive efficiencies lower and costs higher.



Total control

Total control over your data to eliminate platform lock-in, so your data can easily move across any infrastructure at any time, as the organization's needs and requirements evolve.



Modular flexibility

Utilize only the component or components of a platform you need without bulky overhead or troublesome license management.

Own Your Data. Any Cloud

Veeam Platform #1 Hybrid Cloud Backup



Cloud Acceleration

Own your Data. Any Cloud

Veeam® Platform is the #1 Hybrid Cloud Backup solution for hybrid- and multi-cloud organizations. With one platform, you can protect, manage and control your data across any infrastructure – cloud, virtual, physical, SaaS and Kubernetes.

With native backup that's purpose-built for the environment you want to protect, a single console for centralized management and universal licensing, Veeam is the only solution to help your business own its data in and across any cloud.



Protect, control and manage cloud data



Leverage cloud for data protection and security



AWS



Azure



Google



M365



Salesforce



K8s



On-prem

Click each capability to learn more

AWS-native backup, recovery and DR

AWS provides a cloud platform for you to create and deploy applications. However, as mentioned in the AWS Shared Responsibility Model – you are still responsible for protecting and securing your data. Veeam delivers AWS-native backup, recovery and DR that's fully

automated to effortlessly protect, secure and manage your AWS data. Built with cost-effectiveness, security and scalability in mind, Veeam provides worry-free protection against data loss, ransomware and more, while saving up to 50X on your backup bill.



Cloud-native

Agentless backup and DR that's purpose-built for Amazon EC2, Amazon EBS, Amazon RDS and Amazon EFS.



Policy-based automation

Fully customizable policies that automate snapshots, backup and data lifecycle management.



Amazon VPC backup

Backup and recover all VPC settings for troubleshooting, DR and dev/test.



Application consistency

Capture all running application data for zero-data-loss backup and recovery.



Recover in seconds

Recover entire instances, volumes, databases, file systems and individual files quickly.



Backup cost calculation

Industry-first backup cost calculation to help you forecast spending and avoid unexpected charges.



Backup to Amazon S3

Automatically back data up to Amazon S3 and avoid costly snapshot retention.



Archive to S3 Glacier

Lifecycle data to Amazon S3 Glacier and S3 Glacier Deep Archive for retention and compliance.



Cross-account/cross-region backup

Isolate backups from production to secure them against ransomware and cyberthreats.



Encryption

Encrypt backups and easily control access with AWS KMS to secure backup data from internal and external threats.



Unify management

A single platform that can manage AWS backup with other cloud, virtual, physical, SaaS and Kubernetes environments.



Data portability

Easily move data across any supported environment for DR, lift and shift, dev/test and more with no charge from Veeam.

Azure-native backup and recovery

Microsoft Azure provides a cloud computing platform for agile and scalable building, testing and deployment of modern applications. Although Microsoft is responsible for the infrastructure, the Shared Responsibility Model shows that it is still your responsibility to protect your data.

Veeam provides native, fully automated Azure backup and recovery that easily protects, manages and controls your Azure data. Built for cost-effectiveness, security and scalability, you can eliminate the risk of data loss for all your Azure data while saving big.



Azure-native

Use native snapshots for incredibly low recovery point objectives (RPOs) without needing an agent.



Fully automated

Fully customizable policies automate snapshots, backup and data lifecycle management with ease.



Azure SQL Backup

Easily recover and backup Azure SQL databases with flexible policy-based automation.



Rapid recovery

Quickly overcome any data loss with flexible instance-, volume- and file-level recovery options.



Backup cost calculation

Avoid cloud overspending while achieving your service level objectives (SLOs) with industry-first cost calculation.



Backup to Azure Blob

Automatically back data up to Azure Blob storage and avoid costly snapshot retention.



Azure Archive Storage

Lifecycle data to Azure Archive Storage for cost-effective, long-term retention and compliance.



Multi-subscription support

Easily scale and manage the protection of all workloads across your Azure subscriptions.



Cross-subscription/cross-region backup

Isolate backups from production to secure against ransomware and cyberthreats.



Encryption

Encrypt backups and easily control access with Azure Key Vault to safeguard your data from threats.



Unify management

A single platform to manage Azure backup with other cloud, virtual, physical, SaaS and Kubernetes environments.



Data portability

Easily move data across any supported environment for DR, lift and shift, dev/test and more with no charges from Veeam.

Google-native backup, recovery and DR

Google Cloud provides a cloud platform that allows you to easily create, deploy and run cutting-edge applications. However, as mentioned in the Google Shared Responsibility Matrix – you are still responsible for protecting and securing your data. Veeam Backup for Google Cloud delivers Google-native, fully automated

backup and recovery so you can easily protect and manage all your Google Cloud data. With native snapshots, backup to object storage classes and flexible recovery options, you can eliminate the risk of data loss – even at-scale – for all your data while saving on your monthly bill.



Google-native

Use native snapshots for low RPOs without needing agents.



Fully automated

Protect all data with policy-based automation and labels to eliminate manual processes.



Rapid recovery

Overcome data loss with flexible instance-, volume- and file-level recovery options.



Backup cost calculation

Avoid cloud overspending and meet your SLOs with industry-first cost calculation that forecasts spend.



Recover in seconds

Recover quickly from entire instances, volumes, databases and file systems to individual files.



Backup cost calculation

Industry-first backup cost calculation to forecast expenses and avoid unexpected charges.



Back data up to object storage

Automatically back data up to Google Cloud Object Storage to avoid costly retention of snapshots.



Automated archival

Lifecycle data to archive storage for low-cost and long-term retention and compliance.



Cross-project/cross-region backup

Isolate backups from production to secure against ransomware and cyberthreats.



Encryption

Encrypt backups and easily control access with Google Cloud KMS to secure backup data from internal and external threats.



Unify management

A single platform to manage Google Cloud backup with other cloud, virtual, physical, SaaS and Kubernetes environments.



Data portability

Easily move data across any supported environment for DR, lift and shift, dev/test and more with no Veeam charge.

Cloud Mobility

Cloud Mobility isn't merely a product of Veeam, it's in our DNA and spans the entirety of Veeam Platform. With Veeam's Cloud Mobility, you have the freedom to make all your data portable the platform

or platforms of your choice at any time. This unparalleled flexibility gives control and ownership of data back to you without any additional charge from Veeam.



To the cloud

Recover, migrate and back any Veeam protected workload up to leading hyperscale platforms like AWS, Azure and Google Cloud.



Cloud-to-cloud

Mobilize your AWS, Azure and Google Cloud data across platforms, including backup, recovery and migration from one cloud provider to another.



From the cloud

Recover, migrate and back your development and production workloads up in the cloud to on-premises environments.



Eliminate lock-in

Take back control of your data and move it to any supported platform of your choice - cloud or on-premises - whenever you want.



Universal licensing

No more redundant licenses or license management cases due to portable licensing that moves across Veeam Platform along with your data.



Self-describing format

A portable backup file format that can move across any infrastructure and always be accessed for free, even if you're no longer a Veeam user.

Microsoft 365 backup and recovery

Microsoft provides a wide array of powerful services within Microsoft 365, but a comprehensive backup of your Microsoft 365 data is not one of them. With Microsoft 365, it's your data – you control it – and it is your responsibility to protect it.

Veeam Backup for Microsoft 365 eliminates the risk of losing access and control over your Office 365 data, including Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams, so that your data is always protected and accessible.



Backup your Microsoft 365 data

Back Exchange and SharePoint Online, OneDrive for Business and Teams data up with the lowest RPOs in the industry - every five minutes.



Safeguard SharePoint and OneDrive for Business

Protect your SharePoint Online sites, documents, libraries, lists and OneDrive for Business accounts, files and folders.



Protect Microsoft Teams data

Veeam utilizes Microsoft Teams APIs to provide a purpose-built backup, which enables full control and protection over your critical data.



Deploy and store on-premises or in the cloud

You can deploy on-premises, in Azure or in AWS Marketplaces and store data in cloud object storage like Amazon S3 and Azure Blob.



Leverage BaaS for your Microsoft 365 data

Veeam has a large ecosystem of managed service providers, so you can offload your Microsoft 365 data protection to the experts.



Fast and easy restores for Microsoft 365

Quickly search and granularly recover of individual objects that reside in a protected copy of your Microsoft 365 backup.



45 Microsoft 365 restore options

Restore Microsoft 365 items with the broadest set of 45 recovery options, helping meet your specific recovery needs in only three clicks!



eDiscovery made easy for Microsoft 365

Leverage powerful search, flexible recovery and export options to perform eDiscovery across your entire Microsoft 365 environment.



Easy recoveries for compliance requests

Easily retrieve Microsoft 365 documents so you can meet regulatory or legal requests in a timely, cost-effective manner.



Scalability built to protect the enterprise

Veeam Backup for Microsoft 365 architecture can support the deployments of the largest enterprises in the market.



Throttling reduction for faster backups

Prevent throttling and meet recovery time objectives (RTOs) and RPOs for SharePoint Online and OneDrive for Business data by leveraging auxiliary accounts.



Hybrid support for Microsoft 365 backups

Streamline data protection with support for your hybrid Microsoft 365 and on-premises Exchange and SharePoint environments.

Salesforce backup and recovery

Salesforce is one of the largest, multi-tiered and broadly distributed cloud applications with hundreds of contributing components, integrations and customizations. Simply put, it's both powerful and complex. This complexity leads to a high likelihood of something going

wrong with your data. When it does, it's extremely hard to fix. Veeam Backup for Salesforce eliminates the risk of losing your Salesforce data and metadata, so your business is reliably protected, giving you complete control.



Salesforce-native backup

Purpose-built to restore and backup Salesforce data and metadata.



Fast and flexible recovery

Recover Salesforce records, hierarchies, fields, files and metadata. We have you covered.



Avoid lock-in

Own your data. Run your backup environment anywhere: On-premises, in AWS, Azure and more.



Flexible scheduling

Set granular backup schedules and retention settings at the object level.



Simplified management

Protect and recover multiple Salesforce organizations all in a single view.



Incremental replication

Set continuous replication for your most important data, backing up as often as every 60 seconds.



Simple and easy-to-use UI

Click, click, click and done. Prepare backup policies and jobs in minutes.



Compare backup and production

Identify missing data and fix issues in just a few clicks.

Kubernetes Backup

Kubernetes provides high availability and scalability of application services, but these benefits do not extend to customer data. Data and application protection are a critical priority for Kubernetes workloads. Enterprises must extract data from the Kubernetes environment and store it securely while addressing "Day 2"

production challenges. Kasten by Veeam deeply understands Kubernetes and the unique challenges in backup, restore, DR and application mobility in this environment. Kasten K10 helps enterprises confidently and successfully run applications on Kubernetes.



Application-centric

Captures the entire application stack with a consistent application-to-infrastructure view.



Polyglot persistence

Supports cloud-native applications that simultaneously use multiple data services.



State-of-the-art deduplication

Source-side deduplication that's tailored for cloud-native application data access.



Ransomware protection

Immutability and policy-based automation to help you protect against malicious or accidental backup corruption.



Role-based access control

Ensures appropriate permission levels for types of users (e.g., admin vs. user)



Encryption

End-to-end encryption of application and configuration data, plus associated metadata artifacts both in flight and at rest.



Extensibility

Uses blueprints from open-source Kanister framework to add support for new or custom applications.



Simple installation and automatic application discovery

Install applications through a single Helm command or cloud market provider marketplaces.



Advanced management interface

Integrates monitoring, management and alerts for all Kasten K10 management actions.



Data services

Supports all leading applications and data sources (e.g., Cassandra, MongoDB, Kafka etc.)



Distributions

Provides broad Kubernetes distribution support (e.g., OpenShift, Rancher, etc.) and cloud vendors (AWS, Azure, Google, etc.).



Storage

Supports Cloud Storage (e.g., AWS, Azure, Google,) and on-premises storage (e.g., EMC, NetApp, etc.).

Cloud backup and archival

Many organizations look to cloud-based storage as a destination for backups and longer-term storage. With no need to procure, manage and maintain on-premises infrastructures, coupled with near-instant readiness and almost infinite scale, highly available cloud storage makes a great target for data protection. Veeam Platform seamlessly integrates with

cloud storage from leading hyperscalers and has the ability to target and automatically tier backups across multiple object storage classes. This enables organizations to effectively leverage cloud storage that can be tuned to their needs, for everything from higher performance for faster recoveries to cost-effective long-term retention archive storage.



Multiple providers

Utilize leading hyperscale platforms like AWS, Azure and Google Cloud, as well as S3-compatible and regional cloud service providers.



Cloud scale

Easily leverage the seemingly infinite capacity, scale and cost-effectiveness of elastic, cloud-based object storage.



Intelligent and automated

Policy-based automation tiers protect data on-premises, plus to and across cloud-based object storage classes.



Long-term retention

Cost-effective long-term data retention on archive class object storage that costs just fractions of a cent, per-GB, per-month.



Compliance

Easily meet and prove adherence to compliance requirements that surround retention, deletion and data sovereignty.

DR, migration and modernization

With disasters on the rise and coming in all shapes and sizes, a comprehensive DR strategy is essential to ensuring the availability and resilience of your organization. However, procuring, managing and maintaining secondary sites and

infrastructure is complex and costly. Veeam Platform allows you to leverage the performance, scale and cost-effectiveness of the cloud for not just DR, but also migration and modernization of on-premises workloads, dev/test and more.



Direct restore

Two-step, wizard-driven recovery of any Veeam backups of cloud, virtual or physical workloads to AWS, Azure and Google Cloud.



VMware Cloud

Backup, restore and replication for VMware Cloud on AWS, Azure VMware Solution, and Google Cloud VMware Engine.



Migrate and modernize

Easily migrate existing on-premises applications and data to cloud-hosted Infrastructure as a Service (IaaS) on AWS, Azure and Google Cloud.



Dev/test

Unleash the value of production-fresh data stored in backups by temporarily instantiating them in the cloud for dev/test, troubleshooting and more.



DRaaS

Affordable and efficient replication delivers image-based DR for ALL applications through Disaster Recovery as a Service (DRaaS) providers worldwide.

Ransomware protection

Ransomware attacks were up 93% in 2021, so it's no longer a question of if, but when you'll be affected by ransomware. Once you protect your business with Veeam, you will be able to defend against ALL cyberattacks. At Veeam, we believe secure backup is your last line of

defense against ransomware. Our software is secure by design and can easily leverage the security of the cloud, because having a reliable backup can be the difference between downtime, data loss and paying a costly ransom.



Immutable backups

Immutable, write-once-read-many (WORM) functionalities that exist both on-premises and in the cloud.



Confident recovery orchestration

Dynamically update and automate recovery plan testing and quickly recover any data without the need for manual intervention.



Item-level recovery

Perform item-level recovery from application-aware backups with Veeam Explorers™ for Microsoft applications.



Real-time monitoring and alerts

Maintain visibility and mitigate issues with 340+ pre-set alarms and 150+ pre-built reports and Heatmaps.



Staged and secure data restore

Ensure that recovered VMs don't contain any personal or sensitive data to meet compliance standards.



Data integration API

Avoid impacting the performance of your production environment with third-party integrations.



PII protection

Tag your infrastructure sources that contain PII and monitor them with dashboards and audits.



Storage flexibility

Choose from over 80 qualified storage options, including over 30 object storage, 15 of which are immutable, making the 3-2-1-1-0 rule easy.



Ransomware workload testing

Restore data in an isolated virtual sandbox and scan for malware without impacting production systems.



Instant VM Recovery® and database recovery

Restore VMs and databases to your production environment by running them from compressed and deduplicated backup files.



Workload discovery

Automatically discover new workloads and applications to determine the best process for a successful backup.

Summary

Regardless of what the hybrid cloud looks like for your organization, Veeam Platform delivers the #1 hybrid cloud backup solution that allows you to protect, control and manage your data in the cloud, while leveraging the cloud for data protection and non-cloud workload security.

Broad, native support

Veeam Platform and its components are purpose-built for each environment your organization needs to protect and secure. Whether these environments be cloud, virtual, physical, SaaS, Kubernetes and more, Veeam enables best-in-class backup and recovery, all thanks to a native approach that takes advantage of technologies available within that platform.

Centralized management

Despite having purpose-built backup and recovery for each component of a heterogeneous, hybrid cloud environment, Veeam doesn't leave you stranded with multiple point products that don't work with each other and require individual management. Major components of Veeam Platform are integrated, meaning they're capable of being centrally managed through a common control plane.

Total control

Take back control over your data with Veeam Platform's non-prescriptive approach that eliminates lock in, so you have the freedom to host data where it best suits your organization. Cloud Mobility enables you to recover, migrate and back data up to the cloud, from cloud-to-cloud and from the cloud, while portable universal licensing takes the headache out of license redundancy and management.

Modular flexibility

Platforms don't always require a monolith to implement and manage. Veeam's modular approach means you only consume what you want, when you want to, without being forced into bulky overhead of unnecessary components.



Own your Data. Any Cloud.

Veeam Platform is the #1 Hybrid Cloud Backup solution, giving you complete ownership of your data across any environment so you can:

- ✓ Protect, control and manage cloud data
- ✓ Leverage the cloud for data protection and security




Request a cloud consultation today
vee.am/hybridcloudinquiry



Own your Data. Any Cloud.

Veeam Platform. #1 Hybrid Cloud Backup


 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

