veeAM

Data Protection Strategies
for
Meeting the demands of 24.7.365 availability

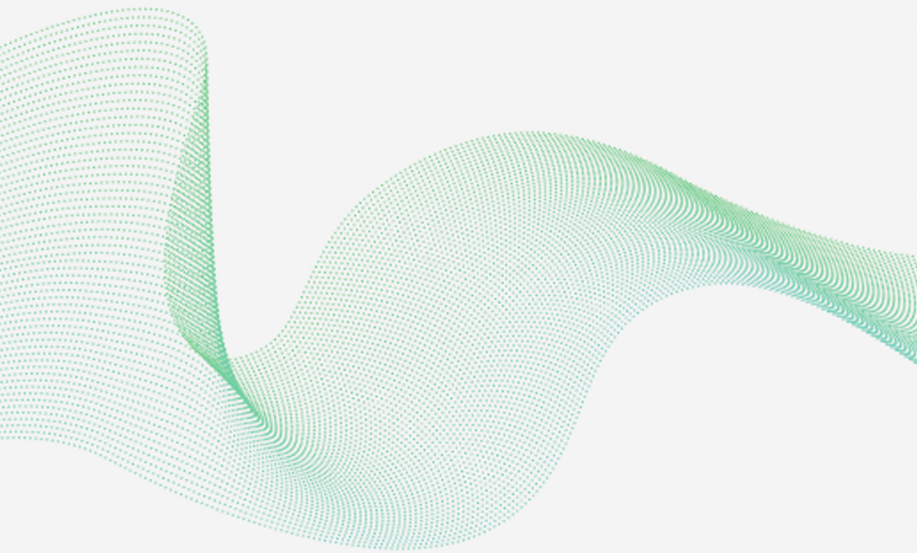## Data Protection Strategies for meeting the demands of 24.7.365 availability

Contents

I.   OVERVIEW

Regardless of size or sector, a company needs to know its data has to be not just secure, but always available, always up to date, constantly backed up and ready for rapid recovery. Additionally, it's expected that data will help businesses:

Anticipate needs and meet demand, automatically

Move securely across muti-cloud infrastructures

Deliver a new state of intelligence

Meeting these requirements speeds up the pace of innovation by delivering insights that spur the development of new digital services and experiences.

How are organizations configuring their backup and recovery solutions to meet the demands of 24.7.365 availability? Gatepoint Research conducted a survey titled *Data Protection Strategies.*

This survey polled respondents to determine if they are using a cloud-based data storage and recovery or, if not, when they plan to move to the cloud. It probes the objective of cloud backup and recovery. It also uncovers details about the ecosystem of respondents' current backup and recovery solutions and how data availability is quantified. Finally, it shares how the Veeam Availability Platform provides the means to ensure Hyper-Availability for applications and data across any cloud infrastructure.
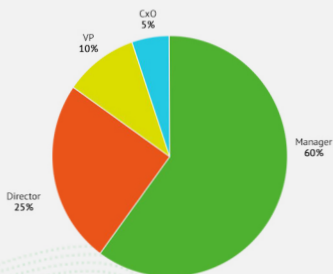
II. Survey responder demographics

Between February and April 2018, Gatepoint Research invited selected IT executives to participate in a survey titled: *Data Protection Strategies*.
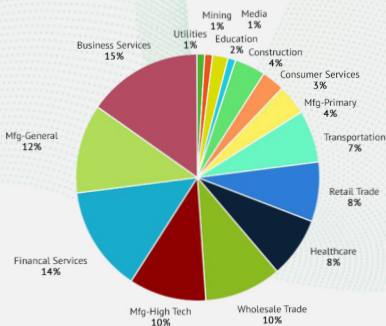
Two hundred executives were surveyed. Management levels represented are predominantly senior decision makers: 5% hold the title CxO, 10% are VPs, 25% are Directors, and 60% are Managers.

Responders work for firms with a wide range of revenue levels.

- 54% work in Fortune 1000 companies with revenues over $1.5 billion;
- 19% work in Large firms whose revenues are between $500 million and $1.5 billion;
- 9% work in Mid-Market firms with $250 million to $500 million in revenues
- 18% work in Small companies with less than $250 million in revenues

Profile of Responders: JOB LEVEL

CxO 5%
VP 10%
Director 25%
Manager 60%

Profile of Responders: REVENUE

> $250 Million 18%
>$1.5 Billion 54%
$250 Million - $500 Million 9%
$500 Million - 1.5 Billion 19%

Survey participants represent firms from a wide variety of industries including business services, construction, consumer services, education, financial services, healthcare, media, manufacturing (general, primary and high tech), mining, retail trade, transportation, utilities, and wholesale trade.
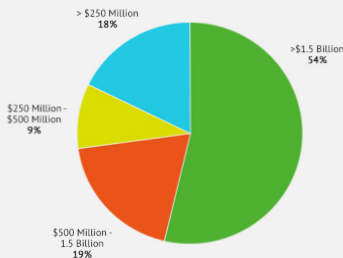
Profile of Responders: INDUSTRY SECTORS

Mining 1%
Media 1%
Utilities 1%
Education 2%
Business Services 15%
Construction 4%
Consumer Services 3%
Mfg-Primary 4%
Transportation 7%
Mfg-General 12%
Retail Trade 8%
Healthcare 8%
Financal Services 14%
Mfg-High Tech 10%
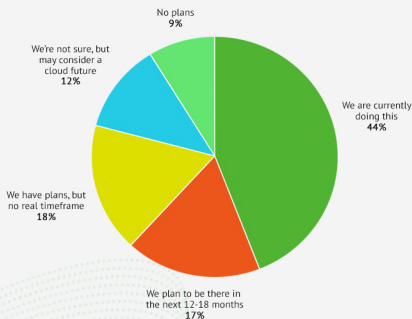Wholesale Trade 10%

III. Who uses the cloud to back up and store data

Asked whether they plan to back up and store data in the cloud, 44% of those surveyed revealed that they already do – and another 17% are committed to using the cloud for data management within the next year and a half.

When do you plan to back up and store data in the cloud?

- No plans
  9%
- We're not sure, but may consider a cloud future
  12%
- We have plans, but no real timeframe
  18%
- We are currently doing this
  44%
- We plan to be there in the next 12-18 months
  17%

With the majority of respondents using or planning to use the cloud for backup, it is essential to protect data and ensure availability: businesses need an easy, secure way to backup or replicate data off-site and access it in the event of a disaster.

Moving to the cloud enables organizations to protect data off-site or leverage disaster recovery.
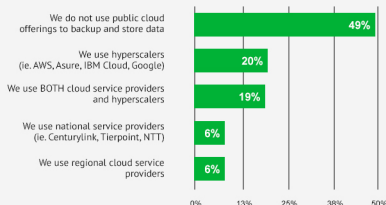
The backup and recovery system

Thirty-nine percent of responders use hyperscalers alone or use both cloud service providers and hyperscalers. The remaining 12% use national or regional service providers. Nearly half (49%) are not using public clouds to back up and store data.

As more and more enterprises embrace a multi-cloud strategy, it becomes critical that data and applications are always available across all cloud types including private, public, and hybrid clouds to meet the innovation and competitive demands of the business.

What best describes your backup and recovery data availability ecosystem?

We do not use public cloud offerings to backup and store data	49%
We use hyperscalers (ie. AWS, Asure, IBM Cloud, Google)	20%
We use BOTH cloud service providers and hyperscalers	19%
We use national service providers (ie. Centurylink, Tierpoint, NTT)	6%
We use regional cloud service providers	6%

0%   13%   25%   38%   50%
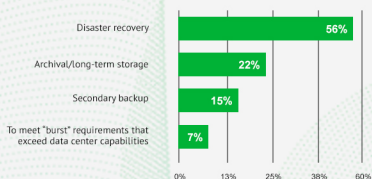
IV. Objective for cloud backup

In today's digital economy, workloads have expanded and user expectations for availability have increased. There are significant challenges and opportunities in hybrid cloud environments. Any level of downtime or data loss can mean a loss in customer confidence, damaged brand integrity and ultimately lost revenue and competitive advantage.

More than half (56%) of all survey respondents characterize disaster recovery (DR) as their objective for cloud backup.

Enterprises can avoid data loss by sending data to the cloud. Doing so helps to improve recovery time objectives (RTOs), reduce cost and leverage a seamlessly integrated solution with an on-premise backup and recovery solution.

The second-most cited goal is archival/long term storage (22%). Additional uses include secondary backup and to meet burst requirements that exceed data center capabilities.

What is your backup and recovery data availability cloud mission objective?

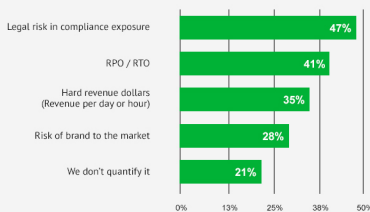|	
Disaster recovery	56%
Archival/long-term storage	22%
Secondary backup	15%
To meet "burst" requirements that exceed data center capabilities	7%

0%   13%   25%   38%   60%

Quantifying the value of data availability

Respondents cite a number of factors contributing significantly to quantifying the value of data availability, notably legal risk/compliance (47%) and recovery point objective (RPO)/RTO (41%)

How does your department quantify the value of data availability?

Legal risk in compliance exposure	47%
RPO / RTO	41%
Hard revenue dollars (Revenue per day or hour)	35%
Risk of brand to the market	28%
We don't quantify it	21%

0%   13%   25%   38%   50%

Enterprises must leverage solutions that address the challenges and opportunities of highly virtualized hybrid cloud environments in order to maximize availability and recoverability.

Enterprise continuity

In the always-on enterprise, downtime is not an option. With the right availability solution in hybrid cloud environments, organizations can achieve (RTOs) of less than 15 minutes for all applications and data. They can also leverage automated disaster recovery (DR) orchestration to ease the burden on precious IT resources.

Workload mobility

To maximize flexibility, organizations need an availability solution that works across any cloud or location, offering the same capabilities for virtual, physical and cloud-based workloads. In the cloud era, it is important to avoid vendor lock-in to maintain data and easily move it to another cloud service provider based on business needs.

Compliance and visibility

While cloud service providers offer a wide range of compliance protections, if there is a problem with regulatory compliance the enterprise owns it. With the right availability software, organizations can have unprecedented visibility into data through proactive monitoring, reporting, testing and documentation to ensure that business and regulatory compliance requirements are being met.

V. The Veeam solution: Intelligent Data Management

With the hyper-growth and hyper-sprawl of today's data, traditional data management is not enough. Data must become "HyperAvailable." Getting there requires a new approach that merges the traditional disciplines of data backup and recovery, data protection and data security. As the leader in availability across multi-cloud environments, Veeam is uniquely positioned to help customers along the journey to intelligent data management.

Veeam Availability Platform provides businesses and enterprises of all sizes with the means to ensure Hyper-Availability for any application and any data, across any cloud infrastructure.

"Veeam Backup & Replication was a game changer for us because we were able to broaden our focus from traditional hosting services to availability services. Veeam powers our BaaS and DRaaS for large enterprise companies that manage their own VMs."

Benjamin Falk Elveng
Chief Technical Officer
any.cloud

Success spotlight: Hosting Provider Adds New Lines of Business with Veeam-Powered Availability

any.cloud, a multi-cloud service provider, spent substantial time, money and effort designing, planning and implementing its hosting infrastructure to offer high availability to customers, but its agent-based backup tool was an impediment. The tool was so slow and error-prone that it was impossible to back up every hosted virtual machine (VM) daily; therefore any.cloud couldn't even offer customers a recovery point objective (RPO) of 24 hours. Furthermore, a restore could take several hours, making it difficult to offer competitive recovery time objectives (RTOs).

any.cloud deployed Veeam® Backup & Replication™ in its hosting infrastructure, enabling them to offer a 15-minute RTPO and acquire large enterprise customers. Additionally, using Veeam Cloud Connect, Veeam made it easy for any.cloud to provide customers with cloud-based DR and offsite.

Deploying Veeam Cloud Connect gave any.cloud the ability to offer BDR to customers who manage their own VMs, as well as enabled any.cloud to leverage its role as a Veeam value-added reseller (VAR) to seek new revenue opportunities.

VI. Conclusion

The results of the Multi-Cloud Backup Strategies survey indicate that more than 61% of respondents are using the cloud for backup or will be in the near future. Thirty-nine percent of responders use either hyperscalers alone, or both cloud service providers and hyperscalers. More than half (56%) of all survey respondents characterize data recovery as their primary mission objective, and quantify the value of data availability primarily with legal risk/compliance (47%) and RPO/RTO (41%).

Protect any on-premises data in the cloud

To protect data and ensure Hyper-Availability, businesses need an easy, secure way to backup or replicate date off-site and access it in the event of a disaster.

With Veeam, you can leverage any public cloud provider, including Amazon Web Services (AWS), Microsoft Azure and IBM Cloud, Google Cloud, Alibaba Cloud, Oracle Cloud, or a managed service provider to protect your data off-site — all without the cost of building and maintaining a second site. Veeam also helps you leverage the cloud for DR, with replication to meet your RPO/RTO requirements.

The Hyper-Available future starts now

Veeam is the global leader in Intelligent Data Management for the Hyper-Available Enterprise. Veeam Hyper-Availability Platform is the most complete solution to help customers on the journey to automating data management and ensuring the Hyper-Availability of data. The company has more than 307,000 customers worldwide, including 75 percent of the Fortune 500 and 58 percent of the Global 2000. Veeam's customer satisfaction scores, at 3.5X the industry average, are the highest in the industry.

Research sponsored by

Source: *Data Protection Strategies*, Gatepoint Research, April 2018