

Data Protection Strategies

Backup and recovery solutions for meeting the demands of 24.7.365 availability

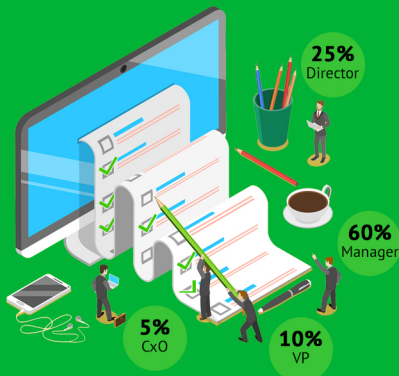
Today, it's expected that data will:

 <p>Anticipate needs and meet demand, automatically</p>	 <p>Move securely across multi-cloud infrastructures</p>	 <p>Deliver a new state of intelligence</p>
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Data that meets these requirements speeds up the pace of innovation by delivering insights that spur the development of new digital services and experiences.

Gatepoint Research conducted a survey titled *Data Protection Strategies* to find out what organizations are using for backup and recovery, who has started using cloud-based data storage and discovery, and more.

More than 200 Executives surveyed



Industries represented: business services, construction, consumer services, education, financial services, healthcare, media, manufacturing (general, primary and high tech), mining, retail trade, transportation, utilities, and wholesale trade.

54% Fortune 1000 companies (revenues over \$1.5 billion)
 19% Large Firms (revenues between \$500 million and \$1.5 billion)
 9% Mid-Market firms (\$250 million to \$500 million in revenues)
 18% Small companies (less than \$250 million in revenues)

Using 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 reveal they already do – and another 17% are committed to using the cloud for data management within the next year and a half.

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, leverage disaster recovery.

The backup and recovery ecosystem

Of the responders that use public cloud services, 39% use either hyperscalers alone or both cloud service providers and hyperscalers. The remaining 12% use national or regional service providers.

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 your business.

Objective for cloud backup and recovery

More than half (56%) of all survey respondents characterize their backup and recovery data availability cloud primary mission objective as disaster recovery. 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.



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.

Success spotlight*

WWF-Australia is a not-for-profit organization, on a mission to halt the decline of threatened species and their habitats and to support their recovery. Vital to such organizations' continued growth are partner and community donations, as well as internal ICT services run by WWF's IT department.



WWF-Australia employees rely heavily on Office365 email, as well as the internal server to access files to do their jobs productively. The organization needed a backup solution that guaranteed IT availability.

Local IT consultant, Dancrai was chosen to help WWF-Australia get the organization up to date with a newer backup solution. Now, file servers, remote desktop servers, application servers, mail gateway and support systems are being backed up via Veeam. Benefits include

- Reduced risk of data loss with rapid, reliable backup capability; restoration in under 30 minutes
- Availability of relatively cost-effective support/expertise in the market
- Saved upfront investment of AU\$16,000 (=US\$12,200); clawed back around AU\$6,400 (=US\$5,000) annually

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: Multi-Cloud Backup Strategies, Gatepoint Research, April 2018

*Veeam Protects WWF-Australia's Data so They Can Continue to Protect Our Biodiversity and Natural Environment

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"We have a big job to do at WWF-Australia to protect our wildlife and our natural environment. Veeam is so easy to use and remarkably intuitive. It gives us the peace of mind we need to ensure we can do our jobs seamlessly."

Semir Hasanbegovic
IT Manager, WWF-Australia

