


Enterprise Multi-Cloud Backup 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 Multi-Cloud Backup Strategies to find out what organizations are using for backup and recovery, who has started using cloud-based data storage and discovery, and more.

Using the cloud to back up and store data

Asked whether they plan to back up and store data in the cloud, 41% of those surveyed reveal they already do – and another 20% 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.



The backup and recovery ecosystem

Of the responders that use public cloud services, 51% use either hyperscalers alone or both cloud service providers and hyperscalers. The remaining 9% 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

Half 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.



More than 100 Executives surveyed



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

77% Fortune 1000 companies (revenues over \$1.5 billion)
 13% Mid-Market to Large firms (revenues are between \$250 million and \$1.5 billion)
 10% Small companies (less than \$250 million in revenues)

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*

Norwegian was the first cruise line to launch a web site and the first line to offer an Internet café, wireless Internet access and cell phone service at sea. Therefore, with the line's rich history of IT-related innovations, it was no surprise that Norwegian Cruise Line was the first to virtualize its entire IT infrastructure.

More than 1,300 VMware vSphere virtual machines (VMs) run critical operations onboard every ship and in each onshore office. When the legacy backup tools onboard and onshore couldn't recover VMs running critical systems fast enough to meet Norwegian Cruise Line's strict standards, the line's IT team began looking for a new solution.

The team chose Veeam® Backup & Replication™ because it provides modern data protection for virtualized environments. Veeam offers powerful, easy-to-use and affordable agentless, image-level backup and recovery for VMware vSphere and Microsoft Hyper-V.



"With ships sailing all around the world it is important for Norwegian to feel confident that we have the very best backup and recovery systems in place. **Veeam Backup & Replication** meets our RTOs and RPOs and has also helped with business continuity. We have had great success with Veeam and highly recommend its solutions to other businesses seeking the same."

Michael David Perez
 Manager of IT Infrastructure and Operations
 Norwegian Cruise Line, Norwegian Cruise Line

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

*Norwegian Cruise Line Ensures High Availability on Land and Sea with Veeam

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