

# VEEAM

## Enterprise Multi-Cloud Backup Strategies

for

Meeting the demands of 24.7.365 availability

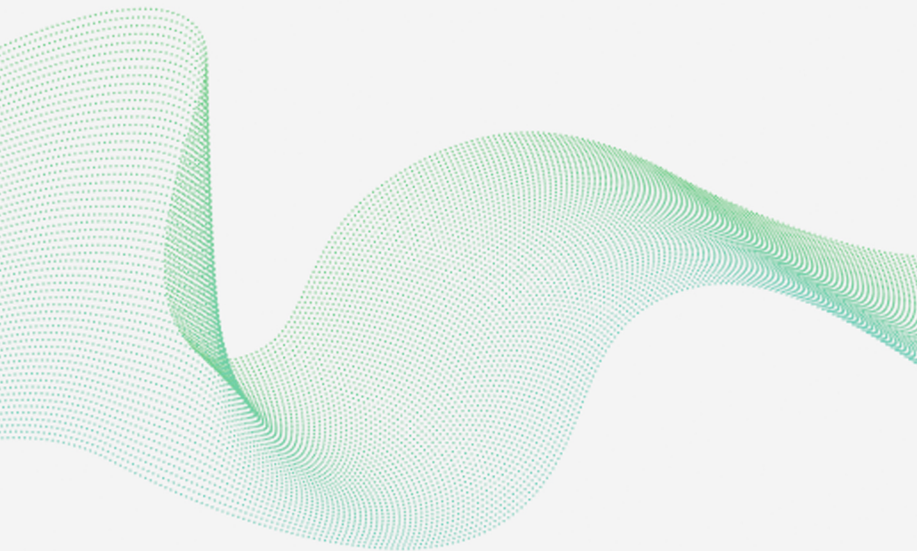


Moving to the cloud enables organizations to protect data off-site or leverage disaster recovery.

# Enterprise Multi-Cloud Backup Strategies for meeting the demands of 24.7.365 availability

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## I. OVERVIEW

Today, enterprise data is scattered across many different clouds and systems. It's not enough for data to be backed up, secure, and available – it's expected that data will:



Anticipate needs and meet demand, automatically



Move securely across multi-cloud infrastructures



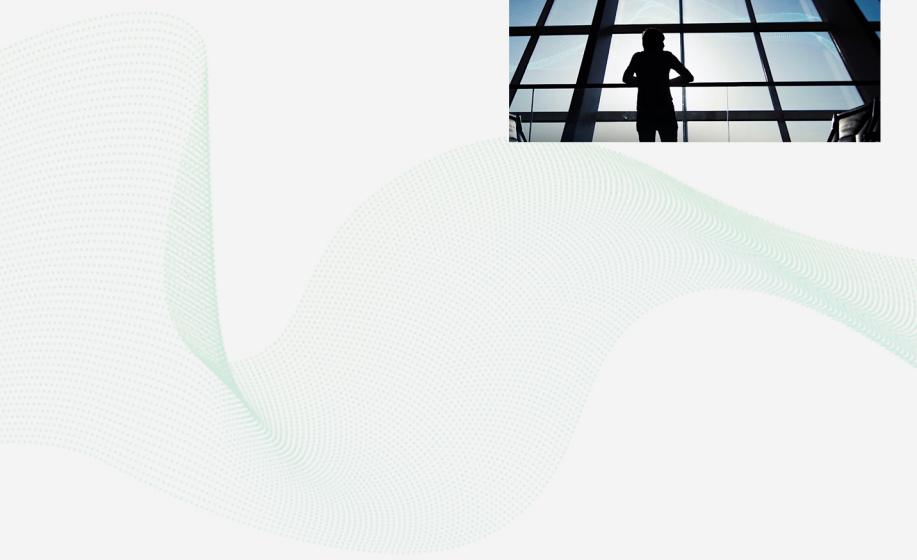
Deliver a new state of intelligence

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*.

In an always-on enterprise world, a company's data has to be available, up to date, constantly backed up and ready for rapid recovery. How are organizations configuring their backup and recovery solutions to meet the demands of 24.7.365 availability?

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.

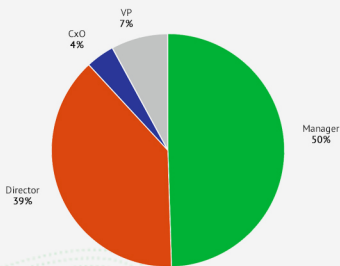


## II. Survey responder demographics

Between February and April 2018, Gatepoint Research invited selected IT executives to participate in a survey titled: Multi-Cloud Backup Strategies.

More than 100 executives were surveyed. Management levels represented are predominantly senior decision makers: 4% hold the title CxO, 7% are VPs, 39% are Directors, and 50% are Managers.

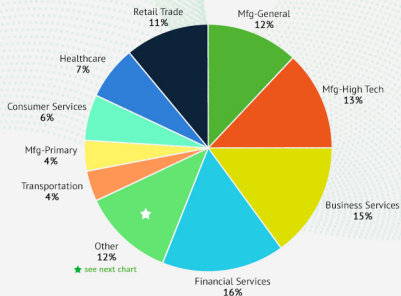
**Profile of Responders: JOB LEVEL**



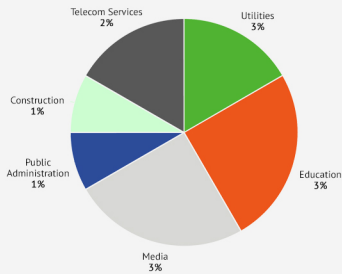
Half of those surveyed hold Director or executive level positions in their organizations.

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) public administration, retail trade, telecom services, transportation, and utilities.

**Profile of Responders: INDUSTRY SECTORS**



**Profile of Responders: INDUSTRY SECTORS - OTHER ★**

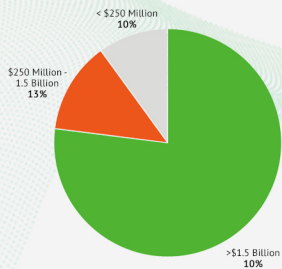


Responders represent a wide variety of industries.

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

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

**Profile of Responders: REVENUE**

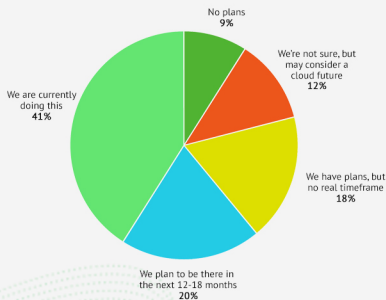


77% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.

### III. Who uses 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 revealed that they already do – and another 20% 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?



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.

**Moving to the cloud enables organizations to protect data off-site or leverage disaster recovery.**

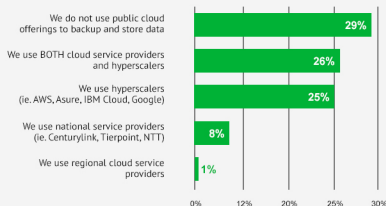


### The backup and recovery system

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 the business.

What best describes your backup and recovery data availability ecosystem?



More than a quarter of those surveyed reveal they do not use public cloud services for backing up and storing data. Of those that do, 51% use either hyperscalers alone or both cloud service providers and hyperscalers.

## IV. Objective for cloud backup

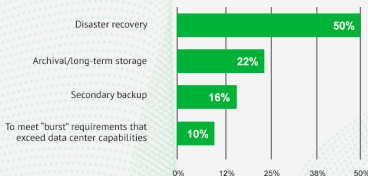
In today's digital economy, workloads have expanded and user expectations for availability have increased. There are significant challenges and opportunities in hybrid cloud environments. Any level of downtime or data loss can mean a loss in customer confidence, damaged brand integrity and ultimately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

Half of all survey respondents characterize their objective for cloud backup as disaster recovery (DR).

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 your on-premises 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?



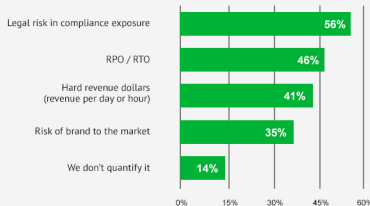
Half of all survey respondents characterize their backup and recovery data availability cloud primary mission objective as disaster recovery. The second-most cited goal is archival/long-term storage (22%).

## 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 (56%) and recovery point objective (RPO)/RTO (46%).

### How does your department quantify the value of data availability?



Respondents cite a number of factors contributing to quantifying the value of data availability, notably legal risk/compliance (56%) and RPO/RTO (46%)

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.

### Success spotlight

Norwegian Cruise Line 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 was the first to virtualize its entire IT infrastructure.



More than 1,300 VMware vSphere virtual machines (VMs) run critical operations on board 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

## VI. Conclusion

The results of the Multi-Cloud Backup Strategies survey indicate that more than 60% of respondents are using the cloud for backup or will be in the near future. Of the responders that use public cloud services, 51% use either hyperscalers alone, or both cloud service providers and hyperscalers. Half of all survey respondents characterize their backup and recovery data availability cloud primary mission objective as DR and quantify the value of data availability primarily with legal risk/compliance (56%) and RPO/RTO (46%).

Research sponsored by

# veeam

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

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## 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 data 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.