VEEAM
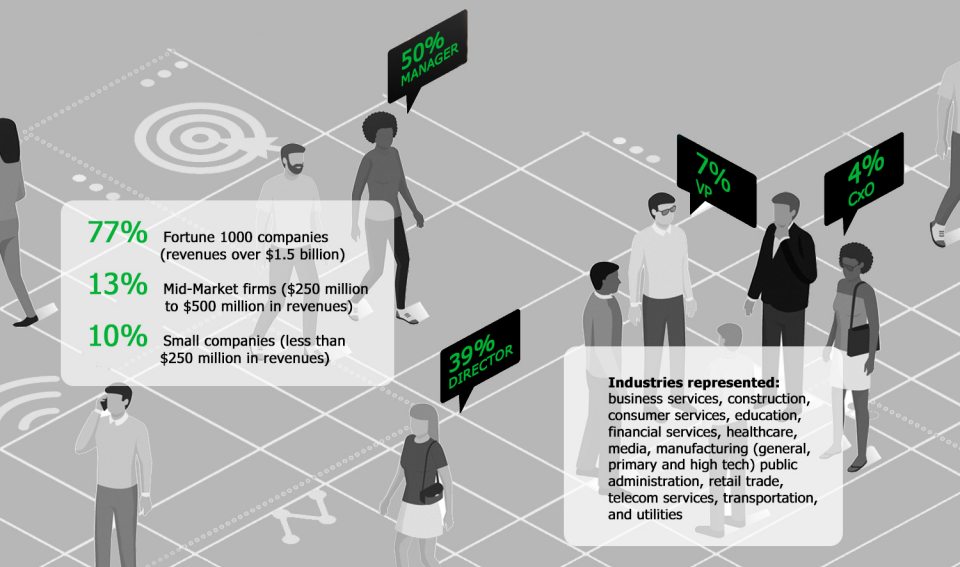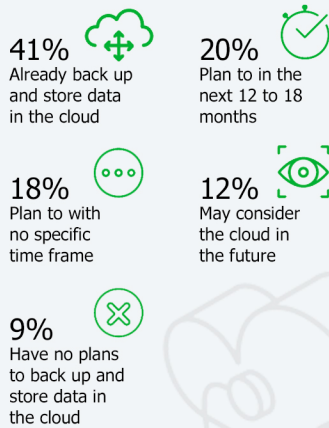
Enterprise Multi-Cloud Backup Strategies

More than 100 executives participated in a survey: *Multi-Cloud Backup Strategies*
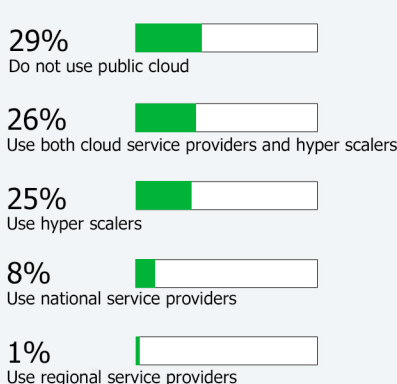
50% MANAGER

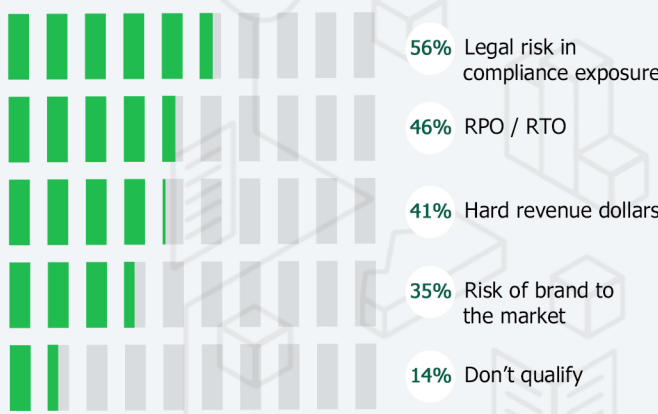**7% VP**

4% CXO

39% DIRECTOR

77% Fortune 1000 companies (revenues over $1.5 billion)

13% Mid-Market firms ($250 million to $500 million in revenues)

10% Small companies (less than $250 million in revenues)

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

Fast Facts

Who uses cloud to back up and store data

41% Already back up and store data in the cloud

20% Plan to in the next 12 to 18 months

18% Plan to with no specific time frame

12% May consider the cloud in the future

9% Have no plans to back up and store data in the cloud

The backup and recovery ecosystem

29% Do not use public cloud

26% Use both cloud service providers and hyper scalers

25% Use hyper scalers

8% Use national service providers

1% Use regional service providers

How the value of data availability is quantified

56% Legal risk in compliance exposure

46% RPO / RTO

41% Hard revenue dollars

35% Risk of brand to the market

14% Don't qualify

Objective for cloud backup and recovery

50% Disaster recovery

16% Secondary backup

22% Archival / long-term storage

10% Meet burst requirements that exceed data center capabilities
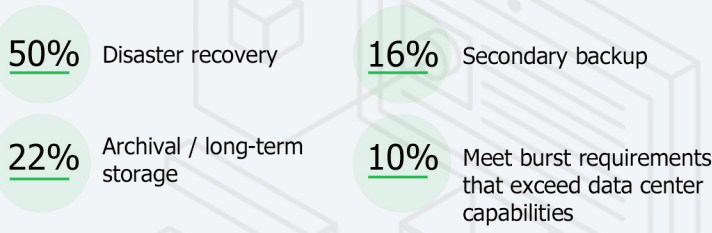
Service Provider Must-Haves

Flexible, easy to understand consumption models	SLAs	RPO / RTO guarantees	Ease of use / easy to work with	Scalability
25%	20%	19%	15%	14%
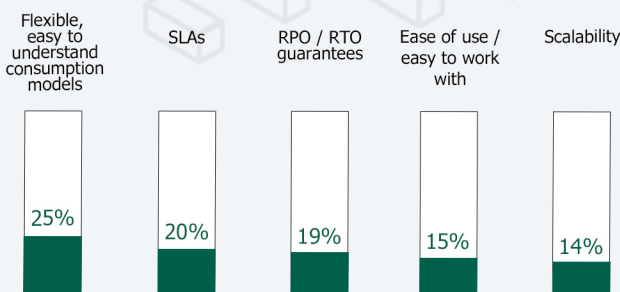
Intelligent Data Management

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.

Success spotlight

"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

Your Next Step

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.

[Learn more at Veeam.com]