Why Veeam?

The Complete Solution
for Modern Data Protection

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Contents

Executive Summary

As businesses grow and the complexity of managing vast volumes of data increases, so does their vulnerability to cyberattacks and ransomware — which are more frequent and sophisticated than ever.

This e-book outlines the necessity of an evolving, flexible, and dependable data protection and recovery strategy for modern enterprises to maintain business continuity — and that these tools and services are readily available and at your fingertips.

With a presence in over 150 countries and serving 550K+ customers, Veeam's role in this landscape offers solutions that enable seamless data migration, combat vendor lock-in, and support rapid recovery during disruptions.

With proactive threat detection, well-proven data protection frameworks, and cutting-edge backup technology, Veeam helps organizations stay ahead of emerging threats — transforming data from a potential liability into a strategic asset that supports resilience and innovation.

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Data is Your Most Critical Asset

Data is the backbone of business decision-making. It fuels everything from customer engagement to research and development. Every aspect of a modern enterprise relies on data, which means that as businesses expand, the volume of data grows exponentially — and therefore, so too does the complexity of managing it, especially at enterprise scale.

When a critical asset is complex, it is vulnerable. With data, this heightened vulnerability has made modern organizations even more susceptible to data loss — including cyberattacks and ransomware, which are more frequent and sophisticated than ever.

The question is no longer if your organization will face a cyberattack, but when and how bad it will be. Ensuring business continuity, more than ever, means adopting a data protection strategy that evolves with your business, no matter where your data resides. With the right tools and people at your side, data can be secure, flexible, and recoverable.

Backups Must Be Protected

75% of organizations suffer from cyberattacks

96% of cyberattacks target backups

Backups are a critical part of any incident response plan, making them a valuable target for threat actors. Don't leave backups unprotected — take steps in ensuring your survival.

Source: 2024 Ransomware Trends Report

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Cybersecurity is a Team Sport

Ransomware is one of the most pervasive threats to businesses today. But these attacks don't just demand ransom payments. They cause downtime, reputational damage, and regulatory penalties — and they do it often. Alone, many organizations struggle to recover within a week following an attack.

Bad actors are smart. You need to be smarter.

Veeam partners with the world's leading cybersecurity companies to help you monitor, detect, and respond to threats smarter and faster than ever before.

Veeam Recon Scanner integrates proactive threat assessment technology derived from the extensive experience of Coveware by Veeam in handling thousands of ransomware incidents. That means access to automated scans, real-time alerts, and data analysis, so security teams can take preventive actions and drastically improve the overall security posture of their organizations.

Attacks impact organizational roles, showing:

40%
Increased stress

31%
Decreased work-life balance

28%
Disciplinary action or lost job security

45%
Increased workload

$ Coveware, leaders in Incident Response, shared that the average ransom payment in Q4 was $568,705

Source: 2024 Ransomware Trends Report

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Build a Foundation of Resilience

Backup is the cornerstone of any resilience strategy. As businesses transform digitally, their workloads become more complex, spread across on-premises systems, cloud environments, and hybrid models. This complexity creates gaps in data protection, leaving organizations exposed to cyberattacks and outages.

Whether you're recovering a single file or an entire environment, Veeam's industry-leading RPOs and RTOs ensure minimal downtime and maximum reliability. From virtual machines to cloud-native applications, the glove fits. Veeam's flexibility and support for businesses looking to protect their data no matter where it is — precisely as they need it.

" There's a saying that you shouldn't let a good crisis go to waste, so we didn't. The catastrophic flood we experienced affirmed our decision that Veeam is the best solution for taking disaster recovery and business continuity to the next level. "

Tamecka McKay,
CIO, City of Fort Lauderdale

CITY OF
FORT LAUDERDALE
FLORIDA

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Don't Let Vendor Lock-In Hold Your Data Captive

With data spread across multiple clouds, on-premises systems, and endpoints, the need for data portability is more important than ever. Vendor lock-in can stifle innovation, increase costs, and restrict the flexibility businesses need to remain competitive.

Veeam offers true data freedom.

As a leader in market share for both Microsoft 365 and Kubernetes Data Protection, Veeam champions true data mobility across platforms. We allow organizations to move their data seamlessly across platforms, whether it's cloud, on-premises, or hybrid environments — because we are pursuing a world where businesses avoid vendor lock-in while maintaining full control over their data, ensuring scalability and flexibility as operational needs shift.

> " Three loan servers had crashed, and I was called to restore them fast so homebuyers wouldn't lose access to their loan documents. I restored one server after another. CMG executives were amazed by Veeam's speed and said this was the first time they witnessed an immediate return on investment. "

Branden Keating,
Senior Systems Engineer, CMG Financial

CMG FINANCIAL

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Evolve Without Limits

Backup on your own terms. Stash your data where you want it — whether it's squeezing every drop of value from existing hardware or turning the key on a brand-new backup service.

Data portability is possible. Veeam's portable file format takes the stress of migrating data out of the equation. That means easy rehosting, re-platforming, or refactoring when switching platforms. Recognized by the Gartner Magic Quadrant as the highest in ability to execute for the fifth consecutive time and lauded by Forrester for market leadership, Veeam is synonymous with cutting-edge, flexible, and resilient data protection.

Outages won't keep you down for long. When a cyberattack strikes or a major platform goes down, restoring to a new location can save your data — and your business — from costly disruption.

Everyone wants seamless data movement, Veeam makes it happen

34% of VMware users are considering migrating to an alternative hypervisor
Source: VMware Acquisition Aftermath Report, Wakefield Research for CloudBolt

40% are seeking data protection capabilities for workload migration
Source: Veeam Data Protection Trends Report for 2024

58% plan to migrate more workloads to the cloud next year
Source: Flexera State of the Cloud 2024

Figure 1: Magic Quadrant for Enterprise Backup and Recovery Software Solutions

CHALLENGERS — LEADERS
Veeam
Commvault
Rubrik
Cohesity
Veritas
Dell Technologies
Arcserve
IBM
Druva
HYCU
Unitrends
Microsoft
OpenText

ABILITY TO EXECUTE

NICHE PLAYERS — VISIONARIES

COMPLETENESS OF VISION
As of June 2024   © Gartner, Inc

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Mobilize Your Data to Stay Nimble and Adaptive

Veeam supports seamless data migration and infrastructure modernization so that you can evolve with confidence. Whether you're moving to the cloud or upgrading systems, let's smooth your data transitions with minimal disruption, giving you the freedom to innovate without barriers.

Microsoft 365

Microsoft Azure

Kubernetes

Veeam Data Platform
Self-Managed

Veeam Data Cloud
As-a-Service

Veeam Cyber Secure
Comprehensive Resilience

| Data Backup | Data Recovery | Data Freedom | Data Security |

Data Intelligence

aws
AWS

salesforce
Salesforce

Red Hat

Microsoft Hyper-V — Nutanix — **Platform-native APIs** — VMWare — Google Cloud

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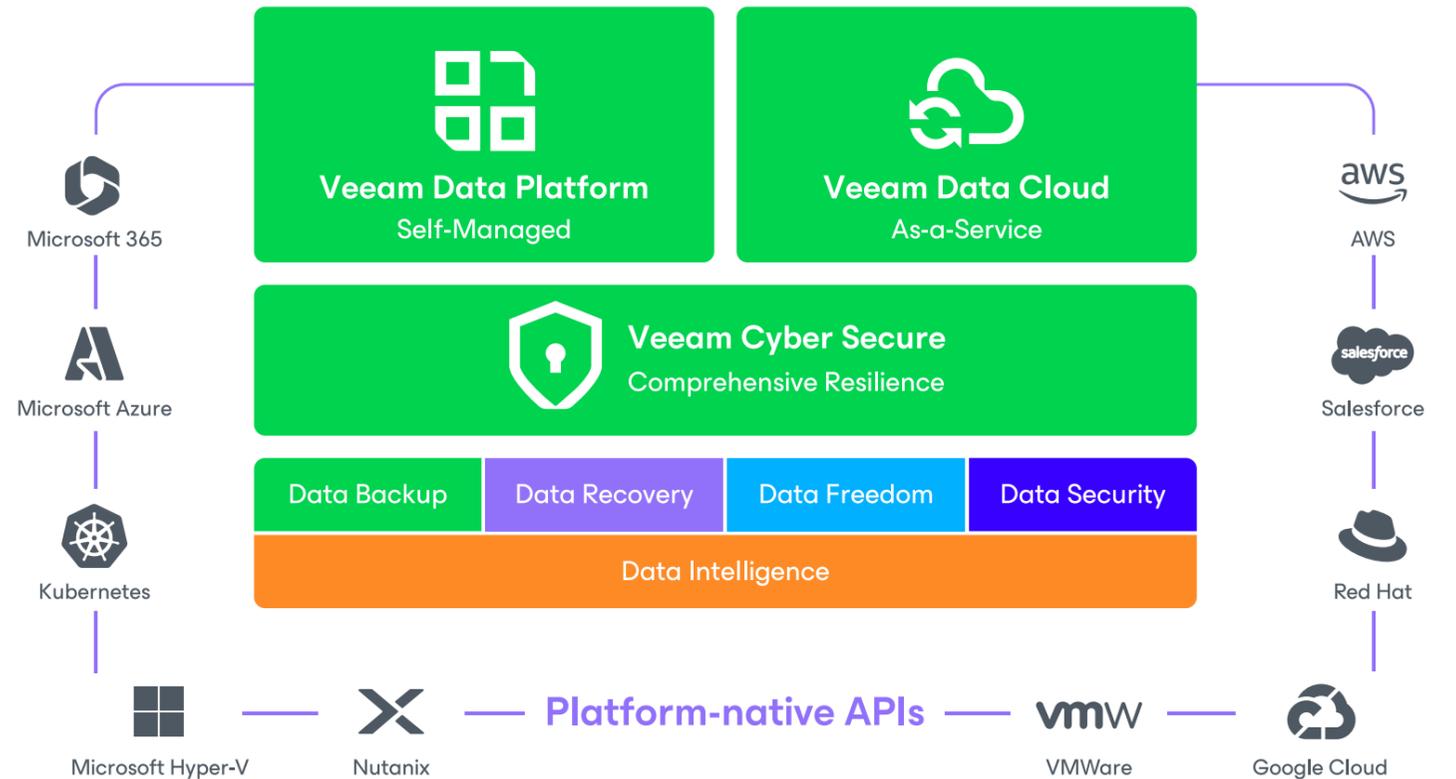
Broadest storage support, avoiding vendor lock-in.

Veeam's commitment to storage flexibility can be realized with any storage you choose — or you can integrate with Veeam's new cloud-hosted backup services to get started fast.

Migrate and modernize your infrastructure.

Our streamlined capabilities ensure your data moves smoothly without downtime or data loss. Whether you're upgrading hardware, moving to the cloud, or switching applications, Veeam makes it effortless.

Recover from anywhere, to anywhere.

When recovering from a cyberattack, or any other kind of disaster, you may have to opt for plan B — or plan C, D, or Z. Your backup solution should empower you to relocate and re-platform so you can recover wherever and however you need to keep your business running.

Modern protection for modern workloads.

With Veeam, your data strategy evolves with you. We support the latest platforms and technologies, ensuring your business is always ahead of the curve.
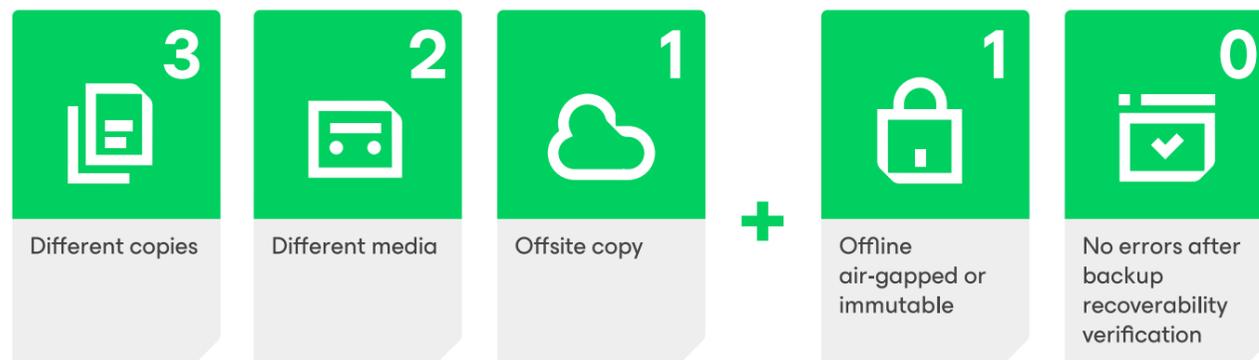
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Be Confident in the Face of Disruption

Disruptions — from cyberattacks to natural disasters — are inevitable. The key to surviving these disruptions is resilience. With Veeam, businesses can recover quickly, preventing long-term downtime and maintaining operational continuity.

Veeam's clean-room-verified backups ensure that during ransomware recovery, no infected data is restored, preventing reinfection. Coupled with advanced disaster recovery planning and orchestration, Veeam provides a structured recovery strategy to ensure businesses bounce back cleanly and swiftly from any disruption.

Our approach is based on the principles of zero trust — a security model that assumes threats can come from anywhere, both inside and outside the organization. We help businesses maintain airtight security, even as cyberattacks grow more advanced.

Our leadership in data protection, trusted by 67% of the Global 2000, is earned through more than just backups. Our unwavering commitment to robust threat detection and rapid incident response services means that your business is actively secured against evolving cyber threats, mitigating attack risks and maximizing recovery.

3 Different copies

2 Different media

1 Offsite copy

+

1 Offline air-gapped or immutable

0 No errors after backup recoverability verification

> " The ability to recover data at the click of a button with Veeam is helping us make downtime a thing of the past. By enabling greater data resilience, Veeam is contributing to our bottom line. "

Luisa Fernanda Stephens Zapata
Head of IT Operations, Corona Columbia

corona

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Bringing Backup into the Future with AI

For Veeam, technological advancements like artificial intelligence are more than buzzwords. Veeam's solutions have long existed on the cutting edge of data protection. With AI and machine learning, it is no different.

At the core of Veeam's solutions lies a deep integration of AI and machine learning, positioning these technologies as key drivers of intelligent, future-proof data protection. The result is a data protection strategy that stays one step ahead of the latest cyberthreats. By integrating AI with backups, we're iterating upon time-honored backup technology and shaping the future of resilience.

With Veeam Intelligence, businesses gain actionable insights that enable businesses to proactively monitor and optimize their environments, turning data protection into a strategic advantage. Gain greater value from existing backup data, repurposing it for innovation, such as dev/test environments, data mining, or strategic planning.

We believe the most useful data is smart data. Protect your data investment while creating new opportunities for growth.

With AI, everything is smarter

96%
of organizations report AI is important or critical to data recovery

72%
AI/ML critical to improve overall cybersecurity recovery RPO/RTO

61%
of organizations report AI/ML can help automate data recovery

Source: Enterprise Strategy Group: Reinventing Backup and Recovery with AI and ML

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A Resilient Tomorrow

As cyberthreats become more sophisticated, the data protection industry must evolve. Government bodies and schools at all levels have evolved into data-centric organizations, accompanied by an explosion of mission-critical data. Because many government organizations, particularly defense forces, are leading technological innovators — the challenges of protecting that data have only grown.

We choose to bring the public sector into data protection. **Because we're better together.**

Continuous innovation and intense collaboration are at the heart of Veeam's strategy. When one business succeeds against cyberthreats, we all succeed. Businesses must build a foundation that adapts to new challenges, ensures data stays secure, and keeps operations running smoothly — together, no matter how the threat landscape evolves.

It's time to think bigger than backup

Aligned IT and Security Teams.

Veeam integrates IT and security teams, fostering collaboration to ensure seamless data protection and swift recovery during incidents.

Rapid Data Recovery.

With industry-leading recovery speeds, Veeam minimizes disruptions, enabling businvesses to bounce back quickly and get back on track with minimal downtime.

Sustained Business Continuity.

Veeam ensures that businesses can maintain operations, even in the face of disasters or cyberattacks, preventing costly interruptions and ensuring business continuity.

Proactive Ransomware Prevention.

Veeam's proactive measures — like immutable backups and AI-driven threat detection — help prevent ransomware attacks from taking hold, giving businesses the confidence to face even the most serious cyberthreats.

So, Why Veeam?

For your business to run smoothly, your data needs to lead the way.

Veeam's approach to data protection is purpose driven. Your business is not only safeguarded against disruption but **empowered** to recover quickly, adapt seamlessly, and remain resilient in the face of evolving threats.

We turn data from a liability into your greatest ally.

With industry-leading backup capabilities, ransomware defense, and AI-driven threat detection, our solutions align with the future of data protection, scaling effortlessly with your business. Whether it's managing IT and security teams, implementing zero trust principles, or enabling data mobility, Veeam is your partner in making your data secure, flexible, and ready to face any challenge.

Your data, protected, recoverable, free, and smart — just the way it should be.

> " Veeam protects every service we provide, including our crisis phone service. Crisis counselors are available 24/7 to provide confidential help, support and a path forward when people are struggling. Veeam is doing its part to help CMSU save lives. "

Matthew Urbanski
System Administrator, CMSU Behavioral Health

CMSU Behavioral Health & Developmental Services

Data Backup

Data Intelligence

Data Recovery

DATA RESILIENCE

Data Security

Data Freedom

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About Veeam Software

Veeam®, the undisputed leader in data resilience, empowers businesses to leap forward from disruptions with unmatched confidence and control. Holding the top position in Gartner, Forrester, and GigaOm reports, Veeam is recognized as the safest choice in data protection, a status further cemented by our #1 ranking in the IDC market share report. This wide analyst endorsement confirms Veeam's reliability, assuring you that your data is in the most trusted hands.

Our solutions are crafted to fortify data resilience by offering superior data backup, recovery, freedom, security, and intelligence. With Veeam, IT and security leaders can rest assured that their applications and data are robustly protected across diverse environments — cloud, virtual, physical, SaaS, and Kubernetes.

Headquartered in Seattle and operating across more than 30 countries, Veeam safeguards over 550,000 customers globally, including 67% of the Global 2000. These organizations rely on Veeam for operational continuity, echoing their trust through thousands of five-star reviews on platforms like G2, TrustRadius, GetApp, and PeerSpot. Veeam is more than the market leader — we are the market's proven choice.

Learn more at www.veeam.com or follow Veeam on LinkedIn @veeam-software and X @veeam.