

3 Veeam-powered Plays for Microsoft CSP Partners



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3 Veeam-powered plays for Microsoft CSP partners



Microsoft
solution

Microsoft 365

Microsoft Azure

Microsoft Windows

Veeam
solution(s)

Veeam® Backup for
Microsoft 365

Veeam Backup
for Microsoft Azure

Kasten K10
by Veeam

Veeam Backup & Replication™

Storage
options

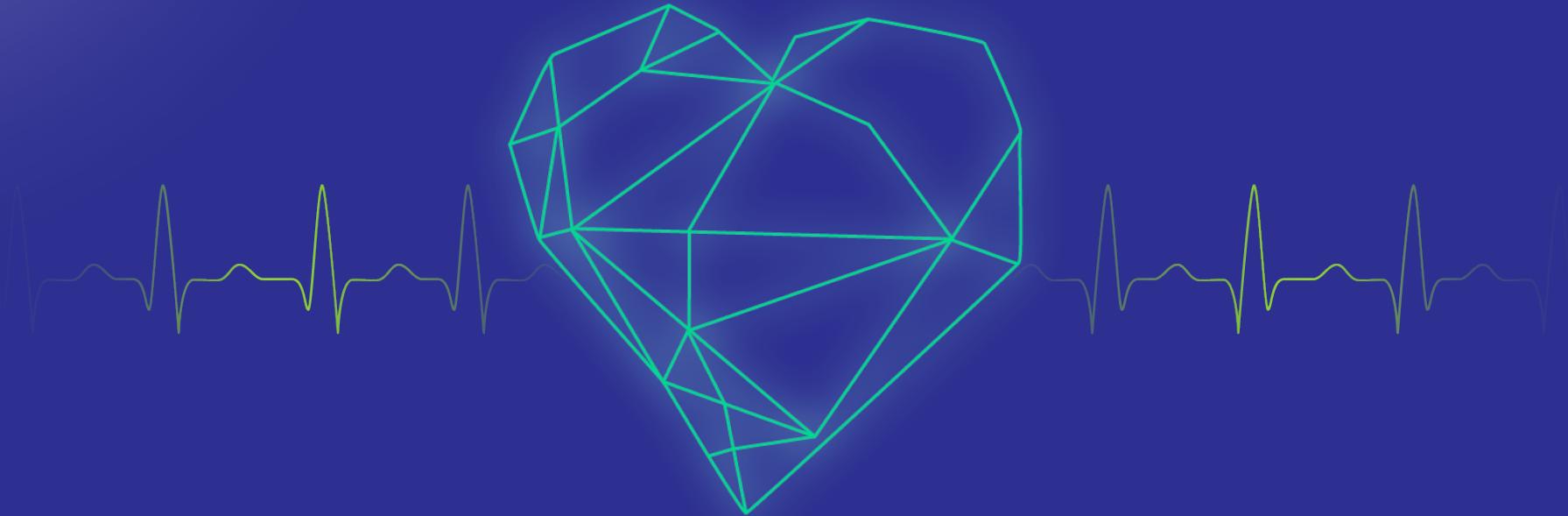
On-premises Disk
or Azure Blob

On-premises Disk
or Azure Blob

Azure Blob

On-premises Disk
or Azure Blob

Time it takes to detect when compromised



Data is the life blood of any organization!

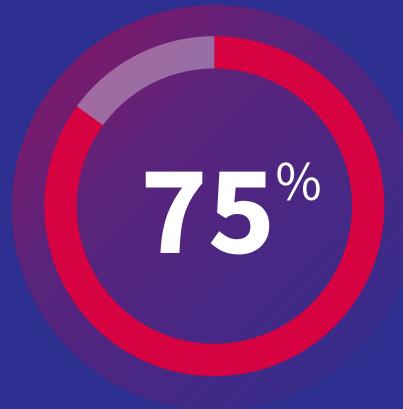
Data is under attack more than ever before



Organizations suffered at
least one ransomware attack
in the last year*

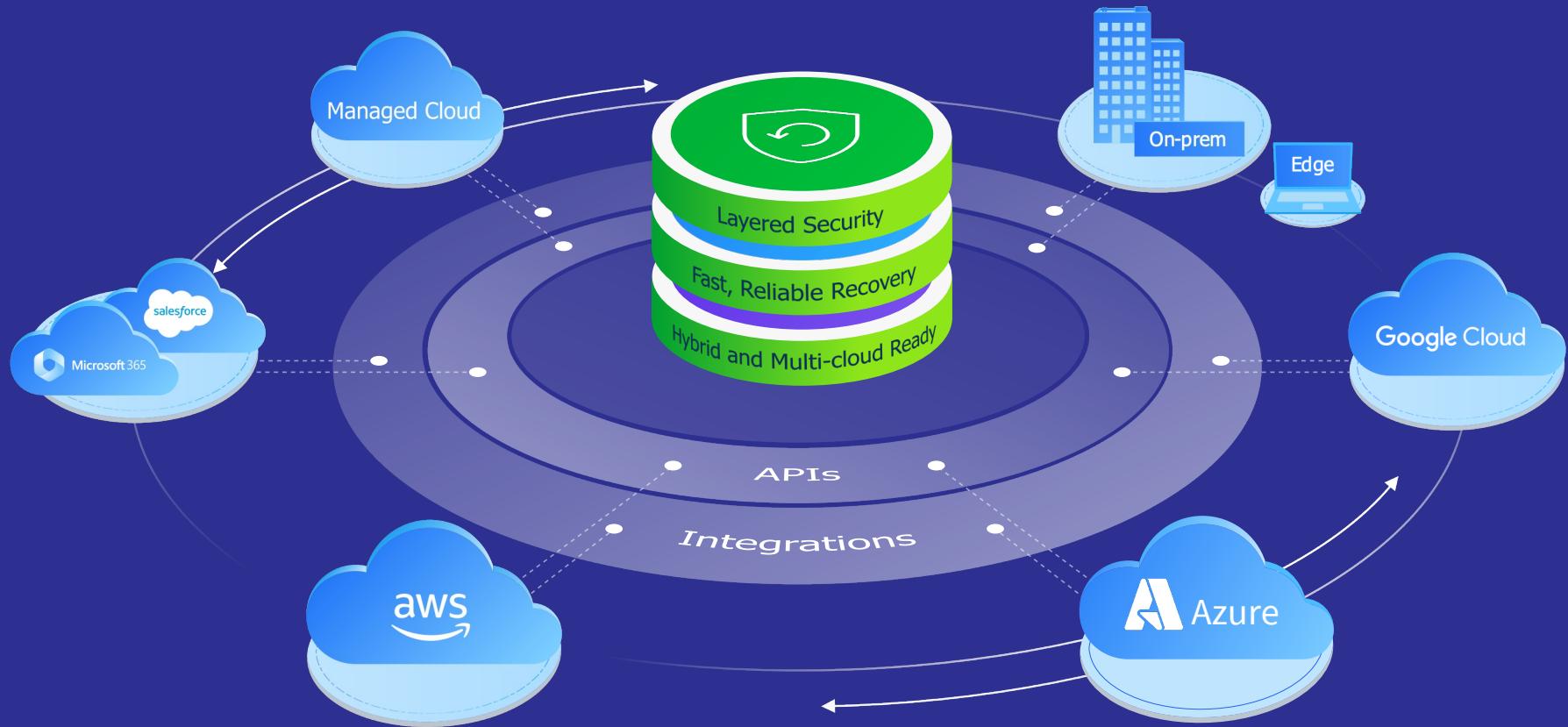


Data was affected or
encrypted amid a successful
ransomware attack*

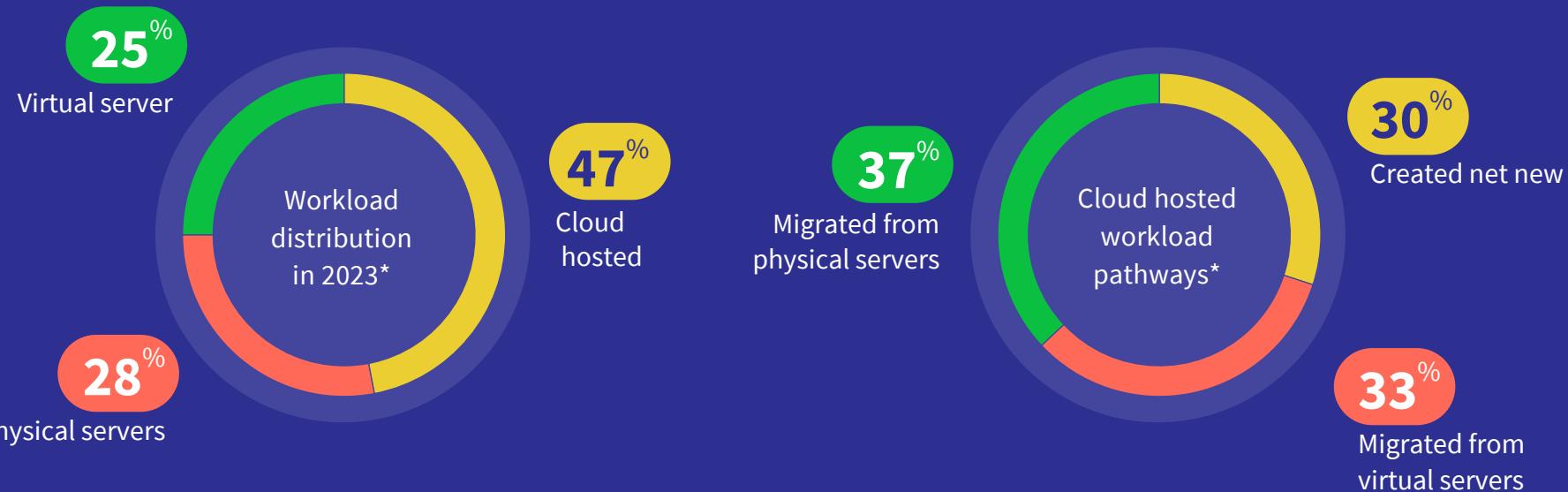


Organizations had their backup
repositories affected during a
ransomware attack*

*Veeam Ransomware Trends Report for 2023



Workloads are rapidly refactoring and moving to the cloud



*Veeam Cloud Protection Trends Report 2023

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veeAMON 2023

Common misconception:
Microsoft takes care of my data

Customer perception

Microsoft takes care
of everything



Common misconception:
Microsoft takes care of my data

Customer reality

Microsoft takes care
of the infrastructure,
but the data remains
the customer's responsibility



DATA

YOUR RESPONSIBILITY

INFRASTRUCTURE

MICROSOFT'S RESPONSIBILITY

Primary reasons for backing up cloud-hosted data



Cybersecurity
attack preparation
(44% agree)



Compliance
or regulation
requirements
(42% agree)



Better restoration
capabilities than
built-in functions
(42% agree)



Internal threats
and malicious users
(39% agree)

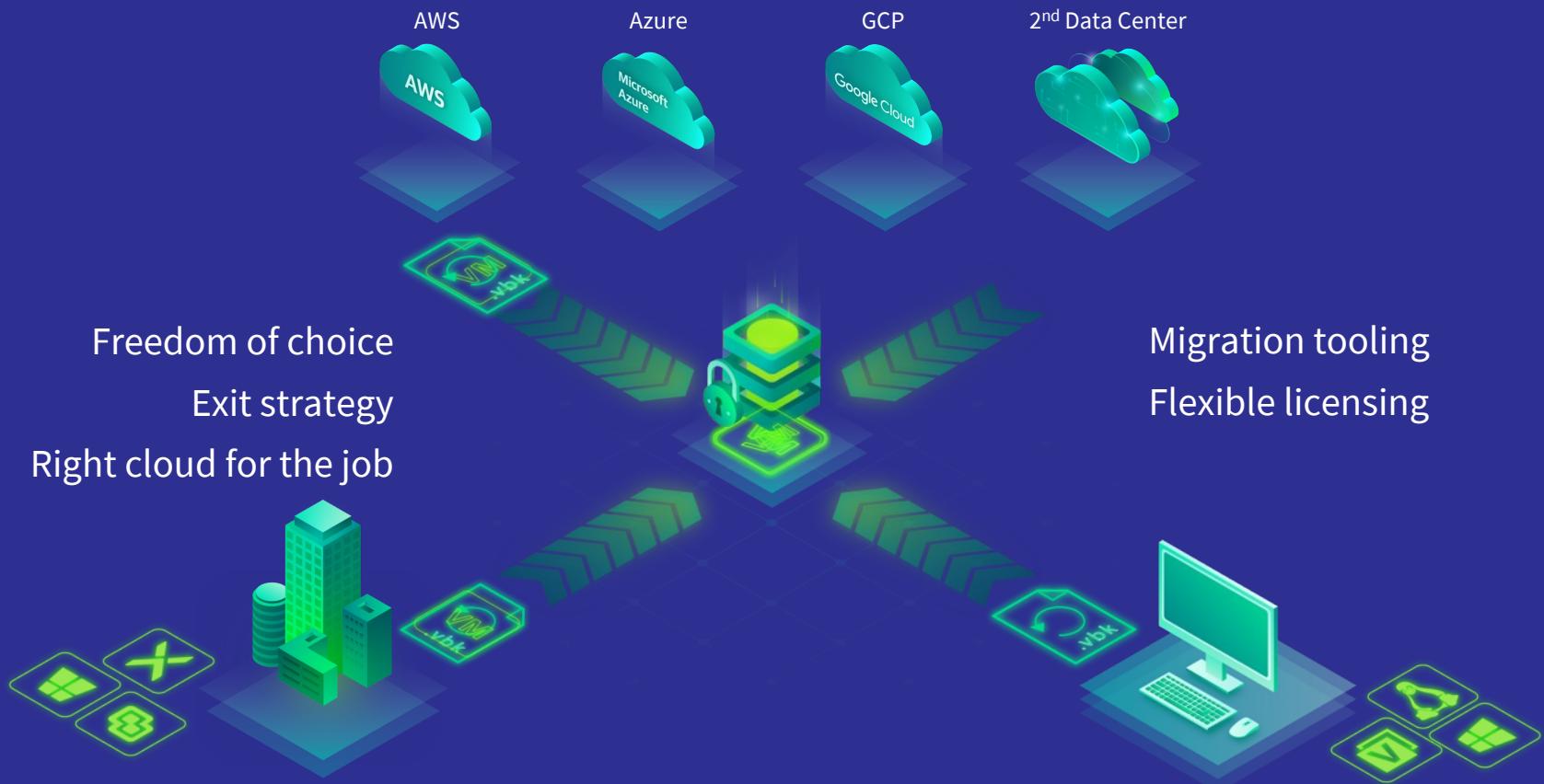


Accidental deletion
of data
(34% agree)



Extend retention
beyond built-in
mechanisms
(30% agree)

Cloud mobility



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The Microsoft partnership

Microsoft 365 licensing primer

E plans for Office 365 (*as an example*)

E1	E3	E5
Basic Kiosk access	+Basic eDiscovery	+Advanced eDiscovery
<ul style="list-style-type: none">- Browser access to apps.- Mobile app.- Email.- Teams.- OneDrive.- SharePoint.- Planner.- To-do.- SSO.- Basic audit.	<ul style="list-style-type: none">- Desktop apps.- More storage.- Azure information protection (AIP) for Office.- O365 DPL.- Basic eDiscovery.- Litigation hold.	<ul style="list-style-type: none">- Phone system.- PowerBi Pro.- Microsoft Defender for Office Plan 2.- Advanced eDiscovery.

Note: E plans for Office 365 do not include P1 or P2 for Azure.

E plans for Office365	
Most notably lack of P1 or P2 for Azure	
E1	E3
Basic E1 access <ul style="list-style-type: none"> - Minimal access to apps - Mobile app - SharePoint - OneDrive - Exchange - Planner - Teams - SSO - Basic audit 	Basic E3 access <ul style="list-style-type: none"> - Everything in E1 - Premium support - More storage - Azure Information Protection (AIP) for Office - O365 DPL - EDR - Basic eDiscovery - Litigation hold

E plans for Microsoft365	
Has Azure P included in all plans and Windows 10 License	
E3	E5
Microsoft 365 Business Premium	Microsoft 365 Business Premium
<ul style="list-style-type: none"> - Exchange - SharePoint - OneDrive - Microsoft 365 Storage - Microsoft 365 Groups - Microsoft 365 Team - Microsoft 365 Planner - Microsoft 365 To-Do - Power Apps - Microsoft 365 Stream - Microsoft Defender for Plan 2 - Microsoft 365 Admin Center - Microsoft 365 Admin Center - Azure AD P1 - D365FO - Basic Recovery - Legismer Host 	<ul style="list-style-type: none"> - New System and Conferencing - Microsoft 365 Pro - Microsoft 365 Business Premium for Enterprise - Advanced Recovery tables - Advanced IDDiscovery

G plans for Government		Only available for government cloud and US conditional restriction	
G1	G3	G5	Gov
<ul style="list-style-type: none"> Broad communication OneDrive for Business with MFA Desktop and Browser apps Hyperlink selection for Email Hotmail Microsoft Teams 	<ul style="list-style-type: none"> Everything included in G1 Office 365 Business Premium Self-service business Office desktop applications File sharing Archiving and compliance 	<ul style="list-style-type: none"> Everything included in G1 Advanced data protection Advanced eDiscovery Microsoft Defender for O365 	<p>Gov E3</p> <ul style="list-style-type: none"> Email OneDrive for Business Microsoft Teams DPL for Email

A1	A1	A3
Strictly meant for education has Azure Information Protection on all plans		
Outlook (online only) Word (online only) Excel (online only) PowerPoint (online only) OneNote SharePoint Exchange Teams SharePoint Site Business Team DPE Site report (viewer)	Outlook Word Excel PowerPoint OneNote SharePoint Exchange Bookings Advanced Security management	Office 365 Admin + Hybrid Security
		- Security management - Advanced Threat protection - Advanced Compliance - Microsoft Defender for Office 365 - Advanced eDiscovery

P	plans for AD features
It is important to understand the P features because some are included with other license sets.	
Free	
Office 365 App	
Business Premium	<ul style="list-style-type: none"> • Less than 90,000 Objects • 3000 Mailboxes • 1000 Groups • MFA • Targeted Retention
Business Standard	<ul style="list-style-type: none"> • Over 50,000 Objects • 1000 Mailboxes • 1000 Groups • Synchronization • Sync between on-prem and cloud AD
Business Premium	<ul style="list-style-type: none"> • Unlimited objects • 2000 Mailboxes • Office 365 ProPlus app • 1000 Groups • Group access • Multi-factor authentication • Multi-mail enrollment • Microsoft 365 Business Premium • Recovery Services • Hybrid Identities • Conditional Access • Locations, device and conditional access
P1	<ul style="list-style-type: none"> • Conditional Access
P2	<ul style="list-style-type: none"> • Unified Audit • Conditional Access included in P1 and Back. • Multi-condition access • Identity Management • Rights Management • Role security • Audit logs • Device and location-based access

M365 Business plans for SMB	
These plans are for under 300 users only also no plans include true ediscovery or advanced audit	
Business Basic	Business Standard
Business Office apps	Business Standard
Kiosk access	Cloud
Microsoft 365 Business Standard	Everything in Business Standard + Security
Email	Everything in Business Standard + Security
OneDrive	Everything in Business Standard + Security
SharePoint	Business Premium
Teams	Business Premium
To-Do	+ Security
Power Automate	+ Security
SEO	+ Security

License: enhancement options

CAPABILITIES	Office 365 E1	Upgrade E1 → E3	Upgrade E3 → E5
Versioning allows a user to hold versions of files in their original location.	●	●	●
Data loss prevention prevents users from exporting business or personal identifiable information (PII) data to external resources.	○	●	●
Conditional access prevents access to internal resources based on conditions applied to the user. E5 expands these capabilities by offering additional conditions on users.	○	○	●
eDiscovery helps gather information for the purpose of submitting for legal cases.	○	○	●
Insider risk management keeps record of access to internal resources for accountability. E5 offers insider threat management directly in the compliance portal.	○	○	●
Automation is achievable through different integrations available through the product via PowerShell, based on admin expertise.	○	○	●
Access to desktop applications are downloadable desktop applications for offline Office 365 use.	○	●	●

● Fully addressed

○ Some capabilities

○ Not addressed

Veeam complements native capabilities

CAPABILITIES	Office 365 E1	Upgrade E1 → E3	Upgrade E3 → E5	Add Veeam
Data separation provides a separation of data from production. Veeam delivers on this capability by allowing you to store data separate from production data.	○	○	○	●
Separation of privileges provides a separation of privilege domains for access to data. Veeam expands this capability by offering separate administrative access from production data.	○	○	○	●
Restore options are capabilities to restore data in a variety of different ways Veeam expands on this capability by providing 45 recovery options across Microsoft 365 applications.	○	○	○	●
Granular restores help you to restore the exact data set you need to. Veeam expands on this capability by providing file-level and item-level restores.	○	○	○	●

● Fully addressed

○ Some capabilities

○ Not addressed



<https://www.veeam.com/videos/webinar-office365-keys-to-success.html>

But... customers still need to backup these offerings



Microsoft
solution

Microsoft 365

Microsoft Azure

Microsoft Windows

Veeam
solution(s)

Veeam Backup for
Microsoft 365

Veeam Backup
for Microsoft Azure

Kasten K10
by Veeam

Veeam Backup
& Replication™

Storage
options

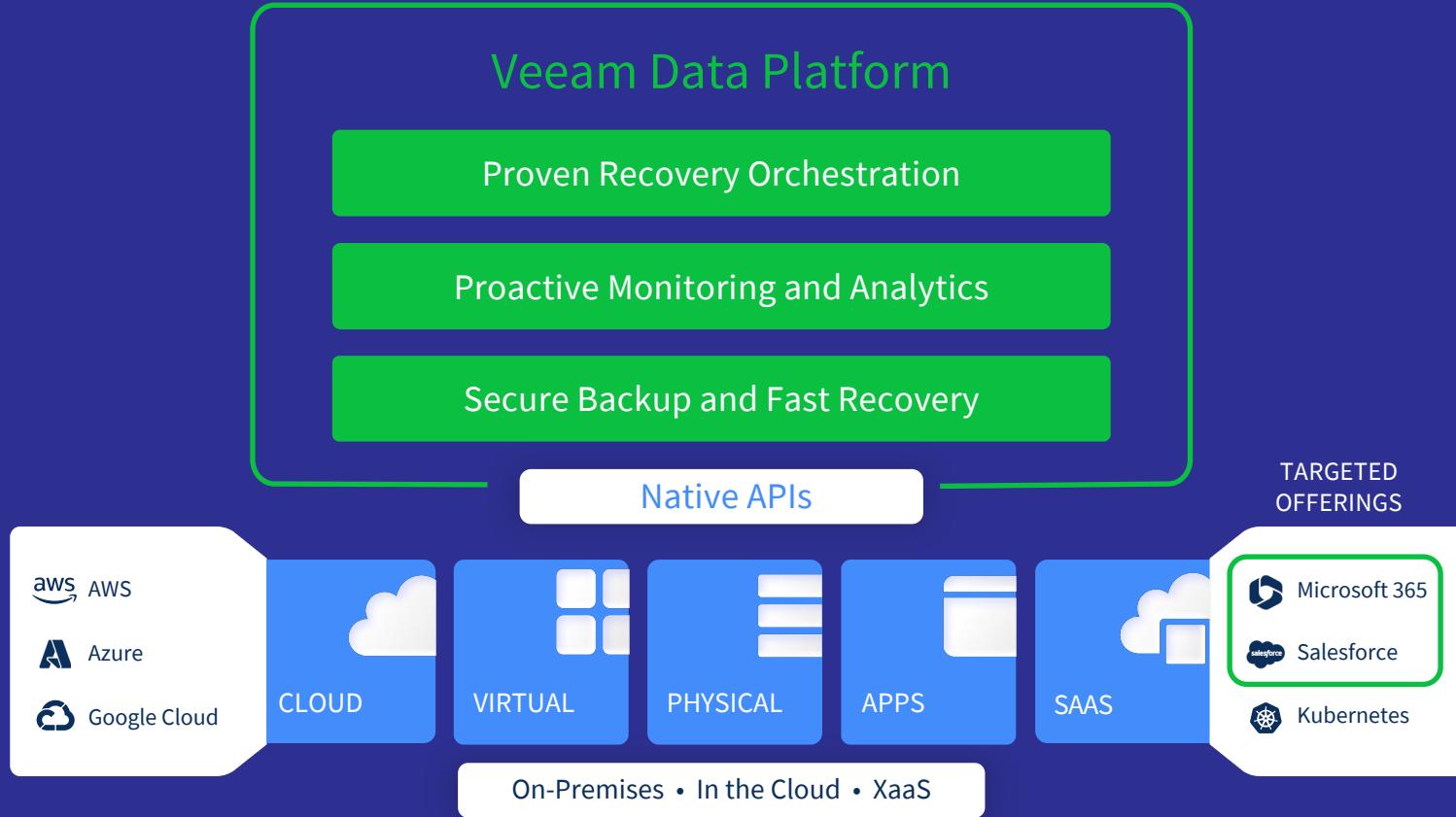
On-premises Disk
or Azure Blob

On-premises Disk
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Azure Blob

On-premises Disk
or Azure Blob

Veeam licensing primer



Veeam licensing primer

Platform editions	Backup and recovery	Monitoring and analytics	Recovery orchestration	Ransomware warranty (add-on)
Premium	✓	✓	✓	✓
Advanced	✓	✓		
Foundation	✓			
Supporting product components		Veeam Backup & Replication	Veeam ONE™	Veeam Recovery Orchestrator

Also Available:

- Veeam Data Platform Essentials Edition for Small Business
- Veeam Backup & Replication *Community Edition*

How Veeam + Microsoft work together



KPIs

ACA
Azure Customer Adds

ISV Co-Sell
Pipeline

ACR
Azure consumed revenue



Partnership

Co-sell with Microsoft
Driving GTM together

Channel/PTP enablement

Engineering integrations
For seamless solutions



Plays

BCDR
Security & networking

Modern desktops

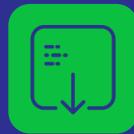
DC migrations
Modern apps

Latest release features for Microsoft



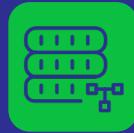
Immutable backup for Microsoft Azure

Maintain data integrity in the face of cybersecurity attacks with NEW support for immutable storage, employing WORM state logic for backup data



Immutable backup for Microsoft 365

Store immutable backup copies on Immutable Storage for Azure Blob, ensuring critical data in Microsoft 365 is safe from ransomware attacks



Backup data center Direct-to-Azure Blob

Reduce cost and add recovery resiliency to data center backups with NEW VM, server, workstation, database backup directly to low-cost, immutable storage for Azure Blob



Latest release features for Microsoft



Self-service restore portal enhancements for Microsoft 365

Offer scalable, self-service restore via a simple UI for Microsoft Teams, Microsoft Exchange Online, SharePoint Online and more



Orchestrated data center recovery to Microsoft Azure

Plan for and execute dev/test or disaster recovery from data centers to Microsoft Azure with the NEW Cloud DR function in Veeam Recovery Orchestrator



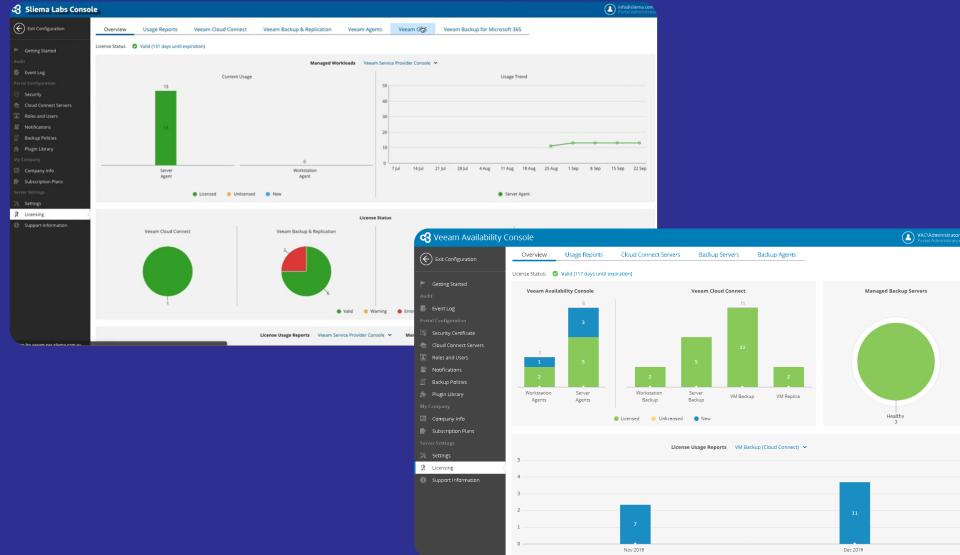
Hybrid Cloud observability

All these benefits would be nothing without observability. In Veeam's latest releases, Veeam ONE extends monitoring and reporting to Microsoft 365, AWS, Microsoft Azure and Google Cloud backups.

Veeam-powered Services for Microsoft

With the Veeam Service Provider Console

Veeam Service Providers Console gives Microsoft CSP partners complete control their entire Veeam-powered business from an intuitive, web-based interface or streamlined APIs



Intuitive web-based user interface



APIs for easy integration and automation



Remote monitoring and management



Multi-tenancy for BaaS and DRaaS



Customer onboarding and billing



Licensing engine with usage reporting



Self-service portals for customers and resellers

Why build your Veeam + Microsoft partnership



Increase MRR

Enable high-margin license, service and Azure consumption revenues



Open new markets

Access new customers by offering managed solutions



Grow profitability

20% to 70% in margins



Build awareness

Co-market with Veeam and Microsoft to drive net new transacting MRR

Aligning to the Microsoft Cloud partner program

Requirements for each Solutions Partner designation

Each designation has a specific number of possible points that can be earned per category. You have the flexibility to choose which categories to focus on within a solution area to match your business needs

Each Solutions Partner designation requires 70+ points with at least one point in each subcategory		Solutions Partner for Business Applications	Solutions Partner for Data & AI (Azure)	Solutions Partner for Digital & App Innovation (Azure)	Solutions Partner for Infrastructure (Azure)	Solutions Partner for Modern Work	Solutions Partner for Security
Category	Subcategory	Solutions Partner designation requires 70+ points with at least one point in each subcategory					
		Net customer adds ➔ 15pts	Net customer adds ➔ 30pts	Net customer adds ➔ 30pts	Net customer adds ➔ 30pts	Net customer adds ➔ 20pts	Net customer adds ➔ 20pts
Performance	Net customer adds	Net customer adds ➔ 15pts	Net customer adds ➔ 30pts	Net customer adds ➔ 30pts	Net customer adds ➔ 30pts	Net customer adds ➔ 20pts	Net customer adds ➔ 20pts
	Intermediate Certs	Intermediate Certs ➔ 20pts	Intermediate Certs ➔ 40pts	Intermediate Certs ➔ 20pts	Intermediate Certs ➔ 20pts	Intermediate Certs ➔ 10pts	Intermediate Certs ➔ 40pts
	Advanced Certs	Advanced Certs ➔ 15pts		Advanced Certs ➔ 20pts	Advanced Certs ➔ 20pts	Advanced Certs ➔ 15pts	
Skilling	Usage Growth	Usage Growth ➔ 30pts	Usage Growth ➔ 20pts	Usage Growth ➔ 20pts	Usage Growth ➔ 20pts	Usage Growth ➔ 30pts	Usage Growth ➔ 20pts
	Deployments	Deployments ➔ 20pts	Deployments ➔ 10pts	Deployments ➔ 10pts	Deployments ➔ 10pts	Deployments ➔ 25pts	Deployments ➔ 20pts

represents maximum number of points in that subcategory

Drive net customer adds with backup to Azure

Drive usage growth with backup to Azure, backup of Azure

Partner resources

On the Veeam ProPartner portal

VEEAM PARTNER
Veeam Backup for Microsoft 365

All Products > Veeam Backup for Microsoft 365 Toolkit

Veeam Backup for Microsoft 365 eliminates the risk of losing access to business critical data and ensures that you remain in complete control. With this solution, you can securely back up Microsoft Exchange Online, SharePoint Online, OneDrive for Business and Microsoft Teams data, quickly recover individual items and perform eDiscovery for data archiving.

What's new in Veeam Backup for Microsoft 365

Learn more about Veeam Backup for Microsoft 365

- VeeamIQ enablement course (VAR) [LEARN MORE](#)
- VeeamIQ enablement courses (CSPs) [LEARN MORE](#)
- Make Your Case for Microsoft 365 [LEARN MORE](#)
- Product overview [DOWNLOAD](#)

Offer Best & DRaaS

- Best for Microsoft 365 Partner Success Kit [LEARN MORE](#)

Go to market with Veeam Backup for Microsoft 365

- Short deck [DOWNLOAD](#)
- Quote Veeam Backup for Microsoft 365 [LEARN MORE](#)
- Run a full campaign with Veeam Marketing Center [BUILD CAMPAIGN](#)
- Power Pack for Microsoft 365 [LEARN MORE](#)

Scenario Cards

- What's New in Veeam Backup for Microsoft 365 [READ MORE](#)

DOWNLOAD TRIAL

Cloud Native Solutions

To answer ever-growing market demands, Veeam continuously expands its cloud-native backup solutions and capability portfolio. There are three core components that make Veeam native solutions the ideal design that's cost-effective, secure and hybrid-ready:

- Veeam cloud-native backup solutions are purpose-built to work within AWS, Microsoft Azure and Google Cloud. These solutions both address the reasons why customers want to transition to the cloud and the need for cloud resilience.
- Veeam Backup for AWS, Microsoft Azure and Google Cloud deliver native, policy-based protection for reliable recovery from accidental deletion, ransomware and other data loss scenarios. An API-first approach, secure backup from end-to-end, and full and file-level restores ensure resilient protection that's easy and cost-optimized, freeing up time and resources for strategic IT priorities.
- Backup options for AWS, Azure, Google

Relentless Security

Secure access and management of data to overcome ransomware and other cyberthreats.

- Immutability and encrypted immutable backups
- Secure scores

Fast, Reliable Recovery

Powerful recovery options that keep business productive with near-zero RTOs and RPOs.

- Recover ANYFILE
- Full and file-level
- Automated restore

Zero Compromise

Zero-loss backup that meets SLA and budgetary requirements across the hybrid cloud.

- High-speed
- Cost optimized
- Hyper-redundant cloud ready

GROW, EXTEND, AND DIFFERENTIATE YOUR BUSINESS WITH VEEAM & MICROSOFT AZURE

Partner, Microsoft and Veeam go beyond fastest backup and recovery performance. We make sure data is always available, protected and actively working for our customer businesses, regardless of where the data resides – in Microsoft Azure, Azure Stack Hubs, Azure Stack Edge, Azure Stack HCI, Azure Kubernetes Service or Microsoft Office 365 – we make sure it's available when and where you need it.

VEEAM TECHNICAL DESIGN MATERIALLY BENEFITS

Automatically transition back-up data to cost-effective Azure Blob (hot, cool and archive storage) as it ages out, with little-to-no intervention required.

Extend native data protection in hybrid IT by creating fine backups of Exchange Online, SharePoint, OneDrive for Business and Teams, with long-term backup and recovery options.

Overcome any cloud data loss scenario with Azure native backup and recovery that is cost effective and secure with Veeam Backup for Microsoft Azure.

VEEAM EXECUTION DESIGN MATERIALLY BENEFITS

Reduce costs and increase performance, combining on-premises storage with native object storage capacity in Microsoft Azure.

Meet compliance goals, maintaining the necessary historical data for corporate governance and compliance requirements.

Resume production operations quickly with flexible full- and file-level restore options.

USEFUL DOCUMENTS

- Microsoft and Veeam Solution Brief
- Veeam and Azure Customer Reference Guide
- Backup & Recovery for Microsoft Azure Veeamware Solution

SOLUTIONS

Sales ROI

EVENTS

PROMOTIONS

DATA PORTABILITY TO AZURE

Move Direct Restore to Microsoft Azure, included in Veeam Backup & Replication™ enables users to take on-premises VMware and Hyper-V VMs, physical servers and endpoints, and restore them to Microsoft Azure.

Quickly restore workloads to Azure – get a fast and efficient Azure restore via any type of Veeam backup file.

Quickly restore workloads to Azure – easily execute planned workload portability of Veeam and Veeam Veeam's in your remaining legacy physical servers, to the cloud.

Mark L.ovich
Chief Technology Officer, Microsoft Azure

ProPartner portal

Technical resources

Use case best practices

This screenshot shows a service description for "Public Cloud data protection". It includes a "Service description" section with a detailed paragraph about Veeam's role in protecting business continuity through shared responsibility models. Below this is a "High-level diagram" section.

Service description

A Service Provider can build a Veeam-powered service to protect their business. Perhaps the customer is building a new infrastructure or just exploring options. As per the Shared Responsibility Model, the data service provider provides the expertise to implement more value-added services.

Additionally the service can include, but is not limited to:

- Reliable agentless backup and recovery for production workloads
- Reliable agent-based backup and recovery for production workloads
- Leverage storage tiering for cost-effective long-term retention
- Fast, flexible recovery for entire VMs, volumes, files, folders, databases and individual objects
- Migrate workloads between regions and management across clouds
- Migration services from on-premises to public cloud
- Migration services between hypervisor clouds
- Migration services from public cloud to on-premises
- Enterprise backup outside of the public cloud

High-level diagram



<https://bp.veeam.com/vbcloud/>

Veeam Help Center technical docs

This screenshot shows the "Veeam Help Center Technical Documentation" page for "Veeam Backup & Replication". It features a search bar and navigation filters for "Type" (Quick Start Guide) and "Language" (English). Below the search bar, there are several product guides listed.

Veeam Backup & Replication

- User Guide for VMware vSphere
- Quick Start Guide for VMware vSphere
- User Guide for Microsoft Hyper-V
- Quick Start Guide for Microsoft Hyper-V
- Veeam Backup Enterprise Manager Guide
- User Agent Management Guide



<https://vee.am/TechHelp>

Veeam ProPartner Tech Hub

This screenshot shows the "VCSP Tech Hub" page. It includes a search bar and navigation filters for "Type" (Best Practice) and "Language" (English). A sidebar on the left lists various product categories. The main content area displays a list of best practice documents.

VCSP Tech Hub

Best Practice Documentation

- Veeam Backup for Microsoft 365
- Veeam Cloud Connect
- Public Cloud Data Protection
- Automation



<https://vee.am/TechHub>

Veeam R&D Tech Forum

This screenshot shows the "Veeam R&D Tech Forum" login page. It features a "Log In" button and a "Forgot password?" link.



<https://forums.veeam.com/>

