

The Secret Sauce: Build an impenetrable DR strategy with Veeam-powered BaaS & DRaaS



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Agenda

- How to build a comprehensive DR strategy with Veeam® Data Platform
- Veeam Cloud Connect and Veeam Service Provider Console and how they power BaaS & DRaaS solutions
- Resources to help you go-to-market

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BaaS & DRaaS momentum



Cloud-powered disaster recovery 2020-2025

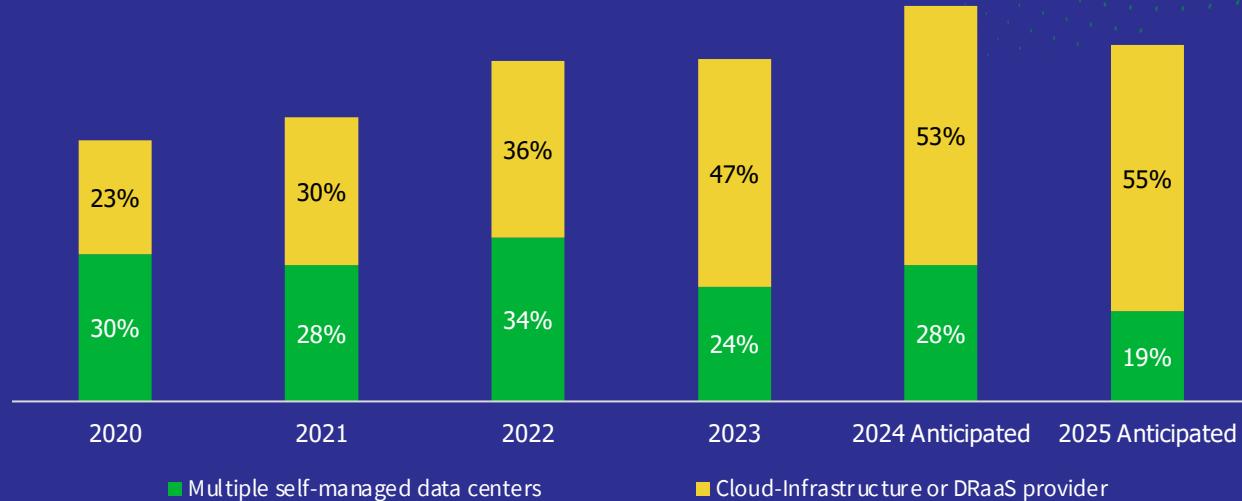
47%

organizations use
cloud-services as part
of their DR strategy

71% of orgs have a BC/DR strategy
that either utilizes multi-site
or cloud infrastructure.

Veeam Recovery Orchestrator
enables these scenarios, while
Veeam partners provide turnkey
DRaaS outcomes.

Which of the following is your organization's primary method
of business continuity and disaster recovery (BC/DR) today?
In two years time?



Source: Data Protection Trends Report 2023
<https://vee.am/DPR23>

Journey of cloud-powered protection

How would you describe your organization's use of
and journey with cloud-backup storage/services?

(n=589)

We've only used managed BaaS

10%

We've only used cloud storage
20%

42%
Storage

58%
BaaS

We started with cloud
storage, but later
added/switched to a
managed BaaS Provider
48%

We started with managed BaaS
provider, but later added/switched
to cloud storage that we manage
22%

58%

organizations use
Backup as a Service

48% of orgs started with cloud
storage but later switched
to a managed BaaS provider.

“Operational efficiency” continues
to be the primary driver

Source: Cloud Protection Trends Report for 2023
<https://vee.am/CPT23>

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BaaS and DRaaS use cases



Infrastructure
protection



Off-site Backup
and disaster recovery (DR)



Public cloud
protection

Universal services: **migration, automation and APIs**

Three-tiered approach to DR



Continuous data protection



Snapshot-based replication



Recover from backups

Veeam Data Platform

Proven Recovery Orchestration

Proactive Monitoring and Analytics

Secure Backup and Fast Recovery

Native APIs

TARGETED
OFFERINGS



AWS



Azure



Google Cloud

CLOUD



VIRTUAL



PHYSICAL



APPS



SAAS



Microsoft 365



Salesforce



Kubernetes

On-Premises • In the Cloud • XaaS

Recover from backup

Ideal for all workloads



RTO ~ 2-8 hours

RPO < 24 hours

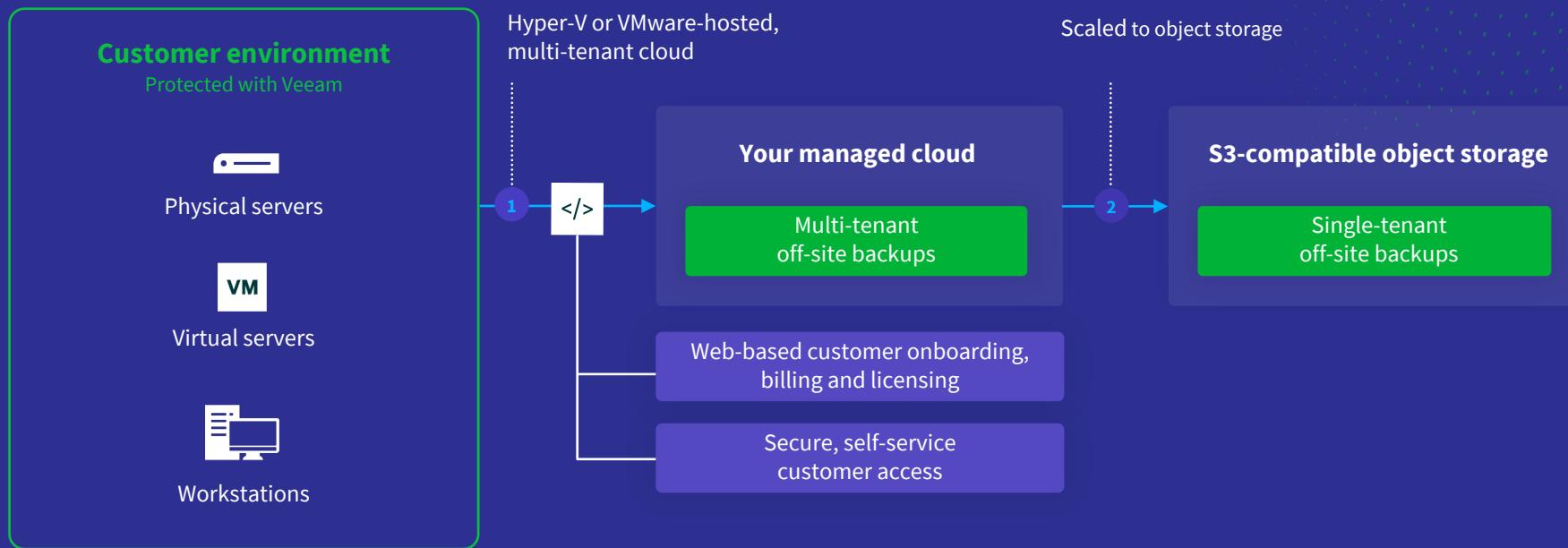
Benefits

- Already hosting the backup
- Covers all workloads
- Instantly restore on behalf of the tenant
- Enables discussion for proper DR strategy



Off-site backup

Take advantage of flexible off-site backup capabilities from Veeam, including cloud and traditional options that execute the 3-2-1 rule for you.



Snapshot replication

Traditional DR

Ideal for Tier 1 Workloads



RTO ~ 1 hour
RPO <12 hours

Major component of DR strategy

Benefits

- Out-of-the box functionality
- Fits most requirements
- Used for a majority of tenant workloads
- Advances proper DR discussions

Continuous data protection

Mission critical DR



Tier 0 Workloads



RTO ~ 5 sec–1 hour

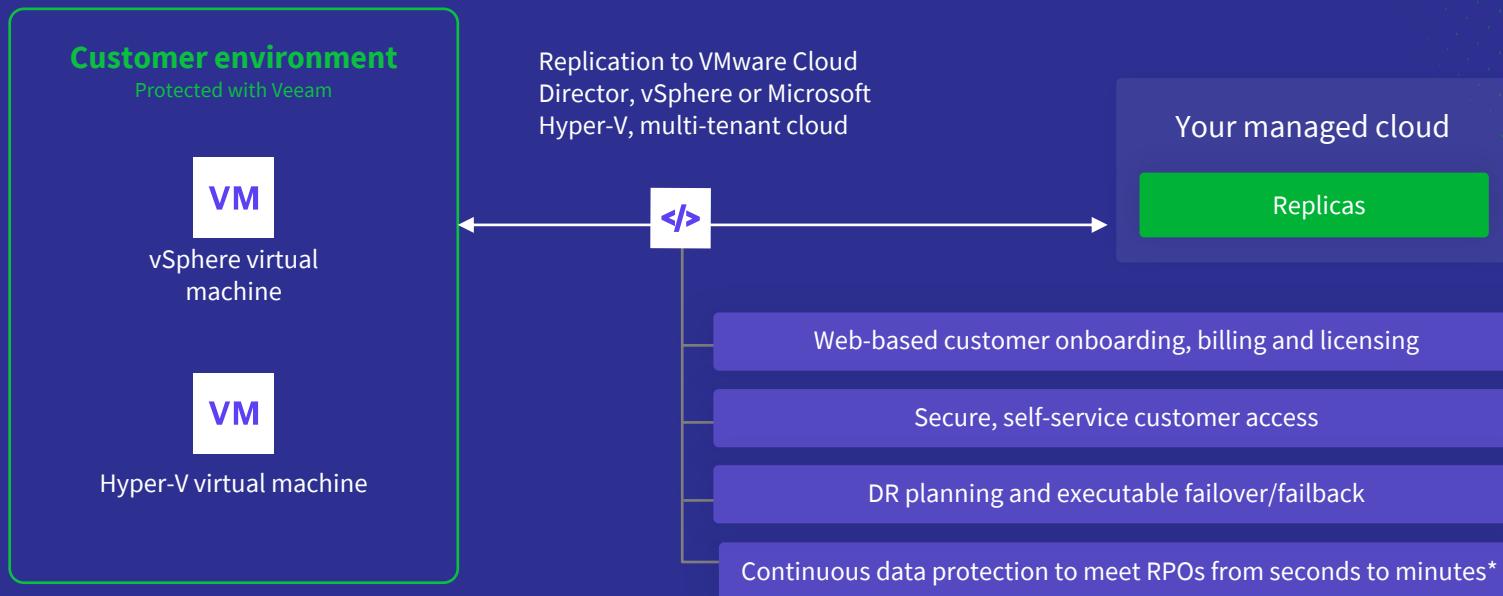
Recommend as part
of DR Strategy

Benefits

- Ideal for migration and onboarding.
- Included with Veeam Backup & Replication™.
- Extremely low RTPO.
- Suitable for any environment size.

Disaster Recovery as a Service (DRaaS)

Veeam provides the connection between customers and providers to make executing full- or partial-site failover an affordable and effective reality.



*VMware environments only

Build DRaaS your way

Key Veeam solutions to help you get started



Veeam Cloud Connect

- Multi-tenant cloud gateways offering out-of-the-box or custom network configuration
- Execution of full- and partial-site failover
- Seamless integration with VMware Cloud Director and NSX Edge



Veeam Service Provider Console

- Discovery and policy setting for customer devices – including failover planning
- Customer and channel partner portals, offering granular access rights to self-service
- Customer and partner onboarding and billing



Veeam Recovery Orchestrator

- Recovery to the cloud with direct restore to Azure
- Automated testing, scheduled or on demand, to prove SLAs can be met
- Dynamic documentation to prove readiness and compliance with the click of a button

Off-site backup and DRaaS powered

by Veeam Cloud Connect



Simple setup of hosted repositories.



Multi-tenant architecture.



Secure with end-to-end encryption
and Insider Protection.



Integration with backup, replication, Veeam
CDP and management tools.

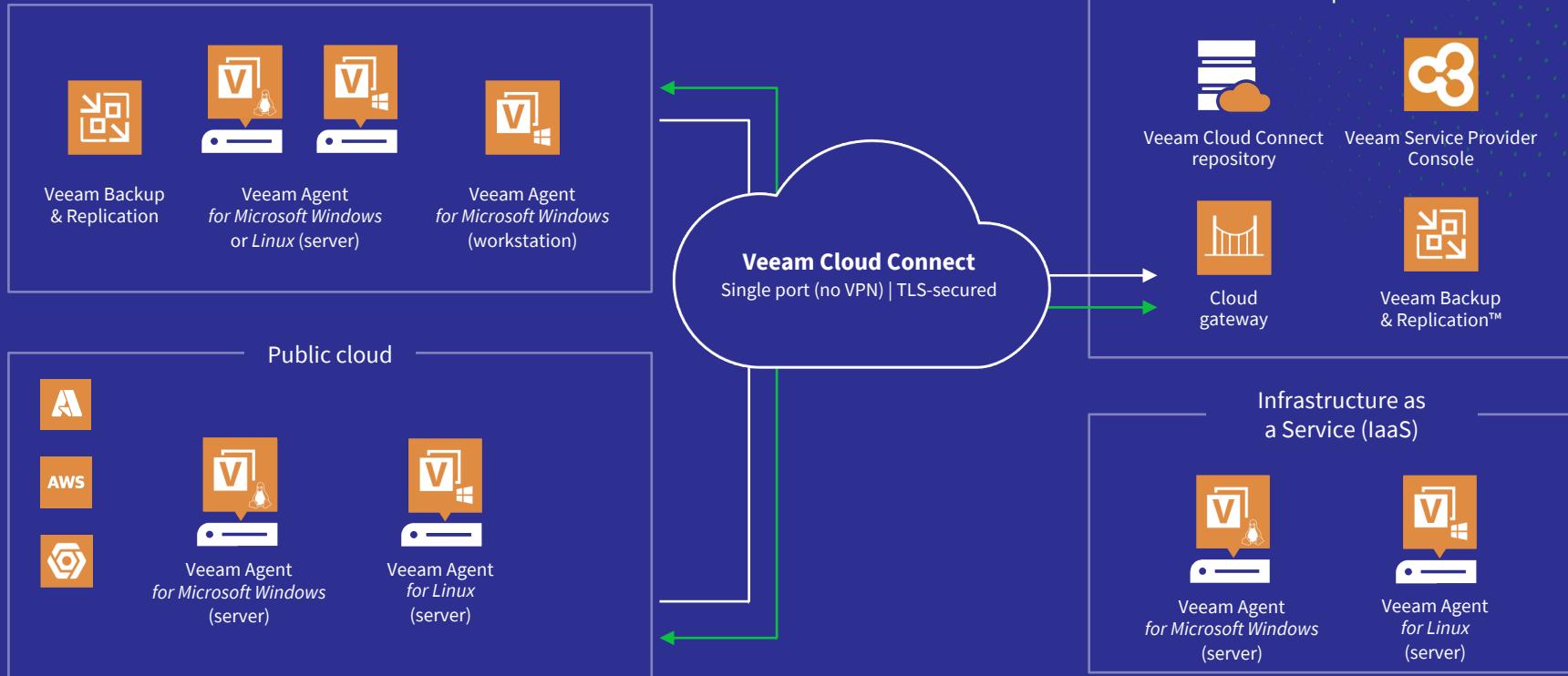


Automated network extension appliances.

Veeam Cloud Connect:

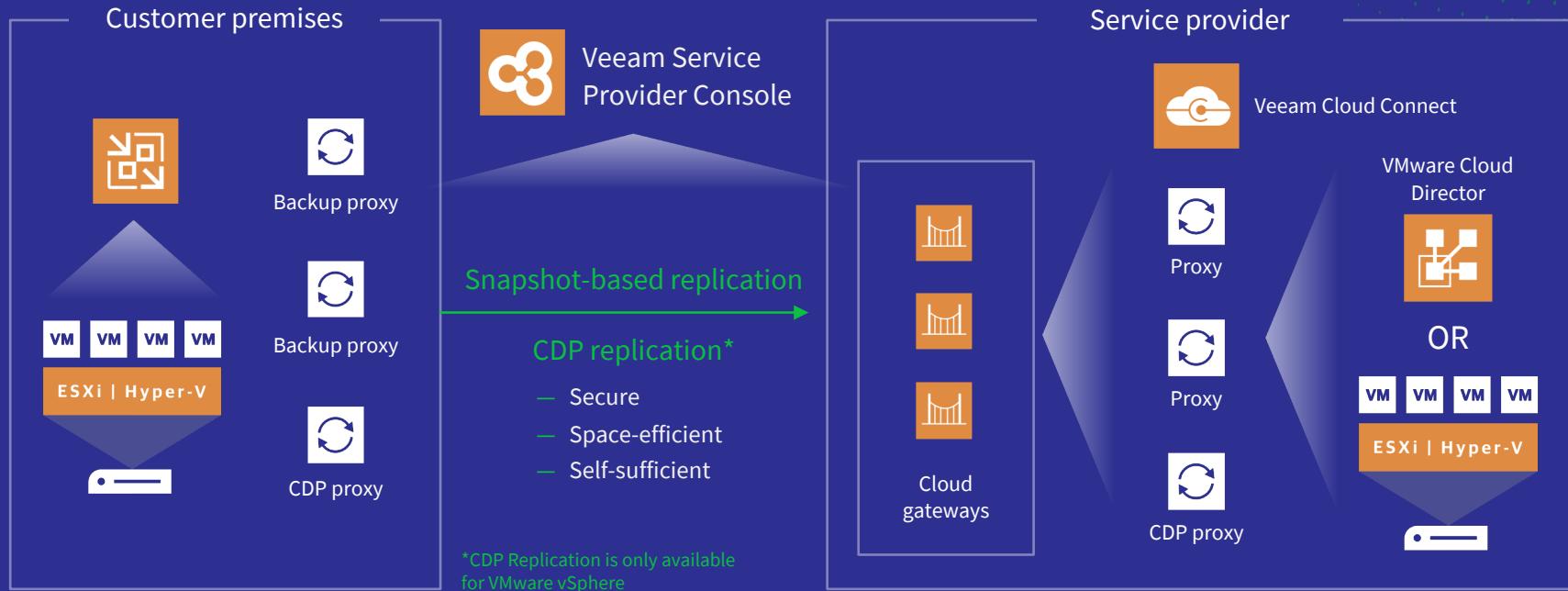
Cloud backup for on-premises and cloud-based workloads

— Remote management and monitoring
— Backup/recovery



Veeam Cloud Connect:

DRaas for on-premises and cloud-based workloads



Deliver Veeam-powered BaaS and DRaaS

with Veeam Service Provider Console **v7**



Veeam Service Provider Console **v7** expands on a powerful core feature set to provide cloud and managed service providers with deeper capabilities to scale the delivery of remote Veeam-powered BaaS and DRaaS, save time and drive efficiency while optimizing service level agreement (SLA) performance.

Core capabilities



Remote monitoring
and management



Customer onboarding
and billing



Automation
and APIs



Multi-tenancy for BaaS
and DRaaS



Licensing engine with
usage reporting



Self-service portals for
customers and partners

Veeam Service Provider Console integrates with VCSP Pulse

VCSP Pulse is Veeam's licensing and automation platform

Benefits include:

- **License management:** quickly generate license keys for faster customer onboarding
- **Reseller support:** resellers have the autonomy to create and assign license keys, as well as aggregate license usage consumption
- **License usage reporting:** remotely generate, deploy, update and revoke licenses. Gain top-line or granular-level license usage data
- **API integration:** seamlessly integrate VCSP Pulse capabilities into existing platforms and workflows, maximizing efficiency and resources



Broader support for Veeam Backup & Replication servers



Reduce vulnerabilities with automated detection and one-click deployment of Veeam Backup & Replication cumulative patches

Easily deploy software upgrades and new Veeam Backup & Replication servers remotely

Extend remote service offerings to workloads protected by Veeam CDP

Recovery Orchestration

with Veeam Recovery Orchestrator

Scalable design

Option 1

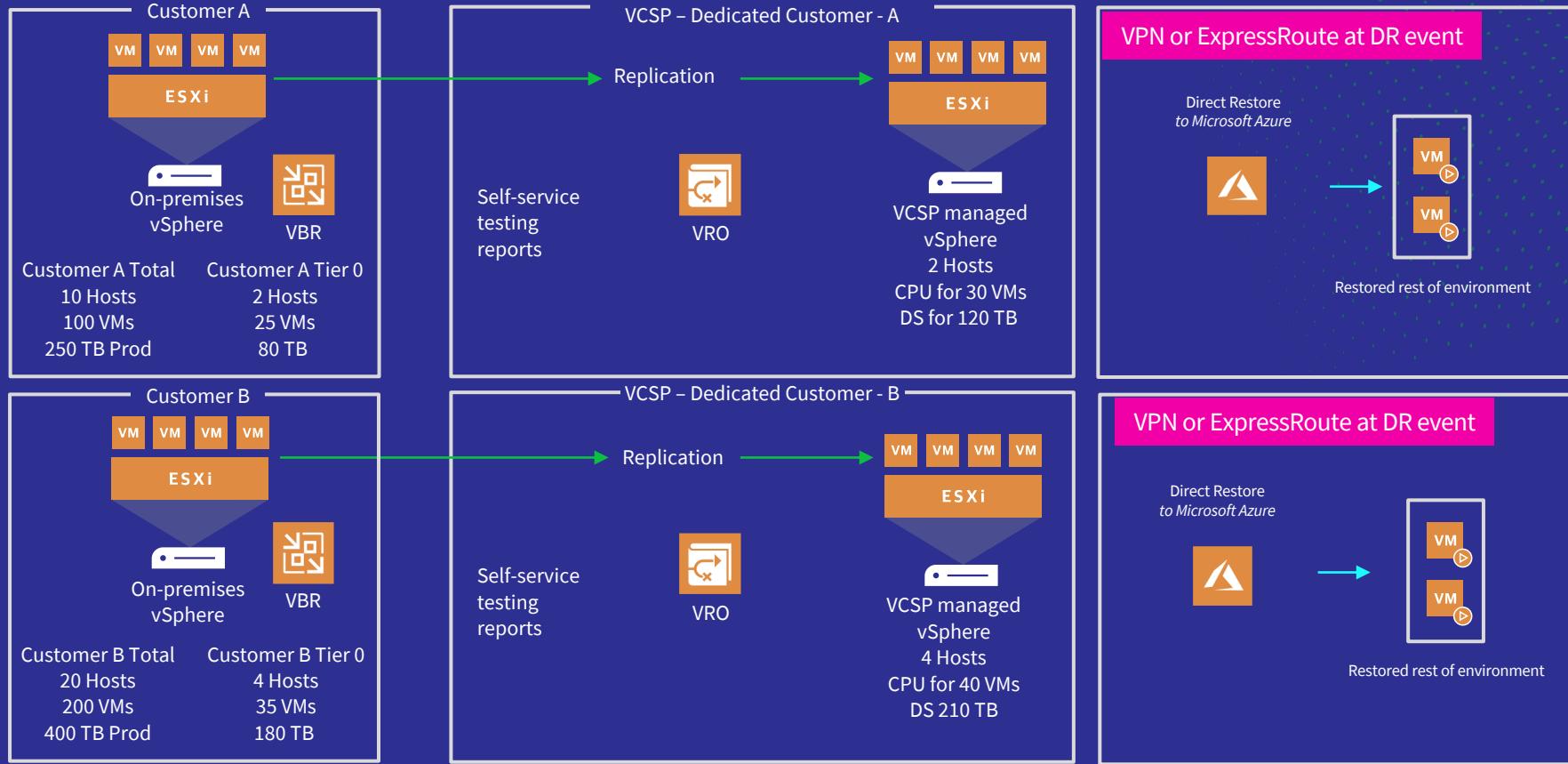
- Extra hosts on standby
- Extra storage space for recovery
- Or hosted in IaaS/DRaaS
- Add hosts to vCenter and compute vMotion as necessary

Option 2

- Public cloud recovery Tier 1 or 2 workloads
- Direct Restore to Azure
- Others through PowerShell

Replication infrastructure

- Deploy small amount of compute based on Tier 0 need
- Datastore (need shared storage and enough for replication)
- Veeam proxy/s and VRO server
- Possibly public cloud for scalability
- Direct restore to Azure, AWS/GCP via custom script



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Partner resources



ProPartner portal: everything you need for success



Manage my business

- Partnership resources
- Program overviews
- VCSP welcome hub
- VCSP getting started guide



Solutions

- Product launch resource center
- Product toolkits BaaS and DRaaS success kits
- Technology alliance partnerships



Sales resources

- Pricing & licensing
- Competitive intelligence
- Partner power videos
- Sales success center



Marketing

- Marketing center
- Marketing concierge
- Content syndication
- PMDF



Technical & pre-sales

- Webinars and white papers
- Download NFR licenses
- VCSP tech hub
- Technical success center
- Certifications



Learning & events

- VeeamIQ
- VMSP/VMTSP
- VMCE™/VMCA
- Webinars and events

Veeam Cloud Connect toolkit

What is it?

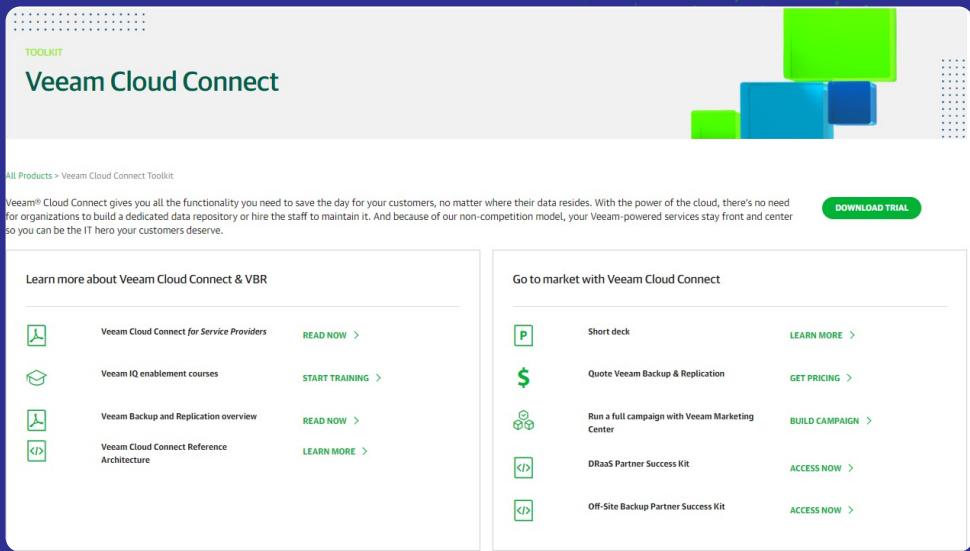
Technical, sales and marketing content
for Veeam Cloud Connect

What do partners get?

Decks, data sheets, scenario cards
and technical guides

Where can I access?

Veeam ProPartner Network [portal](#)



The screenshot shows the Veeam Cloud Connect Toolkit landing page. At the top right is a decorative graphic of three stacked 3D bars in green, blue, and yellow. A prominent 'DOWNLOAD TRIAL' button is located on the right side. The main title 'Veeam Cloud Connect' is centered above a brief product description: 'Veeam® Cloud Connect gives you all the functionality you need to save the day for your customers, no matter where their data resides. With the power of the cloud, there's no need for organizations to build a dedicated data repository or hire the staff to maintain it. And because of our non-competition model, your Veeam-powered services stay front and center so you can be the IT hero your customers deserve.' Below this is a section titled 'Learn more about Veeam Cloud Connect & VBR' containing four items: 'Veeam Cloud Connect for Service Providers' (with a person icon), 'Veeam IQ enablement courses' (with an envelope icon), 'Veeam Backup and Replication overview' (with a person icon), and 'Veeam Cloud Connect Reference Architecture' (with a person icon). To the right is a section titled 'Go to market with Veeam Cloud Connect' featuring six items: 'Short deck' (with a person icon), 'Quote Veeam Backup & Replication' (with a dollar sign icon), 'Run a full campaign with Veeam Marketing Center' (with a campaign icon), 'DRaaS Partner Success Kit' (with a server icon), and 'Off-Site Backup Partner Success Kit' (with a server icon). Each item has a corresponding 'LEARN MORE' or 'GET PRICING' button.

VCSP Success Center

Access technical, sales and marketing resources you need to successfully build and grow your Veeam-powered service offerings. View the [Partner Success Kits](#) available

VCSP Partner Success Center

Welcome to the VCSP Partner Success Center! This center provides you with the technical, sales, and marketing resources you need to successfully build and grow your Veeam-powered service offerings in each Partner Success Kit (PSK) area.

- Service specific technical Quick Start Guides
 - Sales enablement resources
 - How-to's
 - Comprehensive marketing campaigns
 - And more!

We have to check back for updates as we continue to introduce our Backup and DRaaS use cases!

Understanding the VCSP Use Cases

- Off-site Backup**
It's easy for any service provider to extend Veeam protected devices to an off-site location using whatever storage option makes sense for your customer's recovery needs.
[LEARN MORE](#)
- Disaster Recovery as a Service**
When the worst happens, your customer can rest easy knowing their data is safe, recoverable and always available with Veeam-powered DRaaS.
[LEARN MORE](#)
- SaaS Data Protection**
Offering disaster recovery protection for Microsoft SaaS data creates an opportunity for you to offer a data protection strategy while simultaneously creating additional revenue streams.
[LEARN MORE](#)
- MSP Backup**
Whether you're looking to offer monitoring and management of on-premises backup or opportunity to grow your managed service offerings, we've got you covered.
[LEARN MORE](#)
- Service Provider Data Protection**
Building trust into your sales offering means balancing between your customer's demand for self-service backup with your need for a flexible and reliable replication solution.
[LEARN MORE](#)
- Public Cloud Data Protection**
Customers are looking to data protection providers who can offer comprehensive services to protect their public cloud workloads - a key competitive differentiator.
[LEARN MORE](#)



Quick Start Guide
Service Provider Data Protection

Guide for Veeam Cloud & Service Provider (VCSP) partners to help you get started with Veeam-powered service offerings.

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Service Provider Data Protection Product

Scenario Overview: Your customer has a Microsoft Office 365 tenant and wants to ensure that their data is backed up and recoverable in case of a disaster. You can offer them a Veeam-powered service to protect their data and provide them with a simple interface to manage their backups.

Key Features:

- Veeam-powered service for Microsoft Office 365
- Simple interface for managing backups
- Disaster recovery capabilities
- Scalable storage options

Benefits:

- Increased customer satisfaction
- Higher revenue streams
- Simplified management of backups

Sales-ready messaging

Off-site Backup Partner Success Kit

Quick Start Guide

Service Provider Data Protection

Meet your needs and delight customers

Partner Success Kits

Assumptions	
Price per Seat	\$4
New Seats per Month (Year 1)	500
New Seats per Month (Year 2)	1,000
New Seats per Month (Year 3)	1,500
Start Up Costs	
Storage	\$6,000
Compute	\$10,000
Network Costs	\$20,000
Insert start up cost item here	
Insert start up cost item here	
Insert start up cost item here	
Total Start Up Costs	\$36,000
Expenses	
GB per Seat	3
Fixed Opex Costs	\$0
Variable Opex per TB	\$0
Points Plan @ Year 1	20,000
Points Plan @ Year 2	20,000
Points Plan @ Year 3	20,000
Variable Capital Expenditure	
Storage per TB	100
Add more storage @	500,000
Computer per Seat	100
Add additional capacity @	2,000
seats remaining	

ROI calculators

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Maintain the '9s' in your SLAs

Service Provider Data Protection

Meet your needs and delight customers

Overview

Service Provider Data Protection

Meet your needs and delight customers

Overview

Service Provider Data Protection

Meet your needs and delight customers

Overview

Datasheets

2023 Cloud Protection Trends

The future of cloud data protection

GET REPORT

Campaigns

Off-site backup

DRaaS

SaaS data protection

MSP backup

Public cloud data protection

Service provider data protection

VCSP Tech Hub

What is it?

Scenario and use case based best-practice technical content curated by Veeam SEs and SAs globally

What is included?

Blueprints for success in:

- Deploying
- Updating
- Integrating

Technical how-to videos

- Use case based
- Short and consumable

Where can I access?

Veeam ProPartner Network [portal](#)

Installing Veeam Backup & Replication/Veeam Cloud Connect



Useful resources

- Download Veeam Backup and Replication
- Veeam Backup and Replication System Requirements
- Veeam Cloud Connect System Requirements
- Installing Veeam Backup and Replication / Veeam Cloud Connect
- Installing Veeam Backup & Replication in Unattended Mode

Registered Reseller | United States

VCSP Tech Hub

Technical & Pre-Sales > VCSP Technical Hub

Below you will find scenario based best-practice technical content, all authored by our Veeam System Engineering team of experts. This content includes blueprints for success in deploying, updating and integrating Veeam products and solutions, so you can maximize your data protection strategy and meet the needs of your customers.

[Best Practice Documentation](#) [How-to Videos](#)

[Veeam Backup for Microsoft 365](#)

[Veeam Cloud Connect](#)

Useful resources

- How VCC encryption works
- TLS Section in VCC Help Center
- Creating Certificates Manually
- Automation via Let's Encrypt and PowerShell

Useful resources

- SP and Tenant Roles
- Guide for Tenants
- Tenant Account Types
- Managing Tenant Accounts
- Managing Veeam Cloud Connect Servers
- How Remote Desktop Connection to Tenant Works
- Limitations for Remote Access Console

Marketing center campaign in a box

The screenshot shows a marketing campaign titled "Disaster Recovery as a Service". The main title is in a large green header. Below it, a sub-section discusses the complexity of Disaster Recovery and the lack of resources for IT organizations. A "Related Campaigns" link is visible. The interface is divided into "Marketing tools" and "Sales tools". Under Marketing tools, there are icons for "Emails" (envelope) and "Banner ads" (square with arrow). Under Sales tools, there is an icon for "Syndicated Social Media Campaigns" (three circles connected by lines). Descriptions for each tool provide details on how to use them.

Marketing tools	Sales tools
Emails Co-brand an email, download or send it through the Veeam MarketReach platform.	Banner ads Co-brand a Veeam banner that can be placed on websites, used in advertising and more.
	Syndicated Social Media Campaigns Let Veeam do the work for you! Opt-in to a social media campaign with just one click. Additionally, you can add, edit and delete posts in the selected campaign.

What is it?

Co-brandable demand generation campaign for DRaaS

What do partners get?

Emails, web banners, conversational DRaaS eBook and social media content

Where can I access?

[Marketing Center](#)

Veeam Service Provider Console resources

The screenshot shows a landing page for the Veeam Service Provider Console Toolkit. At the top, there's a navigation bar with 'TOOLKIT' and a search bar. Below it, the title 'Veeam Service Provider Console' is displayed next to a graphic of three overlapping squares (green, blue, and dark blue). A 'DOWNLOAD TRIAL' button is prominent. The main content area includes a brief description of the toolkit's purpose, a breadcrumb trail ('All Products > Veeam Service Provider Console Toolkit'), and two main sections: 'Learn more about Veeam Service Provider Console' and 'Go to market with Veeam Service Provider Console'. Each section contains several links with icons and descriptions.

TOOLKIT

Veeam Service Provider Console

All Products > Veeam Service Provider Console Toolkit

Veeam Service Provider Console is a powerful, centralized user interface purpose-built for cloud and managed service providers that accelerates productivity and scales service offerings all in one place. Drive operational efficiency with remote monitoring and management, customer onboarding, licensing, billing, and self-service capabilities for all of your customers' Veeam-powered workloads.

Veeam Service Provider Console is offered for FREE to current Veeam Cloud & Service Provider (VCSP) partners so you can optimize resources, scale quickly and be the hero to organizations of all sizes.

Learn more about Veeam Service Provider Console

Veeam IQ enablement trainings [START TRAINING >](#)

Product Overview [READ NOW >](#)

Guide for Service Providers [READ NOW >](#)

FAQ [READ NOW >](#)

Go to market with Veeam Service Provider Console

Run a full MSP Backup campaign with Veeam Marketing Center [LEARN MORE >](#)

[ProPartner Portal toolkit](#)

The screenshot shows a landing page for a technical demo of Veeam Service Provider Console v7. It features a large green square graphic at the top. Below it, the title 'Veeam Service Provider Console v7' is displayed in large bold letters, followed by 'TECHNICAL DEMO' in a smaller font. The background has a subtle grid pattern.

Veeam Service Provider Console v7

TECHNICAL DEMO

[Technical demo](#)

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Q&A





Thank you!

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