

Strengthen Data Immutability with New HPE and Veeam V12 Integrations



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Agenda

- Market Landscape
- Why HPE + Veeam Data Platform (v12)
- Trusted Immutability with HPE + Veeam
- Cyber Resilient with HPE + Veeam
- Hybrid Cloud Optimized with HPE + Veeam
- Customer Success
- Summary and additional resources

More than ever, businesses are facing complexity that impacts their IT infrastructure



of companies have experienced at least 1 ransomware attack in the past year*



of backups use cloud services*



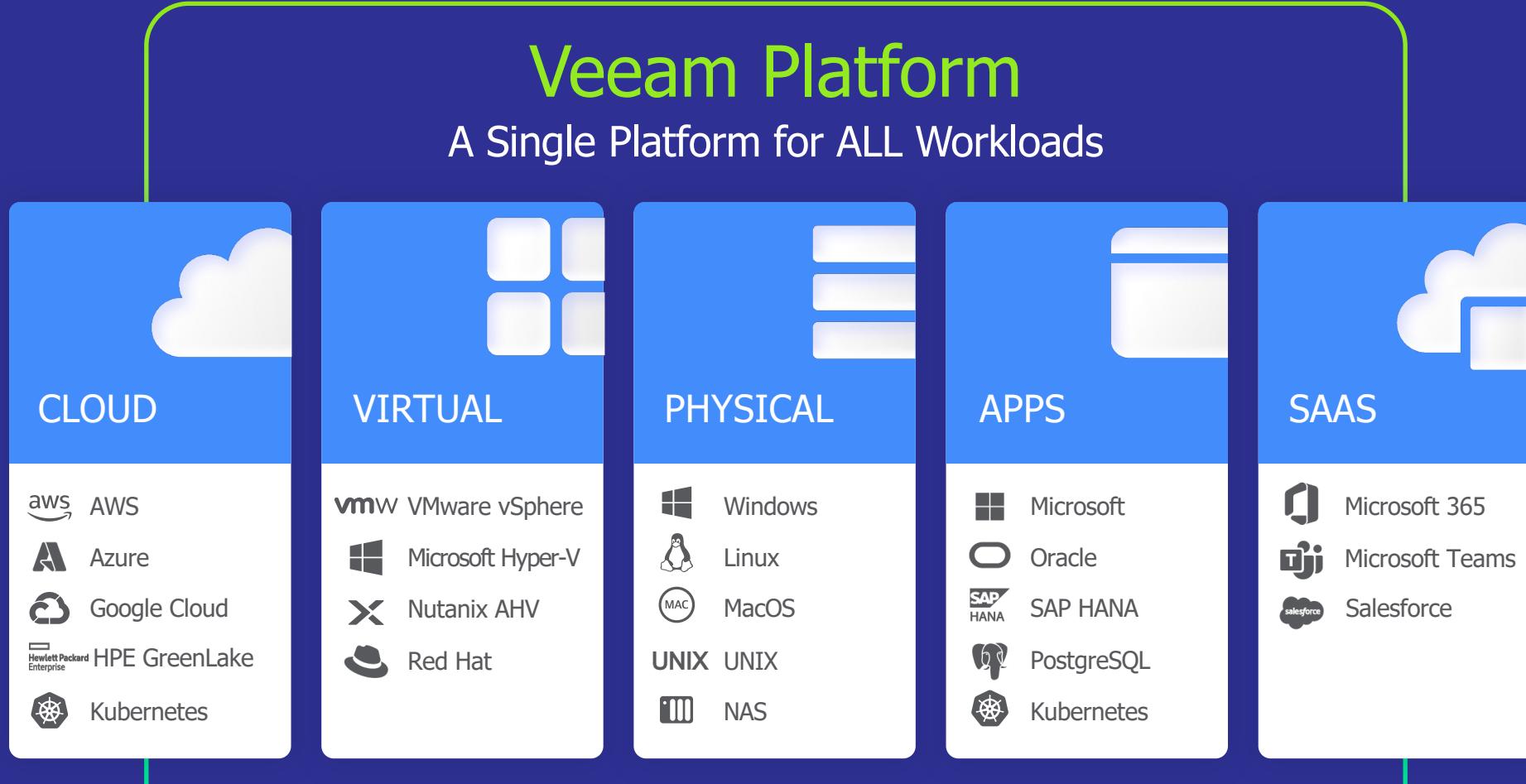
Of companies update their recovery plans more frequently than once a year**

41% of organizations say that cyber threats are their biggest inhibitor to digital transformation

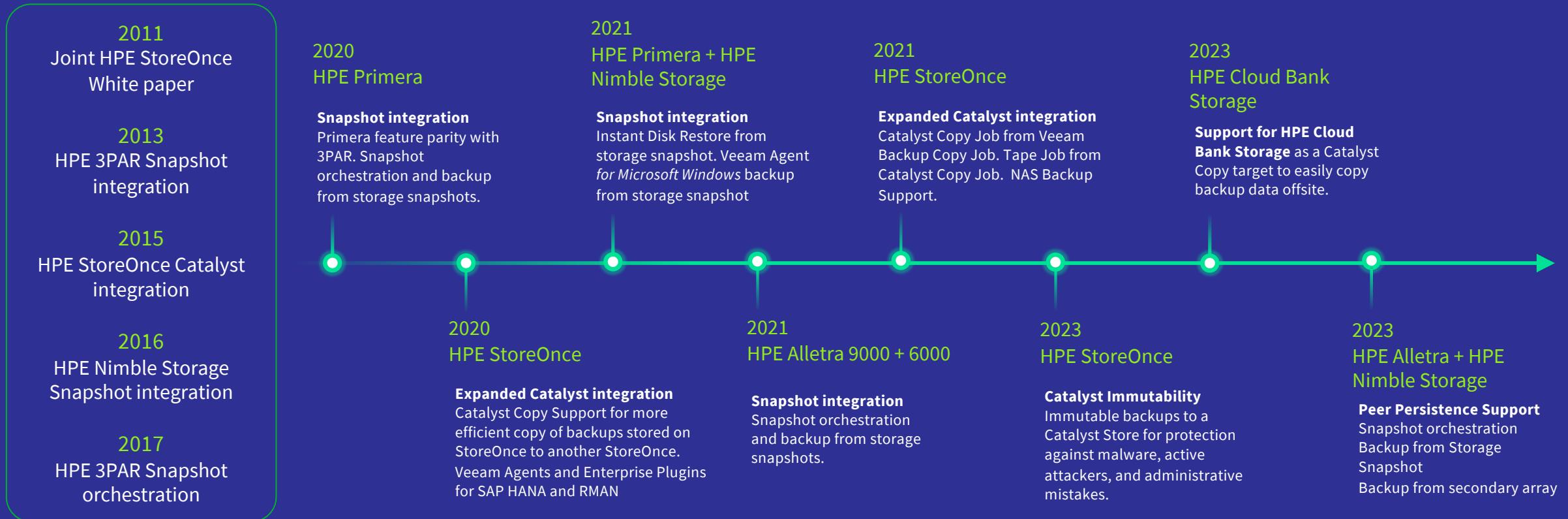
*2023 Veeam Data Protection Trends Report

**Forrester State of DR Preparedness 2022

Backup any workload



Investment Confidence: HPE + Veeam



HPE: WHAT'S NEW IN V12



New Snapshot Integrations for HPE Alletra 6000 & HPE Nimble Storage

NEW HPE's storage platform for business-critical applications, with a 100% availability guarantee; includes HPE Infosight for proactive monitoring and maintenance.

NEW Native HPE Alletra 6000 and HPE Nimble Storage integration with Veeam Backup & Replication.

- Peer Persistence support enables snapshot integration features leveraging peer persistence on HPE Alletra 6000 or HPE Nimble Storage.
 - Orchestrated snapshots
 - Backup from storage snapshot from either array



Expanded Catalyst Integrations for HPE StoreOnce

NEW HPE's proprietary backup protocol optimized for efficient, secure and flexible disk-based data protection.

NEW expanded Catalyst improvements for HPE StoreOnce

- Catalyst Immutability
- HPE Cloud Bank Storage Support
- Fixed Block Read/Write Performance Improvements
- Synthetic Full Performance on Catalyst through Independent VM Backup Chains
- Multiple Gateways to Increase Write Throughput



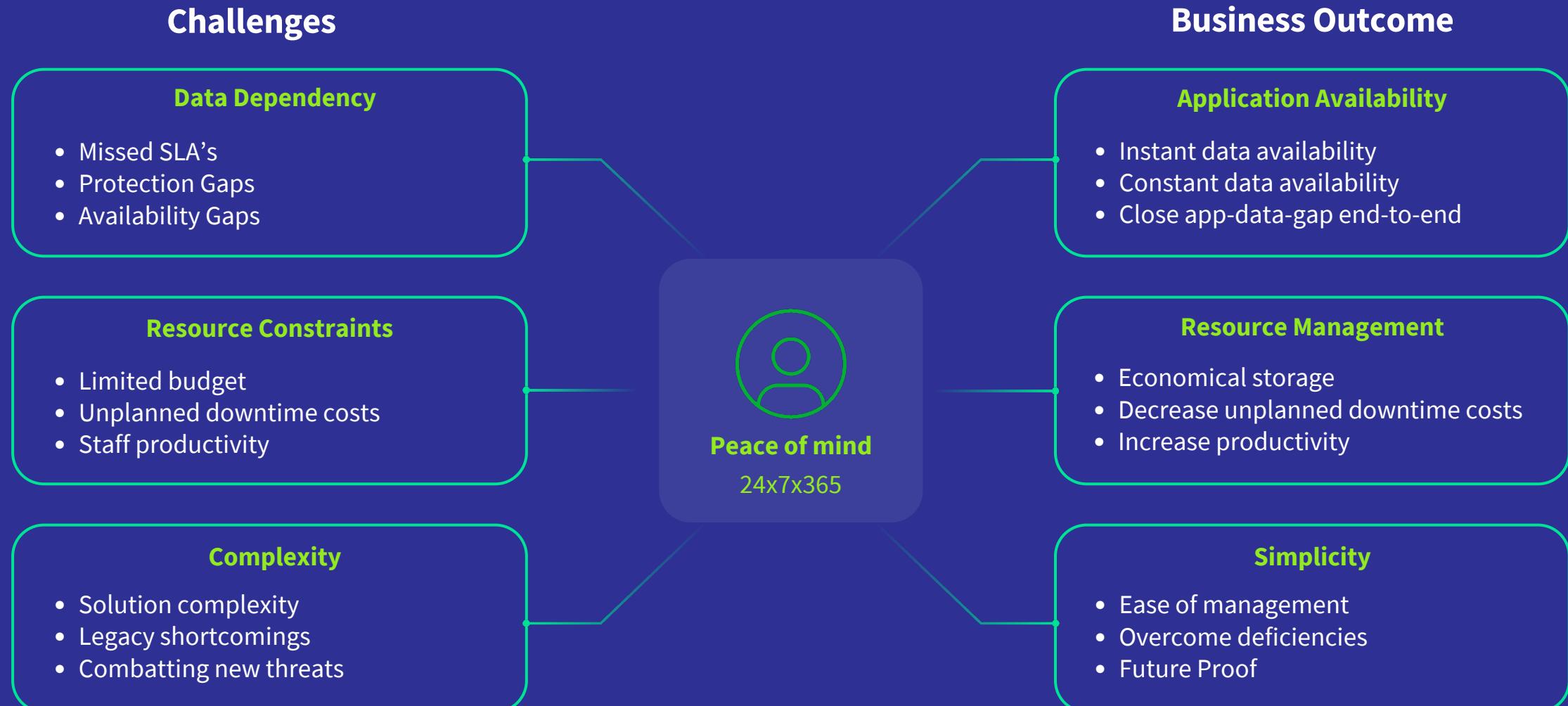
HPE Apollo 4000 System Performance Improvements

NEW HPE's family of role-based converged-infrastructure compute and storage solutions at the high-performance, high-density end of the enterprise performance spectrum.

NEW Performance Improvements Impacting HPE Apollo 4000 System in (v12)

- Per-VM backup chains improve parallel processing, backup chain management, and Synthetic Full Performance on ReFS/XFS
- New compression algorithms improve backup and restore performance
- Linux support expansion to include more Veeam backup infrastructure roles
- Simplified Linux Hardened Repository Wizard

HPE and Veeam: Unified for You



Business value of Veeam Software with HPE Storage and Servers

Benefits of HPE and Veeam Environments*



2.79M

Higher revenue per org
per year



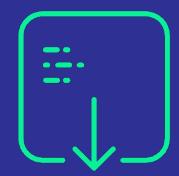
317%

3-Year ROI



43% lower

3-year cost of
operations



36%

shorter backup
windows



71%

Faster to resolve
data loss

*Source: IDC Business Value Snapshot, 2022

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Hewlett Packard
Enterprise

(v12) Main themes

Trusted Immutability

Enterprise-grade immutability through the entire data lifecycle

Immutability built on native storage features

Additional Veeam security to stop cyberthreats

Cyber Resilient

Rapid identification of ransomware activity

Rapid recovery of affected data

Confident recovery with functionally-validated clean data

Hybrid-cloud Optimized

Flexible data protection for the entire hybrid ecosystem

Policy-based backup data movement

Direct to Object backup

Trusted Immutability with HPE and Veeam Data Platform

Scenario: Backups aren't safe

Ransomware is quickly proliferating and advancing to include backups in their attack vector, creating uncertainty for recovery — your last line of defense against ransomware.



Backups are
under attack



Pressure to
pay the ransom



Can you
trust your data?

HPE Detail for Trusted Immutability



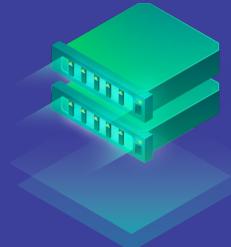
End-to-end immutability with HPE + Veeam

Immutable repositories on-prem with HPE

- Immutable snapshots with HPE Virtual Lock
- Hardened Linux Repositories on HPE ProLiant DL345 & HPE Apollo 4200/4510
- Immutable backups direct to Scality S3
- Immutable backups to HPE StoreOnce

Immutable Cloud Repositories with Veeam

- S3-compatible on-prem storage like Scality
- AWS S3
- Microsoft Azure Blob
- Direct-to-object backups and SOBR capacity tier



Storage management & processes are optimized through Veeam integrations with HPE Portfolio

Snapshot integration features

- All HPE primary storage models supported
- Snapshot orchestration
- Backup from Storage Snapshot
- Backup from a secondary array
- Snapshot copy or Peer Persistence

Catalyst integrations

- Backup to HPE StoreOnce
- Catalyst Copy to HPE StoreOnce
- Catalyst Copy to HPE Cloud Bank Storage



3-2-1 Backup Infrastructure with native HPE StoreOnce features

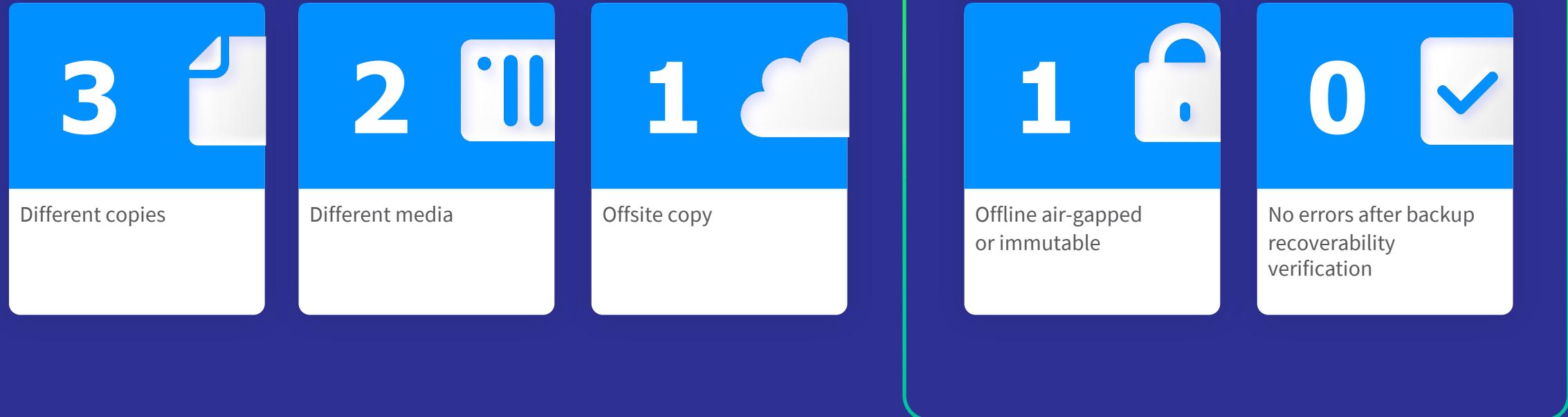
Data transfer and data reduction with Catalyst

- Source-side deduplication
- Reduced network traffic
- Aggressive data reduction on the StoreOnce array

Veeam integration with Catalyst

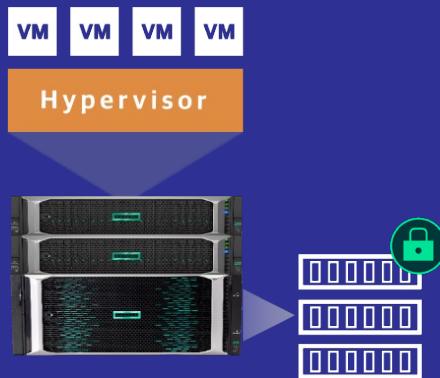
- Veeam-managed backup jobs to StoreOnce
- Veeam-managed Catalyst Copy jobs to a second StoreOnce or Cloud Bank Storage

Immutability at every layer of 3-2-1



End-to-end Immutability with HPE + Veeam

Immutable Snapshots

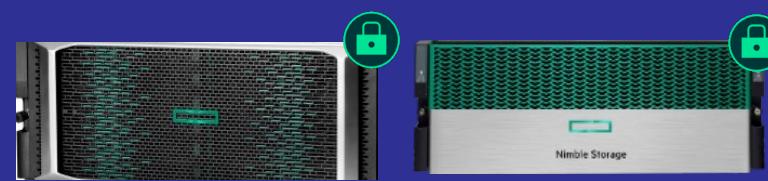


HPE Alletra 9000 + HPE Primera

Orchestrated snapshots
with Veeam

Immutable snapshots with
HPE Virtual Lock

Immutable Backups



Immutable Backup Copies



Air-gapped Backup Copies



Hardened Linux Backup Repository

Choose the best model for your needs



HPE Apollo
4510

Highest Capacity Enterprise
Storage-Optimized Server

960 TB Useable Backup Repository
Space



HPE Apollo
4200

Highest Performing Enterprise
Storage-Optimized Server

400 TB Useable Backup Repository
Space

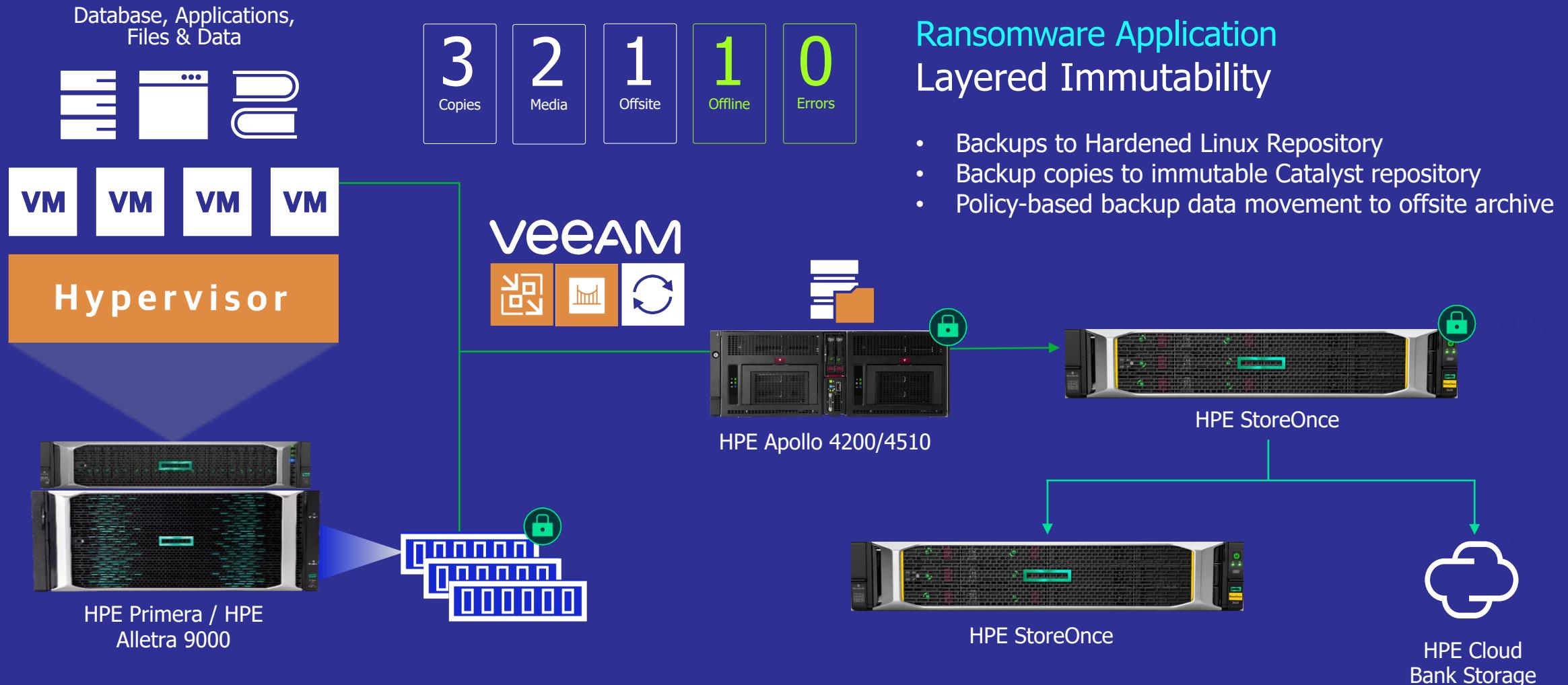


HPE DL345

Small Commercial & Enterprise
Edge

180 TB Useable Backup Repository
Space

Veeam Best Practice – HPE Apollo 4000 System and HPE StoreOnce together





Cyber Resilient with HPE and Veeam

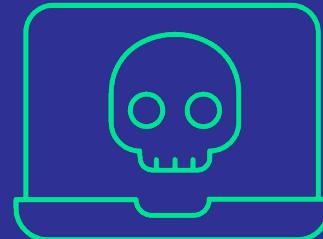


Scenario: ransomware attacks on the rise

Ransomware attacks are frequent and frequently successful. Furthermore, paying the ransom does not guarantee recoverability. Without testing backups, recovery from your own backup data is also questionable.



Ransomware attacks
are frequent



No business is immune,
and the rate of infection
is high



Restoring data is not
guaranteed

HPE detail for cyber resilient



DataLabs features on HPE storage to protect, detect and recover from ransomware

Malware proactive detection with Veeam SureBackup

- Test recoverability
- Scan for malware in backup files before you need them

Recover from a malware attack

- Detect and remove malware with Veeam Secure Recovery
- Find and correct more complicated cyber attacks with Staged Recovery



Rapid recovery from backups on HPE Storage Servers

HPE Storage Server choices

- HPE DL345, HPE Apollo 4200, and HPE Apollo 4510
- T-shirt sizes to match your needs

Collaborative testing from HPE and Veeam performance engineers

- Validated configurations
- Validated performance
- Architectural choices (Windows all-in-one or Linux Hardened Repository)



Orchestrated recovery to speed disaster recovery plans and ensure business continuity

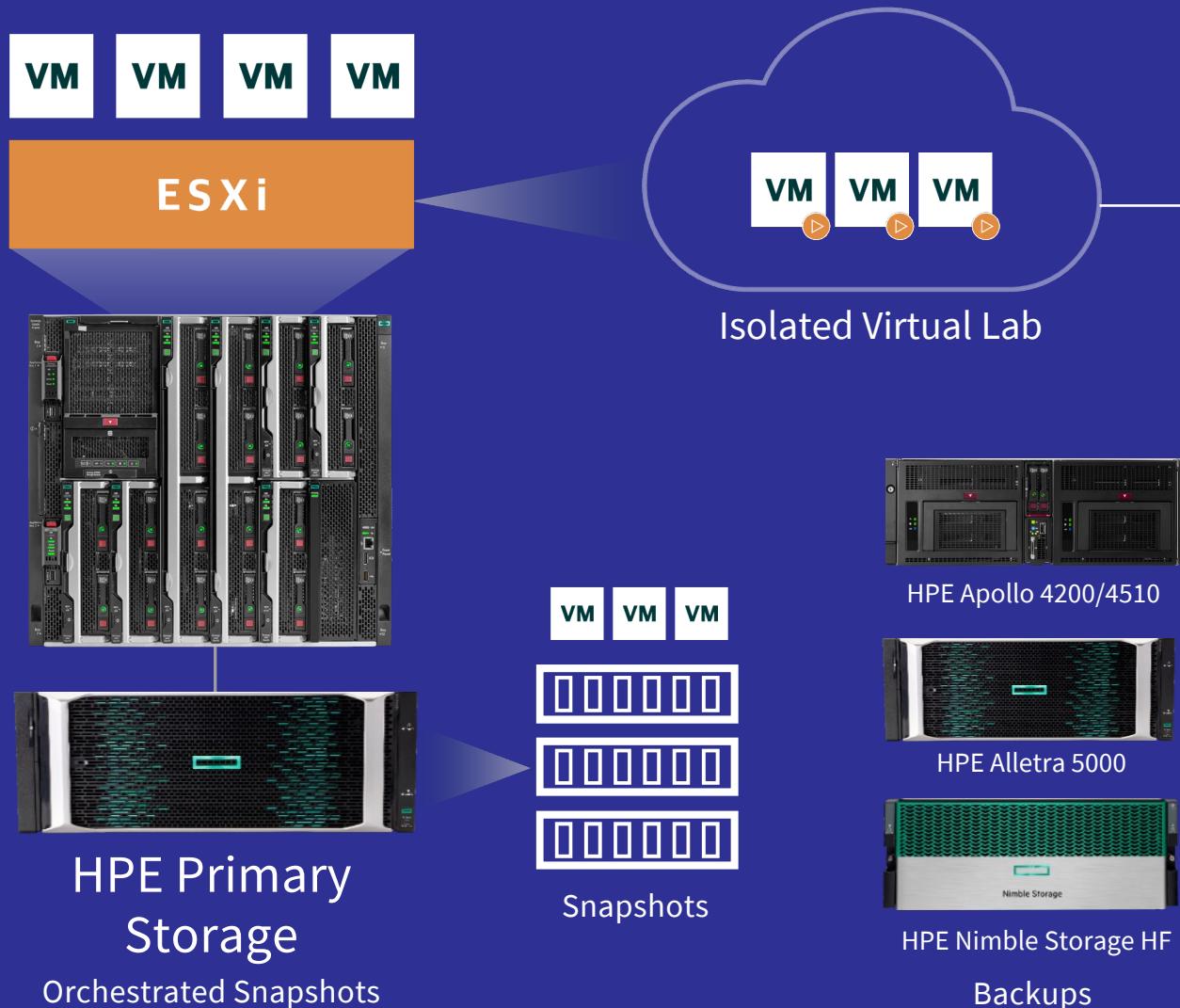
Veeam Recovery Orchestrator

- Integration with Veeam Backup & Replication
- Integration with HPE Alletra 9000 + HPE Primera
- Site-to-site or site-to-cloud orchestration

HPE GreenLake for Disaster Recovery

- Multiple hypervisors supported
- Multiple public cloud vendors supported
- Site-to-site or site-to-cloud orchestration

DataLabs to detect, correct, and recover from ransomware



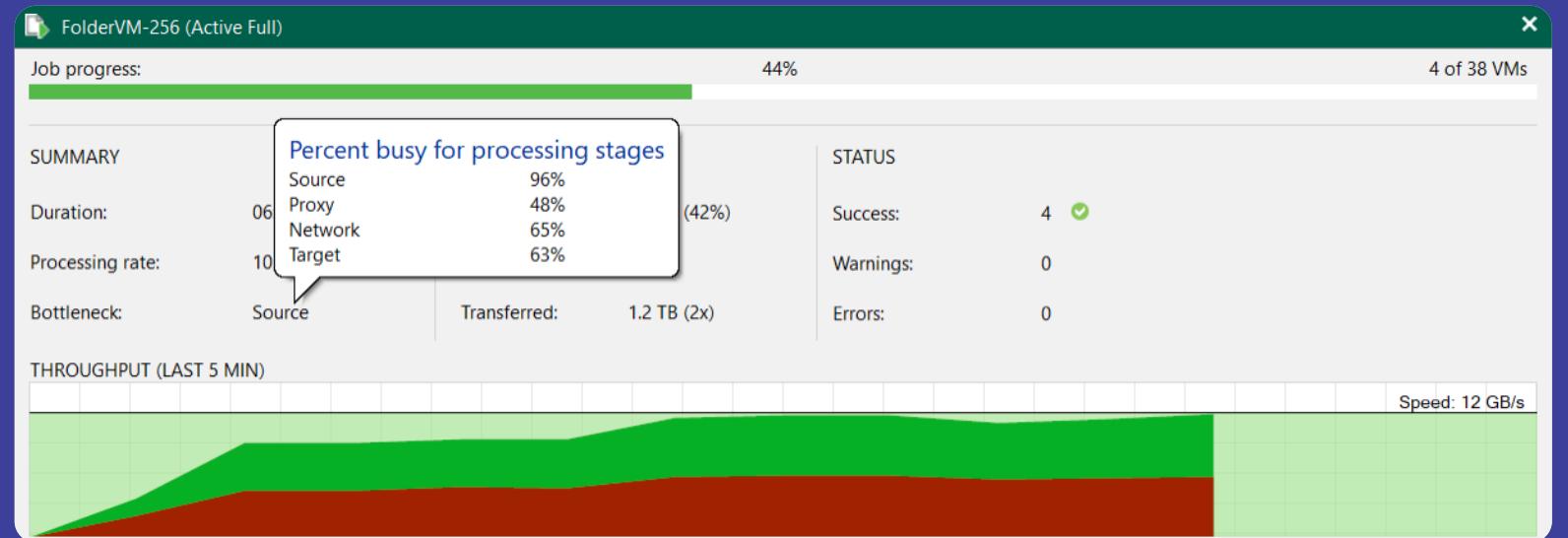
Start a copy of your production environment at any time for...

- Testing and scanning backups
- Training and Troubleshooting

HPE Apollo 4510 backup & restore at scale

Hardened Linux Repository

Security
Performance
Convenience



“These results are very exciting because they show how administrators can backup to Veeam immutable repositories on the HPE Apollo 4510 at extremely high speeds. With other solutions, you often have to compromise performance and convenience for heightened security. In this case, HPE and Veeam customers can have everything they want – security, performance, and convenience!”

[Blog for Linux Backup Performance \(12 GB/s\)](#)

Restore Performance (9 GB/s) Blog is in the Works!

Hybrid cloud optimized with HPE and Veeam

Scenario: complexity of hybrid cloud

- Most organizations are operating in this hybrid cloud model as they accelerate cloud adoption, driven by “lift and shift” and deployment of new workloads in the cloud.
- Enterprise backup can be complex and costly because of Day 2 challenges of maintaining, monitoring, and optimizing excessive amounts of backup jobs and storage.



Rapid cloud adoption
and migration



Challenges for
Day 2 Operations



Protecting
cloud-native

HPE detail for hybrid cloud optimized



Scalable & flexible backup data management and end-to-end protection with HPE Portfolio

3-2-1-1-0 with HPE

- Frequent restore points on storage snapshots
- Backups to HPE Alletra 5000, HPE Nimble Storage, HPE Apollo 4000 System, HPE StoreOnce
- Backup Copies to HPE Apollo 4000 System, HPE StoreOnce & HPE Cloud Bank Storage

Policy-based data management with Veeam

- Veeam native functionality (SOBR) to easily copy/move backup data across hybrid infrastructure



On-premises Cloud Storage with Scality

Direct-to-object backups

- 11 nines of S3 data durability
- Immutable backups with no linux knowledge required

Long-term retention of backup data

- Scale-out backup repositories capacity tier with Veeam Backup & Replication
- Backup SaaS workloads to on-premises S3-compatible storage



Control of your enterprise infrastructure without vendor lock-in

Backup any workload

- On-premises physical, virtual & NAS
- Public Cloud workloads
- SaaS (Microsoft 365 & Salesforce)

Restore anywhere

- VMware, Hyper V & physical
- AWS, Microsoft Azure, Google Cloud Platform, IBM Cloud
- Veeam Certified Service Providers

Feature equivalent HPE portfolio integration

HPE + Veeam - Always available. Always protected.

Storage Snapshot integration
for the least data loss and the
fastest daily restores

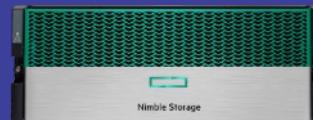
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Snapshot Integration



HPE Primera
HPE Alletra 9000

v12



HPE Alletra 6000
HPE Nimble Storage

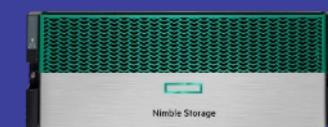
Space efficient, cost-
effective backups for onsite
retention and restores

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Backups v12



HPE StoreOnce



HPE Alletra 5000, HPE
Nimble Storage All Flash



HPE Apollo 4000 System



HPE DL345

Offsite or hosted backup
archival for compliance, audit,
and disaster recovery

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Copies of Backups



HPE StoreOnce



HPE StoreEver



v12
HPE Cloud Bank Storage

VM replicas for the fastest
recovery during major
outages

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VM Replicas



HPE Servers



HPE Apollo System

Add Veeam for application
restores, cloud, and tape
backups

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Availability

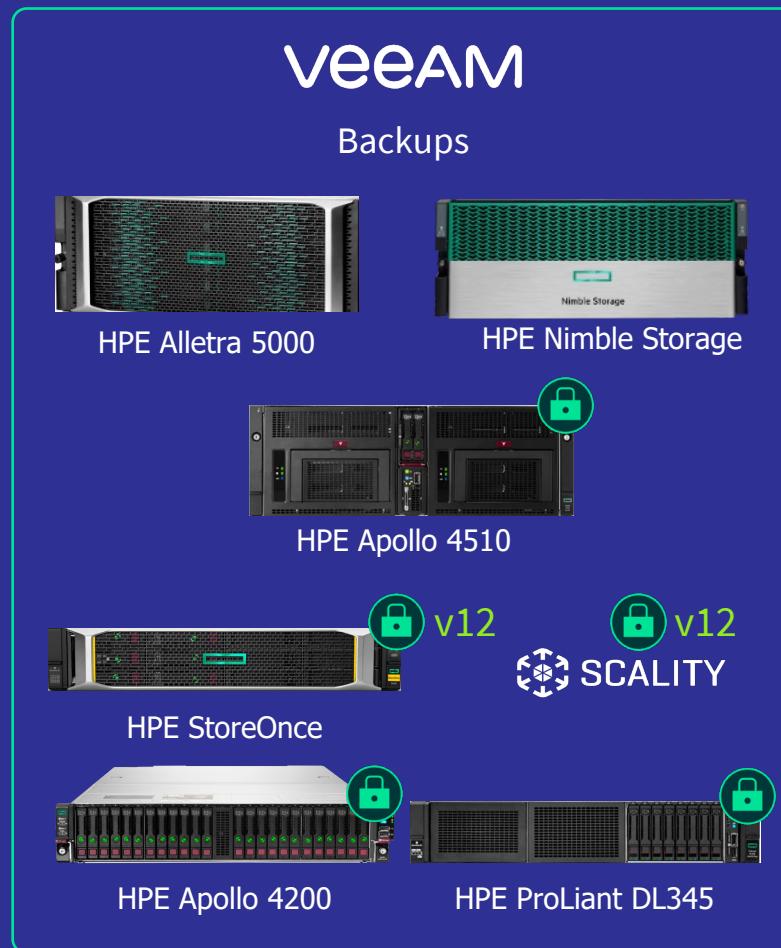


HPE SimpliVity



HPE Alletra 6000/HPE
Nimble Storage dHCI

Policy-based backup data movement with Veeam Scale-out Backup Repositories

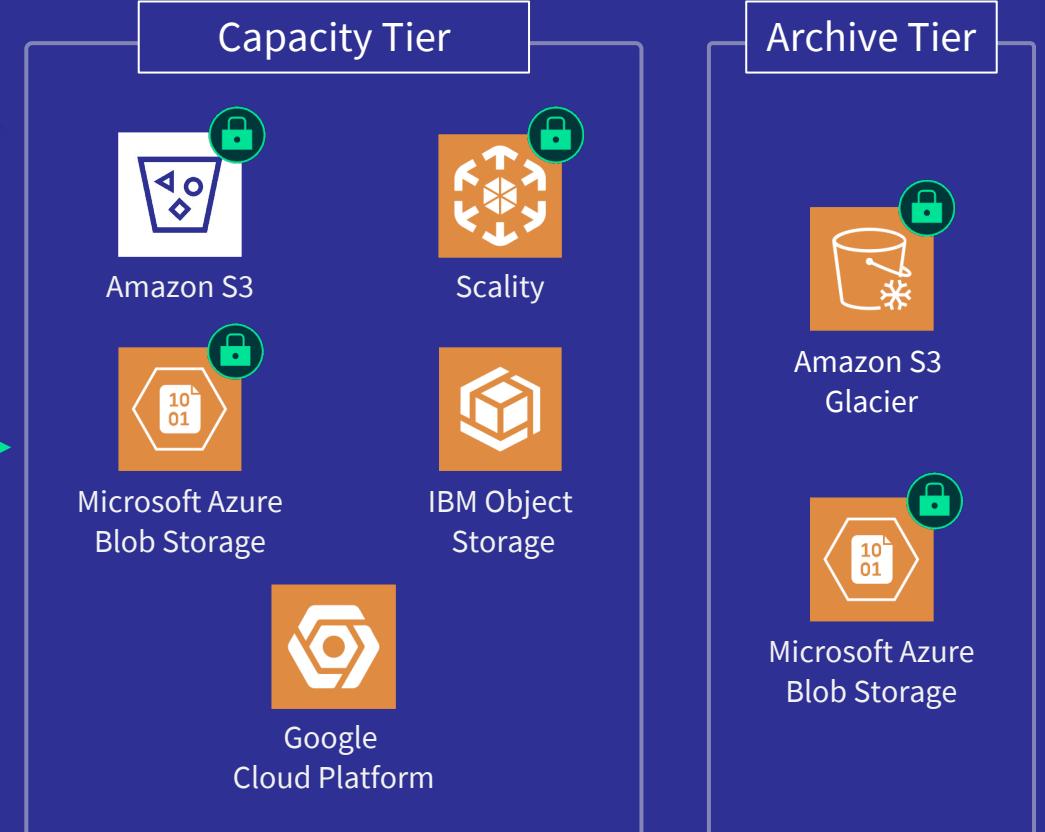


Scale-out Backup
Repository



Immutability from start to finish

- Policy-based
- Transparent
- Space efficient
- Self-sufficient
- No extra costs



Restore anywhere



Protecting SAP HANA with HPE and Veeam

SAP HANA considerations with Veeam

- **Backint backups – Veeam Plugin for SAP HANA**
 - Data and log backups
 - Veeam Plugin for SAP HANA
 - Data and log backups go to the same Catalyst store.
 - Configuration, scheduling, triggering & monitoring - Veeam B&R GUI & SAP HANA Studio/Cockpit
 - Works on any storage array, bare-metal or virtual, scale-up or scale-out configs.
- **SAP HANA on VM – Veeam image level backup**
 - App-consistent data backups and image backups for all data stores attached to a VM
 - Pre-freeze and post-thaw scripts for SAP HANA – managed by the customer.
 - Configuration, scheduling, triggering & monitoring - Veeam B&R GUI & SAP HANA server
- **SAP HANA on bare metal – Veeam agent for Linux**
 - Data backups only
 - Integration with HPE Alletra 9000, HPE Primera
 - Scale-up configuration supported.
 - Configuration, scheduling, triggering & monitoring - Veeam B&R GUI & SAP HANA Studio/Cockpit

SAP HANA features in Veeam Data Platform v12

- **Auto install Veeam Plugin for SAP HANA**
 - No need to manually deploy the plugin on SAP HANA system.
 - Add SAP HANA server as a protection group in Veeam.
 - Veeam will automatically install the plugin on the HANA server.
- **Trigger and schedule SAP HANA backups from Veeam**
 - Veeam v12 can trigger and schedule SAP HANA backups
 - You can also monitor backup progress in Veeam
 - No need to go to the SAP GUI

The thumbnail has a purple-to-blue gradient background. At the top right are the logos for Hewlett Packard Enterprise (HPE) and Veeam. The title 'SAP HANA Data Protection with HPE and Veeam' is centered in large white font. Below the title are two circular profile pictures: one of a man with dark hair and a smile, identified as Anshul Nagori, HPE; and another of a man in a suit and tie, identified as Debanjan Banerjee, Veeam. The URL <https://www.youtube.com/watch?v=Dj7MJkcXCOY> is at the bottom.

Testimonials

Our customers say...



ALPHA BANK

Veeam supports our top business priorities — data protection, BC and DR, regulatory compliance and TCO — at the highest level with minimal effort

Efthymios Bekas, Asst. Manager, Alpha Bank

99%

Increase in backup,
replication and
recovery speeds

30%

Savings on storage
costs and 20% on
software expense

22:1

Improved data
duplication ratio

CHALLENGES

Legacy backup solution exhibited performance issues in Alpha Bank's infrastructure and couldn't integrate with Hewlett Packard Enterprise (HPE) Storage. As a result, backup, replication and recovery speeds were decreasing, putting a strain on the bank's business.

Monitoring and reporting were limited, making it difficult for the IT team to meet service level agreements (SLAs) with affiliate banking partners and demonstrate compliance with the General Data Protection Regulation (GDPR).

Data protection had become slow and complicated, putting critical IT systems at risk.

SOLUTION

Alpha Bank replaced their legacy solution with Veeam® Availability Suite™ to support daily banking operations and customer experience.

Together, Veeam and HPE provided advanced monitoring and reporting, long-term retention and visibility into the virtual environment to help meet SLAs with affiliate bank partners and demonstrate compliance with GDPR.

The solution provided additional features that support digital operations, including Instant VM Recovery®, catalyst protocol, replication, BC and DR, and lower Total Cost of Ownership (TCO).

Industry accolades

Gartner®

Named 2021 Magic Quadrant Leader
for 5th consecutive year



FORRESTER®

Named Forrester Wave
2019 Leader

IDC

#1 in Market Share Growth



TrustRadius

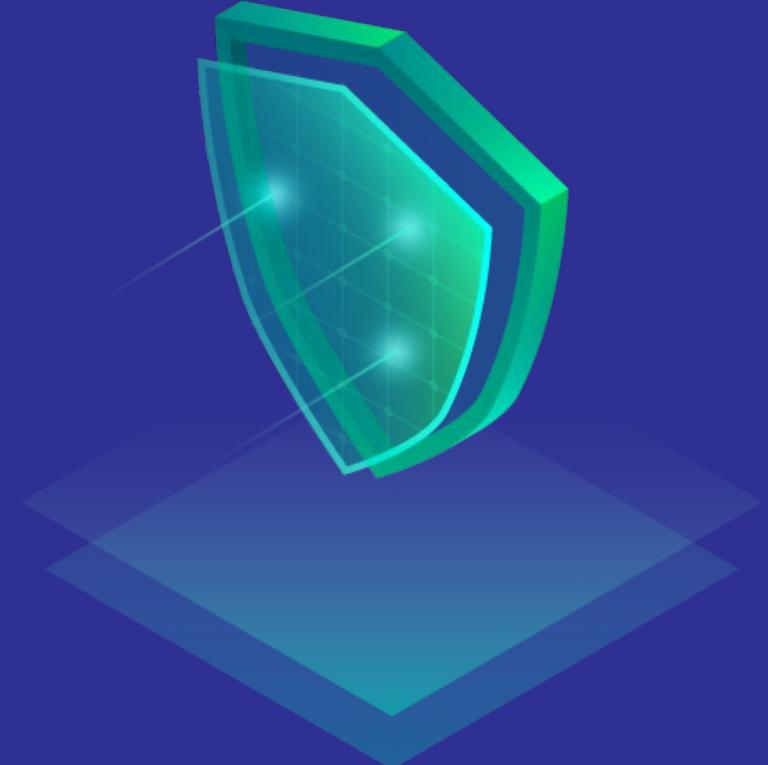


4.7 ★★★★☆
1092 Reviews

Summary: Why HPE and Veeam?

- Comprehensive data protection, across platforms for virtual, physical, and cloud environments
- Extract real business value from your data and achieve up to 317% ROI over 5 years
- Optimize backup efficiency and reliability, and free up staff for other critical ops
- Benefit from Veeam Universal Licensing
- Accelerate data recoverability and reduce risk
- Experience 86% less lost productive time.
- Simplify manageability of data protection

Save time, money, and effort while delivering best-in-class data protection and availability for your business.



Learn more about our joint solutions

[Research Paper: The Business Value of Veeam Software with HPE Storage and Servers by IDC](#)

[Infographic: The Business Value of Veeam and HPE Storage and Servers by IDC](#)

[Solutions Brief: What's New in v12 with HPE + Veeam](#)

[Solutions Brief: HPE GreenLake Data Protection with Veeam](#)

[Customer Reference: HPE & Veeam Customer Reference Book](#)

[HPE Veeam Alliance Webpage](#)

[Veeam HPE Alliance Webpage](#)





Thank you

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