

9 Ways SMBs can Manage Backup Without Breaking the Bank



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Session overview

Learn how Veeam® Data Platform Essentials uses trusted capabilities to eliminate data loss and support hybrid cloud infrastructures without sacrificing ease of use, breaking the budget or depleting resources.

Agenda

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- 1:00 • Use the storage you have (+ Veeam Ready program)
 - 6:00 • Automatic issue remediation and backup verification
 - 11:00 • Execute granular recoveries with the Veeam Explorer™ suite
 - 16:00 • Protect your environment the easy way with image-based backup
 - 21:00 • Purpose-built backup for hybrid workloads
 - 26:00 • Leverage one license to back up ALL your apps and data (VMs, NAS, cloud and more)
 - 31:00 • Combat ransomware attacks and other cyberthreats
 - 36:00 • Self-serve monitoring, reporting and alerts prevent downtime
 - 41:00 • Move or copy backups between different storage types while preserving data reduction
 - 45:00 • Explore additional products

TIP 1

Use the storage you have
(+ Veeam Ready Program)

Storage agnostic

Freedom to manage and shift resources as needed

- Complete storage control and flexibility.
- Use any storage you want and move or copy backups between different storage types while preserving data reduction.
- Prevent usage redundancies and optimize current resources as business needs evolve.
- Leverage the Veeam Ready Program to ensure your storage solutions are compatible with Veeam's requirements.

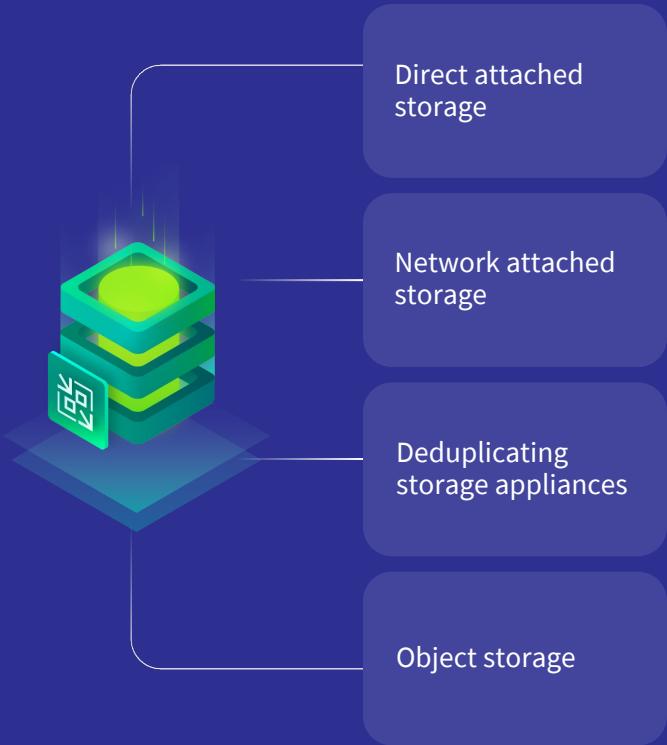
“The high standards of the Veeam Ready testing process ensure customers will be offered the best solution for their data needs.”

- Product SVP, Wasabi



Choose your own storage

- Storage scalability.
- Backup data is a long game.
- Storage Snapshots.
- Immutability options.



TIP 2

Automatic issue remediation
and backup verification

Get time back

Stop babysitting your backups

- Automated testing and monitoring allow you to focus more on your business and less on IT.
- Using Veeam requires no training, so you can instantly benefit from powerful solutions without sacrificing precious time and resources.
- Gain peace of mind knowing that your backups work seamlessly.



Get time back



Veeam DataLabs™

An isolated environment to verify
VM recovery and testing



Alarms

Receive notifications for missed
backups and failures



Remediation actions

Configure alarm actions to
automatically resolve issues

TIP 3

Know your recovery options

Instant recovery

Resilient backup and recovery

- Confidently restore lost data anytime, anywhere with built-in data security.
- Rest easy knowing that you can recover any of your data (even those deleted emails!) at any time with ease.
- Instantly recover any data from cross-platform workloads.

82%

Of companies use manual processes
to recover their data after an outage



Granular application recovery

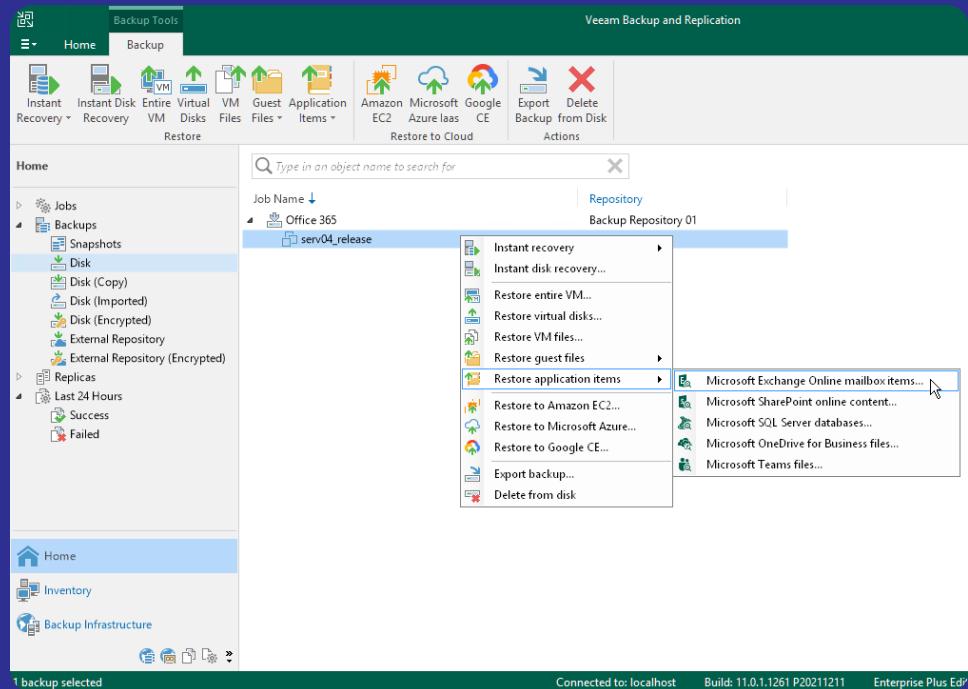
Application aware image processing

Guest file system indexing

Restore to original, export for eDiscovery

Hot tip: need to track restores?

Restore operator report



TIP 4

Protect your environment the
easy way with trusted backup

Trusted backup

Resilient backup and recovery

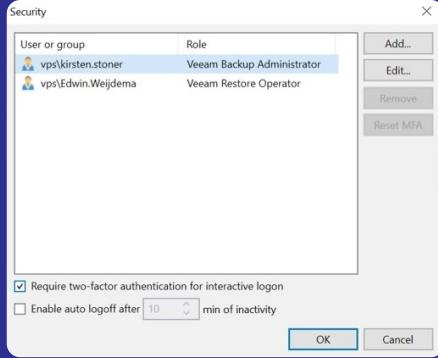
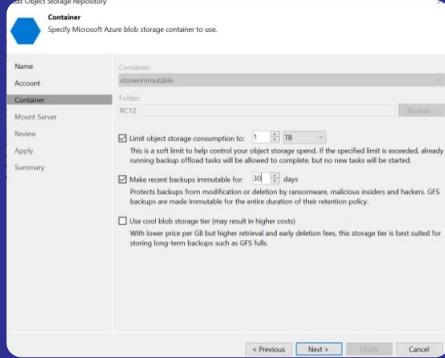
- Safeguard backups end-to-end with encryption and immutability.
- Prevent unauthorized access and malicious actors.
- In the event your system is hit with ransomware or another cyber threat, you can trust that all your data is protected and remains unaltered/manipulation-free when backups are deployed.

85%

Of companies have experienced at least one ransomware attack in the past year



Trusted backup



Immutability

Data remains safe from being modified or deleted for a period of time

Multi-Factor Authentication

Layer of authentication to the data protection strategy management pane

Protected VMs report

Ensure all machines are protected and meeting RPOs

TIP 5

Purpose-built backup
for hybrid environments



Multi-cloud protection

Hybrid-cloud optimization

- Seamlessly clear roadblocks and accelerate your cloud initiatives.
- Purpose-built backup for AWS, Azure, Google and hybrid workloads and storage, that is not just retrofitted to include them.
- Benefit from enterprise-grade data security, data recovery and data freedom for your entire hybrid environment, including cloud, virtual and physical workloads.



TIP 6

Simple, centralized solution to protect any type of workload

Protect everything

One simple, centralized solution

- A single platform for all workloads, applications and data that requires no training or ramp-up period to use.
- One license can back up ALL your apps and data (VMs, NAS, cloud and more).
- Powerful IT systems often require extensive user training and monitoring, but with Veeam, our centralized platform can be used without any training. That means you're free to invest time in other key business areas.



Own Your Data. Any Cloud.

#1 Hybrid Cloud Backup

Protect Cloud Data

Cloud-Native Backup

SaaS Backup

Cloud Mobility

Kubernetes Backup

Leverage Cloud for Data Protection

Backup and Archive

Ransomware Protection

Disaster Recovery

Migrate and Modernize



AWS



Azure



Google



M365



Salesforce



K8s



On-premises

TIP 7

Combat ransomware attacks and other cyberthreats

Cybersecurity

Safeguard your company against threats

- Rapidly respond to ransomware attacks by identifying, alerting and restoring your business with clean data.
- Cyberattacks can come out of nowhere and can wreak havoc if not handled properly. Veeam enables you to instantly pinpoint and isolate any attacks.
- Veeam prevents system disruption, helping you protect all data and precious business hours/productivity.

95%

of organizations are moderately to extremely concerned about cloud security.



Detect signs of ransomware

Look for the signs and be alerted automatically

Alarms out of the box:

- Possible ransomware activity alarm.
- Suspicious incremental backup size alarm.

Use other monitoring features to:

- Monitor network performance.
- Build alarms based on specific performance measures.
- Find unprotected virtual machines (VMs).



Veeam ONE – threat detection

For over three years, Veeam ONE™ has had logic in place to help detect ransomware activity on production workloads.

The screenshot shows the Veeam ONE interface with a search bar at the top. On the left, there's a navigation tree with categories like vCloud Director Provider VDC, Microsoft Hyper-V (Host, Virtual Machine, Cluster, CSV, Local storage, Any Object), and Veeam Backup & Replication (Enterprise Manager, Backup server, Repository, Proxy). A large green arrow graphic is on the right side of the slide.

Possible ransomware activity

	Possible ransomware activity	Predefined	Enabled	Virtual Infrastructure	Automatic
	Veeam Broker Service state	Predefined	Enabled	Backup Infrastructure	Automatic

Alarm Details

Knowledge
Veeam ONE detected suspicious activity on this VM

Cause
This Virtual Machine had high write rate on datastore along with high CPU Usage which can be caused by ransomware activity

Resolution
Check if files on VM are encrypted by ransomware. Run up-to-date security software, prevent ransomware propagation, ask for qualified assistance if needed. Restore VM or encrypted files from previous backup in a case the files cannot be repaired. If VM was not affected by ransomware, raise the alarm thresholds

Utilize Secure Restore

Prevent restoring compromised data back into the environment

1. Select restore point
2. Mount the virtual disks
3. AV scan is in progress
4. Action based on the result of the AV scan
5. Cleaned VM will be restored



TIP 8

Self-serve monitoring, reporting
and alerts prevent downtime

Self-serve analytics

Choose to be proactive, not just reactive

- Lack of visibility across your backup environments can lead to data loss, undiscovered malicious activity and compliance violations.
- Veeam provides full visibility and intelligent insights that help users identify and resolve issues before they cause problems, ensuring critical data protection.
- Leverage 150+ pre-built reports for decision making and analysis, including infrastructure performance and configuration assessments.

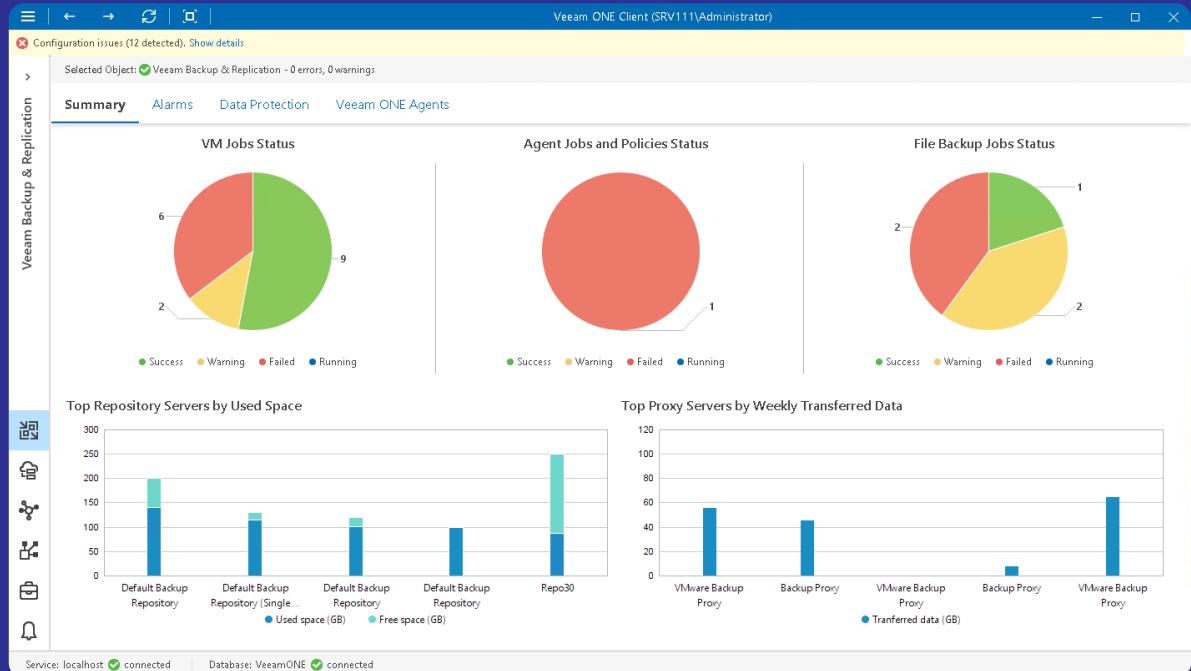


Self-serve analytics

Day one visibility

Alarm lifecycle

Platform analysis



TIP 9

Leverage one license to back up
ALL your apps and data

Portable backup licenses

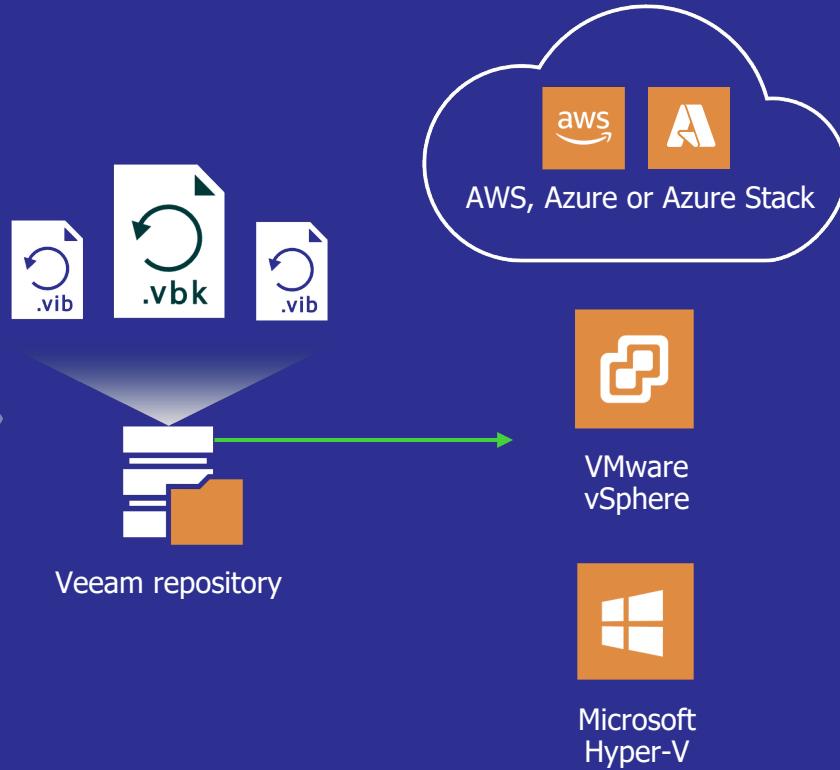
Increased resource flexibility

- Easily reallocate virtual, physical and cloud protection to prevent redundancies and maximize current resources.
- Gives you the confidence to effectively manage key resources as your business evolves.
- You can tailor your licensing model needs instead of using a one-size-fits-all model.



Data portability

-  Amazon EC2
-  Azure VMs
-  VMware vSphere
-  Microsoft Hyper-V
-  Nutanix AHV
-  Windows Agents
-  Linux Agents



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Explore additional
products

Looking to scale your workloads?



Foundation

- Backup & recovery.



Advanced

- Backup & recovery.
- Monitoring & analytics.



Premium

- Backup & recovery.
- Monitoring & analytics.
- Recovery orchestration.



Thank you!

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