

# Driving Value with Veeam Platform Extensions



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# Agenda

- Intro
- Kasten K10
- Veeam® Backup *for Microsoft 365*
- Veeam Backup *for Salesforce*
- Conclusion



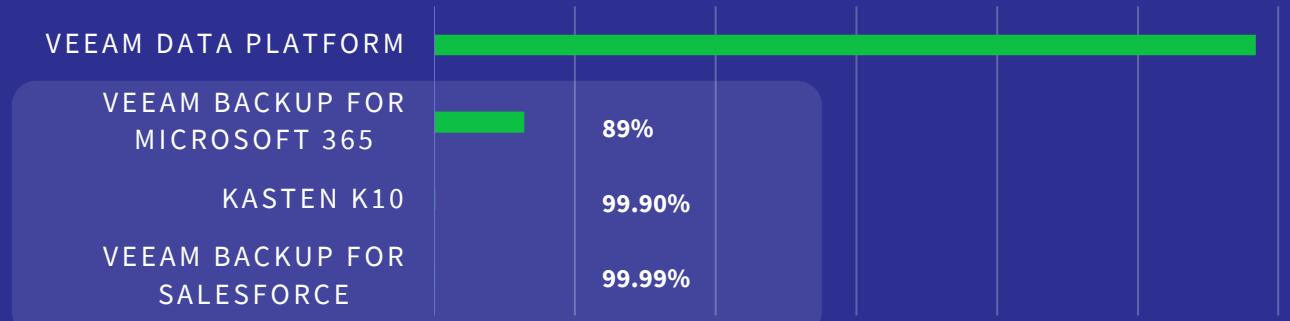
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# Intro

# Your cross-sell opportunity

**Continue building revenue** on your existing customers



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KASTEN  
by Veeam



# Kasten K10 *for Kubernetes*

# Next wave of IT infrastructure: Kubernetes



**97%**

Organizations **using or evaluating Kubernetes**<sup>3</sup>



**500M**

Cloud Native Apps<sup>1</sup>  
(more than last  
40 years combined)



**95%**

Organizations **challenged by managing Kubernetes**<sup>4</sup>



**5.6M**

Kubernetes developers<sup>2</sup>  
(+67% YoY)



**97%**

Organizations **would pay for critical Kubernetes tools**<sup>4</sup>

<sup>1</sup> IDC FutureScape: Worldwide IT Industry 2020 Predictions

<sup>2</sup> SlashData/CNCF State of Cloud Native Development Report Q1 2021

<sup>3</sup> CNCF Annual Survey 2021

<sup>4</sup> VMware The State of Kubernetes 2022

# Kubernetes data protection challenges

**74%**

of organizations think traditional  
and container-based applications  
can be backed up the same way<sup>1</sup>  
**(spoiler, they can not!)**

**85%**

of companies have experienced  
at least one ransomware attack  
in the past year<sup>2</sup>

**93%**

of organizations think multi-  
cloud support for container  
backup is important<sup>1</sup>

**75%**

of organizations indicate a skill  
shortage in their Kubernetes backup  
and recovery teams<sup>1</sup>

<sup>1</sup> ESG Measuring the Current State and Momentum in the Market for K8s Protection

<sup>2</sup> 2023 Veeam Data Protection Trends Report

# Tailor-made solution for Kubernetes



# More than just backup



## Data recovery

Reliable backups restored  
in-place or for  
**disaster recovery**



## Data security

Encryption, access  
control, auditing and  
**ransomware protection**

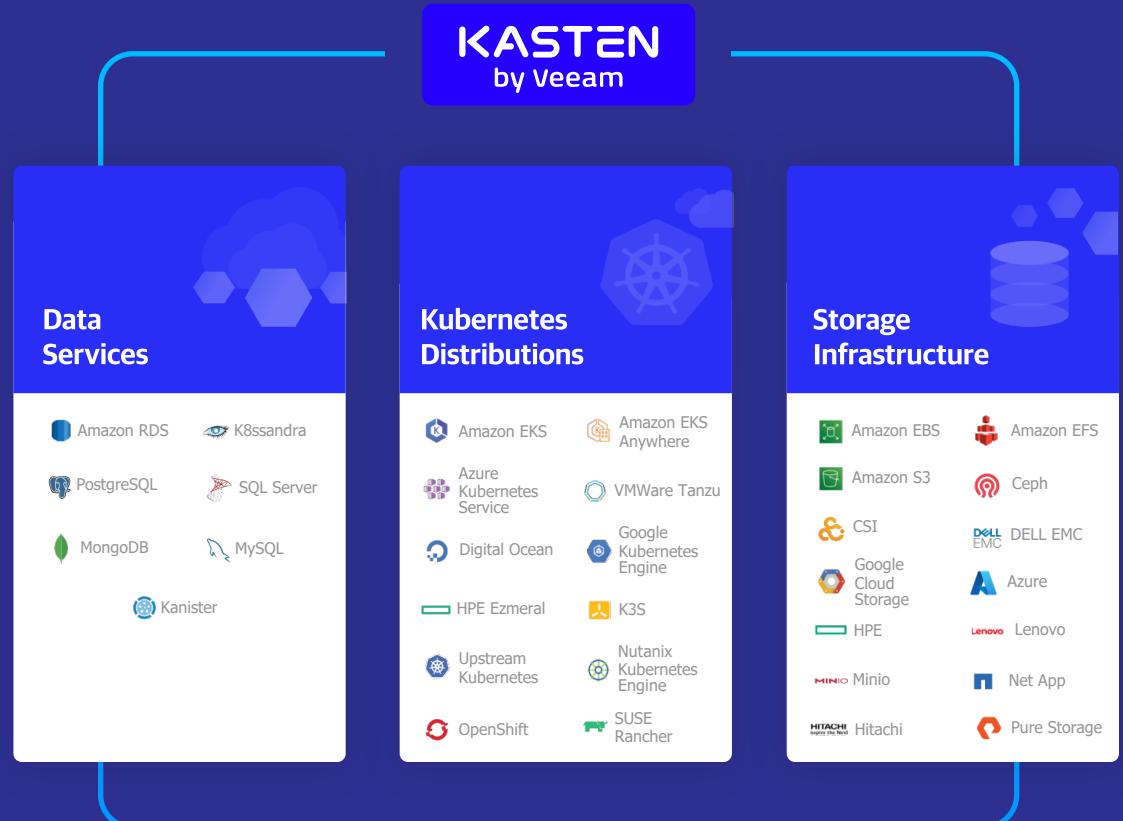


## Data freedom

Move workloads across  
distributions, clouds and  
infrastructure with  
**application mobility**

# Broadest cloud native ecosystem

Freedom of choice,  
no vendor lock-in



# How partners can benefit

## A lucrative outlook

Kubernetes, a strategic workload in Veeam® portfolio.

- ✓ Substantial cross-sell opportunity into Veeam install base.

Plenty of adjunct professional services opportunities

- ✓ Consulting, deployment, migration, training, etc.

Enterprise play (by definition).

- ✓ Larger deal sizes, repeat business.

Deal registration incentives.



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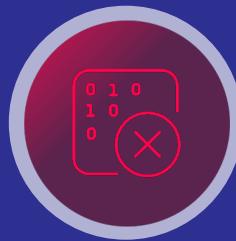
# Veeam Backup *for Microsoft 365*

# Microsoft 365 data is attacked and critical data loss is very common



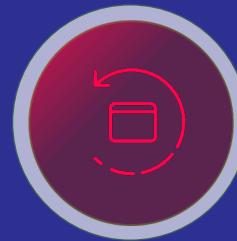
**80%**

of cyberattacks involve  
Microsoft 365 data



**53%**

have experienced data loss or  
corruption in SaaS applications  
in past 12 months



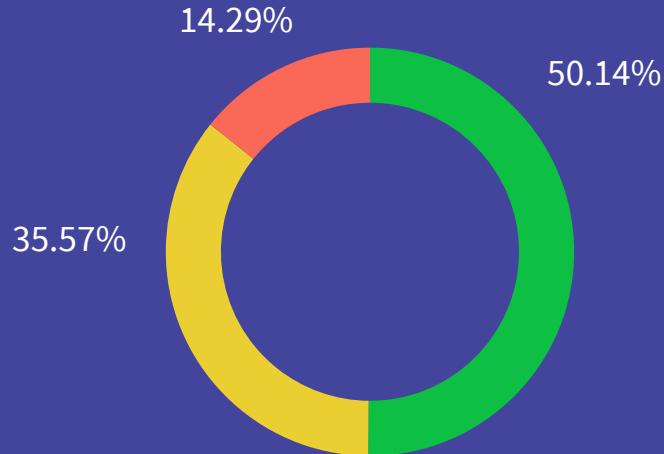
**<25%**

are able to recover 100% of their  
Microsoft 365 data during a data  
loss incident

# Capture the next wave of adoption

Q. Does your organization have dedicated backup, restore and recovery strategies for data in SaaS environments?

**SaaS backup strategy in practice**



■ Yes.

■ No, but we plan to adopt this in the next 12 months.

■ No, we rely on native capabilities.

Source: IDC CloudOps Survey, 2023

# Prevent critical issues for customers



The Microsoft 365 backup opportunity is massive

7B+

Microsoft 365 backup market



No other vendor protects more Microsoft 365 users

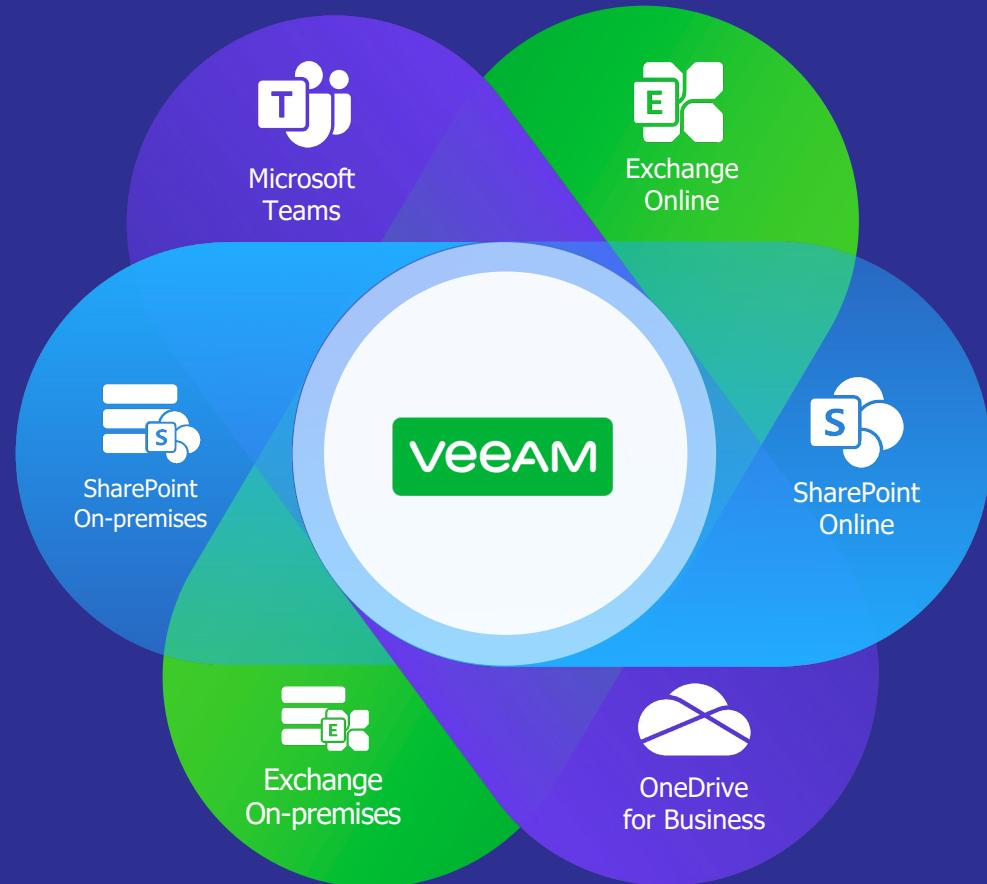
**15M+**

protected Microsoft 365 users



Veeam Backup  
for Microsoft 365

**Eliminate the risk  
of losing your  
Microsoft 365 data**



Veeam Backup  
for Microsoft 365

# Capabilities



- ✓ Protect Microsoft 365 data
- ✓ Quickly restore individual items and files
- ✓ Meet legal and compliance requirements

Veeam Backup  
for Microsoft 365

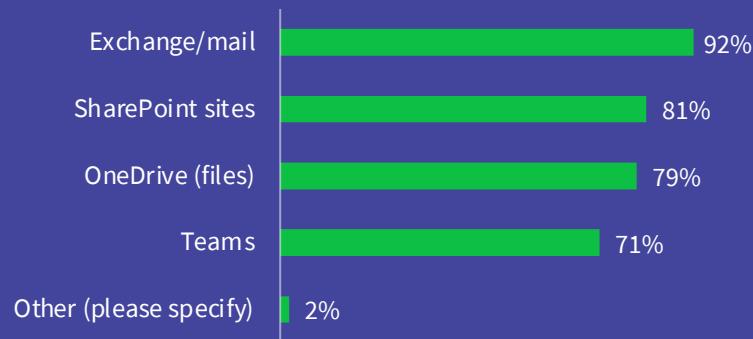
# Difference makers



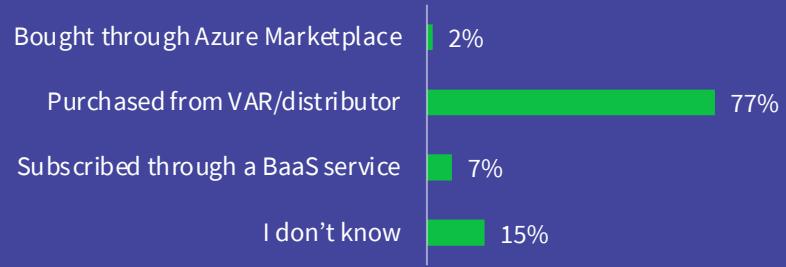
- ✓ Infrastructure freedom
- ✓ Backup control
- ✓ Recovery flexibility

# M365 components purchased through VARs

Which components of Microsoft 365 do you back up? (n=469)



How was it acquired/purchased?  
(n=465)



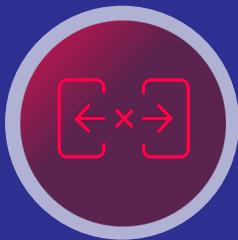
Veeam Cloud-Production Customer Survey Results, April 2023

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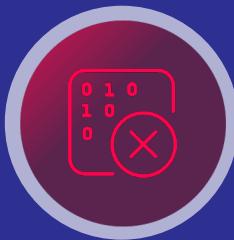
# Veeam Backup for Salesforce

# Salesforce data loss is more common than you think



**76%**

of companies are not completely confident they could restore Salesforce data after a bad import



**89%**

of IT professionals have not reached their Salesforce data retention mandates



**81%**

of IT professionals are concerned about human error-related Salesforce data loss

# A lot can go wrong, and admins agree

Eliminate Salesforce data and metadata loss due to human error, integration issues and other Salesforce data loss scenarios.



## What else can go wrong

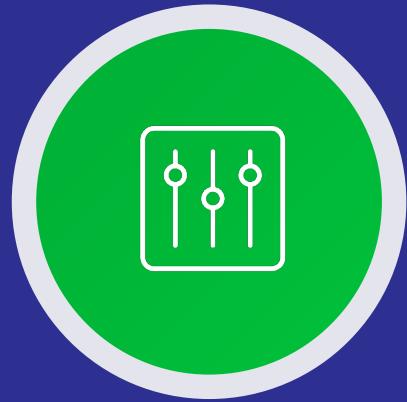
Accidental data corruption  
(36% agree)

Malicious data corruption  
(31% agree)

Integration error  
(26% agree)

Poor data hygiene  
(19% agree)

# Veeam Backup *for Salesforce*



Complete  
control



Flexible  
recovery



Purpose-built  
backup

# Built-in isn't backup



## Built-in with Salesforce

- **Limited control** over backup.
- ⊗ **Weekly or monthly** exports.
- **Manual** recovery (data only).
- ⊗ **Vulnerable** to data loss.



## Better backup with Veeam

- **Full control** of backup.
- Backup almost **continuously**.
- **Intuitive** recovery (data & metadata).
- **Data is safe** and protected.

# Conclusion

# How to get started

Start with gaining valuable insights through the  
**NEW Customer Expansion Portal!**

1

**Why Cross-Sell, Upsell**

**WHY** continued selling to existing customers is the best way to maximize your sales potential

2

**Explore all Veeam products and expansion scenarios**

**WHAT** are the top revenue generating cross-sell/upsell scenarios within the Veeam products portfolio



# Customer Expansion Portal

Say goodbye to manual research and guesswork and say hello to a smarter, more efficient way of targeting your customers.

Step 1 Why Cross-Sell/Upsell

Step 2 Explore all Veeam products and expansion scenarios

Step 3 Identify your customers for expansion

Search by expansion scenario

Cross-sell Veeam Backup for Microsoft 365

Start using the filters to build a custom list of accounts for expansion campaigns. This beta version of the account mapping tool offers the three top revenue generating scenarios as a recommendation to start with. Explore all other Veeam products and expansion scenarios [here](#). It's advisable you've mapped your accounts with your Veeam Account Manager.

Customer	Active products	Recommended expansion scenarios	Soonest contract expiration date	Preferred Distributor	Incumbent / Total
Customer 1	Veeam Backup Essentials Perpetual Sockets	Cross-sell Kasten K10 Cross-sell Veeam Backup for Microsoft 365 Migrate to VUL	23/06/2023	ARROW ENTERPRISE COMPUTING SOLUTIONS SA Spain	1 / 2
Customer 2	Veeam Backup & Replication Perpetual Sockets	Cross-sell Kasten K10 Cross-sell Veeam Backup for Microsoft 365	26/09/2023	ARROW ENTERPRISE COMPUTING SOLUTIONS SA Spain	2 / 2

EXPORT THIS LIST TO EXCEL

EXPORT EXPANDED LIST WITH BILLING INFO

CONFIGURE QUOTE

See product toolkit and training materials

Run a marketing campaign

CONFIGURE QUOTE

CONFIGURE QUOTE

- 1 Use filters to build a custom target list for your expansion tactics.
- 2 Digest product toolkits and training materials.
- 3 Export list of accounts in your install base who are eligible for a chosen cross-sell/upsell scenario.  
Note: the export doesn't offer any personal contact details, as those would need to be sourced from your database
- 4 Run a marketing campaign to generate demand.
- 5 Build quotes and register deals straight away.

# Veeam Cloud & Service Provider Program



**Designed for service provider success**

- Deliver Veeam-powered BaaS and DRaaS solutions.
- Low barriers to entry. Free to join.
- Pay as you grow licensing model.
- Industry leading certifications.
- Volume discount pricing.
- 24x7 technical support.



veeAM

Cloud & Service Provider Program



# Thank you!

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