

veeAMON2023

# How to Unleash the Full Power of Veeam

Future-proof your environment today



Chris Spencer

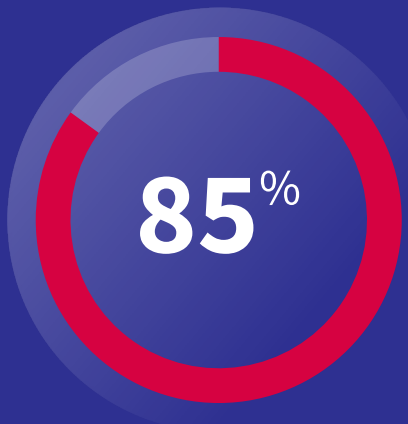
Senior Director Product Marketing  
Veeam Software



Eric Norman

Head of Infrastructure & Innovation  
Intercontinental Hotel Group (IHG)

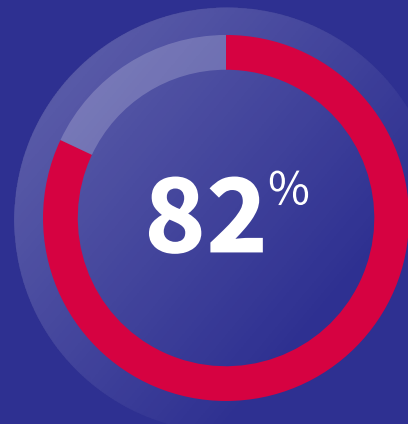
# Outages and data loss are an unfortunate reality



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



of organizations are  
moderately to extremely  
concerned about cloud  
security\*\*



of companies use manual  
processes to recover their  
data after an outage\*

\*2023 Veeam Data Protection Trends Report

\*\*2022 Fortinet Cloud Security Report

# Business continuity is harder than it needs to be

Growing infrastructure complexity

Need to move workloads to/from clouds

Increasing cyber threats

Time consuming, manual processes



# Veeam Data Platform

Proven recovery orchestration

Proactive monitoring and analytics

Secure backup and fast recovery

Native APIs

STANDALONE  
OFFERINGS

 AWS

 Azure

 Google Cloud

CLOUD

VIRTUAL

PHYSICAL

APPS

SAAS

 Microsoft 365

 Salesforce

 Kubernetes

On-premises • In the cloud • XaaS

# Veeam Data Platform packages

Platform packages	Backup and recovery	Monitoring and analytics	Recovery orchestration	Ransomware warranty (add-on)
<b>NEW Premium</b>	✓	✓	✓	✓
<b>Advanced (VAS)</b>	✓	✓		
<b>Foundation (VBR)</b>	✓			
<i>Supporting product components</i>	Veeam® Backup & Replication™	Veeam ONE™	Veeam Recovery Orchestrator	

## Also available:

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

# We keep your business running



Data security



Data recovery



Data freedom

# Exciting enhancements in 2023



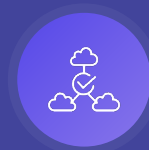
## Data security

- ✓ Direct-to-object storage.
- ✓ Secure access.
- ✓ Azure immutability.



## Data recovery

- ✓ Fast response to cyberattacks.
- ✓ Enterprise-grade management.
- ✓ Reliable, low RPO DRaaS.



## Data freedom

- ✓ Expanded cloud backup.
- ✓ Cloud recovery orchestration.
- ✓ Multi-cloud visibility.

# Hybrid infrastructure 2020-2025



## Everyone is hybrid

Modern IT architecture is roughly evenly split:

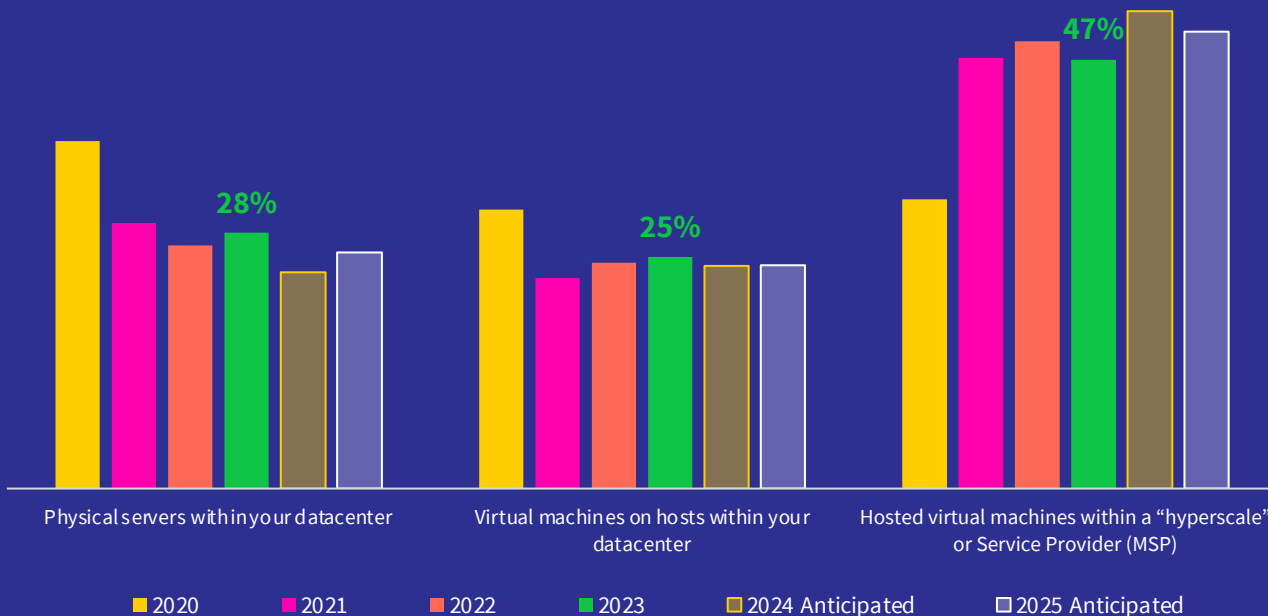
50/50 cloud & data center

Within the data center,  
50/50 physical and virtual

The Veeam Data Platform  
protects all of it

[www.veeam.com/data-protection-platform.html](https://www.veeam.com/data-protection-platform.html)

What do you estimate is your organization's percentage of servers in each of the following formats currently? In two years time?



Source: **Data Protection Trends Report 2023**

<https://vee.am/DPR23>



# What is 'Enterprise Backup'?

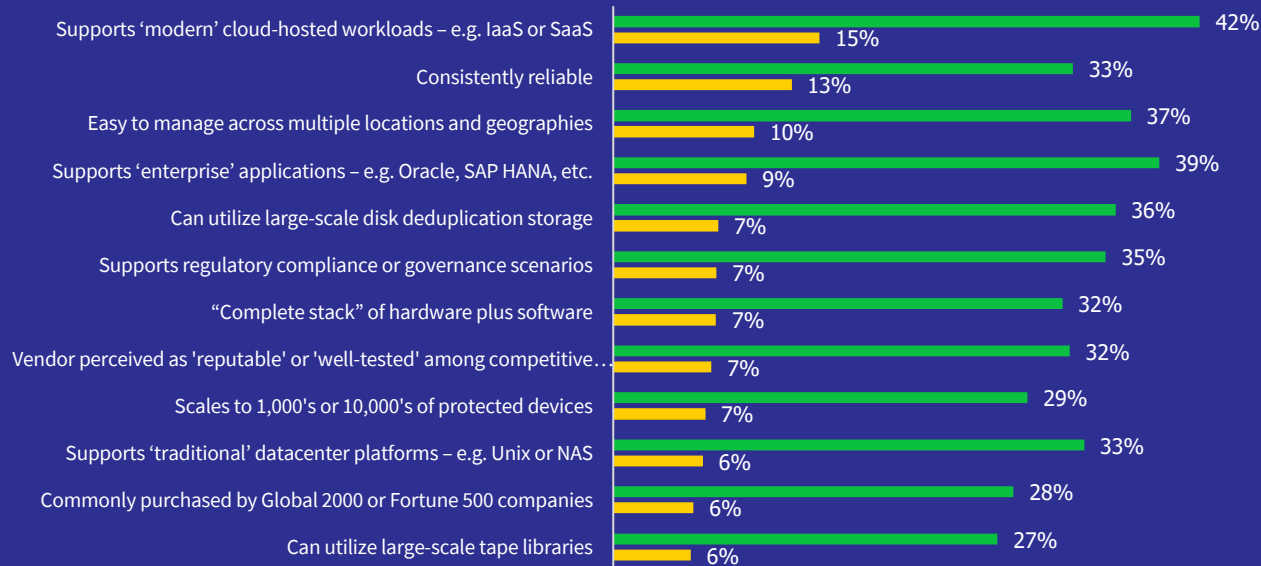


## #1

most important solution capability for Enterprises is **protecting cloud(s)**

What does 'Enterprise Backup' mean to you? If your organization was considering a new 'Enterprise Backup' solution today, which attribute would be most important to them?

(n= 4,200)



Source: Data Protection Trends Report 2023

<https://vee.am/DPR23>

# What is 'Enterprise Backup'?



**Enterprise**

=

**heterogeneous**

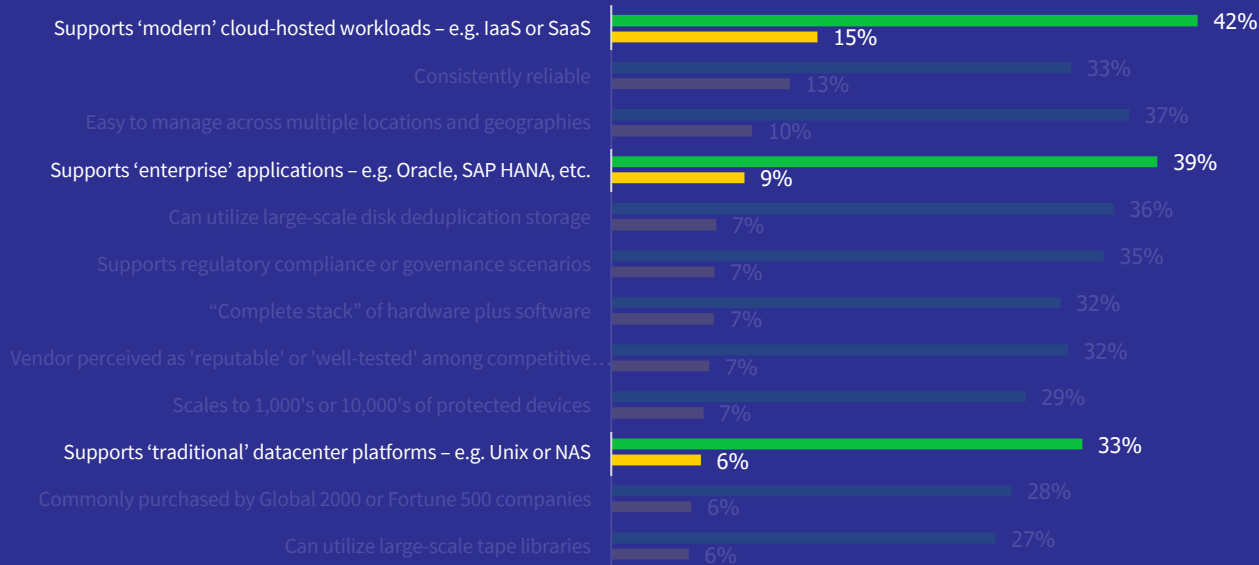
organizations are looking for backup solutions that protect their new clouds and their established platforms



[www.veeam.com/data-protection-platform.html](https://www.veeam.com/data-protection-platform.html)

What does 'Enterprise Backup' mean to you? If your organization was considering a new 'Enterprise Backup' solution today, which attribute would be most important to them?

(n= 4,200)



■ All Considerations

■ Most important

Source: **Data Protection Trends Report 2023**

<https://vee.am/DPR23>

# Change drivers in data protection for 2023



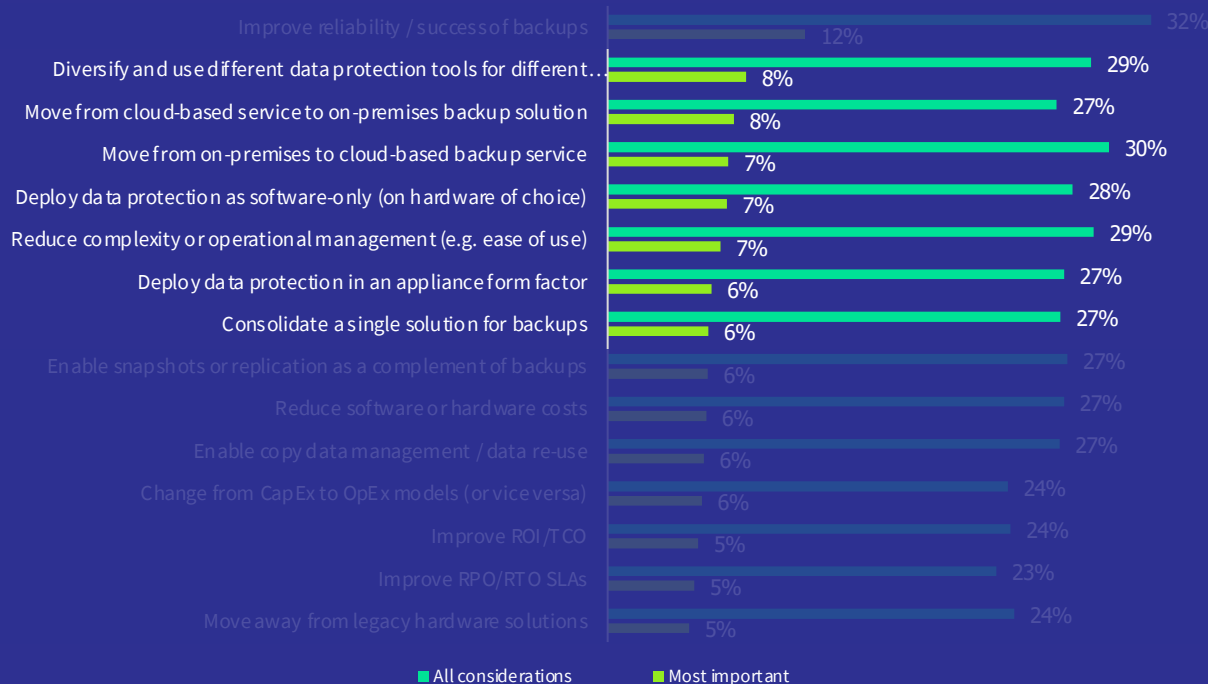
## Freedom of choice

organizations want the choice in how they deliver their data

No single form-factor of a backup solution fits everyone.

In 2023, there is no single configuration — and in fact, many organizations will change in order to get differing configurations that better fit their environments.

Which of the following would drive your organization to change its primary backup solution to a new solution or service? (n=4,200)



Source: Data Protection Trends Report 2023

<https://vee.am/DPR23>

# Providing customers freedom of choice

Customers need to protect all of their data, not just on-premises.

**Cloud, virtual, physical, NAS and enterprise apps.**

Customers are **moving to clouds**, both hybrid and multi-cloud, while also growing on-premises.

Customers need portability to ensure they are in control of their estates and their data –  
**without lock-in.**

Veeam is here to help with **portable, future proof solutions to build your business and ensure long term value.**



# Veeam Data Platform

**Veeam Data Platform protects your business from ransomware and other threats with proven cyber-resilient solutions**

Veeam gives you full-featured protection from cyber threats like ransomware, with no additional cost\* and zero hassle, meaning you receive all hybrid feature benefits instantly.

## **Unlock the full power of Veeam Data Platform**

Your business constantly changes, and Veeam is here to protect your organization as it evolves. Future-proof your business and ensure you have complete access to reliable data protection for all workloads, no matter where the data is located, with one portable data protection solution. Best of all, it's available at the cost of your renewal and seamless to implement. Enjoy power, flexibility and peace of mind, with Veeam.

**All features. All environments. No hassle. Upgrade today!**

\*Price is based on your upcoming maintenance renewal and may vary based on remaining contract term.





Protect all workloads

Portable!

Flexible!

**Easier than ever!**

# What is Veeam Universal License?

Veeam's portable, fully featured license

A truly universal licensing solution that is fully featured!

Enables customers to license all workloads with one type of license:

**Virtual:** VMware, Hyper-V, Nutanix AHV & Red Hat Virtualization

**Cloud:** AWS, Azure and Google

**Physical servers and workstations:** Microsoft, Linux, Mac, Solaris & AIX

**Enterprise applications:** Oracle, SAP & PostgreSQL

**NAS file shares**

Customers purchase licenses in bundles of 10, and use how they wish

Portable licensing from Veeam provides the power to choose!

**Veeam licensing simplified!**

# Portable, flexible licensing

Workloads	Per-socket	VUL
Environments	On-premises only	On-premises, cloud and hybrid
<b>VMs:</b> VMware vSphere, Microsoft Hyper-V, Nutanix AHV and Red Hat RHV	VMware & Hyper-V only	VMware, Hyper-V, Nutanix AHV & Red Hat Virtualization
<b>Public Cloud:</b> Amazon EC2, RDS, EFS and VPC; Azure VMs, SQL and Files; Google Cloud VMs and Cloud SQL	—	+
<b>Physical servers, workstations and endpoints:</b> Windows, Linux, macOS, IBM AIX and Oracle Solaris	—	+
Enterprise apps and databases: Microsoft, Oracle, SAP HANA, PostgreSQL, MySQL and more	—	+
Unstructured data on NAS and file shares	—	+
More to come!	—	+

# Portability provides freedom

The solution that moves with you, lets you choose



On-premises



Hybrid cloud



Multi cloud



# Unleash the full power of Veeam!

## Full feature access, complete environment protection, zero hassle

Customers need a future-proof solution that can handle their needs today and as their business evolves.

### Complete feature access

Full-featured capabilities for supporting:

- All major hyper-scaler clouds: AWS, Azure and Google Cloud.
- Major virtual hypervisors: VMware, Hyper-V, Nutanix AHV, and Red Hat virtualization.
- Five major physical server and workstation offerings.
- Critical enterprise apps from Oracle, SAP and PostgreSQL.
- NAS file shares across a variety of backup targets.

### Everything is covered

VUL gives you peace of mind in knowing your hybrid and multi-cloud data is protected with one portable solution that seamlessly meets all your needs. Whether you're moving to the cloud, to a different cloud, or back on-premises, Veeam has you covered.

### 100% portable

VUL provides business freedom and flexibility. As customer needs evolve, VUL can be moved to accommodate data protection anytime, anywhere. Customers will avoid lock in, as VUL is flexible by design.



**Best of all, upgrading is  
free for most customers.**

**Any product**

**Any edition**

**No hidden fees**

**No strings attached**

**Ensure access to all future capabilities!**

## **Unlock the full power of Veeam!**

New for 2023 – limited time offer

**All features. All environments. No hassle.**

### **Upgrade today**

Veeam Data Platform with Veeam Universal Licenses (VUL) unlocks all features and all environments for the most comprehensive protection, while being flexible and hassle free as your needs change.

- Complete protection for all VMs.
- Expanded capabilities for cloud, physical, NAS and apps.
- Portability without lock-in keeps you in control of your data.
- Future-proof enables you to be prepared.
- No reinstallation, no setup, no stress.

# Upgrading is easy!

## Three simple steps

- Enter your contract info.
- Provide log file.
- Approve the conversion.

## Enjoy full featured protection!

The screenshot shows a web interface for upgrading Veeam software. The top section is a dark blue banner with the Veeam logo and the text 'CUSTOMER EXCLUSIVE' and 'Ransomware Protection for ALL Workloads'. Below this, there are three bullet points: 'Full feature access', 'Complete environment protection', and 'Zero hassle'. To the right, there is a form titled 'Talk to a Veeam representative' with fields for 'First name', 'Last name', 'Business email', 'Phone number', 'Company', and 'Country'. Below the form is a checkbox for 'Yes, I want to receive information about Veeam products and services. I can unsubscribe at any time.' and a green 'UPGRADE NOW' button. The middle section is white with the heading 'The time is now' and a paragraph explaining the benefits of upgrading to Veeam Universal License (VUL). Below this is a section titled 'Why exchange?' with three icons and descriptions: 'Feature Complete' (gain full access to the latest version and feature set), 'Protect Everything' (everything is covered from ransomware to data loss), and '100% Portable' (avoid procurement and entitlement hurdles). The bottom section is dark blue with the heading 'What Our Customers are Saying' and two quotes from customers: Petrus Groenewald (Ecuador Amer) and Rakesha Chawla (Malindi Group).

**veeam**

CUSTOMER EXCLUSIVE

### Ransomware Protection for ALL Workloads

- Full feature access
- Complete environment protection
- Zero hassle

**Talk to a Veeam representative**

First name \*

Last name \*

Business email \*

Phone number \*

Company \*

Country \*

Number of VMs \*

☐ Yes, I want to receive information about Veeam products and services. I can unsubscribe at any time.

By registering, you are agreeing to have your personal information managed in accordance with the terms of Veeam's Privacy Policy.

**UPGRADE NOW**

**The time is now**

Ready to gain full feature access? Or maybe you're missing coverage for cloud, physical or NAS environments. The solution is simple: exchange your outdated socket licenses for Veeam Universal License (VUL) using only your renewal cost.

**Why exchange?**

**Feature Complete**  
Gain full access to the latest version and feature set, including production support

**Protect Everything**  
Everything is covered from ransomware to data loss across the hybrid and multi-cloud with a single solution

**100% Portable**  
Avoid procurement and entitlement hurdles  
- no calls, no tickets, no lock-in

**What Our Customers are Saying**

“ Veeam licensing adapts to the needs of our changing IT environments and our business each year. This type of licensing is important to us. It's much easier to manage, and it's more affordable.”

Petrus Groenewald  
Head of IT Infrastructure and Information Security  
Ecuador Amer

“ No other vendor could offer us such a flexible licensing model. By simplifying our backup infrastructure and embracing flexible licensing from Veeam, we've optimized the cost of our backup activities by 55%.”

Rakesha Chawla  
Head of Infrastructure and Operations - Corporate IT  
Malindi Group

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IHG<sup>®</sup> HOTELS &  
RESORTS

Intercontinental Hotel Group



Eric Norman

Head of Infrastructure & Innovation

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## Also available:

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

## Complete business resiliency

How can you be confident  
in ransomware recovery  
without a tested and  
proven recovery plan?

Are you worried about  
restoring infected data?

## NEW Veeam Data Platform Premium

- ✓ 1-click clean recovery orchestration.
- ✓ Tested recovery with automated documentation.
- ✓ Business compliance for audit readiness.
- ✓ Encryption, immutability and scanning.
- ✓ Complete backup & recovery for any hybrid environment.
- ✓ Virtual, cloud, physical, NAS and enterprise apps.
- ✓ Advanced alarms, monitoring, intruder detection for full visibility.

Your best bet for recovery success



Observability at your fingertips

Visibility to see  
when, where and  
how you were  
attacked

Surveillance for your  
IT ecosystem

## **NEW Veeam Data Platform Advanced**

- ✓ Advanced alarms, monitoring, intruder detection for full visibility.
- ✓ Tracking and change logs to evaluate impact.
- ✓ Encryption, immutability and scanning.
- ✓ Complete backup & recovery for any hybrid environment.
- ✓ Virtual, cloud, physical, NAS and enterprise apps.

Your next step to recovery preparedness



# Take action. Upgrade today!

Don't be stuck with point products.

Don't limit your data protection to one hypervisor only.

Be prepared for a hybrid future.

Veeam offers future-proof capabilities **that just work.**

It's a simple as that.

## Upgrade to VUL today!





Thank you!

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