Veeam Launches New AWS-Native Backup and Recovery Solution in AWS Marketplace

NEW Veeam Backup for AWS makes it easy for customers and cloud service providers to natively protect, manage and recover AWS workloads; Industry-first built-in Cloud Backup Cost Estimator tool enhances greater cost controls and savings

Las Vegas, NV; AWS re:Invent 2019, Booth #3007: December 3, 2019: Veeam® Software, the leader in Backup solutions that deliver Cloud Data Management™, today announced NEW Veeam Backup *for Amazon Web Services (AWS)*, cost-effective and secure cloud-native Amazon Elastic Compute Cloud (Amazon EC2) protection,will be available exclusively through AWS Marketplace. Veeam Backup for *AWS*, a point solution to backup AWS to AWS with powerful Veeam recovery capabilities, is available in both free and paid versions in AWS Marketplace. The product is also now integrated with Veeam's flagship product, Veeam Backup & Replication™, allowing Veeam users to manage all of their data, be it cloud, virtual or physical, within the same platform. As part of their Diamond sponsorship of the event, Veeam will demonstrate the new solution for the first time at AWS re:Invent 2019 in Las Vegas, NV, showcasing the easy, powerful, and cost-effective backup and recovery solution for AWS-native workloads.

Data loss can happen whether it is stored on-premises or in the cloud. A recent Veeam customer

manage and recover their AWS workloads. Veeam provides the flexibility to store the data and recover data in the same cloud (cross-region or cross-account), on-premises, or in any other Veeam-supported environment – whether VMware V-Sphere, Microsoft Hyper-V or Nutanix AHV.

"Protecting data is not only essential to business continuity, but also to maintaining competitive advantage, complying with regulations, and maintaining brand reputation. While the cloud holds the promise of significant business benefits, IT decision makers must still take direct action to protect critical data and enable business continuity in the event of an outage, disaster or cyber-attack.," said Ratmir Timashev, Co-Founder and Executive Vice President of Sales & Marketing at Veeam. "Veeam's latest cloud-native solution, Veeam Backup *for AWS*, available as a point solution in AWS Marketplace as well as now integrated into Veeam Backup & Replication, not only strengthens our commitment to be a leader in Cloud Data Management, but extends Veeam-powered data protection to AWS customers, making it easy for customers to procure and entitle the solution using the same APIs and subscription model used for other software."

Ease of use is built into the NEW Veeam Backup *for AWS* with turn-key deployment via AWS Marketplace, while powerful recovery capabilities are also delivered with features like file-level recovery for native snapshots and Veeam backups. An industry-first built-in tool, Cloud Backup Cost Estimator is designed to provide customers with greater cost controls and savings by simulating policy charges to avoid excessive costs before they start their backups.

For Veeam customers, integration with Veeam Backup & Replication™ will enable them to take control of their cloud data by protecting and managing AWS backups alongside their other cloud, virtual and physical data. Additional benefits include:

- **AWS-Native Backup and Powerful Recovery** – The same trusted solution for on-premises backup now protects AWS workloads. Built for cloud-native workloads with support for native snapshots and Veeam backups. Cost-optimized for long-term data retention in Amazon Simple Storage Service (Amazon S3).

- **Hybrid Mobility** – Flexible with no cloud lock-in, restore or migrate any on-premises workloads directly to AWS and restore files or data from AWS back to on-premises or any other Veeam-supported environment (ex. VMware V-Sphere, Microsoft Hyper-V, Nutanix AHV).

- **Lower Management Costs** – Helps customers to manage, backup, and recover all workloads from a single interface.

- **Cloud-ready Portable Licensing** – Move workloads across cloud environments with a Veeam Universal license (VUL) that flexibly follows your workload.

Pricing and Availability

General availability of Veeam Backup *for AWS* in AWS Marketplace is targeted for December 2019. Customers can get started by downloading the free edition, limited to backup of 10 instances, here: https://aws.amazon.com/marketplace/pp/B081VXF1Q9. General licensing is based on pay per use only, starting at $40/year, per instance, and i... For more information, visit: https://www.veeam.com/aws-backup.html.

Supporting Quotes

"Modern organizations are now hybrid and have adopted public cloud for production applications, backup and disaster recovery among top use cases. Our research shows that nearly one out every 2 firms now uses AWS which makes this new set of native capabilities by Veeam a great way for IT professionals and service providers to further unify the protection and recoverability of data assets wherever they live, without compromising service levels or usability." – Christophe Bertrand, senior analyst at ESG

"Kalamazoo Regional Educational Service Agency (KRESA) has the eighth largest AWS infrastructure in the nation among K-12 school districts. We've been using Veeam Backup & Replication to back up on-premises since 2010 and have become accustomed to the peace of mind it delivers. As robust as AWS is, you still need to protect your data. We're excited to now leverage Veeam for not only protecting our on-premises data, but also our cloud data in AWS. It is critical for us to have a single solution that spans seamlessly across all environments where our data lives and we are glad Veeam and AWS have now delivered that." – Michael Coats, IT Infrastructure & Cloud Engineering Manager, Kalamazoo Regional Educational Service Agency (KRESA), a Veeam customer.

[i] Veeam customer survey, April 2019.

[ii] 1 Gartner, Magic Quadrant for Data Center Backup and Recovery Solutions, Santhosh Rao, Chandra Mukhyala, Nik Simpson, 10 October 2019.
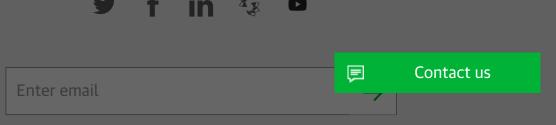
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