Data Protection Battle Card
Selling Against Veeam

About Veeam

- Founded in 2006; HQ Switzerland; $827M in total bookings in 2017; 36% Y/Y growth; #6 market share position
- 282,000 IB customers; 19% of bookins driven through alliance partners
- Purpose-built VM protection solution for VMware vSphere and Microsoft Hyper-V; recently added physical backup
- "Leader" 2017 Gartner Magic Quadrant
- Messaging: Intelligent data management for the hyper-available enterprise

Products

- Veeam Avail Suite = Veeam Backup and Replication + Veeam ONE (monitoring, reporting, capacity planning)
- 3 products for all workloads (virtual, physical, cloud): V Availability Suite (enterprise); V Backup and Replication (medium); V Backup Essentials (SMB)
- Veeam ONE (part of V Avail Suite) for monitoring and alerts
- Availability Suite 9.5: enterprise scalability, Microsoft 2016 integration, Nimble storage snapshots; Azure integr; agents for Win and Linux; storage integration w/IBM and Lenovo
- Backup for Microsoft Office 365; PR v2
- Veeam Backup Essentials: up to 60% lower cost for SMBs with <250 employees & up to 6 CPU sockets

Recent Developments

- Veeam Availability Suite v10 announced but still not released
- V Availability for AWS
- Physical agents: Windows, Linux, AIX and Solaris

- Partner products: V for HPE; Cisco, NetApp, Dell EMC, Pure Storage, Lenovo and Microsoft

Strengths

- Pioneer in simplifying backup for virtual: snapshots on SW store are sufficient; data doesn't need to be sent off to media
- A simple agentless approach for VM backup and replication; granular or full restores from snapshots (e.g. email message level). NOTE: DP requires an agent to do that; needs to restore the DBE first

Weaknesses

- Limited but growing support for physical/bare metal servers, DBs and Apps.
- Weak for critical Apps (i.e. SAP/HANA)
- Inefficient source-side deduplication
- No real agentless backup. Limits ability to understand apps (Cluster, Replication, Availability Groups, granularity etc.).
- **Lack of extensive device support.**
- Recent search show that Veeam support is getting worst.

How to Win Against Veeam

Important Points

- **Still not a comprehensive solution for hybrid IT**. Veeam started as agentless solution for virtual environments and now with V Avail Suite 9.5 introduced agents for Win and Linux filesystems on physical servers. DB/App support is limited to SQL Server & Oracle on Win via VSS integration; see Dec '17 V Avail Suite 9.5 Update 3 PR
- V 9.5 introduces centralize management of multiple backup servers, but still no notion of managing data movement between storage tiers (snap, disk, tape, cloud).
- Veeam Server architecture depends on Windows and SQL Server --not very appealing to Linux and Oracle shops where skills sets may be quite different

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- Only supports VMware and Hyper-V; DP supports VMware, Hyper-V, HP-UX V, RHEL-KVM.
- Restore performance – In recent HPE benchmarks, DP was found to be almost twice as fast on restore as Veeam (16 min vs. 28 min for 7 VMs).
- Tape support requires a dedicated physical Windows server with direct attached tape drive creating a single point of failure.
- Recent Gartner comparison for Micro Focus and Veeam shows better value of our portfolio to customers.

Winning against Veeam

- DP Express licensing is cheaper than V
- One vendor solution: Consider TCO advantages of single solution,single pain of glass across mixed virtual/non-vitural environs; VMX for SMBs
- Data Protector as part of the ITOM portfolio – change conversation from to all backup and IT Ops needs.
- DP integration with HCM, BVD and OO demonstartes the **power of ITOM**

Comprehensive support matrix

- DP intelligent, federated deduplication reduces CPU & BW requirements w/StoreOnce (or Boost DataDomain).
- Comprehensive virtualization support – integration with Hyper-V, VMware vSphere, and native integration with VMware vCloud Director.
- StoreOnce & SmartCache– provide VM GRE from single file to full image restore without staging. DP also supports replication, federation and encyption.
- Advanced application integration - broad ent. apps and array support, down-to-the-second recovery, snapshot mgmt.
- One-touch automated application protection for Exchange, SQL, SharePoint, Oracle, #1 SAP HANA.

Overcoming Objections

Veeam is the best backup for virtual servers

- DP provides enterprise protection to physical and virtual servers, storage tiers, and applications.
- DP's advanced virtual integration: One-touch automated VM protection; GRE, native vCloud Director integration for Instant Recovery; automated recovery by combining snapshots with rolling forward the application transaction logs from disk or tape.

No agent required for VM protection

- DP Agents are not mandatory but offer support for complex enterprise apps like SAP HANA or Oracle RAC. They also support some non-default file systems and volume managers. Use them where needed, otherwise stay with vStorage or VSS, no Agents, **same as Veeam.**

DP is too expensive, complicated to license

- DP Express is cheaper than Veeam. For truly Hybrid-IT environment, use DP Premium (CBL) with legacy systems and mission critical applications.

Data Protector Value Props

- Enterprise scale and security for legacy and modern workloads. Simplify and standardize data protection across physical, virtual and cloud environments.
- Instant recovery via native application integrations. Accelerate availability for applications and databases including SAP/HANA, Oracle, Microsoft, PostgreSQL, MySQL, Sybase, and DB2.
- Best-in class platform integrations including the cloud. Accelerate and simplify backup with a comprehensive support matrix. Back up to the cloud natively with Azure & Amazon S3, via a gateway or an appliance.
- Automated disaster recovery. Automate DR with centralized bare metal recovery from or to physical and virtual systems from any existing file system or image.
- Orchestration, automation, and monitoring Advanced reporting is now included in the base product at no extra cost giving you full insight into current procedures and SLA's.

For more information, go to:

- Data Protector Sales Portal/ Partner Community
- www.microfocus/dataprotector
- Data Protector ITOM Practitioner's Portal