## Off-site Backup

# 3-2-1 Made Flexible with Veeam

Industry leaders have been sounding the alarm: The cloud is the best way to develop an off-site backup strategy. From the desire to reduce storage costs to new compliance requirements for long-term retention, data management needs have compounded in recent years.

Backup to tape, scale-out to object storage and stand-by cloud repositories are all options customers are looking for to support the 3-2-1 Rule: three copies of your data, on two different media, one being off-site. To stay competitive, your service portfolio should account for all three.

## Offering the *right* storage options to your customers

Increasingly customers are looking to get out of the business of backup, and today's landscape for backup and recovery services demands more from providers. Your customers look to you for flexible and reliable backup, replication, and recovery of ALL their applications and data. This extends across a spectrum of needs:

- **Multi-tenant cloud backup** for customers looking for flexible off-site backup capabilities
- **Scale-out to object storage** for customers who are looking for scalable lower-cost data storage solutions
- **Tape as a service** to help customers meet compliance requirements for archival and retention

## Helping you save the day

With Veeam, you can capture demand by offering a reliable, yet effective cloud backup solution. For service providers of all types and sizes, it's easy to extend Veeam-protected devices to an off-site location using whatever storage option makes sense for your customers' recovery needs — including sending backups to your multi-tenant cloud infrastructure.

The best part? Veeam doesn't have its own cloud. Instead we partner with you. We enable you to build your own service, or partner with a cloud service provider to deliver an end-to-end Backup as a Service (BaaS) offering to give your end users the backup strategy they need.

### The Opportunity

Backup and disaster recovery (BDR) are functions every IT organization must perform, but a comprehensive BDR strategy is often out of reach for companies without the budget or resources to build and maintain an off-site repository. Offloading those data protection duties to the experts means realizing the substantial benefits that come with the move to managed cloud services.
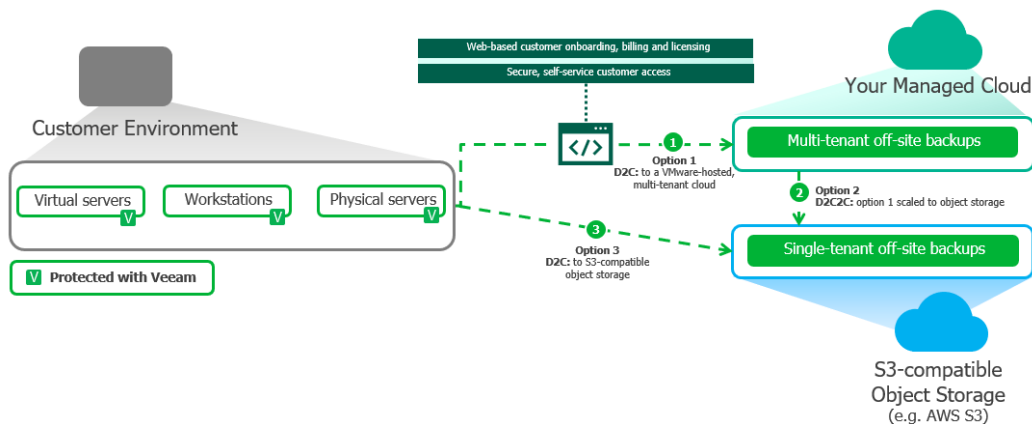
### Components

**Storage:**
- Multi-tenant cloud powered by VMware
- S3-compatible object storage
- Tape

**Veeam Solutions:**
- Veeam Backup & Replication (offering support for all three options)
- Veeam Cloud Connect
- Veeam Availability Console

# #1 Backup and Recovery

The Veeam® Availability Platform™ is the most complete solution to help service providers simplify backup and recovery, offer reliable services and build flexible solutions that solve key pain points – all from a single, fully integrated console. Two critical components of a Veeam-powered Off-site Backup offering are Veeam Backup & Replication and Veeam Cloud Connect.

## Copy data off-site with Veeam Backup & Replication

Veeam Backup & Replication™ helps businesses achieve comprehensive data protection for ALL workloads — cloud, virtual and physical. Achieve fast, flexible and reliable backup, including scale-out backup repositories to Azure Blob, IBM Cloud Object Storage, AWS S3 or any S3-compatible object storage.

## Build a multi-tenant, stand-by cloud with Veeam Cloud Connect

Veeam Cloud Connect is a feature of Veeam Backup & Replication which makes it easy for customers to securely extend their backup infrastructure to your cloud with a few simple clicks.

## Partnering to win with Veeam

By building a Veeam-powered service offering, you'll also be invited to join the Veeam Cloud & Service Provider (VCSP) program, unlocking exclusive access to sales and marketing resources:

- Customizable, ready-to-go marketing and sales enablement assets
- Free trials, including Veeam Cloud Connect
- A pay-as-you-grow pricing and licensing model available *exclusively* to partners

## Other Veeam-powered service offerings

Veeam launched the VCSP program in 2010, and since then our service provider story has evolved tremendously. We recently launched a new solution story for our VCSP partners that speaks to clearly-defined use cases to help you drive more value to your customers while helping you save on staff, storage, and software. These use cases fall into three main tiers:

**Infrastructure Protection**: Offering BaaS for any infrastructure, including remote managed services for on-premises customer deployments

**Off-site Backup & Disaster Recovery**: For service providers looking to offer protection of production workloads by scaling to the cloud

**Public Cloud Protection**: Capture the brand demand of hyperscale clouds, like Microsoft Office 365; a great addition to any line card

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### Delivering Excellence

"One of the benefits Veeam provides to our business is the ease of deployment and integration. With a significant number of government agencies already utilising Veeam, we found backing up and managing data recovery quite a simple process."

**Peter Zafiris**
Head of Compute, Storage and Backup
AUCloud

"Risking customer satisfaction is never an option. If a hosting provider can't deliver 24.7.365 access to customers' data, they will look for a new ICT partner. Thanks to Veeam we can deliver this access."

**Sampo Suojala**
Solutions Architect
MPY

"Veeam Cloud Connect is the gateway for cloud-based backup and DR. Veeam enables us to take our message of 24.7.365 Availability and business continuity to a much wider audience."

**Greg McVey**
Head of Business Development
The Bunker Secure Hosting

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