

Driving the adoption of Microsoft Azure

What is Azure?

Azure is Microsoft's public cloud offering and is positioned as a Leader across Gartner's Magic Quadrants for Cloud Infrastructure as a Service (IaaS), Application Platform as a Service (PaaS) and Cloud Storage Services for the third consecutive year. Azure's pay-as-you-go services are designed to quickly scale up or down to match customer demand for compute, storage and network bandwidth, allowing organizations to move historically high cost capital expenditures (servers, network, storage and their associated workloads) to lower cost operation expenditures that can be managed on an as-needed basis in the cloud.

Why use Azure for backup repositories?

- **Facilitate the 3-2-1 Rule for backup** — Azure + Veeam helps customers facilitate keeping three copies of their backups, on two different media types, with one copy stored off site in Azure.
- **Enable low cost, secure, public storage** — Eliminating the need for costly tape services.
- **Deploy and scale within minutes** — Azure is designed to support both small business and enterprise customers, providing customers with unparalleled flexibility, scalability and accessibility.

Veeam Cloud Connect for Service Providers + Microsoft Azure

Veeam® Cloud Connect for Service Providers, enables Veeam partners to provide backup repositories in Azure for Veeam Backup & Replication™ customers (v9 Update 2 or higher). Veeam Cloud Connect components are already included within Veeam Backup & Replication for customers. No additional licensing is required. To provide Veeam Cloud Connect services, partners need to first provision the Veeam Cloud Connect for Service Providers directly from the [Microsoft Azure Marketplace](#), and then purchase a license key from a Veeam aggregator. Licensing is per-VM backed up through Cloud Connect to Azure, per month. If you are not a Veeam Cloud & Service Provider (VCSP) partner, please visit <https://www.veeam.com/cloud-connect-backup-service-providers.html> to learn more and sign up today.

With Veeam Cloud Connect, Service Providers can:

- **Host off-site backups:** Help customers get their backups off site to a hosted Azure, cloud repository through a secure SSL connection with no additional Veeam "client-side" licensing required.
- **Complete visibility and control:** Service Providers can access and recover data in hosted backup repositories directly from the backup console. Track Azure cloud repository consumption and receive reminders for hosted storage renewals.
- **A modern backup architecture:** Azure Service Providers can leverage Veeam's modern backup technology including backup copy jobs with built-in WAN acceleration, forever incremental backups, GFS (grandfather-father-son) retention policies and more — all built into one product.
- **End-to-end encryption:** Azure Service Providers can enable encryption of all data at source (before it leaves the customers network perimeter), in flight and at rest, without negatively impacting the data reduction ratios of built-in compression and WAN acceleration.

Veeam Managed Backup Portal for Service Providers + Microsoft Azure

[Veeam Managed Backup Portal for Service Providers](#) streamlines the delivery of Veeam-powered backup services (including Backup as a Service) for service providers, including resellers interested in launching a service provider business. Integrated with Veeam Cloud Connect for Service Providers and available in the Microsoft Azure Marketplace, Veeam Managed Backup Portal for Service Providers makes it easier than ever to acquire customers and build new revenue streams with:

- **Simplified customer on-boarding:** Built-in service provider portal to create new customer accounts, provision services and manage customer billing and invoicing
- **Streamlined remote monitoring and remote management:** Daily management of your customers' backup jobs can be done securely and without VPN
- **Multi-tenant customer portal:** Your customers can set up users and locations, easily monitor backup health, review cloud repository consumption and manage monthly billing statements

Veeam Cloud Connect for the Enterprise + Microsoft Azure

[Veeam Cloud Connect for the Enterprise](#) is a secure multi-tenant platform with data encryption which delivers the ability for an enterprise business to provide cloud backup services to "internal customers" (such as different subsidiaries or departments). With Cloud Connect for the Enterprise, customers can easily and securely connect and perform backup jobs over the Internet or WAN, from various business locations directly to their primary data center or public cloud — without the need for a VPN connection.

Designed specifically for large Microsoft Enterprise Agreement (EA) customers or VMware Enterprise License Agreement (ELA) customers, Veeam Cloud Connect for the Enterprise is licensed as an annual subscription per VM, and is an add-on purchase to Veeam Availability Suite™ or Veeam Backup & Replication. Version 9 Update 2 or higher is required to send Veeam backups, or to replicate ROBO (remote office/branch office) VMs to the cloud or HQ data center. Replication to a public cloud is not available.

Veeam Direct Restore to Microsoft Azure

[Direct Restore to Microsoft Azure](#) — included in NEW Veeam Availability Suite 9.5, (and available in the Microsoft Azure Marketplace) delivers cloud restore for Veeam backups optimizing resource allocation to deliver improved scalability and increased IT efficiency, while minimizing operating costs and limiting capital expenditures. This new solution enables you to take your on-premises workloads and restore or migrate them to Azure using an automated P2V or V2V conversion process. With Direct Restore to Microsoft Azure, you can:

- Quickly restore Windows and Linux-based VMs, physical servers or endpoints to Azure to minimize business disruption
- Execute planned workload migrations from on site to the cloud to reduce on-site resource constraints
- Easily create an Azure-based test environment for testing backup reliability, as well as patches and critical updates to mitigate risks associated with application deployment

Veeam Backup + Microsoft Azure with StorSimple

The Microsoft Azure StorSimple device is an on-premises hybrid storage array that manages storage tasks between on-premises devices and Microsoft Azure cloud storage.

[Veeam and StorSimple](#) work in unison to mitigate the cost and management of data growth while providing secure backup and recovery. Veeam ensures that backups are initially stored on a traditional primary storage for short-term recovery, and depending on your Availability needs, Veeam archives older versions of backups to StorSimple for long-term compliance. StorSimple will, in turn, ensure that backups are moved into Azure via cloud snapshot.