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# 5 Reasons to Modernize Legacy Data Protection Strategies

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# Introduction

Legacy solutions in the market today cause IT teams to spend too much effort on backup and recovery, which if modernized, would allow for more time and resources to be proactively spent addressing the real business challenges that have huge consequences for organizations such as cybersecurity, storage capacity, cloud mobility, costly capital expenditures and Digital Transformation.

Between September and December 2020, an independent research company asked 3,000 IT pros from 28 countries about their backup and found that only 63% of backups completed on time without errors and 33% of all restore jobs/tasks fail to be successful.

Organizations are more aware of the impact of data loss than ever before and, with the explosion of remote working combined with the increasing sophistication of security attacks, data protection needs to keep up with the pace and become a business priority. Automation, ease of use and central control, as well as integration across all platforms, can deliver the efficiencies that build profitability for an organization.

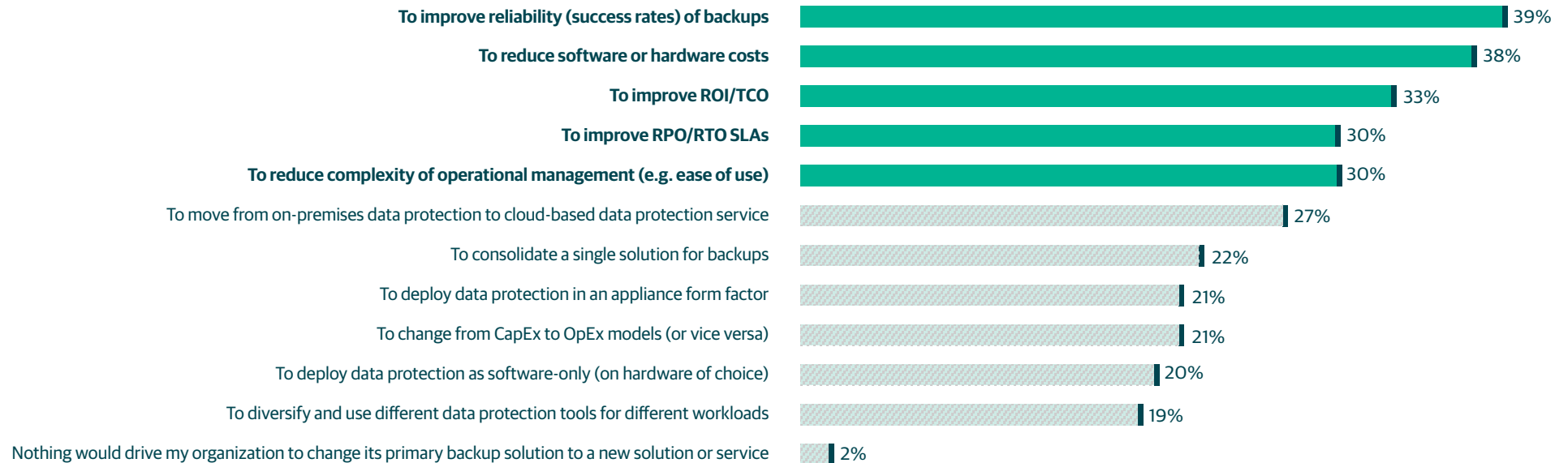
This white paper will explore the reasons many organizations are choosing to modernize their legacy data protection solutions.

When 1,500 IT pros from around the globe were asked "What would drive your organization to change its primary backup solution to a new solution or service," most responded that the 3Cs (capabilities, cost and complexity) were the main reason for switching data protection solutions. Only 2% of respondents claimed, "Nothing would drive my organization to change its primary backup solution to a new solution or service," while a whopping 98% of IT pros had a reason to switch. Is your organization one of these? Which of the following would drive your organization to change its primary backup solution to a new solution or service?

# List of the 5 reasons

Here is what 1,500 IT pros from around the globe had to say when asked this simple research question:

Which of the following would drive your organization to change its primary backup solution to a new solution or service?



As you'll see, **3Cs (capabilities, cost and complexity)** remain the top themes for switching data protection solutions.



## Reason #1

### Raise reliability (success rates) of backups.

IT teams need solutions that “just work” and provide immediate results. The most popular reason to modernize a legacy backup solution is reliability, or, a lack of reliability which stems from taking old code and attempting to retrofit it for the IT challenges of today.

Databases can often become prone to error and can cause complete data loss. Many solutions lack data recovery verification, or only provide this availability for limited platforms (for example, VMware only). Visibility into what is working and what’s not can cause IT admins to discover there’s an issue when it’s too late. Sometimes this is blamed on a lack of training or skills, but if a backup solution is stable, reliable and simple, using modern technology, organizations can actually augment their current IT workforce so that they can focus on more business-critical issues.

#### With Veeam:

Modernizing data protection solutions with Veeam® couldn’t be easier because Veeam’s tried and tested, trusted solution is hassle-free and “just works” for customers. Veeam provides customers with a single platform for modernizing backup, accelerating hybrid cloud and securing data, that can even be managed with one simple, flexible, central universal license.

Veeam Backup & Replication™ provides data recovery options for businesses of any size. Customers can restore multiple types of data no matter the application or environment – virtual and physical, on premises or in the cloud – including VM recovery, recovery for NAS, recovery for databases, recovery to VMware, to Hyper-V and more. Veeam is modernizing data protection solutions so customers can gain the flexibility needed to meet data recovery objectives with confidence.



## Reason #2

### Reduce software or hardware costs (and vendor lock-in).

When considering the cost of data protection, it’s easy to focus on the traditional costs – hardware, software and storage. Some hardware costs can come at a premium when you’re locked-in and your software isn’t flexible enough to handle alternatives. With Veeam, there is no lock-in and no added costs. Customers have the freedom to use their own configuration and customize their environment, all while reliably keeping data safe and protected.

Many software solutions include add-ons, secondary components or ongoing services, hidden charges and data reduction promises that never quite come to fruition. The challenge is finding the right balance between performance and cost-efficiency, and the recovery SLAs realized for the cost. Less tangible costs, those which impact the business enormously, are the cost of downtime and data loss. The impact that these can have on an organization’s relationship with its customers or damage to brand integrity cannot be underestimated. Other costs include the time to get staff ramped up, trained up and running at full capacity, as well as the effort and resources to maintain a backup infrastructure, and lost productivity from reacting to data protection issues, as opposed to proactively working on important projects.

#### With Veeam:

Veeam is a well-established provider of powerful and reliable backup and recovery solutions with a great reputation in the industry. Customers trust Veeam solutions to eliminate their risk of data loss and downtime while scaling to meet their current business. Veeam keeps things simple, reducing any complexity of installation and management because it “just works” and doesn’t require special skills, heavy resources or technical training. Customers’ ever-evolving needs are met in a holistic fashion by offering diverse licensing options – such as per workload or per socket, as subscription or as perpetual ownership. Veeam offers license units that capture more of an organization’s growth requirements and license types that benefit the need to keep costs down while offering the broadest capabilities.



## Reason #3

### Realize ROI and lower total cost of ownership.

All data protection solutions encapsulate a great deal of data. In today's ecosystem, data is power, and the right ROI calculation isn't simply crunching the numbers of time saved versus money invested, but the value provided by putting your data to work.

#### With Veeam:

There is no lock-in and no added costs with Veeam. Customers have freedom to use their own configuration or change the environment, enjoy flexibility and simplicity, while reaping all the benefits of reliable data protection. This means a lower total cost of ownership and more efficient return on investment.

Some organizations are making a shift from a capex to an opex financial model while other businesses may choose not to make this shift because it can sometimes be a long and difficult process. Veeam offers the best of both worlds, so that customers' individual decisions and needs are catered to, and flexibility and portability are realized. An opex model that incorporates investment in cloud technology may help an organization optimize their business, whereas a capex model enables an organization's IT teams to ensure it has visibility for full optimization of each investment. In each case the organization only wishes to realize their return on that investment, and Veeam can help them achieve this.



## Reason #4

### Improve RPO/RTD SLAs.

It takes years to build the required product breadth for backup configurations, architectural flexibility, snapshot integrations, replication capabilities — and more. The goal isn't whether data can be recovered, because it always can, but how quickly and easily this can be done to ward of business interruption. Legacy solutions either lack the granularity for specific recoveries, or the scalability for bulk restores. If an organization cannot tolerate even a few minutes of data being lost in the shortest of backup windows then it requires Continuous Data Protection (CDP). Some vendors offer CDP as a separately priced product or require including it with another product for more regular backup needs, but most organizations would agree that it's the best when it comes built-in with an existing backup solution, operating replicas natively from the same console.

#### With Veeam:

Veeam's Modern Data Protection solutions offer a variety of recovery options to satisfy any SLA, and a proven track record with a strong foundation of satisfied customers. For businesses that cannot tolerate even a few minutes of data loss, and who require Continuous Data Protection without it being a separate solution or additional cost, Veeam's V11 offers this.

Veeam's V11 with Continuous Data Protection eliminates downtime and minimizes data loss by performing immediate recoveries to the latest state or a desired point in time with built-in CDP functionality, achieving the most stringent RTO and RPO. Unlike storage-based replication, Veeam CDP works across non-matching storage arrays, hyperconverged storage solutions, and is included in the Veeam Universal License.



## Reason #5

### Simplify operational management.

With backup software, ease-of-use cannot be understated, and with legacy systems teams often end up wasting valuable time “babysitting their backup” processes. Far too many backup and recovery products are difficult to use, complicated and work only through scripting or the right level of PowerShell expertise.

Backup software should be flexible, scalable and able to evolve with the organization’s needs. If adding a new NAS device or changing cloud storage requires IT teams to change their data protection strategy or spend time re-educating IT staff, then it sounds like a typical legacy backup situation.

#### **With Veeam:**

Modern solutions give teams time back to work on other priorities, and attend to the organization’s pressing business requirements. Veeam delivers a broad and deep solution that “just works” and a robust, single platform for modernizing backup, accelerating hybrid cloud and securing data. Veeam’s portfolio of backup solutions are designed to cover all workloads: physical, virtual and cloud, all while ensuring compliance in regulated industries and flexibility no matter what your client’s financial operating model might be. Veeam’s Universal Licensing is one licence that protects all your workloads across on-premises, hybrid and multi-cloud environments for both subscription and perpetual licenses, giving you the best of all worlds. Hardware-, hypervisor- and cloud-agnostic, any organization can modernize with confidence and get comprehensive data protection without barriers or lock-in.

# Conclusion

Organizations are aware that data is the lifeblood of every business. It's used every minute of every day to make important decisions and crucial business choices. With data playing such a central role in day-to-day operations, it is no wonder that the protection of that data is a topic at the forefront of many C-Suite minds.

With the quantity of data that most companies store growing at alarming rates, legacy data backup and disaster recovery solutions are no longer cutting it for data protection. Applying one fail-safe solution to the entirety of a company's data is an outdated approach to Modern Data Protection and causes more harm than good.

Veeam knows where the Modern Data Protection industry has been and where it needs to go, and helps organizations modernize their backup and disaster recovery solutions with the benefit of Veeam's expertise, insight and experience. Veeam offers the tools and resources needed to cope with Digital Transformation in a Modern Data Protection environment so that Modern Data Protection can be met quickly. There is a good reason Veeam has 400,000+ customers worldwide, including 83% of the Fortune 500 and 69% of the Global 2,000.

"Consistently the best backup solution I've ever worked with and keeps the backup workloads 'hands off.' The Veeam team has literally thought of everything, and coded it in beautifully"

North America SMB