Five Questions for Every Modern Data Center
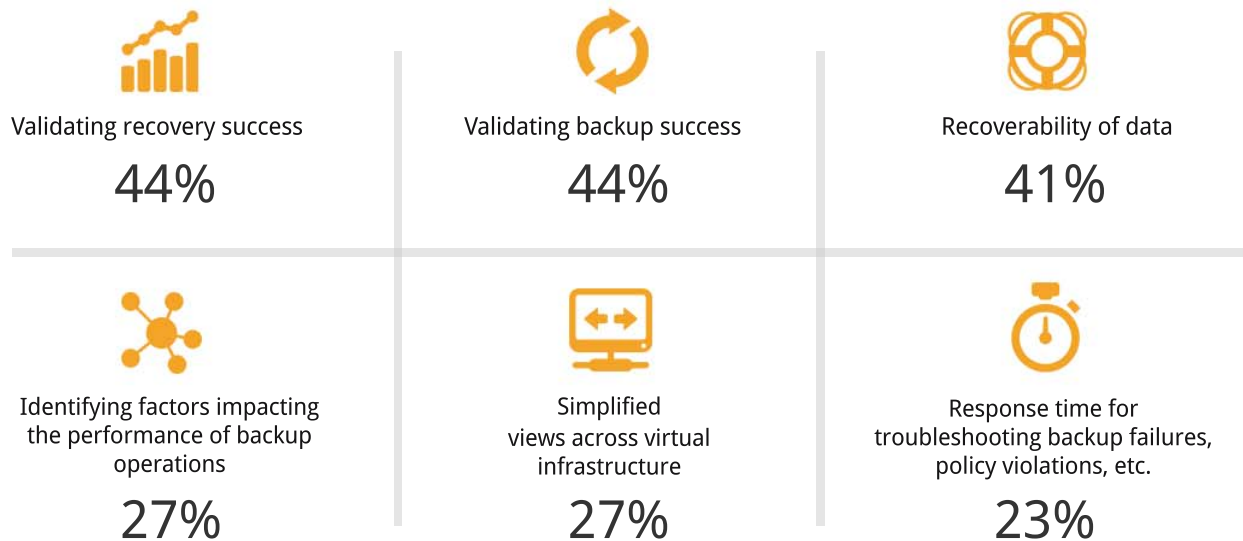
The Modern Data Center is virtualized, regardless of whether it is on an enterprise raised floor or in the back closet of an SMB—and either way, it has to be protected reliably and rapidly. ESG recently asked nearly 800 Veeam customers what drove them to choose Veeam® Backup & Replication™ to enable their Always-on Business™.

1 How Do You Ensure that Your Business Will Be Always-on?

Visibility Challenges Related to Virtualization

The most common challenges in virtualization protection relate to validating backup success and restore success (44% of respondents), followed closely by recoverability of data (41%). That being said, when asked what their primary challenge was, five of the top six challenges reported by the respondents related to "visibility".

Validating recovery success **44%**	Validating backup success **44%**	Recoverability of data **41%**
Identifying factors impacting the performance of backup operations **27%**	Simplified views across virtual infrastructure **27%**	Response time for troubleshooting backup failures, policy violations, etc. **23%**

Users Report that Veeam Is a Trusted Solution

83% report that they are **more confident using Veeam Backup & Replication** to protect against data loss compared with other backup software solutions.
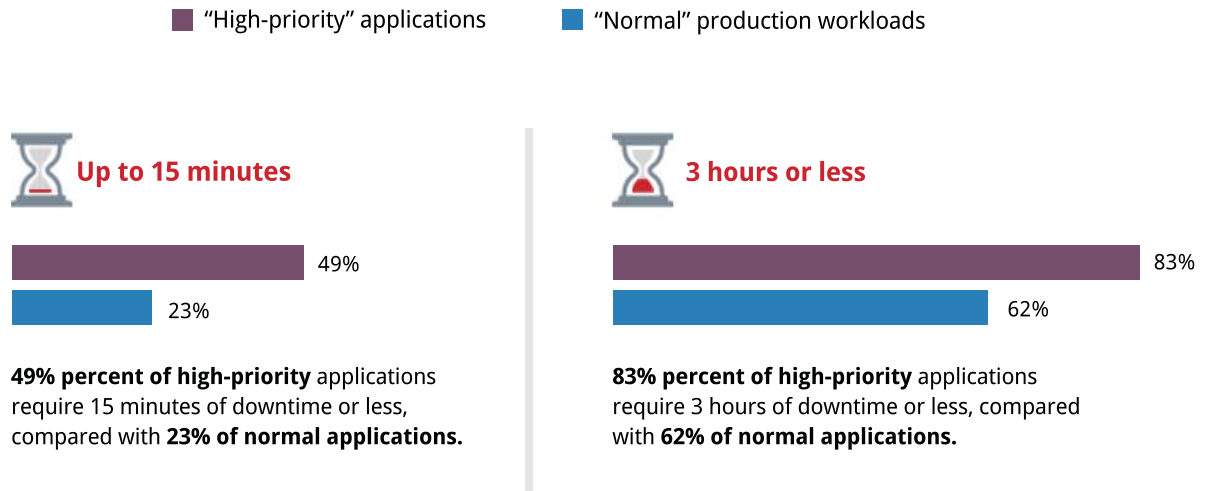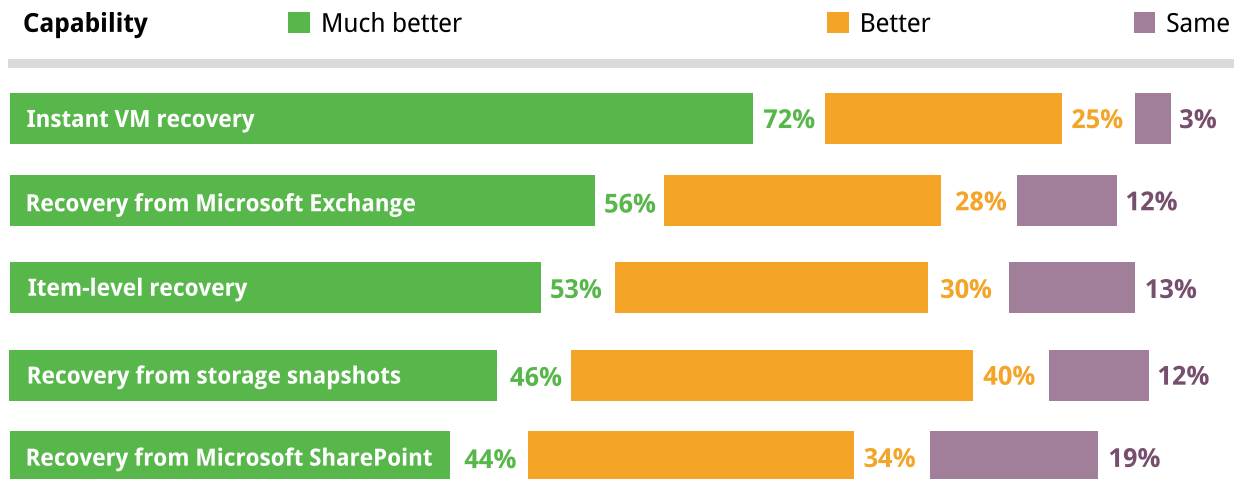
Veeam
IT JUST WORKS!™

How Fast Can You Recover?

Downtime Tolerance for Tier-1 and Normal Applications

What are your organization's RTOs for "high-priority" applications and "normal" production workloads?

■ "High-priority" applications   ■ "Normal" production workloads

Up to 15 minutes

49%
23%

49% percent of high-priority applications require 15 minutes of downtime or less, compared with **23% of normal applications.**

3 hours or less

83%
62%

83% percent of high-priority applications require 3 hours of downtime or less, compared with **62% of normal applications.**

How Veeam Recovery Capabilities Compare with Alternatives[*]

Capability   ■ Much better   ■ Better   ■ Same

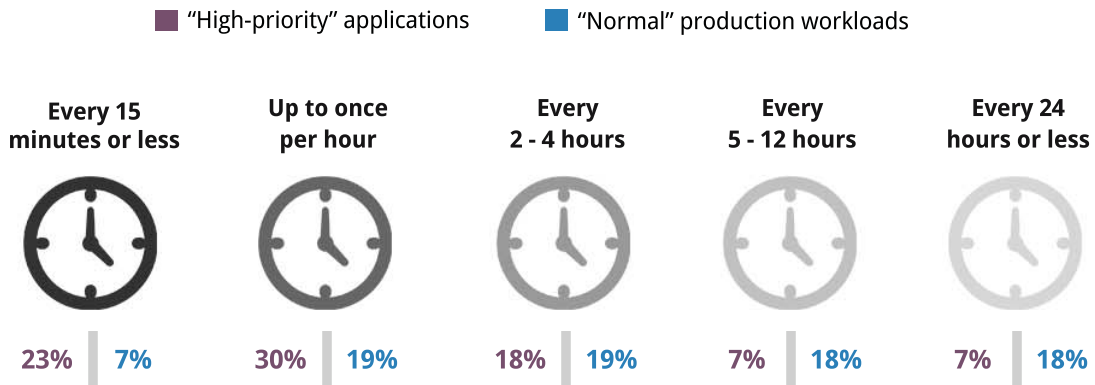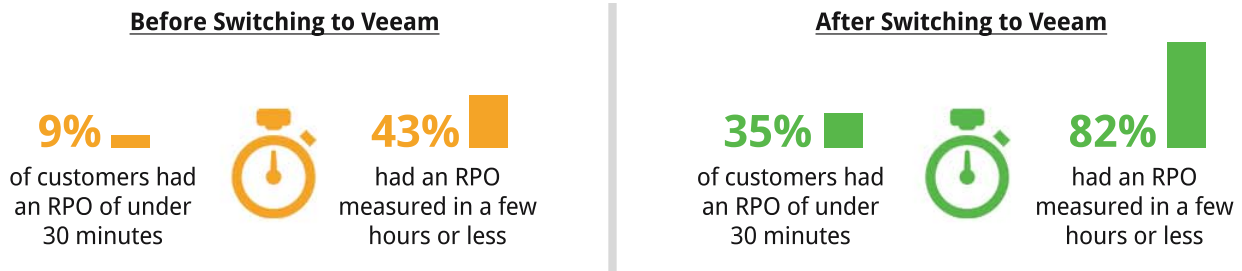| Capability	Much better	Better	Same
Instant VM recovery	72%	25%	3%
Recovery from Microsoft Exchange	56%	28%	12%
Item-level recovery	53%	30%	13%
Recovery from storage snapshots	46%	40%	12%
Recovery from Microsoft SharePoint	44%	34%	19%

*Totals may not equal 100% due to rounding

Data Loss Tolerance

Frequency in which your organization makes backup copies for "high-priority" applications and "normal" production workloads in order to meet its RPOs for each.

■ "High-priority" applications   ■ "Normal" production workloads

Every 15 minutes or less	**Up to once per hour**	**Every 2 - 4 hours**	**Every 5 - 12 hours**	**Every 24 hours or less**
23% 7%	30% 19%	18% 19%	7% 18%	7% 18%

Comparative RPO Perceptions

When asked how Veeam's recovery capabilities affected their overall data protection strategy, many cited that they were able to establish far more aggressive RPO commitments with their application and business stakeholders.
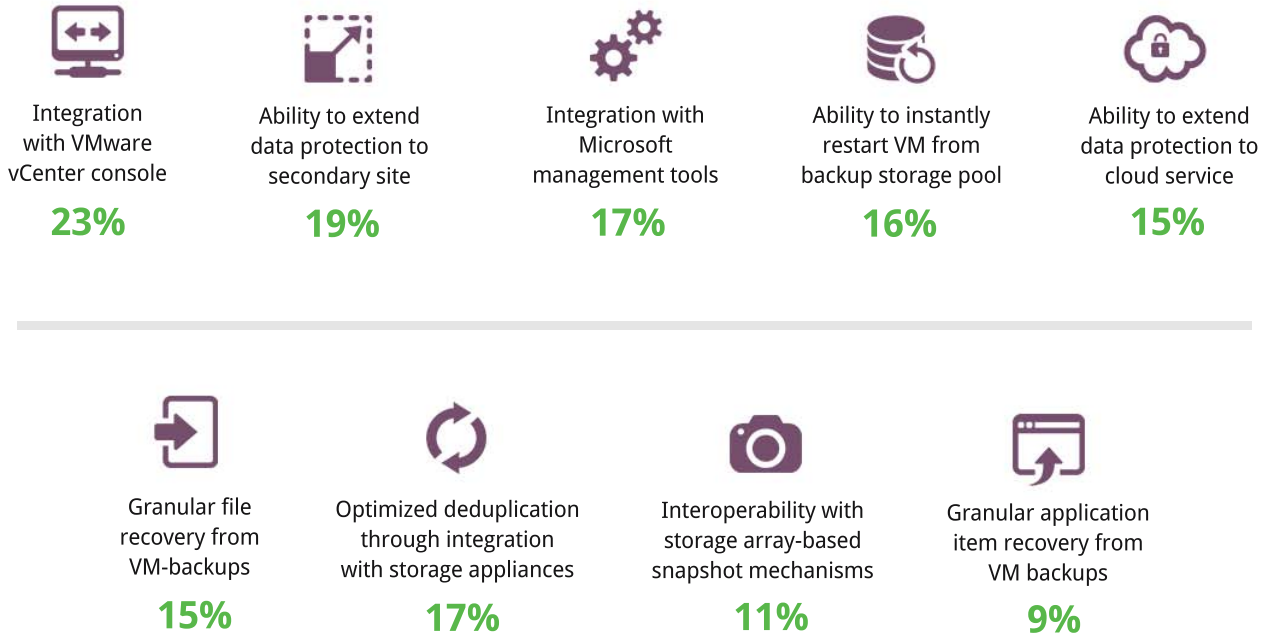
Before Switching to Veeam

9%
of customers had an RPO of under 30 minutes

43%
had an RPO measured in a few hours or less

After Switching to Veeam

35%
of customers had an RPO of under 30 minutes

82%
had an RPO measured in a few hours or less

What Do You Want Out of Your Backup?

Desired Technical Features for Virtualization Backup Solutions

Going forward, which of the following considerations will influence your organization's data protection strategy and accompanying purchases?

Integration with VMware vCenter console
23%

Ability to extend data protection to secondary site
19%

Integration with Microsoft management tools
17%

Ability to instantly restart VM from backup storage pool
16%

Ability to extend data protection to cloud service
15%

Granular file recovery from VM-backups
15%

Optimized deduplication through integration with storage appliances
17%

Interoperability with storage array-based snapshot mechanisms
11%

Granular application item recovery from VM backups
9%

Veeam covers all these offerings.

Comparative Feature Sentiment

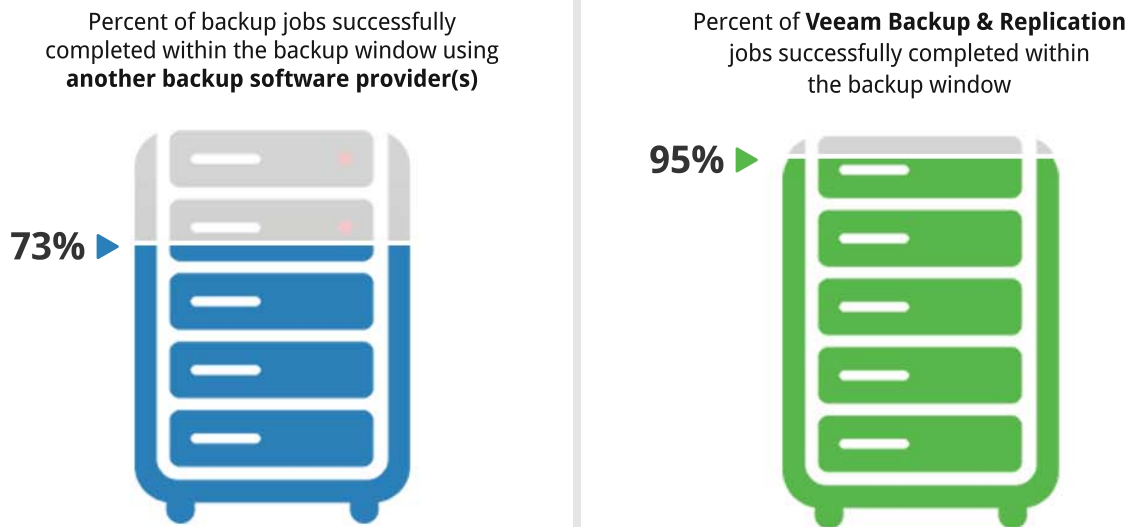Which phrase **BEST** describes your experience when it comes to using and managing Veeam Software Solutions?

- **46%**, I can sleep at night—it just works
- **25%**, I can set it and forget it—saving time and money
- **24%**, I have full control of my protection infrastructure
- **5%**, Other

Can You Count On Your Current Solution?

Success Rate of Backup Jobs Completed Within Backup Windows

Describing solutions they have used, respondents reported improved approximate/average success rates for Veeam Backup & Replication jobs completed within the backup window.

Percent of backup jobs successfully completed within the backup window using **another backup software provider(s)**

73% ▶

Percent of **Veeam Backup & Replication** jobs successfully completed within the backup window

95% ▶

TOP TEN Reasons Why Organizations Chose Veeam, and the Results

#1. Improve backup reliability
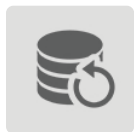
71% *Saw improved reliability of backups*

#2. Confidence in Veeam Backup & Replication

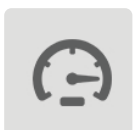**62%** *Increased confidence in protection and recoverability*

#3. Enable disaster recovery
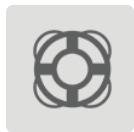
58% *Enabled disaster recovery*

#4. Improve backup performance

64% *Accelerated backup performance*

#5. Ease of use / ongoing management

68% *Improved ease of use*

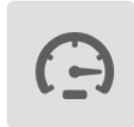**#6. Improve recovery reliability**

60% *Improved reliability of recoveries*

#7. Improve recovery performance

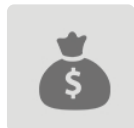**46%** *Improved recovery performance (RPOs and RTOs)*

#8. Total cost of ownership (TCO)
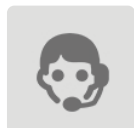
40% *Lowered administrative overhead*

#9. Price (i.e., license cost)

32% *Reduced backup software costs*

#10. Service and support

27% *Improved service and support*

The Bigger Truth

As you modernize your production infrastructure, you have to modernize your protection capabilities to match.

- **Veeam customers had an appreciably higher sense of confidence in their Veeam solution** than they did in whatever they were using for VM backups before, including their current physical/unified backup solution (even if it was capable of VM backups).

- Veeam customers also cited its **Instant VM recovery feature as significantly better than the alternatives** that they had previously used.

With a high assurance of reliable, rapid VM recovery, it isn't surprising to see IT professionals continue to rely on Veeam - *delivering Availability for the Modern Data Center™*, enabling the Always-on Business.

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